



Purchase Decisions for Event Packages at Hotel Candi Indah Semarang

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Abstract

This research was motivated by fluctuating event package sales at Hotel Candi Indah Semarang, particularly a significant decline in March 2025, which fell by 58% below the target. Three key factors are examined as potential influences: price sensitivity, brand awareness and perceived quality, along with their impact on the purchasing decision of event packages at Hotel Candi Indah Semarang. Data were collected through a literature review, observation, and a Likert-scale questionnaire administered to 80 participants who had previously utilized the hotel's event package services. Data collection utilized a combination of purposive sampling and incidental sampling. Purposive sampling targeted respondents who had previously booked event packages for a minimum of 30 participants, while incidental sampling allowed access to eligible respondents encountered by chance. IBM SPSS version 26 with multiple linear regression was used to analyze the data. All participants provided informed consent prior to participation, and the study adhered to ethical principles in social research. The results showed that purchase decisions for event packages at Hotel Candi Indah Semarang were significantly influenced by price sensitivity, brand awareness, and perceived quality, both partially and simultaneously. In practice, the study's findings can help Hotel Candi Indah Semarang's management develop more effective marketing strategies, notably for improving event package sales. It specifically helps to build tactics based on price sensitivity, perceived quality, and brand awareness. Theoretically, this study enhances the Expectancy Value Theory by demonstrating that price sensitivity, brand awareness and perceived quality constitute significant factors in purchasing decisions within the hospitality sector.

Keywords *Price Sensitivity; Brand Awareness; Perceived Quality; Purchase Decision; Hotel Event Packages*

INTRODUCTION

Price sensitivity is a fundamental determinant of consumer purchase behavior, reflecting the degree to which customers respond to price changes (Gao et al., 2017). Price changes in the hospitality industry are often evaluated by consumers in terms of whether the perceived benefits are worth the cost. Cost considerations have become more prominent with the digitalization of price information, which enables customers to compare offers across platforms instantly and thereby increases their price sensitivity (Rocha & Lima, 2025). Price sensitivity can also be shaped by emotional responses to strategies such as discounts or promotions (Johan et al., 2021). Well-targeted promotions may stimulate demand and increase purchase intentions (Wen et al., 2021). Such demand can decline sharply when high price sensitivity leads customers to reduce spending because prices are perceived as excessive (Nicolau & Masiero, 2013). Excessive pricing without corresponding value, therefore, underscores the need for pricing strategies in hospitality that balance affordability with perceived quality (Widayanti, 2023).

Perceived quality is often assessed alongside price, and in the hospitality sector, heightened price sensitivity often drives customers toward mid-range or budget options over upscale alternatives (Masiero et al., 2020). This phenomenon is especially relevant in Indonesia's Meetings, Incentives, Conventions, and Exhibitions (MICE) sector, which contributed approximately 37% of hotel revenues in 2023 and was projected to reach nearly 50% in 2024 (Purnama, 2025). However, recent government budget efficiency measures, which cut official travel and event allocations by up to 50%, have led to a downturn in MICE-related bookings (Tara, 2025; Fika, 2025).

Hotel Candi Indah Semarang, a three-star hotel offering integrated event packages, recorded

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a sharp -58% deviation from its March 2025 sales target. While price sensitivity is likely to be a central factor in this decline, other determinants such as brand awareness and perceived quality may also play significant roles. Brand awareness influences customer trust and familiarity with service providers (Kotler et al., 2019), and research indicates that rapid access to digital information and services can enhance such trust when paired with active engagement (Hermawan & Suharnomo, 2020). In the hospitality context, digital platforms serve not only as channels for price comparison but also as collaborative spaces where customers and providers can exchange information, build trust, and strengthen relationships that may, in turn, indirectly influence purchase decisions (Hermawan & Suharnomo, 2020). The loyalty, which gauges a consumer's commitment to a brand and encourages them to regularly buy a preferred brand, can complement these trust-based interactions (Putra et al., 2021). Perceived quality reflects a consumer's judgment of product excellence relative to alternatives (Zeithaml, 1988). Furthermore, previous studies in the hospitality sector have found that physical service attributes, or servicecape, such as seating comfort, layout, and decor, significantly shape customer perceptions and satisfaction, which in turn may influence purchase decisions (Kholifatunnisa et al., 2021). Existing research on these variables has yielded mixed results, some studies report significant effects (Adytia & Manvi, 2024; Gao & Guan, 2020), while others find no significant influence (Muthiah & Setiawan, 2019; Ulum et al., 2024). These inconsistencies suggest a research gap for analyzing the combined effect of price sensitivity, brand awareness, and perceived quality on purchasing decisions in the event package market for three-star hotels. The present research closes the gap by including these characteristics into the framework of the Expectancy Value Theory (Wigfield & Eccles, 2000), which enables an analysis of their combined and individual effects. This paper is distinctive since it focuses on a competitive, cost-conscious hotel market in a time of financial restriction and offers practical advice for improving marketing strategy. In order to offer evidence-based suggestions for enhancing sales performance, examining how price sensitivity, brand awareness, and perceived quality affect both individual and concurrent purchasing decisions for event packages at Hotel Candi Indah Semarang is the objective of this study.

LITERATURE REVIEW

Understanding the theoretical foundations and previous empirical findings related to the variables under study is essential to build a solid conceptual framework. This section reviews relevant theories and prior research that explain the relationships among expectancy value theory, purchase decision, price sensitivity, brand awareness, and perceived quality. The review also identifies key measurements for each construct and highlights research gaps that this study seeks to address.

Expectancy Value Theory

According to Expectancy Value Theory (EVT), the emphasis placed on a desired outcome or value and the anticipation that it will be achieved drive decision-making (Wigfield & Eccles, 2000), in the context of consumer purchasing patterns, expectancy represents the consumer's belief that a product or service will deliver specific benefits, while value reflects the personal importance or utility derived from those benefits. The theory suggests that both components interact; a high value without expectancy, or a high expectancy without value, is unlikely to result in purchase. In the hospitality sector, EVT offers a valuable framework for understanding how customers weigh anticipated service performance against the perceived value of service attributes such as price, brand reputation, and quality. When both expectancy and value are high, purchase intentions are significantly stronger. Although behavioral science and education have made extensive use of EVT, its use in hospitality, especially in budget-sensitive hotel markets, remains limited. This study

employs EVT to integrate price sensitivity, brand awareness, and perceived quality into a unified model for explaining purchase decisions for hotel event packages.

Price Sensitivity

Price sensitivity refers to consumers' responses to changes in the price of a product or service, which can significantly influence their purchase decisions (Khandker & Joshi, 2019). Consumers with high price sensitivity tend to place greater emphasis on cost and are more likely to compare alternatives to obtain the best value for money. Previous studies have consistently shown that price sensitivity significantly influences purchase decisions across various service contexts, including tourism destinations (Masiero et al., 2020), online automobile purchases (Böhlen & Šimberová, 2023), and mobile-based impulse buying (Stefańska & Śmigielska, 2020).

From the perspective of Expectancy Value Theory, price sensitivity primarily reflects consumers' evaluation of perceived cost, which directly affects the value component of decision-making. When prices are perceived as reasonable relative to expected benefits, consumers' subjective value increases, thereby strengthening their likelihood of purchase. Conversely, prices perceived as excessive may reduce value perceptions and weaken purchase intentions. However, empirical findings regarding the effect of price sensitivity on purchase decisions remain inconsistent. Nicolau and Masiero (2013) reported a negative and significant effect, suggesting that highly price-sensitive consumers tend to reduce purchases when prices are perceived as excessive or not aligned with perceived benefits. In contrast, Wen et al. (2021) found a positive and significant relationship between price sensitivity and purchase decisions. These contrasting results indicate a research gap that warrants further examination of price sensitivity within the hospitality event package context.

H1: Price sensitivity has a significant partial effect on purchase decisions.

Brand Awareness

Brand awareness describes a consumer's knowledge about, as well as the ability to recall, a brand when they come across a product or service bearing that brand name (Kotler et al., 2019). High levels of brand awareness reduce perceived risk and increase consumers' confidence during the decision-making process, particularly in service contexts where quality cannot be fully evaluated prior to consumption. Empirical research has demonstrated that brand awareness positively influences purchase decisions in various industries, including event services, hospitality, and local startup services (Kelvin & Sarudin, 2024; Utami et al., 2023; Muzizah et al., 2024).

Within the EVT framework, brand awareness strengthens expectancy by signaling reliability and reducing uncertainty regarding service performance. Familiar and well-known brands are more likely to be associated with positive past experiences or reputational cues, thereby increasing consumers' expectations that the service will meet their needs. As a result, higher brand awareness enhances both expectancy and perceived value, leading to stronger purchase decisions. Nevertheless, prior studies examining the role of brand awareness in purchase decisions have produced mixed results. Muthiah and Setiawan (2019) found that brand awareness had a negative and insignificant effect on purchase decisions, whereas Adytia and Manvi (2024) reported a positive and significant influence. These inconsistent findings highlight the need for further investigation of brand awareness as a determinant of purchase decisions, particularly in hospitality service settings.

H2: Brand awareness has a significant partial effect on purchase decisions.

Perceived Quality

Perceived quality is a consumer's subjective assessment of a product across superiority,

excellence, and dependability when compared with alternative offerings in the market (Zeithaml, 1988). In hospitality services, perceived quality plays a critical role in shaping purchase decisions, as consumers often rely on quality perceptions when direct evaluation prior to purchase is limited. Numerous studies have confirmed a significant positive relationship between perceived quality and purchase decisions (Senayah et al., 2023; Lopes et al., 2024). From an EVT perspective, perceived quality enhances both expectancy and value by increasing consumers' confidence that the service will deliver satisfactory outcomes and meaningful benefits. Higher perceived quality signals superior service performance, strengthening anticipated satisfaction and justifying the perceived cost. Consequently, consumers with higher-quality perceptions are more likely to proceed with their purchasing decisions. Despite these findings, empirical evidence regarding the impact of perceived quality on purchase decisions remains inconclusive. Ulum et al. (2024) reported a negative, insignificant effect of perceived quality on purchase decisions, whereas other studies have demonstrated a positive, significant relationship between perceived quality and purchase decisions (Gao & Guan, 2020). These divergent results suggest a research gap that necessitates further examination of perceived quality in hospitality service contexts.

H3: Perceived quality has a significant partial effect on purchase decisions.

Purchase Decision

Purchase decision is a process by which Customers use a purchasing decision to decide whether to acquire an item or service in particular (Katrodia, 2021). This process involves a sequence of cognitive and behavioral stages: problem recognition, information search, evaluation of alternatives, selection of the most suitable option, and post-purchase evaluation (Wardhana, 2024; Sudirjo et al., 2024). These stages reflect the degree of consumer involvement and the complexity of decision-making in different purchasing contexts. In the hospitality services context, purchase decisions are influenced by consumers' evaluations of expected benefits and perceived value. According to Expectancy Value Theory, consumers are more likely to make favorable purchase decisions when their expectations regarding service performance are met or exceeded and when the perceived value justifies the cost incurred. Price sensitivity, brand awareness, and perceived quality function as key evaluative factors that shape these expectations and value perceptions. When these factors align positively, consumers are more inclined to proceed with purchasing decisions; conversely, unfavorable evaluations may lead to postponement or cancellation of purchase intentions. Given the interrelated nature of these factors, examining their combined influence provides a more comprehensive understanding of consumer decision-making. A holistic assessment of price sensitivity, brand awareness, and perceived quality is essential for explaining how consumers evaluate hospitality service offerings and form final purchase decisions.

H4: Price sensitivity, brand awareness, and perceived quality simultaneously have a significant effect on purchase decisions.

RESEARCH METHOD

This study employed a quantitative research methodology focusing on customers who had purchased event packages at Hotel Candi Indah Semarang. This study was conducted with formal permission from Hotel Candi Indah Semarang, as evidenced by an official research authorization letter issued by the hotel management. Participation was voluntary, all respondents provided informed consent, and anonymity was maintained.

The sample size was determined following Hair et al. (2014), which recommends a minimum of five respondents per measurement indicator; with 16 indicators in this study, at least 80 respondents were required. A total of 85 questionnaires were returned, resulting in a response rate of 94.12%. The approach of non-probability sampling was used, with incidental sampling to include

eligible respondents who were discovered by chance and purposive sampling to choose respondents who satisfied the inclusion criterion of having booked an event package for at least 30 people in a single booking. The combination of these two techniques was applied to ensure data relevance and practical feasibility. Purposive sampling ensured that all respondents had direct experience with the hotel's event packages, while incidental sampling facilitated efficient access to respondents during data collection. This approach helped reduce selection bias by restricting participation to respondents who met the predefined criteria, while allowing sufficient sample size to be achieved within the research timeframe. Structured surveys with a 4-point Likert scale, in-person customer feedback and service delivery observations, and a review of appropriate academic and market literature were used to gather data. Surveys of respondents and field observations provided the primary data, whereas statistics reports, sales records, and earlier studies provided the secondary data.

Table 1. Respondent Characteristics

	Total	Percentage
<i>Gender</i>		
Man	36	45%
Woman	44	55%
<i>Age</i>		
< 21 years	7	8.8%
21-40 years	69	86.3%
41-60 years	4	5%
> 60 years	0	0%
<i>Number of Participants (Pax)</i>		
< 30 pax	0	0%
30-50 pax	46	57.5%
50-100 pax	27	33.8%
>100 pax	7	8.8%
<i>Customer Segment</i>		
Individual/Private	18	22.5%
Corporate/Company	19	23.8%
Government Institution	9	11.3%
Organization/Community	78	42.5%

IBM SPSS Statistics version 26 was used for all statistical analyses. 80 respondents representing customers of Hotel Candi Indah Semarang's event packages in the research study. Based on Table 1, the respondents consisted of 36 men (45%) and 44 women (55%), showing a relatively balanced gender distribution. Most responders were 21–40 years old (86.3%), which is considered a productive age range, followed by those under 21 years (8.8%) and 41–60 years (5%), with no respondents over 60 years old. In terms of event size, most respondents booked packages for 30–50 participants (57.5%), followed by 50–100 participants (33.8%) and more than 100 participants (8.8%), with none booking fewer than 30 participants. Regarding customer segments, the largest group came from organizations or communities (42.5%), followed by corporate clients (23.8%), individual/private customers (22.5%), and government institutions (11.3%), indicating that the hotel's event packages are most popular among collective groups.

FINDINGS AND DISCUSSION

Research Instrument Test

Questionnaire items designed to serve as indicators of each variable were subjected to both reliability and validity testing. Reliability, in this context, refers to the degree to which the questionnaire consistently produces stable results when administered repeatedly under similar

conditions. According to Ghozali (2021), a questionnaire can be regarded as reliable if the participants' responses to the statements remain consistent over time. Detailed results of the validity and reliability tests are presented in Appendix A, with a total sample size of $n = 30$. All measured variables recorded Cronbach's Alpha coefficients, surpassing the allowed minimum of 0.7, suggesting a high degree of internal consistency. This finding suggests that the measurement indicators used in the questionnaire can be trusted as dependable tools for data collection in this research. Validity testing was then conducted to assess whether the questionnaire accurately measured the intended constructs. As explained by Ghozali (2021), validity testing evaluates the degree to which a measurement instrument reflects the concept it is intended to capture. A questionnaire item is deemed valid if it can reliably represent the construct being measured. In this study, validity was assessed using two criteria: the significance value (p) must be less than .05, or the correlation (r) for the item must exceed the critical r -table value. The r -table value itself is determined by the degrees of freedom ($df = n - 2$). For a sample size of $n = 30$, the degrees of freedom equal 28, and the r -table value at a 5% significance level ($\alpha = .05$) is .361. Based on the results summarized in Appendix B, all questionnaire items corresponding to the variables Price Sensitivity, Brand Awareness, Perceived Quality, and Purchase Decision met these validity standards. Specifically, every item recorded correlation values exceeding .361 and significance values below .05. These outcomes confirm that all measurement items included in the instrument are both valid and appropriate for subsequent statistical analysis.

Descriptive Analysis

The descriptive analysis results in Appendix C show that all variables were measured into the High category based on the Three Box Method index classification. The Price Sensitivity variable obtained an average index score of 82.70%, with the highest value on the *Bargain Price* indicator (X1_BP2) at 86.25%, indicating that respondents perceive the pricing of Hotel Candi Indah Semarang's event packages as reasonable, competitive, and flexible. The Brand Awareness variable scored an average of 79.98%, with the highest value on the Top-of-Mind indicator (X2_TM2) at 84.06%, reflecting strong brand recognition and recall supported by consistent visual identity, positive customer experiences, and active community engagement. The Perceived Quality variable achieved an average score of 81.33%, with the highest value on the *Intrinsic Quality* indicator (X3_IQ1) at 85.31%, highlighting positive perceptions of the hotel's facilities, service standards, and customer feedback. Finally, the Purchase Decision variable scored an average of 82.38%, with the highest value on the *Variety-Seeking Buying Behaviour* indicator (Y_VB2) at 89.69%, showing that purchasing decisions are strongly influenced by the availability of diverse and customizable event packages, prior satisfaction, and recommendations. Overall, these results indicate that respondents have highly positive perceptions across all measured aspects, with flexibility, quality, and brand familiarity being key drivers of purchase decisions.

Classical Assumption Test

In order to determine whether the dataset met the statistical prerequisites necessary for conducting multiple regression analysis, the study applied the classical assumption testing procedure as described in standard econometric literature. This step serves to ensure that the regression model remains free from assumption violations, thereby maintaining the reliability, accuracy, and overall credibility of the research outcomes. Among the assumptions examined was the normality of residuals, which is essential for the proper application of parametric tests like the F-test and the t-test, particularly when dealing with relatively small sample sizes (Ghozali, 2021). To verify this assumption, a normality test was conducted to assess whether the residuals from the regression model followed a normal distribution. The Kolmogorov-Smirnov (K-S) test was utilized

for this purpose. Results from the K–S test yielded an Asymptotic Significance (two-tailed) value of .20, a figure notably higher than the critical threshold of .05. This outcome confirms that the distribution of residuals did not deviate significantly from normality, satisfying the assumption and supporting the validity of subsequent inferential tests. As shown in Appendix D, the residuals exhibit a distribution consistent with the requirements for classical linear regression.

The correlation strength among the independent variables was evaluated using the multicollinearity measure in the regression approach, following the guidelines outlined by [Ghozali \(2021\)](#). According to statistical conventions, when the tolerance value surpasses .10 (10%). Therefore, there is no indication of multicollinearity if the VIF (variance inflation factor) stays under a threshold value of 10.

As presented in Appendix E, all independent variables examined in this research: Price Sensitivity, Brand Awareness, and Perceived Quality demonstrate tolerance values higher than .10 and VIF values comfortably below the threshold of 10. These results collectively indicate that the regression model used in this investigation is free of multicollinearity, meaning the independent variables do not exhibit problematic levels of intercorrelation that might distort the regression estimates.

Because the assumptions underlying classical linear regression require the absence of heteroscedasticity, the study proceeded using a heteroscedasticity check to determine if the overall residuals' variance between successive observations remained constant ([Ghozali, 2021](#)). In practical terms, this assessment checks if the spread of residuals is uniform regardless of the values of the independent variables. The analysis revealed that the residual data points, when plotted along both the vertical and horizontal axes in the scatterplot shown in Appendix F, are randomly dispersed, with no obvious pattern on either side of the center. This randomness suggests that the residuals possess constant variance and are free from any systematic structure, thus meeting the homoscedasticity requirement of the regression model.

In order to establish whether a statistically significant linear association exists between the sets of variables under investigation, the present research utilized the linearity test as described by [Sukestiyarno \(2020\)](#). A relationship is considered linear if the Linearity Sig. A value less than 0.05 indicates a linear relationship, while a value greater than 0.05 indicates a non-linear relationship ([Machali, 2021](#)). As shown in Appendix G, all independent variables in this study: Price Sensitivity, Brand Awareness, and Perceived Quality have Linearity Sig. values of <.05. This clearly demonstrates that Price Sensitivity, Brand Awareness, and Perceived Quality maintain a linear correlation with the purchase decision.

Multiple Linear Regression Analysis

Following confirmation of linearity, a multiple linear regression analysis was conducted to quantify the influence of each independent variable on purchase decisions. This analytical method allows simultaneous assessment of Price Sensitivity, Brand Awareness, and Perceived Quality to determine their respective contributions to the Purchase Decision. The results obtained from the regression procedure are summarized in Table 2, from which the regression equation representing how every variable in this investigation relates to one another.

$$Y = 1.391 + 0.510 X_1 + 0.053 X_2 + 0.400 X_3 + e$$

Table 2. Multiple Linear Regression Analysis Result

Model	β	Std. Error	Beta	t	Sig.
(Contant)	1.391	0.635		2.191	0.032
Price Sensitivity	0.510	0.023	0.579	22.060	< .001
Brand Awareness	0.053	0.025	0.060	2.147	0.035
Perceived Quality	0.400	0.021	0.491	18.742	< .001

a. Dependent Variable: Purchase Decision

Interpretation of the coefficients can be interpreted thereby:

- a. The value of the constant (α) is 1.391, meaning as if Price Sensitivity, Brand Awareness, and Perceived Quality are all at zero, the predicted value of Purchase Decision will be 1.391.
- b. The coefficient for the Price Sensitivity is positive at 0.510. Accordingly, a one-unit rise in Price Sensitivity will result in an estimated 0.510 unit increase in Purchase Decision, assuming all other independent variables remain unchanged. This positive relationship implies that higher Price Sensitivity corresponds to a greater likelihood of purchase, whereas lower Price Sensitivity tends to reduce the likelihood, provided other factors are constant.
- c. Brand Awareness has a positive coefficient at 0.053. Accordingly, a one-unit rise in Brand Awareness will result in an estimated 0.053 unit increase in Purchase Decision, keeping other independent variables constant. The positive association indicates that greater Brand Awareness contributes to higher purchase likelihood, while a decline in Brand Awareness is likely to lower purchase likelihood under the same conditions.
- d. The coefficient for the Perceived Quality is positive at 0.400. This shows that a one-unit rise in Perceived Quality will raise the Purchase Decision score by approximately 0.400 units, provided other independent variables do not change. This positive link indicates that improved Perceived Quality enhances purchasing decisions, whereas a drop in Perceived Quality diminishes them, assuming other factors remain constant.

Hypothesis Testing

Hypothesis testing's goal is to ascertain whether the dependent variable, namely purchase decision, is significantly influenced by each of the independent variables: price sensitivity, perceived quality, and brand awareness. In this study, both the F-test (to examine the effect simultaneously) and the t-test (to assess the effect partially) were employed. The t-test evaluates the degree to which changes of one dependent parameter can be explained by each other variable. A variable is considered to have a significant effect as indicated in Table 3, the significance value is less than .05 and the computed t value is more than the crucial t table value (1.991, with $df = 76$), at a 5% significance level ($\alpha = .05$).

Table 3. t Test

Variable	t	Sig. (p-value)
Price Sensitivity	22.060	<.001
Brand Awareness	2.147	0.035
Perceived Quality	18.742	<.001

These results demonstrate all three individual variables have a favorable and statistically significant impact for purchasing decisions:

- a. Price Sensitivity shows a positive and significant relationship with Purchase Decisions, with a p-value < .001. The calculated t-value ($t = 22.060$) exceeds the critical t-table value (1.991) at the 5% significance level. These findings indicate if a null hypothesis (H_{01}) is rejected and alternatives hypothesis (H_{a1}) is accepted. Thus, it can be said that Price Sensitivity effects Purchase Decisions in a significant approach.
- b. Brand Awareness also exhibits a positive and significant relationship with Purchase Decisions, with a p-value = .035. The calculated t-value ($t = 2.147$) is greater than the critical t-table value (1.991) at the 5% significance level. These findings indicate if a null hypothesis (H_{02}) is rejected and alternatives hypothesis (H_{a2}) is accepted. Thus, it can be said that Brand Awareness effects Purchase Decisions in a significant approach.

- c. Perceived Quality demonstrates a positive and significant effect on Purchase Decisions, with a p-value < .001. The calculated t-value ($t = 18.742$) exceeds the critical t-table value (1.991) at the 5% significance level. These findings indicate if a null hypothesis (H_{03}) is rejected and alternatives hypothesis (H_{a3}) is accepted. Thus, it can be said that Perceived effects Purchase Decisions in a significant approach.

The F test was used to assess whether the independent factors collectively had a substantial impact on the dependent variable (Ghozali, 2021). As shown in Table 4, the computed F-value of 841.891 exceeds the critical F-value of 2.725, with degrees of freedom ($df_1 = 3$ and $df_2 = 76$). Furthermore, the significance level is $p < .001$, which is below the .05 threshold. These findings lead to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a). This implies that Price Sensitivity, Brand Awareness, and Perceived Quality simultaneously have a statistically significant effect on Purchase Decisions.

Table 4. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	881.802	3	293.934	841.891	<.001 ^b
	Residual	26.534	76	0.349		
	Total	908.336	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X3_TOTAL, X1_TOTAL, X2_TOTAL

The Coefficient of Determination (R^2)

R^2 , or the coefficient of determination, measures how much each factor that is independent contributes to the explanation of the variation in the variable that is the dependent (Ghozali, 2021). Higher R^2 values indicate a stronger explanatory power of the independent variables over the dependent variable. This study uses the adjusted R^2 value as the coefficient of determination because the number of independent variables exceeds two. Table 5 shows the results of the coefficient of determination test with adjusted R^2 value is .97. which means that 97.0% of the variation in Purchase Decision for this study could be explained by Price Sensitivity, Brand Awareness, and Perceived Quality. The remaining 3.0% is associated with other variables not covered. High R^2 demonstrates that a regression model has a very good level of explanatory power and predictive accuracy.

Table 5. The Coefficient of Determination (R^2) Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985 ^a	.971	.970	.59088

a. Predictors: (Constant), X3_TOTAL, X1_TOTAL, X2_TOTAL

This study found that Price Sensitivity, Brand Awareness, and Perceived Quality each exert a statistically significant positive effect on Purchase Decision for event packages at Hotel Candi Indah Semarang, both partially and simultaneously, with an adjusted R^2 of .970. Price Sensitivity had the strongest effect ($\beta = .510$), indicating that transparent, competitive, and inclusive pricing is critical in attracting customers, especially budget-conscious segments such as government institutions. Brand Awareness ($\beta = .053$) had the lowest influence, suggesting that pre-purchase brand exposure, particularly through digital channels, remains limited and requires more targeted, consistent, and

engaging promotional strategies. Perceived Quality ($\beta = .400$) also significantly influenced decisions, highlighting the importance of consistent service delivery, facility reliability, and distinctive value compared to competitors.

IMPLICATIONS

Managerially, the findings imply that Hotel Candi Indah Semarang should prioritize pricing flexibility and transparency, as price sensitivity emerged as the most influential factor in event package purchase decisions. Clear communication regarding package components and additional costs is essential to strengthen customers' perceived value, particularly among budget-sensitive segments such as corporate and government institutions. In addition, management should enhance perceived quality by ensuring consistent service delivery, reliable event facilities, and standardized food quality, thereby creating a distinct competitive advantage among three-star hotels. Strengthening brand awareness through active digital marketing, visual documentation of events, customer testimonials, and strategic collaborations with event partners is also crucial to increase pre-purchase recognition and consideration. An integrated marketing approach that aligns competitive pricing, consistent service quality, and sustained brand communication can improve purchase likelihood, encourage repeat bookings, and support long-term business sustainability.

CONCLUSIONS

The study findings indicate that Perceived Quality obtained the highest index score (91.3%, very high category), reflecting excellent assessments of service quality, facilities, and overall satisfaction with event package purchases. Conversely, Brand Awareness recorded the lowest score (86.5%), especially in the Top-of-Mind indicator, suggesting that the hotel is not yet the dominant spontaneous choice among consumers. Results from multiple regression analysis reveal that Price Sensitivity has the most substantial effect on Purchase Decisions ($\beta = .510$). Collectively, Price Sensitivity, Brand Awareness, and Perceived Quality explain 97% of the variance in Purchase Decisions (Adjusted $R^2 = .970$). The F-test results confirm that all three variables significantly affect Purchase Decisions when analyzed together. Furthermore, the t-test results demonstrate that Price Sensitivity ($t = 22.060$), Brand Awareness ($t = 2.147$), Perceived Quality ($t = 18.742$) each have a partial effect on consumer decisions to purchase event packages at Hotel Candi Indah Semarang. Theoretically, the results reinforce the Expectancy Value Theory, showing that purchase decisions are driven by the perceived balance between price and benefit, the expectations shaped by brand familiarity, and the confirmation of those expectations through product or service quality.

LIMITATION & FURTHER RESEARCH

Several limitations must be considered when interpreting the findings of this study. First, the use of a cross-sectional research design limits the ability to observe changes in consumer behavior over time or to capture dynamic shifts in the influence of price sensitivity, brand awareness, and perceived quality on purchase decisions. Second, the study was conducted at a single three-star hotel, which restricts the external validity and generalizability of the findings to other hotel categories or geographic contexts. Third, the sample size of 80 respondents, while sufficient for statistical analysis, remains relatively modest and may limit the robustness of the results. Additionally, the use of non-probability sampling techniques, namely purposive and incidental sampling, may introduce selection bias, as respondents were not randomly selected. Furthermore, the reliance on self-administered questionnaires raises the possibility of response bias, including social desirability and subjective interpretation of survey items. Future research is encouraged to adopt longitudinal research designs to capture behavioral changes over time and to expand the research scope by involving multiple hotels or service providers. Incorporating additional variables

such as brand trust, service innovation, digital engagement, and perceived customer value may provide a more comprehensive understanding of purchasing decisions in the hospitality industry.

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APPENDICES

Appendix A. Reliability Test Results

Variable	Cronbach's α
Price Sensitivity	.725
Brand Awareness	.701
Perceived Quality	.761
Purchase Decision	.710

Appendix B. Validity Test Result

Variable	Indicator	r-Count	r-Table	Sig	Remarks
Price Sensitivity	X1_TE1	.750	.361	<.001	Valid
	X1_TE2	.614	.361	<.001	Valid
	X1_QQ1	.443	.361	.014	Valid
	X1_QQ2	.647	.361	<.001	Valid
	X1_GE1	.588	.361	.001	Valid
	X1_GE2	.552	.361	.002	Valid
	X1_BP1	.526	.361	.003	Valid
	X1_BP2	.628	.361	<.001	Valid
Brand Awareness	X2_UB1	.635	.361	<.001	Valid
	X2_UB2	.534	.361	.002	Valid
	X2_BR1	.504	.361	.005	Valid
	X2_BR2	.665	.361	<.001	Valid
	X2_RC1	.634	.361	<.001	Valid
	X2_RC2	.396	.361	.030	Valid
	X2_TM1	.733	.361	<.001	Valid
	X2_TM2	.470	.361	.009	Valid
Perceived Quality	X3_IQ1	.689	.361	<.001	Valid
	X3_IQ2	.531	.361	.003	Valid
	X3_RS1	.762	.361	<.001	Valid
	X3_RS2	.584	.361	.001	Valid
	X3_OQ1	.557	.361	.001	Valid
	X3_OQ2	.631	.361	<.001	Valid
	X3_IF1	.543	.361	.002	Valid
	X3_IF2	.600	.361	<.001	Valid
Purchase Decision	Y_CB1	.701	.361	<.001	Valid
	Y_CB2	.657	.361	<.001	Valid
	Y_DB1	.529	.361	.003	Valid
	Y_DB2	.560	.361	.001	Valid
	Y_HB1	.451	.361	.012	Valid
	Y_HB2	.512	.361	.004	Valid
	Y_VB1	.594	.361	.001	Valid
	Y_VB2	.599	.361	<.001	Valid

Appendix C. Descriptive Analysis Result

Indicator	Statement	Frequency				Index (%)	Category
		1	2	3	4		
Price Sensitivity							
Too Expensive							
X1_TE1	The event package price matches the available budget.	1	3	47	29	82.50	High
X1_TE2	The cost of the event package is reasonable for the type of services provided.	-	3	50	27	82.50	High
Questioning Quality							
X1_QQ1	A clear cost breakdown is provided for each component at the time of booking.	-	4	46	30	83.12	High
X1_QQ2	Any additional charges are informed in advance.	2	6	48	24	79.38	High
Getting Expensive							
X1_GE1	The price difference between the event package and competitors is proportional to the difference in facilities offered.	-	4	43	33	84.06	High
X1_GE2	The price offered by Hotel Candi Indah Semarang is more advantageous compared to event package providers in other 3-star hotels.	-	5	48	27	81.88	High
Bargain Price							
X1_BP1	The Marketing Team of Hotel Candi Indah Semarang is open to discussing price adjustments when reducing or adding certain components.	-	5	48	27	81.88	High
X1_BP2	Flexible pricing options are available for event packages.	-	4	36	40	86.25	High
						Total	661.57
						Average	82.70
Brand Awareness							
Unaware of Brand							
X2_UB1	Recognition of the name Hotel Candi Indah Semarang occurs before the event package service is used.	2	13	40	25	77.50	High
X2_UB2	Awareness of Hotel Candi Indah Semarang arises only after using its services.	1	36	26	17	75.94	High
Brand Recognition							
X2_BR1	The logo of Hotel Candi Indah Semarang is easily identifiable.	-	11	44	25	79.38	High
X2_BR2	The promotional materials of Hotel Candi Indah Semarang have a distinctive visual appearance (bright red).	-	3	48	26	79.38	High
Brand Recall							
X2_RC1	The product and service categories offered by Hotel Candi Indah Semarang can be easily recognized.	-	4	52	24	81.25	High
X2_RC2	At least two flagship event packages from the hotel can be mentioned without assistance.	-	5	51	24	80.94	High
Top of Mind							
X2_TM1	Hotel Candi Indah Semarang is the primary choice when planning an event.	1	9	45	25	79.38	High

Indicator	Statement	Frequency				Index (%)	Category
		1	2	3	4		
X2_TM2	Reuse of Hotel Candi Indah Semarang services is considered for future events.	-	1	49	30	84.06	High
					Total	637.83	High
					Average	79.73	
Perceived Quality							
Intrinsic Quality							
X3_IQ1	The physical facilities (rooms, decorations, equipment) provided in the event package are of good quality.	-	3	41	36	85.31	High
X3_IQ2	Hotel Candi Indah Semarang consistently serves food with the same high taste quality at every event.	-	1	51	28	83.44	High
Relative Superiority							
X3_RS1	Hotel Candi Indah Semarang is known to offer superior service compared to other hotels in the same category.	-	14	52	14	75.00	High
X3_RS2	The event packages at Hotel Candi Indah Semarang provide more comprehensive facilities than those offered by competitors.	-	6	51	23	80.31	High
Overall Quality							
X3_OQ1	Hotel Candi Indah Semarang delivers an overall high-quality event experience.	-	9	46	25	80.00	High
X3_OQ2	The event package at Hotel Candi Indah Semarang exceeds expectations.	-	15	42	23	77.50	High
Influence of Feedback							
X3_IF1	Positive reviews from other customers about the event package's quality build trust that the hotel offers quality service.	-	3	44	33	84.38	High
X3_IF2	Recommendations from friends or relatives are an important factor in choosing the event package at <i>Hotel Candi Indah Semarang</i> .	1	3	40	36	84.69	High
					Total	650.63	High
					Average	81.33	
Purchase Decision							
Complex Buying Behaviour							
Y_CB1	The event package at Hotel Candi Indah Semarang offers facilities that are different from those of other three-star hotels.	2	6	49	23	79.06	High
Y_CB2	Evaluating the advantages of various alternative event service providers is important before making a purchase decision.	1	5	39	35	83.75	High
Dissonance-Reducing Buying Behaviour							
Y_DB1	The decision to choose an event package at Hotel Candi Indah Semarang meets the required needs.	1	4	44	31	82.81	High
Y_DB2	Choosing the event package at Hotel Candi Indah Semarang brings satisfaction after the event is successfully held.	-	3	53	24	81.56	High
Habitual Buying Behaviour							
Y_HB1	Event packages from Hotel Candi Indah Semarang can be booked via telephone.	1	4	54	21	79.69	High

Indicator	Statement	Frequency				Index (%)	Category
		1	2	3	4		
Y_HB2	The choice of this hotel is based on previously satisfying experiences.	-	5	47	28	82.19	High
Variety-Seeking Buying Behaviour							
Y_VB1	The various event packages offered by Hotel Candi Indah Semarang are attractive to order.	1	7	46	26	80.31	High
Y_VB2	The selection of event package variations matches the needs.	-	1	31	48	89.69	High
Total						659.06	High
Average						82.38	

Appendix D. Normality Test Result

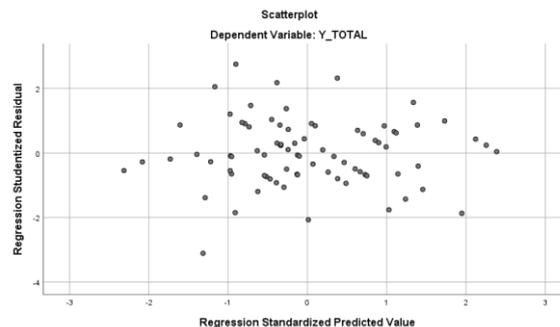
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	<.001
	Std. Deviation	2.318
Most Extreme Differences	Absolute	.058
	Positive	.053
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Appendix E. Multicollinearity Test Results

Variable	Tolerance	VIF
Price Sensitivity	.564	1.772
Brand Awareness	.495	2.022
Perceived Quality	.560	1.784

Appendix F. Heteroscedasticity Test (Scatterplot) Result



Appendix G. Multicollinearity Test Results

Independent Variable	Linearity Sig.
Price Sensitivity	< .001
Brand Awareness	< .001
Perceived Quality	< .001