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Analysis of Brand Image as a Mediator between Service Quality and Perceived Price on Tourists' Decision to Stay at Ashley Hotel Wahid Hasyim Jakarta

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Abstract: This research aims to analyze Brand Image as a Mediator between Service Quality and Perceived Price on Tourists' Decision to Stay at Ashley Hotel Wahid Hasyim Jakarta. The population in this study consists of guests who have visited Ashley Hotel Wahid Hasyim at least once, with a sample obtained through purposive sampling of 160 respondents. Data analysis used the Outer model and Inner model (SEM-PLS). The results of the study indicate that overall, Service Quality and Perceived Price have a positive and significant effect on Tourists' Decision to Stay through Brand Image. Brand Image plays a mediating role as an intervening variable between Service Quality and Perceived Price. The implications of this study show that the management of Ashley Hotel Wahid Hasyim can increase Tourists' Decision to Stay by focusing on Service Quality, Perceived Price, and Brand Image.

Keyword: Service Quality, Perceived Price, Brand Image, Decision to Stay.

INTRODUCTION

The COVID-19 pandemic marked the beginning of challenges for society as a whole. Undoubtedly, the challenges arising from the pandemic crisis resulted in almost all aspects of the economy not functioning as they should (Slavkovi et al., 2023). COVID-19 has impacted every sector worldwide except the medical industry. The hotel industry is among those most affected, and it is estimated that recovery to pre-pandemic conditions could take longer. The unprecedented pandemic crisis resulted from local lockdowns, travel restrictions, and flight cancellations worldwide, ranging from partial closures to more extended shutdowns (Praharaj et al., 2023). As a direct effect of the pandemic, the hotel sector felt the impact the most. The implications for hotel companies have been dramatic, affecting nearly all elements of their business. (Slavkovi et al., 2023)

The hotel industry is highly competitive, with a wide range of offerings, making it difficult for hotel brands to differentiate themselves from competitors. Each sector has unique characteristics that make it distinctive (Veloso & Suárez, 2023). The Indonesian hospitality industry has been experiencing significant growth in recent years, driven by an increase in

domestic tourism. Although the number of visits declined due to the COVID-19 pandemic, which caused businesses in the hospitality industry to limit and close their operations. The global tourism and hospitality industry has lost billions in revenue due to the pandemic, with an estimated 75 million jobs and total losses amounting to US\$2.1 trillion at risk (Japutra & Situmorang, 2021)

However, the hospitality industry in Indonesia has shown strong signs of recovery since 2021. Factors such as the easing of travel restrictions, effective vaccination programs, and government tourism promotion campaigns have contributed to increasing tourists' confidence in traveling and staying in hotels again. Hotels across various categories, from budget to luxury, continue to strive to improve service quality by strictly implementing health protocols to ensure the safety and comfort of their guests. This has become a key factor for tourists in deciding to stay at a hotel.

Consumers' decisions to stay at a hotel are influenced by various factors, such as attractive package deals, positive reviews from previous guests, and added value such as quality service, the hotel's image, and competitive pricing. This reflects a shift in consumer behavior, as they are now more selective and prioritize a stay experience that offers the best value according to their needs. Hotels that can adapt to consumer trends and preferences have a significant potential to maintain and increase their occupancy rates amidst the growing competition in Indonesia's hospitality industry.

Table 1. Room Occupancy Rates of Star-rated Hotels based on Hotel Classification in Indonesia for the years 2020 - 2023

No	Hotel Classification	2020	2021	2022	2023
1	One-star hotel	25,40	23,10	32,51	33,74
2	Two-star hotel	34,23	37,64	45,44	47,24
3	Three-star hotel	34,72	37,56	47,52	50,58
4	Four-star hotel	34,57	36,62	50,20	54,95
5	Five-star hotel	31,64	34,39	50,43	55,62
Average		32,11	33,86	45,22	48,43

Source: BPS (2022), BPS (2024)

Based on data released by BPS, the room occupancy rates of hotels in Indonesia show an increasing trend, especially in four-star hotels. At the onset of the pandemic, occupancy rates experienced a drastic decline due to travel restrictions and decreased tourism activities. However, as time progressed, the easing of restrictions and the increase in vaccination programs boosted public confidence to travel again during the period from 2021 to 2023.

Table 2. Room Occupancy Rates of Star-rated Hotels based on Hotel Classification in Jakarta for the years 2020 - 2023

No	Hotel Classification	2020	2021	2022	2023
1	One-star hotel	41,64	34,24	42,26	36,58
2	Two-star hotel	40,98	47,10	56,40	57,97
3	Three-star hotel	42,45	46,80	53,14	54,26
4	Four-star hotel	35,01	42,73	54,58	54,93
5	Five-star hotel	35,98	44,70	52,96	53,22
Average		39,21	43,11	51,87	51,39

Source: BPS Jakarta (2022), BPS Jakarta (2023)

Based on data released by BPS Jakarta, the room occupancy rates of hotels in Jakarta experienced an increase during the period from 2020 to 2023. This is consistent with the national hotel room occupancy rate data, which also saw an increase due to the growing public confidence to travel and the resumption of business and tourism activities. As a result, hotel room occupancy rates continue to rise.

Table 3. Room Occupancy Rates of Star-rated Hotels based on Hotel Classification in Ashley Hotel Wahid Hasyim Jakarta for the years 2020 - 2023

No	Month	2020	2021	2022	2023
1	January	70,70	61,80	77,90	83,96
2	February	85,10	67,10	56,40	87,19
3	March	58,23	74,50	85,31	84,98
4	April	28,50	78,00	62,30	72,83
5	May	31,00	56,00	82,50	82,45
6	June	38,90	72,30	90,10	81,56
7	July	50,90	28,30	87,60	83,52
8	August	58,00	51,97	88,03	88,50
9	September	45,00	65,60	92,40	81,56
10	October	56,50	80,20	95,20	81,67
11	November	81,70	92,50	94,90	91,65
12	December	75,70	93,70	93,50	86,46
Average		56,69	68,50	83,85	83,86
Total Room Sold		38.544	46.166	57.067	56.929

Source: Internal data of Ashley Hotel Wahid Hasyim Jakarta

Based on internal data of Ashley Hotel Wahid Hasyim, the room occupancy rate is in line with the data released by BPS Jakarta, indicating an increase post-pandemic. The increase in room occupancy is attributed to the stability of the economy, the growing confidence of the public to travel again, and various marketing initiatives effectively implemented by the hotel management. This period marks the return of consumer confidence and an increase in demand for services at Ashley Hotel Wahid Hasyim. Additionally, Ashley Hotel Wahid Hasyim is renowned for its friendly and professional service, as well as modern facilities catering to travelers' needs. The implementation of strict health protocols post-pandemic adds to the sense of safety for guests and enhances the hotel's appeal. Competitive pricing makes it a choice for travelers seeking a quality stay experience with worthy value.

The increase in hotel room occupancy rates in Indonesia, the city of Jakarta, and Ashley Hotel Wahid Hasyim is an interesting research topic to explore, as it is influenced by many factors. Kotler & Armstrong (2021) define Stay Decision as the customer's decision regarding which brand they will choose. In research related to the decision to stay at a hotel, there are several factors considered influential. Various factors can influence Stay Decision, one of which is Brand Image. Tunç (2022) argues that customers perceive brand image through various channels, such as advertising, social interactions, physical appearance, word of mouth, and direct experience with goods and services.

Service quality and perceived price also influence brand image. Rudianto et al. (2023) argue that in business operations, service quality should be emphasized, providing high-quality service to customers is the most important thing that every company should do, whether in the field of products or services. Furthermore, Feng et al. (2024) argue perceived price refers to the value perceived by consumers and the sacrifices they make to obtain the product.

METHOD

A quantitative causal method is employed in the research study. The research study calculates the population based on the number of rooms sold at Ashley Wahid Hasyim Hotel, which reached 56,929 rooms in 2023. Purposive sampling is utilized for the sampling technique. In case study research and the selection of highly informative cases, purposive sampling is employed (Saunders et al., 2019). The sample size is determined by multiplying the number of indicators by the calculation of 5 to 10 times the number of indicators (Hair et al., 2014). Based on the number of indicators ($10 \times 16 = 160$), therefore, this study employs 16

questionnaire indicators distributed to 160 respondents who have stayed at Ashley Hotel Wahid Hasyim at least once and obtained distributed via google forms.

PLS-SEM is used to evaluate brand image as a mediator between perceived price and service quality towards the stay decision at Ashley Hotel Wahid Hasyim in Jakarta. The purpose of this method is to maximize the variance explained by endogenous latent variables (Hair et al., 2022). In PLS-SEM, there are two parts tested: the outer model and the inner model. The outer model is a part of the path model that contains indicators and shows their relationship with other constructs (Hair et al., 2022). In this study, the outer model is tested using loading factor, convergent validity, discriminant validity, and reliability tests are conducted using composite reliability and Cronbach's alpha, and also collinearity statistics (VIF). The Inner Model or structural model aims to display the relationships (paths) between latent variables (Hair et al., 2022). In testing the inner model, measurement is conducted through R-square (R^2), Q-square (Q^2), Effect size (f^2), Goodness of fit model and also hypothesis testing.

RESULTS AND DISCUSSION

Conceptual Framework

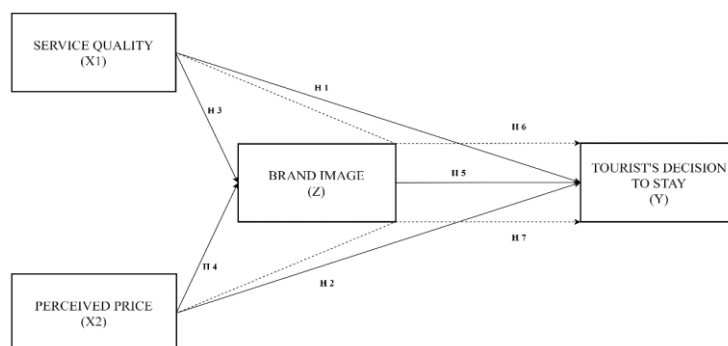


Figure 1. Conceptual Framework

Measurement Model Test (Outer Model)

Loading Factor

Loading factor is considered valid if the outer loadings values of each construct are > 0.7 . However, for exploratory research with a minimum outer loadings value of 0.6, the construct can be considered valid (Hair et al., 2021). The loadings factor measurement is shown in the following Table 4.

Table 4. Loading Factor

Variable	Question Items	Outer Loadings
Decision to Stay (Kotler et al., 2017)		
Need recognition	Decision to Stay 1	0.827
Information search	Decision to Stay 2	0.830
Evaluation of alternatives	Decision to Stay 3	0.786
Purchase decision	Decision to Stay 4	0.846
Post purchase behavior	Decision to Stay 5	0.816
Brand Image (Keller, 2013)		
Strength of brand associations	Brand Image 1	0.898
Favorability of brand associations	Brand Image 2	0.867
Uniqueness of brand associations	Brand Image 3	0.865
Service Quality (Parasuraman et al., 1988)		
Tangibles	Service Quality 1	0.862
Reliability	Service Quality 2	0.832
Responsiveness	Service Quality 3	0.850
Assurance	Service Quality 4	0.885

Empathy	Service Quality 5	0.835
Perceived Price (Zeithaml, 1988)		
Objective price	Perceived Price 1	0.899
Perceived nonmonetary price	Perceived Price 2	0.864
Sacrificed	Perceived Price 3	0.880

Source: Data processed using Smart-PLS

The data results indicate that all indicators used are valid and meet the criteria with outer loadings exceeding 0.7 (Hair et al., 2021). Therefore, it can be concluded that all indicators are valid and suitable for further testing.

Convergent Validity

Convergent validity is considered valid if the minimum value of the average variance extracted (AVE) is 0.50. An AVE of 0.50 or higher indicates that the construct explains half of the variation in the indicators that form the construct (Hair et al., 2021). The measurement of convergent validity is shown in the following Table 5.

Table 5. Convergent validity

Variable	AVE	Result
Service Quality	0.728	Valid
Perceived Price	0.777	Valid
Brand Image'	0.768	Valid
Decision to Stay	0.675	Valid

Source: Data processed using Smart-PLS

It can be concluded that all variables are valid and acceptable for further testing, as shown in Table 5 above. The AVE values for service quality variable are >0.5, perceived price >0.5, brand image >0.5, and decision to stay >0.5.

Discriminant Validity

The next test is to conduct discriminant validity using cross-loadings measurement. Discriminant Validity is carried out to evaluate empirically how far a construct in the structural model differs from other constructs (Hair et al., 2021). Discriminant validity is considered to have no issues if the outer loadings of the indicators are greater than their cross-loadings or their correlations with related constructs (Hair et al., 2022). The results of cross-loadings measurement are as follows:

Table 6. Cross Loadings

Variable Indicator	Service Quality	Perceived Price	Brand Image	Decision to Stay
SQ.1	0.862	0.689	0.686	0.730
SQ.2	0.832	0.603	0.621	0.606
SQ.3	0.850	0.646	0.686	0.717
SQ.4	0.885	0.650	0.661	0.680
SQ.5	0.835	0.708	0.694	0.716
PP.1	0.754	0.899	0.750	0.782
PP.2	0.629	0.864	0.659	0.693
PP.3	0.659	0.880	0.725	0.707
BI.1	0.729	0.773	0.898	0.769
BI.2	0.683	0.670	0.867	0.712
BI.3	0.654	0.679	0.865	0.719
DTS.1	0.707	0.745	0.735	0.827
DTS.2	0.668	0.693	0.666	0.830
DTS.3	0.645	0.645	0.697	0.786
DTS.4	0.681	0.667	0.669	0.846
DTS.5	0.627	0.640	0.667	0.816

Source: Data processed using Smart-PLS

Based on the data results, it can be observed that the cross-loadings values for the outer loadings of the indicators on related constructs are higher than the cross-loadings between other constructs, indicating no doubt about the discriminant validity.

In addition to using cross-loadings, this study also conducted Fornell-Larcker criterion test to assess discriminant validity. It is considered to have no discriminant validity issues if the shared variance for all constructs in the model should not be greater than their AVE (Hair et al., 2021). The results of the Fornell-Larcker criterion measurement are as follows:

Table 7. Fornell-larcker criterion

Variable	Brand Image	Decision to Stay	Perceived Price	Service Quality
Brand Image	0.877			
Decision to Stay	0.837	0.827		
Perceived Price	0.809	0.821	0.881	
Service Quality	0.787	0.811	0.775	0.853

Source: Data processed using Smart-PLS

The Fornell-Larcker criterion displayed in the table above indicates that there are no discriminant validity issues in the tested model, and the square root of AVE values is greater than the correlations among latent variables.

Reliability Test

The next test is reliability testing using Cronbach's alpha and Composite reliability values. Cronbach's alpha and Composite reliability values range from 0.7 to 0.95, whereas values >0.95 indicate reliability issues (Hair et al., 2021). The reliability test measurements in this study are as follows:

Table 8. Cronbach alpha & composite reliability

Variable	Cronbach Alpha	Composite Reliability
Service Quality	0.906	0.930
Perceived Price	0.856	0.912
Brand Image	0.849	0.909
Decision to Stay	0.879	0.912

Source: Data processed using Smart-PLS

Table 8 shows the measurement of Cronbach's alpha and composite reliability, where each variable has a score above 0.7 and below 0.95. These results indicate that the indicators used have good reliability, and therefore further testing can be conducted.

Multicollinearity Test

Multicollinearity test based on collinearity statistics (VIF), where if the value is < 5, it indicates critical collinearity issues among the indicators of the measured constructs formatively. The results of collinearity statistics (VIF) testing will show that the variable values are interrelated (Hair et al., 2022).

Table 9. Collinearity statistics (VIF)

Variable	Brand Image	Decision to Stay
Service Quality	2.502	3.070
Perceived Price	2.502	3.384
Brand Image		3.548
Decision to Stay		

Source: Data processed using Smart-PLS

Multicollinearity testing among constructs is assessed based on the VIF values. Based on the collinearity statistics (VIF) measurements, the values of variables among constructs are <5 , indicating that the multicollinearity testing among constructs does not show any obstacles, thus proceeding to the inner model testing.

Structural Model Test (Inner Model)

Coefficient Determination (R-Square)

R-square (R^2) is the predictive power in a model. An R-square value of 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak (Hair et al., 2021). The results of R-Square in this study are as follows:

Table 10. R-square (R^2)		
Variable	R Square	R Square Adjusted
Brand Image	0.718	0.715
Decision to Stay	0.793	0.789

Source: Data processed using Smart-PLS

For the brand image variable, the R^2 value is 0.718, or 71.8%, indicating that the brand image variable can be explained by the independent variables in the model by 71.8%. Meanwhile, the R^2 value of 0.793, or 79.3%, indicates that 79.3% of the stay decision variable can be explained by the independent variables in the model.

Effect Size (F-Square)

The measurement of effect size (f^2) yields a measure that can be used to evaluate the relative influence between predictor and endogenous constructs. Effect size is classified into small, medium, and large categories. Values above 0.02–0.15 are categorized as small, values between 0.15–0.35 are categorized as medium, and values above 0.35 are categorized as large (Hair et al., 2022). The results of the effect size (f^2) test are as follows:

Table 11. Effect size (f^2)		
Variable	Brand Image	Decision to Stay
Service Quality	0.227	0.127
Perceived Price	0.353	0.146
Brand Image		0.171

Source: Data processed using Smart-PLS

The results of the effect size (f^2) measurements based on Table 11 indicate that service quality on brand image has a moderate influence due to an effect size of 0.227, and service quality on stay decision has a small influence due to an effect size of 0.127. Perceived price on brand image has a large influence due to an effect size of 0.353, while perceived price on stay decision has a small influence due to an effect size of 0.146. Brand image on stay decision has a moderate influence due to an effect size of 0.171.

Prediction Relevance (Q-Square)

Q-square (Q^2) test used to assess the predictions generated with blindfolding in SEM-PLS. If the Q^2 value is > 0 , it indicates relevant prediction results, while if the Q^2 value is < 0 , the prediction value is considered inadequate. If the Q^2 value is > 0.25 , the prediction value is considered moderate, and if the Q^2 value is > 0.50 , the prediction value of the model is considered large (Hair et al., 2022).

Table 12. Q-square (Q^2)			
Variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Service Quality	800.000	800.000	

Perceived Price	480.000	480.000	
Brand Image	480.000	223.632	0.534
Decision to Stay	800.000	392.639	0.509

Source: Data processed using Smart-PLS

The results of Q-square (Q^2) test based on the data above indicate that the Q^2 value is > 0 , indicating that the model has relevant prediction capabilities. This is because the Q-square values for brand image and stay decision are above 0.50, suggesting that this study has a large prediction capability.

Goodness of Fit Model

Goodness of fit model uses NFI (Normed Fit Index) & SRMR (Standardized Root Mean Squared Residual) measurements, where if $SRMR < 0.08$ and $NFI > 0.5$, it indicates a good model fit (Hair et al., 2022). The measurement results of GOF are as follows:

Table 13. Fit Model

Paramater	Saturated.Model	Estimated.Model
SRMR	0.054	0.054
NFI	0.873	0.873

Source: Data processed using Smart-PLS

Fit model measurement from the SRMR value in the above data is 0.054. Therefore, the result is < 0.08 , indicating a good model fit. Additionally, the NFI value is 0.873, indicating a good model fit because it is > 0.5 .

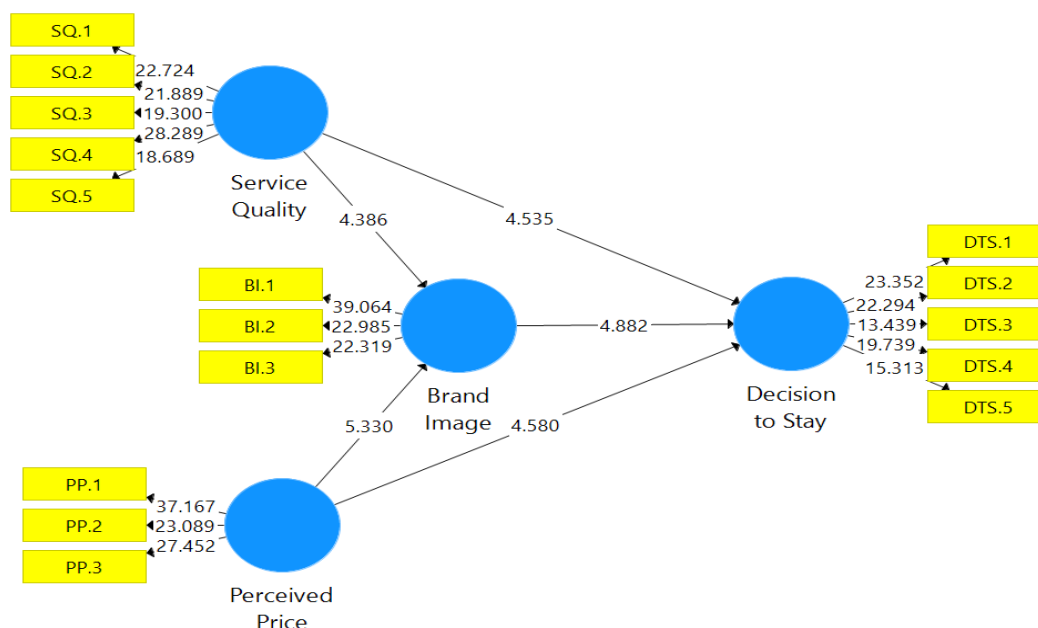
Hypothesis Test

Hypothesis testing using Resampling Bootstrap method is conducted to evaluate statistical significance using standard error coefficients without relying on distribution assumptions (Hair et al., 2022). In this study, there are 7 hypotheses, including 5 direct effects and 2 indirect effects, using a significance level of 5% (Hair et al., 2022). The measurements used for hypothesis testing in this research are as follows:

Table 14. Hypothesis test

NO	Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
Direct Effect					
1	Service Quality -> Decision to Stay	0.285	4.535	0.000	Accepted
2	Perceived Price -> Decision to Stay	0.320	4.580	0.000	Accepted
3	Service Quality -> Brand Image	0.400	4.386	0.000	Accepted
4	Perceived Price -> Brand Image	0.499	5.330	0.000	Accepted
5	Brand Image -> Decision to Stay	0.355	4.882	0.000	Accepted
Indirect Effect					
6	Service Quality -> Brand Image -> Decision to Stay	0.142	3.394	0.001	Accepted
7	Perceived Price -> Brand Image -> Decision to Stay	0.177	3.387	0.001	Accepted

Source: Data processed using Smart-PLS



Source: Data processed using Smart-PLS

Figure 2. Bootstrapping Result

Based on the hypothesis testing presented above using Resampling Bootstrap, there are positive and significant effects of service quality and perceived price variables on brand image and decision to stay. Furthermore, brand image has a positive and significant effect on the stay decision. Brand image acts as a partial mediator between the service quality and perceived price variables on decision to stay, as both the direct and indirect effects of service quality and perceived price on decision to stay, mediated by the brand image, are in the same direction (Henseler et al., 2016). Here is a detailed discussion about the development and results of the hypotheses.

Direct Effect Service Quality on Decision to Stay

Based on the hypothesis test in this study, It shows that the results indicating service quality positively and significantly influence decision to stay, resulting in a T-statistic value of 4.535 (>1.96), a P-Value of 0.000 (<0.05), and an Original Sample (O) value of 0.285. This finding is consistent with previous research conducted by Ishak et al. (2024) and Widayati et al. (2021). By maintaining high and consistent service standards and ensuring that every interaction with guests creates a positive experience, Ashley Hotel Wahid Hasyim can build a strong reputation through service quality aiming to enhance tourists' stay decisions.

H₁: Service quality has a positively and significantly effect on decision to stay

Direct Effect Perceived Price on Decision to Stay

Based on the hypothesis test in this study, It shows that the results indicating perceived price positively and significantly influence decision to stay, resulting in a T-statistic value of 4.580 (>1.96), a P-Value of 0.000 (<0.05), and an Original Sample (O) value of 0.320. These findings are consistent with previous research conducted by Yasri et al. (2020) and Hariyanti et al. (2023). This serves as input for the management of Ashley Hotel Wahid Hasyim to offer competitive prices while still reflecting the value of the services provided, thereby increasing its appeal to tourists seeking the best value and ultimately enhancing their decision to stay.

H₂: Perceived price has a positively and significantly effect on decision to stay

Direct Effect Service Quality on Brand Image

Based on the hypothesis test in this study, It shows that the results indicating service quality positively and significantly influence brand image, resulting in a T-statistic 4.386 (>1.96), P-Value 0.000 (<0.05), and Original Sample (O) value of 0.400. The results of this study are consistent with previous research conducted by Putra & Dewi (2023) and Puspita et al. (2022). These findings demonstrate that the management of Ashley Hotel Wahid Hasyim can maintain high and consistent service standards to build a strong and positive brand image in the minds of customers.

H₃: Service quality has a positively and significantly effect on brand image

Direct Effect Perceived Price on Brand Image

Based on the hypothesis test in this study, It shows that the results indicating perceived price positively and significantly influence brand image, resulting in a T-statistic 5.330 (>1.96), P-Value 0.000 (<0.05), and Original Sample (O) value of 0.499. The results of this study are consistent with previous research conducted by Prabowo et al. (2023) and Wasik et al. (2023). Based on these findings, the management of Ashley Hotel Wahid Hasyim can use this as input to offer prices that align with the quality of services provided, thereby enhancing customer trust and strengthening their brand image in the market.

H₄: Perceived price has a positively and significantly effect on brand image

Direct Effect Brand Image on Decision to Stay

Based on the hypothesis test in this study, It shows that the results indicating Brand Image positively and significantly influence decision to stay, resulting in a T-statistic value of 4.882 (>1.96), a P-Value of 0.000 (<0.05), and an Original Sample (O) value of 0.355. These findings are consistent with previous research conducted by Widayati et al. (2021) and Prabowo et al. (2023). These findings can also serve as a reference for the management of Ashley Hotel Wahid Hasyim in proactively managing the brand and ensuring that the image reflects the hotel's values, quality, and unique identity. This way, the management can attract more guests and retain existing customers.

H₅: Brand image has a positively and significantly effect on decision to stay

Indirect Effect Service Quality on Decision to Stay through Brand Image

Based on the hypothesis test in this study, It shows that the results indicating Service quality positively and significantly influence decision to stay through brand image as a partial mediation, resulting in a T-statistic value of 3.394 (>1.96), a P-Value of 0.001 (<0.05), and an Original Sample (O) value of 0.142. This finding is in line with previous research conducted by Ishak et al. (2024), Widayati et al. (2021), Putra & Dewi (2023) and Puspita et al. (2022). This finding confirms that improving service quality not only has a direct impact on the decision to stay but can also enhance brand image, thus creating a stronger dual effect in attracting and retaining customers in the hospitality industry. These results provide insights for the management of Ashley Hotel Wahid Hasyim to ensure excellent service quality that not only provides a positive experience for guests but also strengthens the hotel's brand image. Management also needs to consider how the services provided reflect the identity and unique values of Ashley Hotel Wahid Hasyim, thus consistently enhancing the brand image. Additionally, every interaction with guests should aim to create a positive impression and build relationships with customers, thereby reinforcing guests' decision to stay at Ashley Hotel Wahid Hasyim.

H₆: Service quality has a positively and significantly effect on decision to stay through brand image

Indirect Effect Perceived Price on Decision to Stay through Brand Image

Based on the hypothesis test in this study, It shows that the results indicating Service quality positively and significantly influence decision to stay through brand image as a partial mediation, resulting in a T-statistic value of 3.387 (>1.96), a P-Value of 0.001 (<0.05), and an Original Sample (O) value of 0.177. These findings are consistent with previous research conducted by Yasri et al. (2020), Hariyanti et al. (2023), Prabowo et al. (2023) and Wasik et al. (2023). The results demonstrate that positive perceived pricing not only directly impacts the decision to stay but also indirectly through enhancing brand image. This synergistic effect creates attractiveness and customer loyalty in the hospitality industry. The management of Ashley Hotel Wahid Hasyim can ensure that the prices offered are commensurate with the quality of service provided, thus creating clear value for guests. Alignment between perceived price and brand image can enhance the hotel's attractiveness, leading to decisions to stay at Ashley Hotel Wahid Hasyim.

H₇: Perceived price has a positively and significantly effect on decision to stay through brand image

CONCLUSION

Based on the results of the outer model measurement, it can be concluded that all indicators used to explain latent variables meet the criteria of validity and reliability. Furthermore, the hypothesis testing results from the inner model evaluation revealed that service quality, perceived price, and brand image directly influence the decision to stay. Additionally, service quality and perceived price indirectly affect the decision to stay through brand image. Brand image acts as a partial mediator between service quality and perceived price on the decision to stay, meaning that good service quality and positive perceived price will be more effective in driving the decision to stay if the brand image is also positive. However, brand image only partially mediates these influences, indicating that service quality and perceived price still have a significant direct impact on the decision to stay. It is hoped that the hotel management will focus more on strengthening the brand image. This can be initiated by improving service quality through employee training, facility enhancements, and prompt responses to customer complaints. Additionally, it is important to adjust prices according to the perceived value by customers, for example, through attractive promotional offers or bundling packages. Thus, the combination of strong service quality, perceived price, and brand image will synergistically enhance tourists' decisions to stay at this hotel.

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