Bali Tourism Polytechnic

Hotel Management D 2019

PROCEEDINGS

InHEIC 2023

The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023

"Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected"

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Proceedings

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THE 3rd INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND
INNOVATION CONFERENCE 2023
"Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected"

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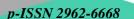|	
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PREFACE

Warmest Greetings from Bali,

We are honoured and pleased to welcome each of the participants and presenter to this event, The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023.

The InHEIC was successfully conducted in 2021 and 2022. In this year 2023 we raised a theme "Hospitality Rebound: Strengthening Sustainability Strategies for The Unexpected". The selection of this theme aims to rebound the hospitality industry by strengthening sustainability strategies to deal with unexpected situations.

In The 3rd InHEIC 2023, we have prepared competent speakers; 1 keynote speaker and 10 invited speakers that are experts in their field, with 74 papers presented in 11 parallel sessions. We also provide an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published. All papers presented will be published in a conference proceeding book with the ISSN number. Special for 3 best papers will be published in SINTA 4 (Science and Technology Index.).

The conference is conducted with a hybrid concept. This concept is a combination between an online system with zoom meeting and offline systems for invitation at MICE Building of Bali Tourism Polytechnic. Although this year we could not make the conference fully offline, hopefully it will not decrease the value of this conference.

In this great occasion we would like to give our highest appreciation to our International Partners are Republic Polytechnic Singapore, Universiti Teknologi MARA Cawangan Pulau Pinang, and Victoria University, then our national Partners: Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic, thank you for your corporation to collaborate with us. Thank you to all presenters, participants, organising committee, sponsors, media partners and others who cannot be mentioned one by one, to make this conference happen.

We add our best wishes The 3rd InHEIC 2023 will be used as a forum for exchanging
opinions, thoughtful discussions and becoming an interesting experience for all participants.
Thank you!

Sincerely,

Dewa Ngakan Kadek Wahyu Utama
Chairman of The Committee The 3rd InHEIC 2023

Welcome Remarks
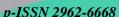## Director of Bali Tourism Polytechnic

Dear Esteemed Participants,

On behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), we are pleased to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC). I would like to thank all of you for your willingness to share ideas, thoughts, works, and knowledge on the Hospitality Industry.

This conference will focus on discussing issues that are happening in the hospitality industry by presenting competent speakers in their fields. Selection of theme is based on "Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected". This conference also provides an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their papers published.

We would like also to thank Republic Polytechnic Singapore, Universiti Teknologi Mara (UiTM) Cawangan Pulau Pinang Malaysia, Victoria University, Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic. Thus, this event could happen. Our appreciation also goes to all the speakers, presenters and participants who join us here.

We wish you all the best and we hope this forum will expand our knowledge on hospitality and our network.

Thank you very much.

Salam Makardhi

Sincerely,

Drs. Ida Bagus Putu Puja, M.Kes.
Director of Bali Tourism Polytechnic

Welcome Remarks
Coordinator of Hotel Management Study Program

Om Swastyastu,

It is my pleasure to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023. My name is Dr. I Gusti Agung Gede Witarsana , S.St.Par, MM, CHE, as a Coordinator of the Hotel Management Study Program.

Before we get started, I would like to express my sincere appreciation to all of the keynote speakers, plenary speakers, invited speakers, co-host from fellow academic institutions, presenters, participants, the management of Bali Tourism Polytechnic, lecturers, all partners, and especially our beloved students who have generously helped us in making this international conference comes true.

This international conference is one of the projects in our study program which is referred to as "Managerial Application". By conducting the project, our students are able to develop their managerial skills in the hospitality industry. Creating this event is a great opportunity for our students to implement their competences and build networking for the future. As a result of their passion towards their field the 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) with the theme "Hospitality Rebound : Strengthening Sustainability Strategies For The Unexpected."

Once again, I would like to pass on my gratitude to all participants of this event for their support. Hopefully this conference will bring forth new innovations and ideas so that we might usher in a new era of prosperity for Hospitality, Business, and Entrepreneurship.

Om Shanti Shanti Shanti Om

Sincerely,

Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE
Coordinator of Hotel Management Study Program

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INFLUENCE OF PRICE PERCEPTION ON ROOM BOOKING PURCHASE INTENTION AT LUXURY RESORTS IN UBUD

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Abstract

Purchase intention is step one in the element of consumers behaviour in consuming goods or the usage of services earlier than shopping for the products or services. while clients want to shop for something, price is the attention of the clients purchase intention. Price perception where price must be well understood by means of customers of a product and carrier in order that there is a match among the quality of product and services provided with the price. This research aims if you want to determine and recognize how rate perceptions have an impact on the room booking purchase intention at luxurious accommodations in Ubud. Respondents on this observe have been 70 people with purposive sampling approach by means of distributing questionnaires the use of a five-factor Likert scale to degree 14 declaration items. The result is price perception (X) has a positive and significant influence on purchase intention(Y) reserving rooms at luxury resort in Ubud which verified by way of the t $_{count}$ number > t $_{table}$ value 9.608> 1.667 and a significance value < α = 0.000 < 0.05. Price perception has an influence of 57.6% on purchase intention and the remaining 42.4% is stimulated with the aid of different variables that doesn't explained in this research.

Keywords: *price perception, purchase intention, room booking, luxury resorts*

Introduction

Excessive opposition in the enterprise will create a excessive access barrier, because of this there's a very low risk for new organizations to live on within the industry. it is essential for an entrepreneur to take note of innovation in creating new merchandise which are synchronized with the market. One of the considerations of a business is purchase intention (Ika Septiani & Chaerudin, 2020). Purchase intention leads to strong internal stimuli that motivate action, where this impulse is influenced by stimulus and a positive role for the product as described by Kotler and Susanto in (Latief, 2018). According with the concept of reasoned action presented by Adjen and Fishbein which explains how consumers lead to certain purchasing behaviour, where purchase intentions arise which can also be formed with stimuli that lead to increased purchases.

During this post-pandemic period, the sector that continues to experience an increase in sales is the tourism sector, especially the hospitality industry. Along with this, purchase intention is one of the predictors of a hotel's performance. With a high purchase intention, the hotel's performance will be influenced, which of course will increase bookings and room occupancy rates. This increase is evidenced

by the difference in the number of existing visits where in 2021 it only touched 4,301,371 visits, while in 2022 it was 10,208,035 visits. The high number of tourist visits is a great opportunity to increase buying interest in tourism (Pujiyati & Sukaatmadja, 2020). Increased interest in tourism affects how customers will buy or use tourism products and services, one of which is room reservations. This room reservation will have a direct impact on how the hotel performs when viewed from the room occupancy rate. In 2020 the average occupancy rate for 5-star hotels in Bali only touched 15%, compared to 60% before the pandemic, and has experienced a good improvement in performance in 2022. (Witarsana et al., 2022).

The increasing hospitality industry in Ubud can be seen from the large number of 5-star hotels from various brands that are growing and becoming leading hotels in Bali, one of which is a luxury brand. A premium brand or luxury brand can be said to be a product that is perceived by consumers with high quality, there is special value through benefits both functionally and emotionally, has a prestigious image in the market because it contains expertise and high quality service, is worthy of premium prices, and is able to inspire and influence relationships with consumers or customers (Ko et al., 2019). Related to luxury brands, Ubud has been able to provide good development, which is shown by luxury resorts in Ubud, both international chains and local chains.

Luxurious brands provide a promise of pride to users that motivates purchasers to purchase for the product with the offerings and benefits provided. Special offers and benefits that have been provided may be one of the guarantees for consumers to have the intention to buy a luxury brand product. Another thing that was found that consumers before making a purchase must consider a low price but have high quality in determining goods and services (Hidayah & Apriliani, 2019). Regarding price the considerations is price perception. Price perception relates to how price records is completely understood and provides deep that means for clients. In Organization for Economic (OECD) Report, it states that the ups and downs of bookings and visitors at hotels are strongly influenced by internal factors in the form of price perceptions.

This research uses prices by setting the best available rate with the benefits provided, where luxury resorts show high prices which also show quality offerings. But in reality, high prices and high-quality product offerings do not guarantee that they will generate the intention to buy a product, this is supported by studies performed via Yang et al (2016) which shows that prices, especially price promotions, do not show any influence on consumer purchase intentions, even consumers show an unfavourable attitude if luxury hotels apply price promotions on discount websites. Different things are shown by research carried out with the aid of Lien et al (2015), which states that price has a right way and significant effect on purchase intention on online hotel booking in Taiwan. With these inconsistencies, researchers are interested in discussing how perceptions influence purchase intention, especially for booking rooms at luxury resorts in Ubud.

Literature Review

A. Marketing

Marketing is an interest, a fixed of establishments, and the method of creating, communicating, handing over, and replacing what is of price to customers, partners, and society. (Armstrong et al., 2018: 4). AMA describe marketing as the process of managing organizational activities to create, communicate, and offer products or services which have value for clients, partners, and society in general (Baines et al., 2017: 6). Marketing is explained as a system wherein organizations create value and might shape strong relationships with customers (Porral & Stanton, 2017: 19).

B. Marketing Mix

Marketing mix is a set of marketing tools used by companies to achieve their marketing objectives in targeted markets, where elements in it are product, price, promotion, place, people, process, and physical evidence (Kotler and Keller in Panjaitan, et al., 2019). Marketing mix consists of 4p, namely product, price, place, and promotion which are then developed and added with 3p others, namely people, process, and physical evidence (Mc Charty & Booms in Ho et al., 2022). Specifically explained that price leads to an amount of money that is distinguished for goods and services or the amount of money value that customers change for the advantage of having something and applying products and services (Armstrong et al., 2018). Another opinion is that price is the management of costs incurred by consumers to get the benefits of a product (Davis in Jain, 2022).

C. Price Perception

Price perception may be described as how buyers perceive product prices as high, low, or reasonable and affect consumers' desire to buy (Suhaily and Darmoyo in Benhardy et al., 2020). Price perception is the value contained in a price, this is associated with the advantage and having or applying a products or services. This means that for the price that has been set on a product, it already contains benefits that provide deep meaning to consumers or customers (Kotler & Armstrong., 2018: 8). Price perception is how price statistics is completely understood and gives deep that means for customers. Price perception is an important evaluation for customers about the assessment of the quantity of sacrifice with what will be obtained from products and services. This means that, irrespective of how pricey or reasonably-priced the price of a product or service is as long as it still provides benefits to customers, customers will sacrifice their money to buy the product or service (Zeithaml in Chaerudin, 2020). Indicators of price perception are described by several experts, namely by Kotler and Keller (2016) in the form of price affordability, price compatibility with product first-class, price competitiveness, and price compatibility with advantages.Vinegron and Johnson (1998) in (Kernstock et al, 2017) explain different indicators related to price in luxury brands or premium brands as follows, price represents conspicuousness, uniqueness, quality, hedonism, and extended self.

D. Purchase Intention

Purchase intention or interest that arises in making a buy creates a motivation that is still recorded in the thoughts and will become a totally strong activity and in the end when a customer must meet his wishes, the client will actualize what is in his mind. Ferdinand explains that there are four main indicators in purchase intention, namely transactional interest, referential interest, preferential interest, and exploratory interest (2014:189). Purchase intention is defined based on different views, which is defined as a process of approaching to solve problems in human activities to buy products and services to fulfil consumer wants and needs (Swastha in Benhardy et al., 2020).

E. Consumer Attitudes and Behaviour in Purchase Intention

Consumer attitudes and behaviour regarding purchase intention can be explained by Ajzen and Fishbein, which states a person's positive attitude together with individual thoughts form a person's behavioural intention. These attitudes and behaviours are a positive measure of emotion when there is an intention to buy. When consumers have more positive attitudes and behaviours, their purchase intentions are greater (Ajzen & Fishbein in Gundala et al., 2022). P. A Pavlou and Fygenson in Tran & Nguyen (2022) explain that attitudes and behaviours play a totally crucial function in shaping the intention to buy or buy more of a product.

Research Methodology

A. Research Desain

This research uses quantitative or statistical method to test a predetermined hypothesis (Sugiyono, 2018: 13), measuring influence of price perception on purchase intention for booking luxury resorts in Ubud.

B. Population and Sample

Research population are active users of Instagram social media and follow the official Instagram @mandapareserve @fsbali @capellaubud @amandari_resort @comoshambhalaestate, where they have never stayed and are interested in staying. The sampling approach in this research is non-possibility sampling with purposive sampling. Determination of the sample with the hair formula, which is 5-10 times the indicator. This study uses 14 indicators which are multiplied by five so that a sample are 70 respondents.

C. Operational Definition of Variables

1. Price Perception

Price perception is a value contained in a price that is related to the advantage of a goods or services (Kotler & Keller, 2016). Research indicators are explained by Kotler & Keller (2016), Ebrahim et al (2016), and Vinegron & Johnson as follows.

a. Price competitiveness, relative and competitive prices with other competitors.

b. Appropriateness of price to quality, accordance with the quality of the product that consumers acquired.

c. Appropriateness of price to benefit, prices are in accordance with the needs and benefits of consumers.

d. Price offers value, the price offered gives more value to the product.

e. Price represents quality, the price already represents how the quality of the product offered.

f. Price represents uniqueness, the price of luxury products specifically indicates that the product is exclusive, precious, rare, and unique.

2. Purchase Intention

Purchase intention is the interest that arises in making a purchase creates a motivation that continues to be recorded inside the mind and turns into a very robust activity and in the long run while a purchaser need it, the consumer will actualize what's in his mind (Ferdinand, 2014: 189). The indicators that used in this study are as follows.

a. Transactional interest, interest in buying a product.

b. Referential interest, interested in providing references about products from a brand.

c. Preferential interest, interested in making a product as the first choice.

d. Explorative interest, interested in finding more information about products from a brand.

D. Data Collection Method

Data collection changed into finished by way of questionnaire to obtain primary data, which was distributed to 70 respondents who were followers of each luxury resort with Likert measurements. In addition, data collection was also carried out by observation and documentation to obtain secondary data in the form of price information and other literature.

E. Data Analysis Techniques

1. Validity and reliability test

The validity test is used to measure whether a questionnaire is valid or not. If $r_{count} > r_{table}$ and is positive, then the question items in the questionnaire are significantly correlated to the total score (valid) however, if $r_{count} < r_{table}$ then the question items in the questionnaire are not significantly correlated to the total score (invalid) Sugiyono (2013:142). Meanwhile, reliability test is testing the instrument whether it is reliable or not, where a measuring instrument is considered reliable if the measurement shows consistent results over time. In this study, the reliability test used the Cronbach Alpha coefficient method (formula). Sugiyono (2013: 102) states that if the Cronbach Alpha value is> 0.6, it means that the variable statement is said to be reliable.

2. Classical assumption test

a. Normality test

Conducted to test whether the data is normally distributed or not, where the One Sample Kolmogorov Smirnov test is carried out, which is provided that if the significant value is above 0.05 or 5%, the data has a normal distribution.

Meanwhile, if the significance value is below 0.05 or 5%, the data does not have a normal distribution.

b. Heteroscedasticity test

The heteroscedasticity at ambitions to test whether in the regression model there may be an inequality of variance from the residuals of 1 statement to another (Ghozali, 2018). A good regression model is that heteroscedasticity does not occur. The basis heteroscedasticity test using the Glacier test is if the significant value (sig.) more than 0.05, then the conclusion is that there are not any signs and symptoms of heteroscedasticity in the regression version. Conversely, if the value is smaller than 0.05, it can be concluded that there are symptoms of heteroscedasticity in the regression model.

3. Simple linear regression analysis

Simple linear regression analysis is based on testing the effect of one independent variable on one dependent variable (Ghozali, 2018) with the formula Y = a + bX.

4. Coefficient of determination

The coefficient of determination is intended to determine the contribution of the independent variable X in influencing the increase / decrease of the dependent variable Y in the form of percent (%).

5. T-test

The T test basically shows how far the influence of the independent variables individually in explaining the dependent variable (Sunyoto, 2013: 50). If the probability of t or significance> 0.05, then H0 is accepted and Ha is rejected, which means that there is a weak influence between the independent and dependent variables. If the probability of t or significance <0.05, then H0 is rejected and Ha is accepted, which means that there is a strong influence between the independent and dependent variables.

Results and Discussion

A. Result

1. Description of respondent characteristics

Table 1
Description of respondent characteristics

Categories	Number of Respondent	Percent
Gender		
Male	24	34,3%
Female	46	65,7%
Total	70	100%
Age	Number of Respondent	Percentage
< 20	8	11,4%

21 - 30	24	34,3%
31 - 40	21	30%
41 - 50	12	17,1%
> 50	5	7,1%
Total	70	100%
City of origin	Number of Respondent	Percentage
Jakarta	37	52,9%
Surabaya	11	15,7%
Bandung	5	7,1%
Denpasar	3	4,3%
Badung	2	2,9%
Melbourne	3	4,3%
Sydney	1	1,4%
New York	2	2,9%
Mumbai	3	4,3%
Jaipur	1	1,4%
London	2	2,9%
Total	70	100%
Job	Number of Respondent	Percentage
Student	12	17,1%
Entrepreneur	32	45,7%
Housewife	8	11,4%
Private employee	10	14,3%
State employees	8	11,4%
Total	70	100%

[Source: Primary Data Processed, 2023]

Based on table 1, it can be explained that respondents are dominated by female as much as 46% in the age range 21-30 years with a percentage of 34.2%. In the city of origin, the city that dominates is Jakarta with a percentage of 52.9% and for the most occupations, namely entrepreneurs with 45.7%.

2. Validity and Reliability Test Result

Table 2
Result of Recapitulation of Validity Test

Variable	Item	r_{count}	Remark
Price Perception (X)	X1	0,660	Valid
	X2	0,580	Valid
	X3	0,658	Valid
	X4	0,548	Valid
	X5	0,604	Valid
	X6	0,814	Valid

Variable	Item	r_{count}	Remark
	X7	0,577	Valid
	X8	0,749	Valid
	X9	0,585	Valid
	X10	0,749	Valid
	Y1	0,808	Valid
Purchase Intention	Y2	0,794	Valid
(Y)	Y3	0,738	Valid
	Y4	0,562	Valid

[Source: Primary Data Processed, 2023]

Primarily based on Table 2, the test of validity results display that the smallest coefficient cost received from a variable indicator is 0.548 and the most important coefficient cost is 0.814. All statements are legitimate due to the fact they have got a coefficient value above 0.198 (Pratiwi, 2017).

Table 3
Recapitulation of Reliability Test Results

Question Item	Total of Question Item	Cronbach's Alpha	Remark
Price Perception (X)	10	0,843	Reliable
Purchase Intention (Y)	4	0,711	Reliable

[Source: Primary Data Processed, 2023]

All question items for each variable have shown above 0.6 which has met the assumption of data reliability. The reliability of the data shows that the test results are accurate and consistent in measuring Price perception and purchase intention.

3.   Result of Classical Assumption Test

Table 4
Normality Test Result

One-sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		70
Regular Parameters[a,b]	Mean	.0000000
	Std. Deviation	.99896135
Maximum Severe Differences	Absolute	.078
	Positive	.059
	Negative	-.078
Test Statistic		.078

Asymp. Sig. (2-tailed)	.200c,d

a. Test distribution is normal.
b. Calculated from data.
c. Lilliefors significance correction.
d. There is lower bound of the proper significance.

[Source: Primary Data Processed, 2023]

Table 4 indicates, importance value of Asymp. Sig (2-tailed) of 0.200 is > 0.05. Accordance with concept of selection making within Kolmogorov-smirnov normality result above, it may be deduced, the information is commonly dispensed.

Table 5
Heteroscedasticity Test Result

Co-efficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	-.098	.793		-.124	.902
Price perception	.023	.021	.132	1.098	.276
a. Dependent Variable: ABS_RES					

[Source: Primary Data Processed, 2023]

Based on the results in Table 5 above, when viewed from the significance value (Sig.) shows that all data has a significant value above 0.05, namely 0.276 for price perception, then this is in line with the requirements of the heteroscedasticity test, namely this research is exempt symptoms of heteroscedasticity.

4.   Simple linear regression analysis

Table 6
Simple Linear Regression Analysis Result

Co-efficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	4.522	1.266		3.573	.001
Price perception	.317	.033	.759	9.608	.000
a. Dependent Variable: Purchase intention					

[Source: Primary Data Processed, 2023]

The Table 6 shows that constant value is 4.522 and price perception (X) is 0.317 and result as follow:

$$Y = 4.522 + 0.317 X$$

a.   Constant = 4.522

4.522 imply, if the price perception is eliminated, purchase intention is worth 4.522. if the value price perception increases, the purchase intention will increase due to the positive result of the independent variable.

b.   Price Perception (X) = 0.317

0.317 means that if price perception (X) increases with the aid of a unit, while other constant, purchase intention will increase by 0.317. Price Perception (X) coefficient is positive, it means between price perception (X) and purchase intention there is unidirectional relationship. If price perception (X) increase, it will also be increasing the purchase intention.

5.   T test result

Table 7
T-Test Result

Variable	T count	Sig.	Remark
Price Perception (X)	9,608	0,000	Positive Significant
Alpha () 0,05			

[Source: Primary Data Processed, 2023]

Based on Table 6, the t test can be formulated as follows:

a.   Determine t $_{count}$ and t $_{table.}$

T $_{count}$ value of price perception (X) = 9.608 with a significance of less than the α value (0.000 <0.05). Meanwhile, t $_{table}$ 1.667, where the formula is df = n-k (70-1) = 69. The amount of t $_{table}$ = (0.05; 69) (Pratiwi, 2017).

b.   Comparison between t $_{count}$ and t $_{table}$

1.   If t $_{count}$ > t $_{table}$ or significance value < α then H0 is rejected, and Ha is accepted.

2.   If t $_{count}$ ≤ t $_{table}$ or significance value > α then H0 is accepted, and Ha is rejected.

[Source: Data Processed, 2023]

Figure 1
T-Test Distribution Curve
Testing the Price Perception (X) Coefficient on Purchase Intention (Y)

The value of t $_{count}$ > t $_{table}$ = 9.608> 1.667 and significance value < α = 0.000 < 0.05 then H0 is rejected, and Ha is accepted. This shows that Price Perception (X) has a significant and positive impact on Purchase Intention

for booking rooms at Luxury resorts in Ubud with an error rate of 5%, 95% confidence and 69 degrees of freedom.

6. Result of Co-efficient Determination

Table 8
Co-efficient of Determination Result

Model Summary[b]				
Model	R	R^2	Adjusted R^2	Std. Mistakes of the Estimate
1	.759[a]	.576	.570	1.00628

a. Predictors: (Constant), Price perception
b. Dependent variable: Purchase intention

[Source: Primary Data Processed, 2023]

Table 8 above shows that the dependent variable can be explained by the independent variable as much as 57.6%. In line with Ghozali's theory (2013:95), if the coefficient of determination is between 40% - 59.9%, the coefficient of determination stated to be mild.

B. Discussion

In this study, price perception is verified to have a positive and significant impact on purchase intention for booking rooms at luxury resorts in Ubud. This is evidenced by the results of the t test for the price perception variable with a t $_{count}$ > t $_{table}$ value of 9.608> 1.667 and a significance value < α = 0.000 < 0.05. The β value of price perception is 0.317, this means if price perception will increase through one unit, while different variables stay consistent, purchase intention will increase. Problem formula has been spoke back in accordance with the hypothesis that has been proposed. Price perception has a mild impact on purchase intention, this will be seen from the results of the coefficient of determination test that the price perception variable has a contribution of fifty-seven point six (57.6%) to purchase intention. Other independent variables that can affect purchase intention besides price perception are service quality, promotion, e-wom, brand image, marketing, and product quality.

This research in setp with the outcomes from (Lien et al, 2015), (Munnuka, 2018) also (Yasri et al, 2020) that state that price perception influences the price price perception with positive and significant impact. This means that when price perception increases, purchase intention will also increase because it has a significant and moderate influence between price perception on purchase intention. The management needs to pay attention and improve price perception in the minds of guests who are the target of marketing, a good price perception will increase purchase intention.

Conclusions

Based on the results of the research that has been done, it can be concluded in this research that the Price Perception (X) variable has a positive and significant effect on Purchase Intention with a t $_{count}$ > t $_{table}$ value of 9.608> 1.667. Price Perception (X) is positive with a beta value of 0.317 on Purchase Intention, so increasing Price Perception (X) will increase Purchase Intention. Price Perception has a contribution to influence Purchase Intention by 57.6% in the moderate category.

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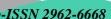Kotler, P., & Keller, K. L. (2018). *Marketing Management*. Pearson Prentice Hall.

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