



## The Role of E-WOM, Perceived Price, and Perceived Quality in Building Brand Image and Visit Intention at SANS Hotel RedDoorz Jakarta among the Young Generation.

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**Abstrak.** The purpose of writing this research is to examine the role of E-WOM, perceived price, and perceived quality in building brand image and its impact on visit intention. Data collection was carried out using a questionnaire method distributed online through social media. The objects taken in this study are potential customers who know about SANS Hotel RedDoorz, live in Jakarta, and are part of the younger generation (at least 17 years old). The sample used in this study totalled 277 respondents. This research uses SEM (Structural Equation Model) with the help of AMOS software to carry out the data analysis and processing process. It is hoped that the results obtained in this study can provide new insights and become a reference for further research. The results obtained in this study show that E-WOM, perceived price, and perceived quality have a positive and significant effect on brand image. In addition, all of these variables along with brand image are also proven to have a positive and significant effect on visit intention.

**Keywords:** E-WOM; perceived price; perceived quality; brand image; visit intention

**Abstrak.** Maksud dari penulisan penelitian ini adalah untuk menguji peran E-WOM, perceived price, dan perceived quality dalam membangun brand image serta dampaknya terhadap visit intention. Pengumpulan data dilakukan dengan metode kuesioner yang didistribusikan secara online melalui media sosial. Objek yang diambil dalam penelitian ini adalah calon pelanggan yang mengetahui tentang SANS Hotel RedDoorz, berdomisili di Jakarta, dan merupakan bagian dari generasi muda (berusia minimal 17 tahun). Sampel yang digunakan dalam penelitian ini berjumlah 277 responden. Penelitian ini menggunakan SEM (Structural Equation Model) dengan bantuan software AMOS untuk melakukan proses analisis dan pengolahan data. Diharapkan hasil yang didapatkan pada penelitian ini dapat memberikan wawasan baru dan menjadi referensi bagi penelitian selanjutnya. Adapun hasil yang didapatkan pada penelitian ini menunjukkan bahwa E-WOM, perceived price, dan perceived quality berpengaruh positif dan signifikan terhadap brand image. Selain itu, semua variabel tersebut beserta brand image juga terbukti berpengaruh positif dan signifikan terhadap visit intention.

**Kata Kunci:** E-WOM; perceived price; perceived quality; brand image; visit intention

### BACKGROUND

The Indonesian tourism industry faced a major shock in 2021 due to the Covid-19 pandemic. The government responded to this crisis by implementing a Large-Scale Social Restrictions (PSBB) policy, which was later updated to the Enforcement of Community Activity Restrictions (PPKM) system to adapt to the evolving situation (Rochmana et al., 2022). The pandemic significantly impacted tourism activities, including the digital spread of information like electronic word-of-mouth (e-WOM), with its economic potential reaching IDR 20.7 trillion in that year (Kemenparekraf, 2021). According to data from the Indonesian Hotel and Restaurant Association (PHRI), approximately 1,642 hotels were forced to cease operations in 2020, with estimated losses reaching IDR 90 trillion due to the drastic decline in tourist arrivals (Andriani,

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2020). This situation was a stark contrast to late 2019, when the Indonesian tourism industry was in its golden era as one of the fastest-growing sectors (Kemenparekraf, 2021). The pandemic severely hit Indonesia's tourism sector, particularly in Jakarta. The number of international tourist arrivals plummeted, directly impacting the hotel industry (BPS, 2024b). In December 2023, the number of international tourists arriving through Soekarno-Hatta Airport decreased by 7.66% compared to the previous month, followed by a 44.76% decline at Halim Perdanakusuma Airport and a 64.47% decline at Tanjung Priok Port (BPS, 2024a). This condition indicates the weak contribution of foreign tourists to Jakarta's tourism recovery process during that period.

However, during the recovery period, the hotel sector began to show positive signals. The Room Occupancy Rate (TPK) for star-rated hotels in Jakarta increased to 52.62% in February 2023, a 4.22% rise from the previous month (BPS, 2024c). Nevertheless, the average length of stay slightly decreased to 1.82 days, with domestic guests dominating at 94.60%, far surpassing foreign guests at only 5.40% (BPS, 2024b). This indicates that domestic tourists were the main driver of the accommodation sector's recovery in Jakarta. Furthermore, the revocation of the PPKM policy and the revival of MICE (Meeting, Incentive, Convention, Exhibition) activities also boosted the performance of hotels in urban areas (Saddid, 2023).

One segment that recorded significant growth post-pandemic is the two and three-star hotels, which offer affordable prices and adequate facilities. SANS Hotel by RedDoorz has emerged as a prominent brand in this category, especially among the young generation. With its relaxed, aesthetic concept and strategic locations, SANS Hotel has successfully achieved an average occupancy rate of 85% per month in major cities like Jakarta, Surabaya, and Bandung (Nasution & Yuniati, 2023). This hotel has become a popular choice for Gen Y and Gen Z travelers seeking a stylish yet budget-friendly accommodation experience (Ermaningtiastuti & Adiwaluyo, 2020; SANS, 2025; Dini, 2023).

Nevertheless, building trust through digital reviews (e-WOM) remains a challenge. The young generation heavily relies on online reviews when choosing accommodation, with 55.6% of them using OTA platforms like Traveloka as a primary reference source (Wiastuti & Lestari, 2020). Positive reviews can enhance brand image and purchase intention (Hardiansyah et al., 2024), while factors like price, cleanliness, staff friendliness, and service quality are key considerations (Chen & Wu, 2023; Calinao & Ylgan, 2024; Cheng & Guo, 2021; Malheiros & Mondo, 2021). Considering the hotel industry's 13% contribution to DKI Jakarta's Regional Original Revenue (PAD) (Yanwardhana, 2025), a decline in hotel performance could have a domino effect on other sectors. Therefore, this research is interested in examining how e-WOM, perceived price, and perceived quality play a role in shaping the brand image and visit intention of the young generation towards SANS Hotel RedDoorz in Jakarta.

## LITERATURE REVIEW

This research refers to two main theories, Signaling Theory and Customer-Based Brand Equity Theory. Signaling Theory, introduced by Michael Spence (1973), explains how individuals or companies send signals to reduce uncertainty regarding the quality and value of their products or services (Tata et al., 2023). In the context of the hospitality industry, hotel services are an experience good, where quality cannot be fully evaluated before consumption, thus creating uncertainty for consumers. Signals such as E-WOM (Electronic Word of Mouth), perceived price, and perceived quality function to reduce this uncertainty and build trust (Tata et al., 2023). These signals play a role in shaping the consumer's brand image. Brand equity was popularized by Kevin Lane Keller (1993), who explained that brand equity is formed through

consumer knowledge about a brand. Brand image is the consumer's perception of a brand, formed through associations in their memory (Anwar & Andrean, 2021). Strong and positive associations with a brand can become a primary driver of purchasing decisions (Anwar & Andrean, 2021).

### **E-WOM**

E-WOM is an evolution of traditional Word of Mouth (WOM) that allows consumers to share experiences online. The advantages of E-WOM lie in its accessibility, speed of dissemination, and broader reach compared to traditional WOM (González & Fernández, 2021). Positive E-WOM can strengthen brand image, while negative E-WOM can damage brand reputation (Jain et al., 2023). In the hospitality industry, E-WOM influences consumer perceptions of a hotel's quality and trustworthiness, especially among younger generations like Gen Z (Lina et al., 2023).

### **Perceived Price**

Perceived price refers to how consumers view the price of a product or service based on the fairness and value received compared to the price paid (Ahmed et al., 2023). A price considered fair can strengthen loyalty and purchase intention, while an inappropriate price can lower the perception of quality (Zietsman et al., 2023). In the hotel context, price often serves as an indicator of quality and brand exclusivity, which can reinforce brand image and enhance purchasing decisions (Kim et al., 2021).

### **Perceived Quality**

Perceived quality is a consumer's subjective assessment of a product or service's quality based on their experiences and expectations (Sugito et al., 2022). Perceived quality has a major impact on customer loyalty and purchase decisions, with good experiences strengthening the positive relationship with the brand (Uzir et al., 2021). The perceived quality of service significantly influences brand image and the consumer's intention to reuse the offered service (Mishra, 2023).

### **Brand Image**

Brand image reflects a consumer's perception of a brand, which is influenced by their experiences, marketing communications, and the brand's visual identity (Jiang, 2022; Yu et al., 2024). A good brand image can strengthen loyalty and encourage consumers to choose the brand again (Sharipudin et al., 2023). Brand image is formed by various factors, including product quality, message consistency, and positive market perception (Liang & Lai, 2023). Therefore, proper management of brand image is crucial for shaping a strong perception in the eyes of consumers and increasing visit intention.

### **Visit Intention**

Visit intention is an individual's intent or tendency to visit a place based on various psychological and social factors. Research shows that positive experiences, especially for Gen Y and Z, have a significant influence on the intention to visit a hotel or tourist destination (Adiwijaya & Nurmala, 2023). Factors such as satisfaction, loyalty, and hotel sustainability practices can increase visit intention (Aggarwal et al., 2024). Technology and social media image also play an important role in influencing visit intention, with positive experiences increasing customer engagement and encouraging recommendations to others (Ho et al., 2022).

### **Hypothesis Development**

Electronic Word of Mouth (E-WOM) significantly influences brand image because authentic experiences shared by other consumers can create strong perceptions and increase trust. Various studies support this relationship, asserting that E-WOM, whether through social media or other platforms, can enhance online reputation and strengthen brand image in the digital era

(Suhud et al., 2022; Candra & Yasa, 2022; Nurrohman & Adiwijaya, 2021; Fransisca & Santika, 2024; Putri & Aksari, 2024).

Perceived Price plays a vital role in shaping brand image, as consumers tend to use price as a signal of quality and exclusivity. A price deemed appropriate for the quality can enhance brand image by creating an impression of fair value or even exclusivity. This relationship has been confirmed by various studies showing that the consumer's price assessment process contributes directly to their perception of the brand image (Suhud et al., 2022; Slamet et al., 2022; Pratiwi & Silitonga, 2024; Prastyani & Ulitama, 2023; Faiza & Nursani, 2023).

Perceived Quality is a fundamental factor in shaping a positive brand image. High perceived quality, whether in terms of service, facilities, or technological innovation, will directly improve a brand's image and reputation in the eyes of consumers. Several studies consistently show that perceived quality plays a central role, both directly and indirectly, in strengthening brand image in the service industry (Pratiwi & Silitonga, 2024; Nurwati et al., 2022; Elziny & Mohamed, 2022; Mishra, 2023; Nainggolan & Amidiola, 2021).

In the tourism industry, E-WOM serves as a primary driver for Visit Intention. Online reviews from other users are considered a trustworthy source of information, capable of reducing uncertainty and effectively increasing consumer interest and decisions to visit a hotel or destination. Many studies have confirmed that positive reviews on social media and other platforms have a significant impact on influencing visit intention, especially for the digitally active young generation (Lee et al., 2021; Atito et al., 2023; Abd Elsalam & Ezzat, 2022; Clark et al., 2023; Dewi & Sukaatmadja, 2022).

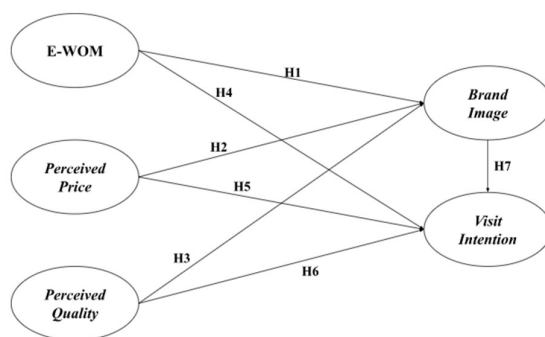
A positive and fair price perception can directly increase a consumer's intention to visit. When a price is perceived as corresponding to the quality and value offered, it becomes a strong incentive that drives consumers to make a purchase or visit. Various studies in the hotel sector have affirmed that perceived price is a key variable influencing booking and revisit intentions (Nurwati et al., 2022; Prabowo et al., 2023; An & Ozturk, 2022; Maulina et al., 2022; Fetra et al., 2023).

High perceived quality significantly influences a consumer's intention to visit a place. Consumers who believe a brand or service will deliver quality that meets or exceeds their expectations will have a stronger drive to experience it firsthand. Previous studies consistently prove that perceived quality, both in service and experience, is a key factor that increases the likelihood of consumers choosing and revisiting a destination or hotel (Salah et al., 2023; Prabowo et al., 2023; Beyari & Garamoun, 2024; Xiaoyan et al., 2022; Assaker & O'Connor, 2023).

A positive Brand Image has a strong direct impact on visit intention. A good brand image creates trust and loyalty, and functions as a mental shortcut for consumers in their decision-making. Consumers tend to choose brands with a good reputation because they associate them with guaranteed quality and a satisfying experience. The important role of brand image as a strategic driver for visit intention has been affirmed by many studies in various contexts (Abd Elsalam & Ezzat, 2022; Sharipudin et al., 2023; Lina et al., 2023; Fauzi et al., 2025; Mohammad et al., 2024).

Based on Figure 1., the hypothesis proposed in this study are as follows:

- H<sub>1</sub>: E-WOM has a positive and significant effect on brand image.
- H<sub>2</sub>: Perceived price has a positive and significant effect on brand image.
- H<sub>3</sub>: Perceived quality has a positive and significant effect on brand image.
- H<sub>4</sub>: E-WOM has a positive effect and significant on visit intention.
- H<sub>5</sub>: Perceived quality has a positive and significant effect on visit intention.
- H<sub>6</sub>: Perceived price has a positive and significant effect on visit intention.
- H<sub>7</sub>: Brand image has a positive and significant effect on visit intention.



**Figure 1. Research Model**

Source: Processed by researchers (2025)

## RESEARCH METHODOLOGY

This research was conducted over a six-month period, from December 2024 to July 2025. The study was carried out online through the distribution of a questionnaire via social media platforms such as Instagram, WhatsApp, Tiktok, X, and Line. The approach used is quantitative, aiming to measure and analyze numerical data to identify patterns and relationships between variables. This study explores the relationships between e-WOM, perceived price, perceived quality, brand image, and visit intention in relation to SANS Hotel RedDoorz Jakarta. The population of this study consists of potential customers who have never stayed at SANS Hotel RedDoorz Jakarta. The sample was selected using a purposive sampling technique, which screens respondents based on relevant characteristics. This research required a minimum of 250 respondents, in accordance with Structural Equation Modeling (SEM) standards, to ensure accurate variable representation. This study uses a six-point Likert scale to measure the variables in the questionnaire. A six-point scale is used to avoid neutral responses and to provide a more precise picture of respondents' attitudes (Kusmaryono et al., 2022). Primary data was collected through questionnaires distributed to 277 potential customers of SANS Hotel RedDoorz Jakarta to gain insights into their perceptions of the hotel's services.

The analysis in this study was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS and SPSS 26 software. SEM was chosen to test theories and analyze complex relationships between variables. Convergent validity was tested using Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), ensuring a factor loading  $\geq 0.5$ , AVE  $\geq 0.5$ , and CR  $\geq 0.7$  to measure data integrity and validity (Hair et al., 2021). AVE is used to assess construct validity. An AVE value  $\leq 0.5$  indicates an issue with construct validity (Hair et al., 2021). Reliability was tested using composite reliability and Cronbach's alpha, with a value  $\geq 0.7$  as the standard for adequate reliability (Hair et al., 2021). Hypothesis testing was conducted by examining the p-value and t-statistic. A hypothesis is accepted if the p-value  $< 0.05$  and the t-statistic  $> 1.96$  (Kline, 2023). A goodness-of-fit test was used to evaluate the model's suitability with the sample data (Musannip et al., 2021). Evaluation of model goodness of fit in this study was conducted using a series of statistical indices from Junaidi (2021) to ascertain the fit between the model and the sample data. Absolute fit measures were evaluated through several metrics; the Chi-Square test was used to assess the difference between the model and the data, where the model was considered good if the value was not significant. In addition, the Root Mean Square Residual (RMSR) measures the average of the residuals, with values  $\leq 0.05$  indicating a good fit.

Furthermore, several comparative indices are used to assess model improvement, namely Goodness of Fit Index (GFI), Adjustment Goodness of Fit Index (AGFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI). These four indices generally stipulate that a model is considered to have a good fit if its value is  $\geq 0.90$ . The combination of these indices provides a comprehensive evaluation of the overall model fit.

## RESULTS AND DISCUSSION

### Respondents Characteristics

**Table 1. Characteristics of Respondents**

Characteristics	Description	Frequency	Percentage
<b>Gender</b>	Male	110	39,7%
	Female	167	60,3%
	<b>Total</b>	<b>277</b>	<b>100%</b>
<b>Age Group</b>	17 – 20 years	22	7,9%
	21 – 25 years	97	35%
	26 – 30 years	155	56%
	31 – 40 years	3	1,1%
	<b>Total</b>	<b>277</b>	<b>100%</b>
<b>Domicile</b>	West Jakarta	97	35%
	Central Jakarta	28	10,1%
	South Jakarta	63	22,7%
	East Jakarta	54	19,5%
	North Jakarta	26	9,4%
	Thousand Islands	9	3,2%
	<b>Total</b>	<b>277</b>	<b>100%</b>
<b>Highest Educational Attainment</b>	Below high school	1	0,4%
	Diploma	37	13,4%
	Postgraduate (Master/Doctorate)	11	4%
	Bachelor's Degree	154	55,6%
	Senior High School	74	26,7%
<b>Employment Status</b>	Employed	161	58,1%
	Not Employed	67	24,2%
	Own Business	43	15,5%
	Not Working	6	2,2%
	<b>Total</b>	<b>277</b>	<b>100%</b>
<b>Total Monthly Income</b>	< Rp1.000.0000	59	21,3%
	Rp1.000.000 s.d < Rp3.000.000	45	16,2%
	Rp3.000.000 s.d < Rp5.000.000	96	34,7%
	Rp5.000.000 s.d < Rp7.000.000	51	18,4%
	> Rp7.000.000	26	9,4%
	<b>Total</b>	<b>277</b>	<b>100%</b>
<b>Marital Status</b>	Unmarried	208	75,1%
	Separated or Divorced	2	0,7%
	Married	66	23,8%
	Spouse Deceased	1	0,4%
	<b>Total</b>	<b>277</b>	<b>100%</b>

Source: Processed by researchers (2025)

The characteristics of the respondents in this study, totalling 277 people, were predominantly female (60.3%). Age characteristics were highly concentrated in the younger generation, where 91% of respondents were within the age range of 21 to 30 years, which is very much in line with the research target. Geographically, most respondents reside in Jakarta, with the highest concentration coming from West Jakarta (35.0%), indicating a high level of familiarity with SANS Hotels in the region.

In terms of educational and professional background, the data shows that respondents have a high level of education, with the majority being Bachelor or Applied Bachelor graduates (55.6%). This level of education aligns with their employment status, where most have been active in the workforce, either as workers (58.1%) or entrepreneurs (15.5%), indicating that this sample are individuals who are in the early to mid-stage of their careers.

The economic characteristics of the respondents showed that the largest group was in the middle-income category, between IDR3,000,000 to less than IDR5,000,000 per month (34.7%). This income level, coupled with the marital status where a large majority (75.1%) are unmarried, collectively confirms the profile of the sample as young, independent individuals who are still cautious in managing their personal finances.

### **Results of Exploratory Factor Analysis (EFA) Validity Test, Average Variance Extracted (AVE), and Reliability**

**Table 2. Validity EFA, AVE and Reliability Test Results**

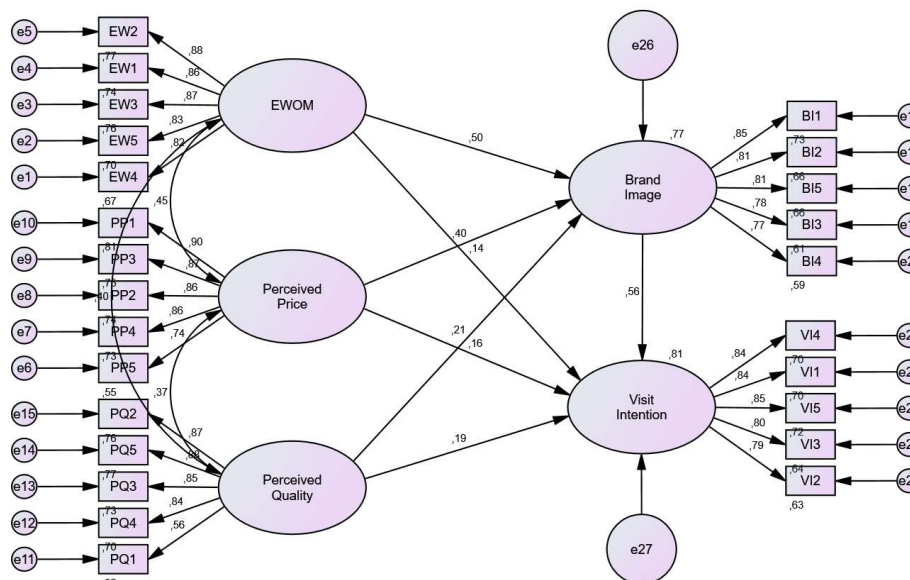
<b>Variabel</b>	<b>Label</b>	<b>Statement</b>	<b>Factor Loading</b>	<b>Cronbach's Alpha</b>	<b>Average Variance Extracted</b>
<b>EWOM</b>	EW1	I think online reviews of SANS Hotel from RedDoorz increase my knowledge of the services discussed.	0,893	0,930	0,781
	EW2	I think the online reviews of SANS Hotel from RedDoorz make it easier for me to make purchasing decisions.	0,903		
	EW3	I think the online review information of SANS Hotel from RedDoorz increases my effectiveness in making booking decisions.	0,891		
	EW4	I think the large number of online reviews or comments about SANS Hotel from RedDoorz shows that the hotel is popular.	0,857		
	EW5	I think online reviews or comments about SANS Hotel from RedDoorz are very helpful to me.	0,876		
<b>Perceived Price</b>	PP1	I think the price of SANS Hotel from RedDoorz is in accordance with consumer purchasing power.	0,911	0,925	0,772
	PP2	I think the price of SANS Hotel from RedDoorz offered is in accordance with other similar hotels.	0,890		

Variabel	Label	Statement	Factor Loading	Cronbach's Alpha	Average Variance Extracted
	PP3	I think the price of SANS Hotel from RedDoorz is set according to the quality of the product obtained.	0,894	0,898	0,717
	PP4	I think the price of SANS Hotel from RedDoorz is in accordance with the benefits that consumers get.	0,889		
	PP5	I think the total price of SANS Hotel from RedDoorz is comparable to the total price of other similar hotels, during the booking process.	0,805		
	PQ1	I think SANS Hotel from RedDoorz has a friendly and cosy environment.	0,700		
	PQ2	I think the staff at SANS Hotel of RedDoorz are polite and respectful.	0,895		
<i>Percieved Quality</i>	PQ3	I think SANS Hotel of RedDoorz has internet access that I can use.	0,885	0,898	0,717
	PQ4	I think SANS Hotel of RedDoorz has clean rooms and has a pleasant atmosphere.	0,875		
	PQ5	I think SANS Hotel of RedDoorz has quality technology services that meet my expectations (payment, devices, etc.).	0,892		
<i>Brand Image</i>	BI1	I feel that SANS Hotel from RedDoorz has a good image.	0,876	0,902	0,720
	BI2	I feel SANS Hotel from RedDoorz has an attractive design and facilities.	0,855		
	BI3	I feel SANS Hotel from RedDoorz has better characteristics compared to its competitors.	0,837		
	BI4	I feel SANS Hotel from RedDoorz has a personality that distinguishes it from other competitors.	0,821		
	BI5	I feel SANS Hotel from RedDoorz has a reputation as one of the best in the sector.	0,853		
<i>Visit Intention</i>	VI1	I will visit SANS Hotel from RedDoorz based on the destination mentioned in the review.	0,870	0,913	0,743
	VI2	I will visit SANS Hotel from RedDoorz based on the destination mentioned in the app, more than other tourist attractions.	0,846		
	VI3	I will visit SANS Hotel from RedDoorz at a destination that interests me.	0,853		
	VI4	I will stay at SANS Hotel from RedDoorz as a place to rest during my trip.	0,871		
	VI5	I will visit SANS Hotel from RedDoorz later.	0,868		

Source: Processed by researchers (2025)

Based on the table above, it can be seen from the Exploratory Factor Analysis (EFA) test results that all items are declared valid and reliable, because they have a loading  $\geq 0.5$  on one dominant factor, while discriminant validity is ensured through the absence of cross-loading  $\geq 0.4$  on other factors. Reliability is then measured by Cronbach alpha ( $\alpha \geq 0.7$ ) or composite reliability ( $CR \geq 0.7$ ) for internal consistency, as well as AVE  $> 0.5$  which guarantees item variance exceeds the measurement limit, so that this entire process becomes the basis for the validity of the research instrument.

### Full Model Test Result



**Figure 2. CFA Test Results Full Model**

Source: Processed by researchers (2025)

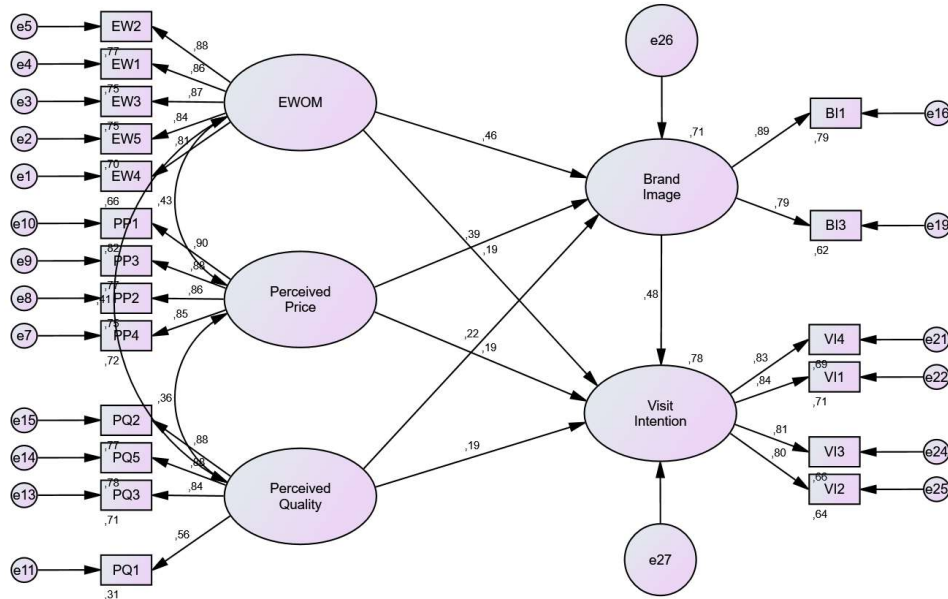
After that, the researcher confirmed the CFA with the initial model to determine whether or not the initial model was suitable for testing to the next stage. After being tested based on Figure 2, it can be concluded that the full research model does not fit (Lack of Fit) with the existing data. Based on table 3, the results show that the model is not acceptable. Although some indices such as P-value (0.008), RMSR (0.058), and AGFI (0.895) are outside the expected range, the majority of other crucial indices show a very good fit. Specifically, the values of CMIN/DF (1.223), GFI (0.914), RMSEA (0.028), TLI (0.988), and CFI (0.989) did not all meet the criteria of a well-fitted model. The very low RMSEA value and TLI and CFI close to 1.0 provide strong confidence that the model as a whole does not fit the data and does not valid for further hypothesis testing.

**Table 3. Full Model SEM AMOS**

Indeks	Cut off Value	Hasil	Evaluasi Model
P	$\geq 0,05$	0,008	Lack of Fit
MIN/DF	$\leq 2,00$	1,223	Fitted
GFI	$\geq 0,90$	0,914	Fitted
RMSR	$< 0,05$	0,058	Lack of Fit
RMSEA	$\leq 0,08$	0,028	Fitted
AGFI	$\geq 0,90$	0,895	Lack of Fit
TLI	$\geq 0,90$	0,988	Fitted
CFI	$\geq 0,90$	0,989	Fitted

Source: Processed by researchers (2025)

### Fitted Model Test Result



**Figure 3. CFA Test Results Fitted Model**

Source: Processed by researchers (2025)

Based on the picture above, the variable perceived price, the indicator that is omitted is PP5. Then the variable perceived quality, the indicator that is omitted is PQ4. As well as on the brand image and visit intention variables are BI2, BI4. In total, 6 indicators have been removed from the analysis. This action is a standard step to improve the model, indicators that are considered weak or problematic are eliminated to significantly increase the value of the goodness of fit index. The model fit test results for the modified model, where weak items have been removed, the model now shows a high fit with the field data.

**Tabel 4. Fitted Model SEM AMOS**

Indeks	Cut off Value	Hasil	Evaluasi Model
P	$\geq 0,05$	0,818	Fitted
MIN/DF	$\leq 2,00$	0,892	Fitted
GFI	$\geq 0,90$	0,955	Fitted
RMSR	$< 0,05$	0,042	Fitted
RMSEA	$\leq 0,08$	0,000	Fitted
AGFI	$\geq 0,90$	0,939	Fitted
TLI	$\geq 0,90$	1,005	Fitted
CFI	$\geq 0,90$	1,000	Fitted

Source: Processed by researchers (2025)

### Hypothesis Test Results

Based on table 5., this study can successfully prove all the hypotheses proposed. Each hypothesis shows a significant effect, as evidenced by the C.R. value (t. value)  $> 1.96$  and the P-value  $< 0.05$ . The following is an in-depth discussion for each hypothesis with reference to the existing theoretical framework.

**Tabel 5. Hypothesis Test Results**

Hipotesis	Variabel Bebas		Variabel Terikat	C.R. (t. value)	P-value	Standardized Regression Weight
H <sub>1</sub>	EWOM	→	Brand Image	8,172	***	Accepted
H <sub>2</sub>	Perceived Price	→	Brand Image	7,199	***	Accepted
H <sub>3</sub>	Perceived Quality	→	Brand Image	4,014	***	Accepted
H <sub>4</sub>	EWOM	→	Visit Intention	2,739	0,006	Accepted
H <sub>5</sub>	Perceived Price	→	Visit Intention	3,168	0,002	Accepted
H <sub>6</sub>	Perceived Quality	→	Visit Intention	3,464	***	Accepted
H <sub>7</sub>	Brand Image	→	Visit Intention	4,549	***	Accepted

Source: Processed by researchers (2025)

## DISCUSSION

Based on the descriptive analysis of responses from 277 respondents, it was found that the perception of potential customers towards SANS Hotel RedDoorz is generally positive across all measured variables. For the E-WOM variable, the majority of respondents (61.6%) feel that online reviews are beneficial in increasing their knowledge and simplifying purchasing decisions. Similarly, the perception of price is also positive, with approximately 63.9% of respondents feeling that the offered price is appropriate for their purchasing power, the quality, and the benefits received. This positive trend peaks with the perceived quality variable, where the cumulative agreement percentage reaches 68.15%, indicating that the environment, cleanliness, and technological facilities are considered good.

Although the trend is positive, the data also reveals significant points of hesitation among respondents. For the brand image variable, while the overall image is good, there is considerable variation in perception regarding "attractive design and facilities" and "a personality that distinguishes it from competitors," where the "Slightly Disagree" category is quite prominent. This hesitation seems to culminate in the Visit Intention variable, where the "Slightly Disagree" category reaches a high percentage of 27.36%. This indicates that although the initial perception is quite good, a large portion of potential customers are not yet fully convinced or motivated to plan a visit.

Overall, these descriptive findings paint a picture of young-generation potential customers who have a good initial perception of SANS Hotel but are not yet fully loyal or committed. They acknowledge the utility of E-WOM and consider the price and quality to be adequate. However, hesitation on specific aspects such as price competitiveness, brand image uniqueness, and staff service quality become critical areas, causing their visit intention to remain in the consideration stage and not yet a solid decision. The results of the hypothesis testing in this study are as follows.

The first hypothesis (H<sub>1</sub>), which states that E-WOM has a positive and significant effect on brand image, is accepted. The analysis shows a C.R. value of 8.172 and a highly significant P-value, which indicates that online reviews have great power in shaping brand image. In the current digital era, consumers tend to trust peer experiences more than conventional advertising. This finding reinforces the theory that online reviews play an important role in building a brand's reputation, as explained by Suhud et al. (2022) and Candra & Yasa (2022).

The second hypothesis (H<sub>2</sub>) reveals that perceived price also has a significant effect on brand image. The results show a C.R. value of 7.199 and a significant P-value, meaning that a price considered fair by consumers plays an important role in shaping a positive brand image. When the offered price matches the quality and facilities received, consumers tend to form a positive

image of the brand. This finding supports theories that link price with brand quality and value (Suhud et al., 2022; Slamet et al., 2022).

The third hypothesis ( $H_3$ ), which states that perceived quality has a positive effect on brand image, is accepted with a C.R. value of 4.014 and a significant P-value. Good service and facility quality, such as room cleanliness, staff friendliness, and comfort, directly influence consumer perception of the brand. This is highly relevant considering the majority of respondents have a high level of education, which leads to a more critical assessment of quality. This finding supports previous research showing that perceived quality serves as a foundation for building a strong brand reputation (Pratiwi & Silitonga, 2024; Elziny & Mohamed, 2022).

The fourth hypothesis ( $H_4$ ) is accepted, proving that E-WOM has a positive effect on visit intention, which supports the understanding that online reviews not only shape brand image but also drive the intention to visit. With a C.R. value of 2.739 and a P-value of 0.006, positive reviews shared online reduce uncertainty and increase the desire to visit, especially in the hospitality industry where consumers cannot try the product before buying. This finding aligns with research by Lee et al. (2021) and Abd Elsalam & Ezzat (2022) which confirms the role of E-WOM as a primary driver of visit decisions.

The fifth hypothesis ( $H_5$ ), which tests the effect of perceived price on visit intention, is also accepted. The results show a C.R. value of 3.168 and a P-value of 0.002, indicating that a price considered fair and proportional to the facilities offered can encourage consumers' intention to visit SANS Hotel. For consumers with a limited budget, a fair price can be an important driver in the decision to visit. This finding supports previous research by Prabowo et al. (2023) and Maulina et al. (2022).

The sixth hypothesis ( $H_6$ ) is accepted, proving a positive effect on visit intention, as reflected by a C.R. value of 3.464 and a significant P-value. Consumers, especially the young generation seeking quality accommodation experiences, are strongly influenced by the hotel's service quality and facilities. This finding is consistent with research by Salah et al. (2023) and Beyari & Garamoun (2024), which shows that perceived service quality influences the decision to visit.

The seventh hypothesis ( $H_7$ ) shows that brand image has a positive effect on visit intention with a C.R. value of 4.549 and a significant P-value. A strong brand image can be a primary driver for consumers to choose a particular hotel, even when they have many options. This is highly relevant to the behavior of the young generation, who tend to choose brands that align with their lifestyle. A positive brand image creates trust and provides a strong reason to choose SANS Hotel RedDoorz in Jakarta, as suggested by Abd Elsalam & Ezzat (2022) and Sharipudin et al. (2023).

## CONCLUSION

Based on the results and discussion of this study which analyzes the influence of E-WOM, perceived price, and perceived quality on brand image and visit intention at SANS Hotel RedDoorz Jakarta, involving 277 respondents from the younger generation. The results of the analysis show that E-WOM has a significant influence in shaping SANS Hotel's brand image, especially among generations Y and Z who rely on online reviews to judge brands. The perception of fair price and value for money also plays an important role in building a positive brand image, especially for middle-income respondents. In addition, good quality of services and facilities are key factors in creating a professional and trustworthy brand image.

E-WOM is proven to not only shape brand image, but also drive visit intentions, as positive experiences shared online reduce potential customers' doubts. The perception of an attractive price that is proportional to the facilities offered increases visit intentions, while

superior quality motivates consumers to choose SANS Hotel. Finally, a strong brand image is a key determinant of visit intention, with consumers choosing SANS Hotel because it matches their identity and lifestyle.

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