

The Influence of Online Promotion, Customer Trust, and Perceived Value on Repurchase Intention at Harper Premier Nagoya Batam

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ABSTRACT

This study aims to analyze the influence of online promotion, customer trust, and perceived value on guest repurchase intention at the Harper Premier Nagoya Hotel, Batam. The study employed a quantitative approach with a survey method. A sample of 150 respondents was selected using purposive sampling. The results show that consumer trust, perceived value, internet promotion, and repurchase intention are all generally in the good range. Perceived value has a significant negative impact on repurchase intention ($\beta = -0.131$; $p = 0.039$), but online promotion ($\beta = 0.335$; $p < 0.001$) and customer trust ($\beta = 0.348$; $p < 0.001$) have positive and significant effects. This negative correlation could mean that visitors' perceptions of the advantages have fallen short of their expectations in terms of cost, level of service, or overall experience. The measurement items, including any potential reverse-coded items, should be reexamined, and this result should be regarded cautiously. Online promotion, customer trust, and perceived value all had a substantial simultaneous impact on repurchase intention ($F = 37.290$; $p < 0.001$). The three factors account for 42.2% of the variance in repurchase intention, according to an Adjusted R^2 of 0.422. These results imply that improving customer trust and digital marketing tactics is crucial to boosting visitors' desire to return to the Harper Premier Nagoya Batam Hotel.

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1. INTRODUCTION

Hotels in Batam operate in a highly competitive market in which attracting first-time guests is no longer sufficient; retaining guests and encouraging repeat stays are equally important. Repurchase intention is a strategic concern in service markets because it reflects how customers evaluate previous experiences and whether those evaluations are strong enough to support a future purchase [1], [2]. Batam is one of Indonesia's major business and tourism destinations, and the continuing expansion of its accommodation sector has intensified competition among hotels offering similar facilities, promotional packages, and service standards. Harper Premier Nagoya Batam, a three-star property located in one of the city's principal business districts, faces this pressure directly.

Kotler and Keller [3] describe marketing strategy as a coordinated set of activities through which firms create, communicate, and deliver value while building long-term customer relationships. Within this process, repurchase intention is an important behavioural indicator because it reflects a customer's willingness to use the same product or service again after evaluating a previous experience. Kotler and Armstrong [4] argue that customers are more likely to repurchase when the service they receive meets or exceeds their expectations. In hotel-booking contexts, perceived value, website trust, hotel trust, customer engagement, and service evaluation have been shown to shape booking and behavioural intentions [5], [6].

Harper Premier Nagoya Batam uses several digital channels to attract guests. Preliminary observations of Google reviews and the hotel's official social-media content in 2026 nevertheless indicate recurring concerns about the consistency between promotional messages and the experience delivered, limited food variety, and service performance that did not always meet guest expectations. Although many

reviews were positive, some guests expressed hesitation about returning. Such responses matter because a mismatch between promises and delivery can weaken trust, reduce perceived value, and ultimately lower repurchase intention. Online promotion can encourage repeat patronage when it presents clear, attractive, and accessible information [7]. Trust is equally central because durable customer-company relationships depend on confidence in the firm's credibility and reliability [8]. Perceived value, meanwhile, represents the customer's overall assessment of the benefits received relative to the sacrifices made [9]. These mechanisms are closely connected: trustworthy service behaviour can create value and loyalty [10], trust reduces uncertainty in online transactions [11], and perceived price fairness can influence hotel customers' behavioural intentions [12]. The mixed findings across these streams justify further examination in the context of Harper Premier Nagoya Batam.

Recent studies published in the *Journal of Multidimensional Management* have examined location strategy, product and service design, total quality management, maintenance reliability, and supply-chain practices in Indonesian business settings [13]-[17]. These studies broaden the local management evidence base, but they do not explain how online promotion, customer trust, and perceived value jointly shape repeat-stay decisions in a hotel context. Accordingly, this study examines the individual and simultaneous effects of the three variables on guests' repurchase intention at Harper Premier Nagoya Batam. The findings are expected to provide a more grounded basis for improving digital promotion, strengthening guest trust, and aligning the value promised by the hotel with the value actually experienced by guests.

2. METHOD

This study employed a quantitative approach with a causal-associative design to examine the effects of online promotion, customer trust, and perceived value on guests' repurchase intention at Harper Premier Nagoya Batam. The research was conducted from May to July 2026. The target population comprised guests who had stayed at the hotel between January and December 2025. Using purposive sampling, 150 respondents were selected. This sample size was considered adequate for multiple linear regression analysis and allowed the study to focus on respondents whose prior experience was relevant to the research objectives.

Respondents were required to meet three criteria: (1) being at least 17 years old; (2) having previously stayed at Harper Premier Nagoya Batam; and (3) having searched for information about the hotel or consulted online reviews before making a reservation. Primary data were collected through a structured questionnaire using a five-point Likert scale. Secondary data were obtained from hotel publications, internal documents, and relevant academic literature.

The questionnaire was developed using indicators representing each research variable and was assessed for validity and reliability before the main survey was conducted. All items met the validity requirement, with corrected item-total correlation values exceeding the minimum threshold of 0.30. The reliability results also showed that each construct achieved a Cronbach's alpha coefficient above 0.70, indicating satisfactory internal consistency. These results confirmed that the instrument was sufficiently reliable for the main data collection [18], [19].

The completed questionnaires were processed using IBM SPSS Statistics version 27. Before estimating the regression model, the dataset was evaluated through normality, multicollinearity, and heteroscedasticity tests to determine whether it met the assumptions required for multiple linear regression. The regression analysis was then used to estimate the individual and combined effects of online promotion, customer trust, and perceived value on repurchase intention. Hypothesis testing included the partial significance test (t-test), simultaneous significance test (F-test), and adjusted coefficient of determination (Adjusted R^2), which indicated the proportion of variance in repurchase intention explained by the three predictor variables [18], [19].

3. RESULTS

3.1. Description of the Price Variable (X1)

3.1.1. Respondent Characteristics by Gender

The following table shows how the data can be grouped by gender based on the data collection results:

Table 1. Respondent Characteristics by Gender

No	Gender	Frequency (N)	Persentase (%)
1.	Female	84	56%
2.	Male	66	44%

Total	100%
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The number of respondents who stayed at the Harper Premier Nagoya Batam Hotel was mostly female, with 66 men (44%) and 84 women (56%).

3.1.2. Respondent Age Factor

Based on the data collected, respondent demographics can be categorized by age, as shown in the following table:

Table 2. displays the respondents' attributes according to their age

No	Age	Frequency (F)	Persentase (%)
1	17 - 25 year	63	42%
2	26 - 35 year	47	31,3%
3	36 - 45 year	36	24%
4	46 - 55 year	4	2,7%
Total		150	100%

Of the 150 respondents, 63 (42%) were aged 17–25 years, 47 (31.3%) were aged 26–35 years, 36 (24%) were aged 36–45 years, and 4 (2.7%) were aged 46–55 years, as shown in the table above. This indicates that the bulk of research participants were between the ages of 17 and 25.

3.1.3. Respondent Characteristics Based on Previous Reading Experience

Based on the data collected, respondents can be categorized based on whether or not they have read the Harper Premier Nagoya Batam Hotel Review. These categories are shown in the table that follows:

Table 3. Features of Respondents Depending on Whether or Not They Have Stayed

No	Have Stayed	Jumlah (F)	Persentase (%)
1	Yes	150	100%
2	No	0	0%
Total		150	100%

Based on the table above, all 150 respondents (100%) stated that they had previously stayed at Harper Premier Nagoya Batam Hotel, while none of the respondents selected "No." This result indicates that all respondents had prior stay experience at the hotel, making them appropriate participants for evaluating online promotion, consumer trust, perceived value, and repurchase intention.

3.2. Descriptive Data Analysis

3.2.1. Description of Online Promotion Variable Data

In this study, the Online Promotion variable data consisted of ten statements. They were then distributed to 150 participants and tested to ensure their accuracy and credibility.

Table 4. shows the statistical description of the online promotion variables

	Descriptive Statistics								
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	
Online Promotion	150	17	29	46	6121	40,81	0,307	3,763	14,157

Valid N
(listwise) 150

According to the table above, from 150 respondents (N), the average value (mean) was 40.81, standard deviation was 3.763, variance was 14.157, range was 17, lowest value (minimum) was 29, highest value (maximum) was 46 and total value was 6121.

3.2.2. Customer Trust Variable Data Description

The customer trust variable data consists of six statements distributed to 150 participants and then tested for validity and credibility.

Table 5. List of Respondent Responses to the Online Promotion Variable

	Descriptive Statistics								
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	
Customer Trust	150	12	18	30	3798	25,32	0,207	2,539	
Valid N (listwise)	150								

Data on the customer trust variable (X2) shows an average value (mean) of 25.32, a standard deviation of 2.539, a difference of 6.447, a range of 12, a total of 3798, a minimum of 18, and a maximum of 30.

3.2.3. Data Description for the Perceived Value Variable

The Perceived Value variable data in this study was made up of eight statements. After these statements were given to 150 respondents, their validity and reliability were examined.

Table 6. Shows the Data Description for the Perceived Value Variable

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	Descriptive Statistics								
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Perceived Value	150	19	20	39	4999	33,33	0,257	3,151	9,926
Valid N (listwise)	150								

According to the data above, the Perceived Value (X3) variable consisting of eight statements given to 150 participants found an average value (mean) of 33.33, a standard deviation of 3.151, a variance of 9.926, a range of 19, a sum of 4999, a minimum of 20, and a maximum of 39.

3.2.4. Data Description of Repurchase Purpose Variable

In this study, data on repurchase intention, variables, consisting of six statements, were distributed to 150 participants and then tested for validity and credibility

Table 7. Description of Repurchase Intention Variable Data

	Descriptive Statistics								
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	
Repurchase Intention	150	18	12	30	3757	25,05	0,203	2,488	6,192
Valid N (listwise)	150								

There is an average value (mean) of 25.05, a standard deviation of 2,488, a variance of 6.192, a range of 18, a minimum value of 12, a maximum value of 30, and a total value (sum) of 3747 based on the data above regarding the Repurchase Intention variable (y).

3.3. Classical Assumption Tests

Before estimating the multiple linear regression model, the residuals and predictor variables were examined to determine whether the assumptions of normality, homoscedasticity, and absence of multicollinearity were satisfied.

3.3.1. Normality Test

The normality test was conducted to assess whether the regression residuals followed an approximately normal distribution. The results of the one-sample Kolmogorov–Smirnov test are presented in Table 8.

Table 8. Results of the One-Sample Kolmogorov–Smirnov Test

Indicator	Unstandardized Residual
N	150
Normal Parameters	Mean
	0.0000000
	Std. Deviation
	1.87243485
Most Extreme Differences	Absolute
	0.066
	Positive
	0.066
	Negative
	−0.066
Test Statistic	0.066
Asymp. Sig. (2-tailed)	0.200
Monte Carlo Sig. (2-tailed)	Sig.
	0.112
99% Confidence Interval	Lower Bound
	0.104
	Upper Bound
	0.120

The Kolmogorov–Smirnov test produced an asymptotic significance value of 0.200, which is above the 0.05 threshold. The Monte Carlo significance value of 0.112 also exceeded 0.05. These results indicate that there is insufficient evidence to reject the assumption of normality. Accordingly, the regression residuals can be considered normally distributed, and the normality requirement for multiple linear regression is satisfied.

3.3.2. Heteroscedasticity Test

The Glejser test was used to determine whether the variance of the regression residuals remained constant across observations. Heteroscedasticity is indicated when an independent variable significantly predicts the absolute residuals. The results are reported in Table 9.

Table 9. Results of the Glejser Heteroscedasticity Test

Model	Variable	B	Std. Error	Beta	t	Sig.
1	Constant	5.435	1.310	—	4.149	0.000
	Online Promotion	−0.046	0.036	−0.137	−1.255	0.211
	Customer Trust	−0.059	0.045	−0.120	−1.322	0.188
	Perceived Value	−0.020	0.041	−0.051	−0.500	0.618

Dependent variable: ABS_RES.

The significance values for online promotion ($p = 0.211$), customer trust ($p = 0.188$), and perceived value ($p = 0.618$) are all greater than 0.05. None of the independent variables therefore explains a statistically significant variation in the absolute residuals. This result suggests that the residual variance is relatively constant across observations and that the regression model does not exhibit evidence of heteroscedasticity.

3.3.3. Multicollinearity Test

The multicollinearity test examined whether the independent variables were excessively correlated with one another. Multicollinearity may distort the estimated regression coefficients and make the individual contribution of each predictor difficult to interpret. The model is generally considered free from problematic multicollinearity when tolerance values exceed 0.10 and variance inflation factor (VIF) values remain below 10.

Table 10. Results of the Multicollinearity Test

Model	Variable	Tolerance	VIF
1	Online Promotion	0.539	1.855
	Customer Trust	0.776	1.289
	Perceived Value	0.611	1.637

Dependent variable: Repurchase Intention.

Online promotion recorded a tolerance value of 0.539 and a VIF of 1.855. Customer trust had a tolerance value of 0.776 and a VIF of 1.289, whereas perceived value produced a tolerance value of 0.611 and a VIF of 1.637. All tolerance values are well above 0.10, and all VIF values are substantially below 10. The predictors therefore do not exhibit problematic multicollinearity, indicating that each variable contributes sufficiently distinct information to the regression model.

Taken together, the normality, heteroscedasticity, and multicollinearity tests indicate that the dataset satisfies the principal assumptions required for multiple linear regression. The regression coefficients and subsequent hypothesis tests can therefore be interpreted without evidence of serious assumption violations.

3.4. Hypothesis Testing

3.4.1. Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to estimate the effects of online promotion (X_1), customer trust (X_2), and perceived value (X_3) on repurchase intention (Y). The overall significance of the regression model was first assessed using the F-test, as presented in Table 11.

Table 11. Results of the Simultaneous F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	400.278	3	133.426	37.290	<0.001
Residual	522.396	146	3.578	—	—
Total	922.673	149	—	—	—

Dependent variable: Repurchase Intention.

Predictors: Online Promotion, Customer Trust, and Perceived Value.

The regression model produced an F-value of 37.290 with a significance level below 0.001. This result indicates that online promotion, customer trust, and perceived value jointly provide a statistically significant explanation of guests' repurchase intention. The null hypothesis that the three predictors have no simultaneous effect is therefore rejected. The partial contribution of each independent variable was examined using the regression coefficients and t-test results reported in Table 12.

Table 12. Results of the Multiple Linear Regression Analysis

Model	Variable	B	Std. Error	Standardized Beta	t	Sig.
1	Constant	6.952	2.018	—	3.446	0.001
	Online Promotion	0.335	0.056	0.506	5.965	<0.001
	Customer Trust	0.348	0.069	0.356	5.028	<0.001
	Perceived Value	-0.131	0.063	-0.166	-2.088	0.039

Dependent variable: Repurchase Intention.

Based on the unstandardized coefficients, the estimated regression equation is:

$$Y = 6.952 + 0.335X_1 + 0.348X_2 - 0.131X_3 + e$$

Where Y represents repurchase intention, X1 represents online promotion, X2 represents customer trust, X3 represents perceived value, and e represents the error term. Online promotion has a positive and statistically significant effect on repurchase intention ($B = 0.335$; $\beta = 0.506$; $t = 5.965$; $p < 0.001$). Holding the other predictors constant, a one-unit increase in online promotion is associated with a 0.335-unit increase in repurchase intention. The standardized coefficient also shows that online promotion makes the strongest relative contribution among the three predictors. Customer trust likewise has a positive and significant effect on repurchase intention ($B = 0.348$; $\beta = 0.356$; $t = 5.028$; $p < 0.001$). This finding indicates that stronger trust in the hotel's credibility, service reliability, and information accuracy is associated with a greater intention to use the hotel's services again. In contrast, perceived value has a negative and statistically significant coefficient ($B = -0.131$; $\beta = -0.166$; $t = -2.088$; $p = 0.039$). After controlling for online promotion and customer trust, a one-unit increase in the measured perceived-value score is associated with a 0.131-unit decrease in repurchase intention. Because this direction runs counter to the relationship commonly expected in consumer-behavior theory, the result requires cautious interpretation. In particular, the coding and wording of the perceived-value items should be rechecked before the negative coefficient is treated as a substantive managerial finding. The explanatory capacity of the regression model is summarized in Table 13.

Table 13. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.659	0.434	0.422	1.892

Predictors: Online Promotion, Customer Trust, and Perceived Value.

The multiple correlation coefficient of 0.659 indicates a meaningful overall relationship between the three predictors and repurchase intention. The R^2 value of 0.434 shows that online promotion, customer trust, and perceived value jointly explain 43.4% of the observed variation in repurchase intention. After accounting for the number of predictors and the sample size, the adjusted R^2 is 0.422. Thus, the model explains 42.2% of the variation in guests' repurchase intention, while the remaining 57.8% is associated with factors not included in the model, such as service quality, satisfaction, hotel image, price fairness, previous stay experience, or competitor attractiveness.

4. DISCUSSION

4.1. The Influence of Online Promotion on Repurchase Intention

Online promotion has a positive and significant effect on repurchase intention ($B = 0.335$; $p < 0.001$). This result indicates that guests are more willing to return when the hotel's digital promotions are informative, appealing, easy to access, and consistent with the services offered. In the context of Harper Premier Nagoya Batam, online promotion is not merely a tool for attracting first-time bookings; it also reinforces guests' memory of the hotel and provides a reason to reconsider it for a subsequent stay. The finding is consistent with evidence that online promotion can strengthen repurchase intention by shaping

consumer perceptions of the offer [7]. Management should therefore prioritise promotional content that communicates specific benefits, realistic service promises, and offers designed for returning guests rather than relying on generic price discounts.

4.2. The Influence of Customer Trust on Repurchase Intention

Customer trust also has a positive and significant effect on repurchase intention ($B = 0.348$; $p < 0.001$). Trust in the hotel's credibility, the accuracy of its information, and its ability to deliver the promised service reduces uncertainty in the next purchase decision. For repeat guests, trust is built less by promotional claims than by consistency between those claims and the experience received. This explains why customers who view the hotel as reliable are more likely to book again. The result is consistent with relationship-marketing and online-trust research, which positions trust as a mechanism linking credible firm behaviour with value, loyalty, and future transaction intentions [8], [10], [11]. Operationally, the hotel needs to ensure that room descriptions, promotional conditions, prices, and service standards are communicated accurately across all digital channels.

4.3. The Influence of Perceived Value on Repurchase Intention

Perceived value has a significant negative effect on repurchase intention ($B = -0.131$; $p = 0.039$), which runs counter to the usual expectation that a stronger value assessment should increase repeat patronage [9], [10]. The coefficient should therefore not be treated as straightforward evidence that value discourages guests from returning. A more plausible interpretation is that respondents may have rated certain benefits positively while still judging that the total experience did not fully justify the price, service level, or alternatives available in Batam. This interpretation is consistent with hotel research showing that behavioural intentions depend not only on benefits received but also on whether prices are regarded as fair [12]. The negative sign may also reflect suppression among correlated predictors or a measurement issue, particularly when reverse-coded items were included. This result requires the hotel to examine the components of value separately-functional quality, price fairness, emotional benefit, and comparison with competitors-rather than relying on a single overall score. It also requires the researchers to recheck item coding and construct validity before drawing a strong theoretical conclusion.

4.4. The Simultaneous Influence of Online Promotion, Customer Trust, and Perceived Value

The three predictors jointly have a significant effect on repurchase intention ($F = 37.290$; $p < 0.001$), explaining 42.2% of its variance. The result shows that repeat-stay decisions are not produced by one isolated marketing factor. Digital promotion shapes what guests expect, trust affects whether they believe the promise, and perceived value reflects how they judge the benefits after the stay. These elements need to be managed as a connected sequence. The unexplained 57.8% also indicates that service quality, satisfaction, hotel image, switching considerations, and situational factors may contribute substantially to repurchase intention. Service quality is especially relevant in hospitality because guests evaluate tangible conditions, reliability, responsiveness, assurance, and empathy throughout the stay [20].

5. CONCLUSION

This study finds that online promotion, customer trust, and perceived value jointly shape guests' repurchase intention at Harper Premier Nagoya Batam. Online promotion and customer trust have positive and statistically significant effects, indicating that guests are more willing to return when promotional information is relevant, accessible, and consistent with the hotel's actual service delivery, and when the hotel is perceived as credible and dependable. By contrast, perceived value shows a significant negative coefficient. Because this direction differs from conventional marketing theory, it should be interpreted cautiously and verified through a review of item wording, coding procedures, and possible overlap with the other predictors.

Taken together, the three variables explain 42.2% of the variance in repurchase intention. This level of explanatory power confirms that digital promotion and customer trust are important drivers of repeat-booking behaviour, although a substantial proportion of repurchase intention is also influenced by factors outside the model.

For Harper Premier Nagoya Batam, the managerial priority should not be limited to increasing the volume of digital promotion. Promotional messages must communicate clear benefits, realistic offers, and accurate service information. At the same time, the hotel needs to protect customer trust through consistent service delivery, transparent booking conditions, and responsive complaint handling. The hotel

should also examine why favourable assessments of value do not translate into stronger return intentions. In practice, this requires closer alignment between room rates, service quality, facilities, promotional benefits, and the overall experience offered relative to competing hotels in Batam.

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