The Effects of Price Perception, Promotion, and Service Quality on Stay Decision at Warga Villa Umalas, Bali, through Brand Image

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Abstract. Bali as a tourist destination has a great demand by both domestic and foreign tourists, has not been spared from the exposure of Covid-19 which has caused people to lose their sources of income and many businesses closed down due to inability to survive the pandemic. Since 2021 the government has reopened access to travel to the island of Bali, thus economic activity on this island is gradually improving. Accommodation providers are starting to compete in providing various facilities to support the activities of tourists while in Bali. One of the lodging service providers is Warga Villa Umalas. Various marketing strategies are carried out to attract consumers to stay. However, the level of villa occupancy is still experiencing very significant fluctuations. This research study seeks to ascertain how Warga Villa Umalas, Bali guests perceive service quality, pricing, and promotions, with brand image serving as an intervening variable. This research involved 150 samples of consumers who had and are currently staying at Warga Villa Umalas, Bali with a purposive sampling technique. Data collection was carried out using a questionnaire in Gform format which was then processed using SmartPLS 4.0 software using the SEM (Structural Equation Modeling) model. The direct effect test results reveal that while service quality and promotion have a positive and substantial influence on the decision to stay and brand image, pricing perception has a positive but not significant impact on both. The indirect effect test results, on the other hand, demonstrate that brand image is unable to mediate how customers perceive prices while deciding to stay. Service quality and promotion can partially influence a customer's decision to stay by influencing brand perception.

Keywords: Service quality, price perception, promotion, stay decision, brand image.

1. Introduction

Bali is one of the main tourism destinations in Indonesia. Every year this island is visited by millions of travelers from various countries. According to the Head of Bali Provincial Tourism Office, the number or arrivals of domestic and foreign tourists from January to December 2022 reached 10,940,928 people. According to projections, this number will keep rising in pace with the post-Covid-19 global recovery.

In addition to the charm of natural beauty which is the main reason that attracts tourists to come, the alertness and readiness of the host is also an important factor for tourists to travel on the island of the gods. On the other hand, where to stay or even live in Bali is very important for the tourists to think about before coming to the island. In the past, tourism accommodation services in Bali were dominated by hotels. However, along with the increasing demand of accommodation to stay on the island, entities are competing to provide lodging services for tourism such as villas, resorts, homestays, and other types of accommodations in order to provide attractive choices for the tourists to stay. Badung Regency is one of the busiest tourist areas. This area includes Kuta, Legian, Seminyak, Canggu, Nusa Dua, and Uluwatu which are very familiar to both domestic and foreign tourists. The following is data on the distribution of accommodation service providers in the province of Bali:

Table. 1. Distribution of Accommodation in the Province of Bali 2020-2022.

Regency/City	Number of non-star hotels and other accommodation by room group and Regency/City in Bali province		
	2022	2021	2020
Jembrana	105	94	99
Tabanan	158	153	176
Badung	1,042	827	1,464
Gianyar	833	817	1,086
Klungkung	325	314	436
Bangli	123	68	57
Karangasem	307	288	239
Buleleng	302	254	394
Denpasar	153	127	156
Bali Province	3,348	2,942	4,107

Sources : www.BPS.go.id

Table 1 reveals data on the distribution of accommodation in the Province of Bali for 2020-2022. In 2021 the number of non-star hotels and other accommodations is dominated by Badung Regency with a total of 1,042 units, followed by Gianyar Regency with 827 units, Klungkung Regency with 314 units, and Karangasem Regency as many as 288 units.

The data description above shows that there are many lodging accommodations offered around the Badung regency area including villas, resorts, hostels, guest houses, homestays and so on considering that tourist activity is very high in this area. Thus, the business opportunity in the field of lodging service providers is still quite large. Non-hotel accommodations such as villas are also in great demand by tourists. Villa is a house-shaped building that can be rented as a place to stay either as a whole building or per room, which offers comfort, tranquility and privacy.

Table 2. Segmenting Targeting Positioning (STP) Warga Villa Umalas, Bali

Segmenting	Targeting	Positioning
Demographic: Male/Female who need a private villa with 3 bedrooms in Bali Psychographic: Users of Online Travel Agent (OTA), Offline Travel Agent and direct booking services Geographic: International and domestic tourists	Full Market Coverage Users of Online Travel Agent (OTA) dan Offline Travel Agent services Undifferentiated targeting strategy	Using Cloudbeds Channel Manager which has been integrated with OTAs around the world Service information using international language Emphasize the advantages and uniqueness that competitors do not have

Source: Internal Data of Warga Villa Umalas, 2022

One of the villa accommodations in Badung Regency is the Warga Villa Umalas, located in the Umalas area, North Kuta district. Umalas is a place away from the hustle and bustle but perfect for enjoying all the popular shows in the southwest part of Bali. This villa, which has been operating since early 2022, has a variety of excellent facilities, starting from 3 bedrooms, large swimming pool, dining room, living room and a kitchen. As an additional facility, this villa also provides 24-hour security service

Warga Villa Umalas is a relatively new villa, and with the increasing number of villas, there is automatic competition among similar accommodations offering similar facilities in the market. Only villas with strong advantages will still be able to compete and dominate the market. For this reason, Warga Villa Umalas must have a solid marketing strategy. The right marketing strategy is carried out by implementing STP (Segmenting Targeting Positioning). STP strategy is basically used to position a brand to consumers in such a way, this is done so that the brand has a competitive advantage. The following is an overview of the STP for Warga Villa Umalas:

Based on the Warga Villa Umalas STP table above, it can be explained that the market segmentation of Warga Villa Umalas based on demographics is Men/Women who need lodging services in Bali. Based on the psychographics of Online Travel Agent (OTA) service users, which are currently widely used by consumers to book travel accommodations. Considering that the majority of tourists visiting Bali are foreign tourists, communication is presented in an international language, namely English. The next stage is to determine which segmentation will be the target of marketing.

Warga Villa Umalas set a target for Full market coverage (all groups), this was done because Warga Villa Umalas is in a residential area, where the market for 3 bedrooms villas is not only of interest to tourists but also migrants who wish to have a long stay with family in Bali. The positioning stage is how Warga Villa Umalas position their brands and services to target segmentation. The way this is done is emphasizing excellent service that is not owned by its competitors.

The following table is data on villas located within a 5 km radius of the Warga Villa Umalas which have similar facilities and fairly good occupancy.

Table 3. Similar Villas Around Umalas, Seminyak and Canggu

No	Name of Villa	Location	Room	Price	Review
1	Arella Villa	Umalas	1 – 3 rooms	Start from 400.000/room/night	4.9 from 12 reviews
2	Apartemen Umalas	Umalas	Villa Compound 1 – 3 rooms	Start from 835.000/room/ Night	4.4 from 297 reviews
3	Warga Villa Umalas	Umalas	1 – 3 rooms	Start from 1.200.000/room/night	5.0 from 15 reviews with 7.674 views
4	Villa Artis	Umalas Tenon	3 rooms	Start from 1.682.000/room/ night	5.0 from 44 reviews
5	The Wina Villa Canggu	Canggu	3 rooms	Start from 1.720.000/room/Night	4.5 from 239 reviews
6	Villa Nakal	Kerobokan	3 rooms	Start from 4.162.000/entire villa/night	4.5 from 43 reviews
7	Villa Sukha Umalas	Umalas	3 rooms	Start from 4.160.000/entire villa/night	4.8 from 12 reviews
8	Amara Villa Umalas	Umalas	1 – 3 rooms	Start from 7.825.000/entire villa/night	4.6 from 85 reviews

Source: Internal Data of Warga Villa Umalas, 2022

From the data above, it can be seen that there are several villas that have almost the same services as Warga Villa Umalas, namely private villas with 3 rooms and are located around Umalas, Seminyak and Canggu. In the rating column, there are villas that get a rating of 5 with a total of 33 reviews, but the villa has been operating for 5 years. Warga Villa Umalas received several positive reviews and rated 5/5 for room, 5/5 for service and 5/5 for location even though it has only been operating for less than 1 year. So, it can be concluded that Warga Villa Umalas have quite good value in the eyes of consumers. Departing from this data, it is important for Warga Villa Umalas to maintain customer ratings. This can be a challenge as well as an opportunity for Warga Villa Umalas to strengthen their position among their competitors.

In accordance with the slogan, "The Understated Charm" describes the atmosphere of the villa that is able to distinguish the Warga Villa Umalas from its competitors. Apart from its strategic location, the existence of a stand-alone villa makes this villa more private compared to other villas because it does not need to share space with other guests.

Warga Villa Umalas also have the advantage of a new building, interior and exterior with a simply modern concept that will increase comfort. Considering that the majority of competing villas are villas that have been operating for more than 3 years, this is a competitive advantage for Warga Villa Umalas which can strengthen brand positioning in competing with similar villas around Umalas, Seminyak and Canggu. In addition to general information regarding Villa services, these advantages are also consistently informed through campaigns, both via flyers, Online Travel Agents as well as the social media of Warga Villa Umalas.

Even though the strategy to strengthen the brand positioning of Warga Villa Umalas has been carried out consistently, this business entity has in fact not been able to maximize its occupancy rate. This can be seen in the Figure 1:

Figure 1. Sales Report Warga Villa Umalas, Bali, 2022 – 2023
Source: Sales Report Warga Villa Umalas, Bali, 2022 – 2023

Based on Figure 1, it can be seen that Warga Villa Umalas were able to record 43% occupancy in their first month and managed to increase to 57% occupancy in the second month. But in the third month, the occupancy of the villa decreased to 30%. As of February 2023, the occupancy rate of Warga Villa Umalas has fluctuated quite high, dropping to 0%.

The inconsistency in the occupancy sales of Warga Villa Umalas raises a big question about what factors make consumers ultimately decide to book accommodation. In this case, what are the factors that cause consumers to decide to place an order at lodging services especially at Warga Villa Umalas. This is interesting to examine more deeply considering stay decision is a crucial thing that determines the income of a business entity, which will ultimately affect how the business will run. A high level of stay will certainly increase business income so that it can stimulate business development. On the other hand, a low overnight rate will reduce revenue and ultimately have the potential to jeopardize the sustainability of the business entity.

Competition to seize the market as an effort to increase sales can bring a positive change in the business because it encourages competition in providing the best service for every customer. It can be said that service is an effort to meet customer expectations in terms of quick response in handling requests and complaints, as well as hospitality. The research of (Dyatmika & Firdaus, 2021) states that Service Quality and Price are factors that have a significant influence on purchasing decisions for the products offered by Jalanjalan.id Tour and Travel companies in Gresik, East Java. Another study by (Suryani & Syafarudin, 2021) shows that promotion is a crucial element that significantly influences the choice of doctors and healthcare professionals in hospitals across Indonesia to buy the "Gloves" product. Meanwhile, (Purnamawati et al., 2022) found that the Brand Image variable has a large influence on Purchase Decisions for fashion products sold online in Denpasar, Bali.

From several studies mentioned above, it can be inferred that service quality, pricing, promotion, and brand image are the elements that affect consumers while they are making purchases of goods or services.Service quality in a service organization, according to (Parasuraman et al., n.d.), has five dimensions: tangible, reliability, responsiveness, empathy, and assurance. The implementation of the five dimensions of service quality can be seen from how a service company provides its best service to customers from the beginning of consumer interactions with service providers both offline and online. Quality service will create satisfaction from prospective customers which will eventually lead these potential customers to decide choosing a service from a provider.

The occurrence of inconsistencies in the occupancy level of Warga Villa Umalas has led to the assumption that the management has not fully implemented the 5 dimensions of service quality to the fullest in the business entities it manages. Therefore, this factor is important to be studied further in terms of its capacity to influence rental decisions made by the consumers of Warga Villa Umalas.

In addition to service quality, the price variable is also strongly suspected as a factor influencing the stay decision. Warga Villa Umalas determines the price for the services by considering various factors, including: the facilities provided, location, and the price range

offered by competitors. For now, the price of lodging services offered by Warga Villa Umalas is 3.2 million/entire villa/night. This rate is lower compared to their closest competitor RC Villas & Spa, which costs 4.2 million per night, but higher than The Wina Villa Canggu, which offers lodging services for 3 million per night.

The different price rates offered by lodging service providers provide a variety of choices to potential customers. This becomes important to examine whether prices have an influence on consumers when they decide to use the services of a particular lodging accommodation. Meanwhile, promotional activities carried out by service providers also greatly influence the behavior of their prospective customers. From this point of view, Warga Villa Umalas has collaborated with several Travel Agents to carry out promotional activities for the services they provide. In addition, the villa management also utilizes an Online Travel Agent that is integrated with PMS Cloudbeds, as well as social media such as Instagram, Facebook and WhatsApp as another form of channel used to disseminate information regarding the services offered.

The next variable that is considered to have a strong influence on the decision to stay is brand image. Considering that the brand awareness of the Warga Villa Umalas has increased, marketing communications that are carried out consistently function to form a brand image. Brand image can be interpreted as a customer's perception and confidence in a brand through brand associations that are in the customer's memory (Keller, 2013). As time passed and communication increased, the consumer developed a certain perception or something to tie in with in order to create a specific mental picture of the brand (that is called brand image) (Sukma Wijaya, 2013). A strong brand image will make it easier for customers to remember the brand persona. Their memories and experiences in using a particular brand will immediately appear when the brand name is heard or read by them. This will stimulate their brains to determine whether to reuse products or services from that brand or not.

The existence of the brand image of Warga Villa Umalas, a commercial entity that is still relatively young, needs to be further investigated in terms of its capacity to affect the consumer's lodging choice. The high fluctuating number of the Warga Villa Umalas rental rate reflects a problem in the selling process of the lodging services. Thus, it is necessary to examine more deeply regarding the factors that influence the stay decision by consumers of Warga Villa Umalas. Service Quality is the first factor to be studied considering that this variable greatly influences consumer decisions to choose or not a service being offered. Price is a factor that is also highly considered by consumers when they want to consume a product or service. Promotion is the next factor that is no less important to examine. Effective or not a promotion that is carried out will determine how prospective consumers behave towards the product or service being promoted. Meanwhile, brand image also has a role in influencing consumers to buy a particular product or service. A good impression of a particular brand will certainly make it easier for consumers to decide whether they will buy the product or not.

1.1   Research Gaps

Regarding the aspects of service quality, pricing perception, marketing, and brand image that are thought to have a significant impact on the choice to stay. Research findings on the influence of service quality, pricing perception, promotion, and brand image on purchasing decisions are inconsistent.

1.2   Service Quality ⬜ Purchase Decision

According to research by (Mbete & Tanamal, 2020), while service quality and pricing do not significantly affect purchase decisions at the online store "Shopee," another variable under study called brand image does. Contrary to the findings of research by (Tran et al., 2020), which claimed that service quality has a significant impact on purchasing decisions, he explained that, when compared to other variables he studied, the variable service quality is the main factor that encourages consumers to decide to purchase.

1.3   Price Perception ⬜ Purchase Decision

Research conducted by (Lestari & Nurwulandari., 2021) shows the results that product

variables, sales promotions, price perceptions have an influence on trust and their impact on purchase decisions at Qonita Property, which means that price perception increases will directly increase trust, and also directly improve decisions to buy on consumers.

As opposed to the findings of the study by (Wasi & Mahjudin, 2022) which claimed that the price perception variable had no discernible influence on consumers' decisions to buy Riza Frozen Food. These findings suggest that as long as the price being supplied is taken into account in accordance with customer perceptions, the majority of consumers' purchasing decisions at Riza frozen food are not influenced by the set price. According to this study, pricing perceptions had a stronger influence on buying decisions when brand image acted as a mediating factor.

1.4   Promotion ⮕ Purchase Decision

Research carried out by (Tobing et al., 2022) demonstrates how promotional indicators given to consumers, such as free shipping and price discounts, have an impact on these results and eventually motivate consumers to make purchases using the GrabFood application. Various findings from research was out by (Sipakoly, 2022) concerning the effect of promotion on purchasing decisions among consumers in Ambon City concluded that the results of this study were obtained from the impact of the lack of promotional activities by Cap Nona Condensed Milk products both through print media (billboards) and digital media. (Sipakoly, 2022) states that products that are not actively promoted cannot be widely known by the public.

1.5   Service Quality ⮕ Brand Image

Results of the study (A. F. B. Wijaya et al., 2020) assert that the inconsistent service quality has a favorable and significant impact on the brand's image. This is distinct from the findings of studies carried out by (Made Nova Sinta Dewi & Suryaputra, n.d.) which claim that the influence of the service quality factor on purchasing decisions is minimal.

1.6   Price perception ⮕ Brand Image

In research of (Billy Leksono, 2017) it was concluded that tariffs and promotions carried out by "Grab" online-based transportation had a significant influence on brand image. He also examines other variables that also play a role in influencing consumers to make purchasing decisions, namely promotions and brand image variables which are said to be able to mediate between price variables on purchasing decisions. These results are different from the results of research by (Hafizh et al., 2022) these findings indicate that the price perception variable has no impact on brand perception and that the lower the perceived price of a Xiaomi smartphone, the lower the brand image would be. If a product requires consumers to pay more than the benefits received, what will happen is that the product has a negative value in the eyes of consumers.

1.7   Promotion ⮕ Brand Image

According to (Oktavianti et al., 2021) the promotion variable has a positive and significant impact on corporate value. These findings contradict those of previous research (Gede et al., 2021), which claimed that the variable Marketing promotion had no appreciable impact on brand image.

1.8   Brand Image ⮕ Purchase Decision

The research results (Dewi et al., 2022; Djatmiko & Pradana, 2016) state that the Brand Image variable has a positive and significant influence on purchasing decisions. This is contrary to the results of (Ariadi et al., 2019; A. P. Wijaya & Annisa, 2020) which state that the brand image variable does not significantly influence purchasing decisions

Based on the phenomena and problems described above, as well as the differences in findings from previous studies which are summarized in the research gap table above, the authors are of the view that there is a need for studies to conduct scientific research regarding what factors influence purchasing decisions. In this study, the term "Stay Decision" was used because the

author considered this term to be more appropriate for the object to be studied, namely lodging service providers Warga Villa Umalas, Bali.

This research focuses on service quality, price perception, promotion, stay decision and brand image as mediating (intervening) variables. The purpose of this study is (1) To know and analyze the direct effect of service quality on the stay decision. (2) To know and analyze the direct effect of price perception on the stay decision (3) To know and analyze the direct effect of promotion on the stay decision (4) To know and analyze the direct effect of service quality on brand image (5) To know and analyze the direct effect of price perception on brand image (6) To know and analyze the direct effect of promotion on brand image (7) To know and analyze the indirect effect of service quality on the stay decision through brand image (8) To know and analyze the indirect effect of price perception on the stay decision through brand image (9) To know and analyze the indirect effect of promotion on the stay decision through brand image (10) To know and analyze the direct effect of brand image on the stay decision.

2.   Literature Review

A service is any act or performance that one party can provide to another that is essentially intangible and does not lead to the ownership of anything, according to (Kotler and Keller, 2016). Its creation may or may not be connected to a tangible good.

Service marketing management is a process of managing the marketing of service products carried out by service providers with the aim that their service products can be well known to the public so as to encourage them to use these services.

In service marketing management, the marketing system that must be carried out is not only understood by service providers or company leaders. However, all employees must also be involved in the marketing. Service providers must be able to persuade potential customers that the services they supply will actually suit their demands.

Stay Decision is the decision to purchase the services of an accommodation to stay. Purchasing decisions are customer decision processes to determine whether they buy the product or service or not. Additionally, it can be described as an integration process that combines information in assessing two or more options before choosing one. According to (Yusuf, 2021) A purchasing decision is an idea in which consumers evaluate various alternatives and make a choice of a product from the many existing alternatives. Consumer buying decisions may be influenced by factors such as quality, price, promotion, and well-known goods and services.

Brand Image is According to (Kotler and Keller, 2016), brand image is an explanation of the extrinsic nature of a brand, in this case the intention is that it can be seen or assessed, even before the customer uses a product or service, and also how the brand can complement social and customer psychology. (Firmansyah, 2018, p. 87) states that brand image is derived from knowledge and brand experience, and it describes how consumers see a brand overall.

Service Quality (SERVQUAL) is service quality that can be defined as how big the difference is between service actualization and customer expectations for the service obtained. Comparing consumer perceptions with the reality received is a way to determine service quality.

The SERVQUAL (service quality) metric, created by (Parasuraman et al., n.d.) is used to gauge service quality. The foundation of SERVQUAL is the comparison of two key variables: the customer's opinion of the service they actually receive (perceived service) and the service they actually anticipated or requested (expected service).

Price Perception is the meaning of price perception is knowledge and understanding of what price information is preferred by consumers and makes it meaningful. Regarding price information, consumers can compare the prices listed in the public with the imagined product price or price range, the perception of price will create a public perception of an appropriate price for a product (Peter and Olson, 2014).

(Peter and Olson, 2014) stated that promotion is a notification of product information and seduces customers to buy. Then, according to (Kotler and Amstrong, 2012), promotion is a communication action that highlights a product's advantages and persuades potential buyers to purchase the brand. (Maretha Puspitasari, 2022) states that promotion is the act of introducing or making available a product to consumers in the hopes that they would show interest in making a purchase, or of encouraging customers who have already made a purchase to make more

purchases.

The three definitions given above lead one to the conclusion that promotion refers to a process of informing consumers about a product and convincing them to purchase it.

2.1   Conceptual Framework

There are three types of variables determined in this study, including; independent variable, dependent variable and intervening variable. The independent variables in this research are service quality (X1), price perception (X2) and promotion (X3). brand image becomes the type of intervening variable (Z). The dependent variable in this study is the decision to stay (Y).
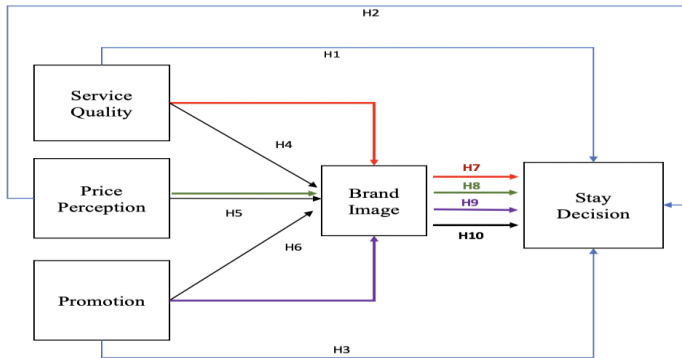

Figure 2. Conceptual Framework

The effectiveness level of service quality, price perception and promotion variables are determined using several indicators. These variables then form the brand image of the Warga Villa Umalas, Bali. The level of consumer purchasing decisions for citizens of Villa Umalas, Bali will be mediated from the brand image.

The research framework is a concept in research that relates the visualization of one variable to another. The model framework in this study is as depicted in Figure 3 below:
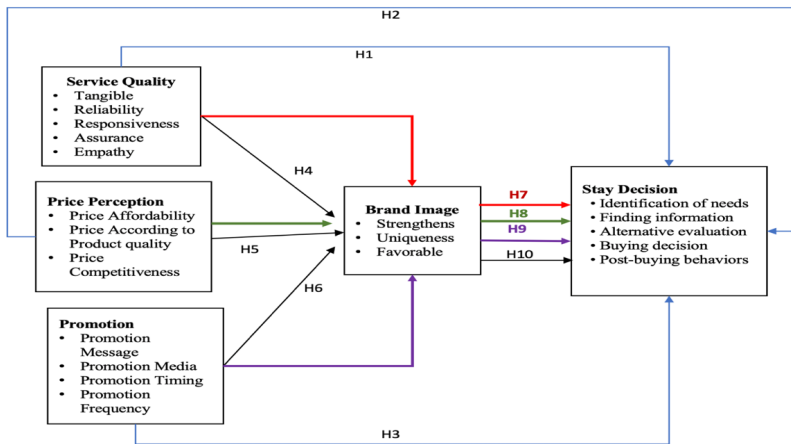
Figure 3. Research Framework

3.   Methodology

The relationships and influences between the variables stay decision are examined and explained in this study. Warga Villa Umalas, Bali, clients were surveyed utilizing a running quantitative technique employing online surveys on the GForms platform. The information was gathered from the unique viewpoints of guests who had booked a minimum of three nights at Warga Villa Umalas.

      150 respondents were employed in this study's sample, and a Likert scale measuring six levels of responses with a gradation from extremely positive to very negative was used. number 1 indicates very strongly disagree; number 6 indicates very strongly agree. According to (Kriyantono, 2014, p. 137) doubtful choices are eliminated because they have multiple meanings and there is a tendency for someone to choose an answer in the middle or hesitate because they cannot provide an answer. Then, according to (Budiaji et al., 2013) a Likert scale of 1-6 has a better validity and reliability index value than 1 – 4.

4.   Hypothesis Development

4.1   Relationship between Variables

Service Quality on the Stay Decision
Service quality is one of the factors that consumers take into consideration when making selections about purchases, and the two are closely intertwined. Companies must be able to provide and fulfill quality according to the wishes and needs of consumers by taking into account existing market quality standards. It is intended that the company is not less competitive than its competitors.

      Research conducted by Tran et al., (2022) states that service quality partially has a positive influence on purchasing decisions. The hypothesis can thus be interpreted as follows:
H1: Service Quality has a positive and significant direct effect on the stay decision

Price perception on the stay decision
 (Malik et al., 2012) argue that price perception is a process in which consumers interpret price values or expected attributes of goods and services, when consumers evaluate and examine product prices, this is largely influenced by consumer behavior itself.

      Based on research conducted by (Bimaruci & Havidz, 2022)which states that price perception has a positive and significant effect on purchasing decisions, the following hypothesis can be taken:
H2: Price perception has a positive and significant direct effect on the stay decision.

Promotion on the stay decision

(Kotler and Amstrong, 2012) state that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product.

Research conducted by (Tobing et al., 2022) states that the promotion variable has a positive and significant effect on purchasing decisions. Then the hypothesis can be taken as follows:

H3: Promotion has a positive and significant direct effect on stay decisions.

Service quality on brand image

(Tjiptono F. , 1999) claims that the company's reputation is a component of both the corporate image idea and the notion of total service quality. According to (Zeithaml, 1988), a product or service's perceived quality is closely related to the reputation associated with the brand name.

A brand's image is a perception that is created through time, is largely consistent, and lasts a long period.. Therefore, the Service Quality received by consumers will have an impact on brand image, if the service quality is good, then the brand image will also be good.

Research conducted by (A. F. B. Wijaya et al., 2020) which states that there is a positive and significant influence between service quality variables on brand image. Research conducted by (Adhitama et al., 2017) also stated that there was a significant influence between service quality variables on brand image. Then the hypothesis can be taken as follows:

H4: Service quality has a positive and significant direct effect on brand images

Price perception on brand image

Price perception, according to (Peter and Olson, 2010) is influenced by how well customers comprehend and interpret pricing information. Consumer behavior itself has a significant impact on how consumers evaluate and investigate a product's price. In marketing a product, price is one of the main factors for marketing a product in the form of goods or services, because price is the amount of money that must be spent by consumers to get the product or service they buy to fulfill their needs and desires. With a variety of prices offered, consumers will have many product choices and consumers assess price as a benchmark in purchasing a product. The price set by the company will directly affect the brand image. For example, when a company markets its product at an expensive/premium price, it will directly grow a brand image for that brand.

(Billy Leksono, 2017) show that price perceptions have a positive and significant effect on brand image. Then the hypothesis can be taken as follows:

H5: Price perception has a positive and significant effect directly on brand images.

Promotion on brand image

(Tjiptono, 2015, p. 393) states that promotion tends to be effective for creating strong and immediate buyer responses, dramatizing product offerings, and boosting sales in the short term. This opinion is supported by the research of Wasi & Mahjudin (2022)which states that promotion has a positive and significant effect on brand image. Then the hypothesis can be taken as follows:

H6: Promotion has a positive and significant effect directly on brand image.

Service quality on the stay decision through brand image

According to (Schiffman and Kanuk, 2014, p. 184), brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. As a result, one of the key factors that influences consumer behavior in favor of a brand image is consumer attitudes and behaviors.

A brand image is an image or impression that a company creates in the minds of its customers. The process of implanting a brand image in consumers' thoughts must be ongoing if it is to continue to be effective and be well-received. A brand will always be recognized and have a very high chance of being purchased by consumers when it has a strong and favorable image in their thoughts.

Research conducted by (*Suryantari Respati*, n.d.) brand image is able to mediate the effect of service quality on purchasing decisions. Then the hypothesis can be taken as follows:

H7: Service quality has a positive and significant effect indirectly on the stay decision through

brand image.

Price perception on the stay decision through brand image
The image of a company can be formed through a pricing strategy, companies can set high prices to form or maintain a prestigious image (Tjiptono, 2015, p. 282).

(Wicaksono, 2007, p. 56) suggests the importance of brand image development in purchasing decisions. Brand image that is well managed will produce positive consequences. A good brand image will have a positive impact on the company which will ultimately benefit the company by increasing consumer purchases due to the brand trust of consumers towards the product.

This opinion is in line with research conducted by (Wasi & Mahjudin, 2022) which found a positive influence of price perceptions on purchasing decisions and came to the conclusion that brand image can mediate how consumers perceive prices while making purchases. Additionally, brand image is a technique to enhance buying decisions regarding the impact of price on buying decisions, therefore buying decisions and brand image can be enhanced through the use of appropriate pricing tactics. Then the hypothesis can be taken as follows:
H8: Price perception has a positive and significant effect indirectly on the stay decision through brand image.

Promotion on the stay decision through Brand Image
(Peter and Olson, 2014) stated that promotion is conveying information about the product and persuading consumers to want to buy. Meanwhile, according to (Kotler and Amstrong, 2012) states that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product.

One of the aspects that determines whether a marketing program is successful is promotion. Consumers will never purchase a product, regardless of how high the quality, if they have never heard of it and are unsure that it will be valuable to them. because advertising can help boost interest in the sales of a company's products or services.

By implementing advertising campaigns or ongoing promotions, a service or product can improve its brand image. Companies that want to build a positive brand image in the minds of consumers must continuously modify their products or services in order to compete in the business sector (Schiffman and Kanuk, 2008). As a result, people are more likely to buy a product that has a positive brand reputation compared to its rivals.

This opinion is in line with research conducted by (Wasi & Mahjudin, 2022) which concluded that brand image is able to mediate promotions on purchasing decisions. Then the hypothesis can be taken as follows:
H9: Promotion has a positive and significant effect indirectly on the stay decision through brand image.

Brand image on the stay decision
According to (Kotler and Keller, 2016), brand image describes extrinsic properties, which means things that can be seen or assessed even before consumers or people use a product or service, including how the brand can meet the social and psychological needs of consumers. Brands also play an important role in shaping consumer perceptions of product quality. The perception that is formed through the brand will greatly influence the purchasing decisions made by consumers. (Arif et al., 2014) said that brand image has a significant effect on consumer purchasing decisions. A good brand image can increase consumer purchasing decisions.

In research conducted by (Wasi & Mahjudin, 2022) it was concluded that brand image has a positive and significant effect on purchasing decisions. Thus, a good brand image can improve purchasing decisions. Then the hypothesis can be taken as follows:
H10: Brand image has a positive and significant effect directly on the stay decision.

4.2   Measurement Model

The data source used was primary data with a sample of 150 respondents who had and are currently staying at the Warga Villa Umalas, Bali. Questionnaire research was conducted via

Google form in the period May to June 22nd , 2023. PLS is an alternative to processing data from the SEM approach from covariance-based to variant-based.

The difference is that SEM is covariant-based, so SEM must be based on a strong theory in order to fulfill various parametric assumptions and fulfill the model (goodness-of-fit) test. Therefore SEM is the right approach to use in testing theory and getting justification for the test with a series of complex analyses. Therefore PLS is suitable for use in research aimed at developing theory. This study uses Structural Equation Models (SEM) using SmartPLS ver 4 software.

5.   Result

The instrument in this study used a questionnaire, obtaining as many as 150 respondents. Furthermore, it is divided into four characteristics. Based on these six characteristics, it can be concluded that consumers who have stayed and are currently staying at the Warga Villa Umalas, Bali are Male consumers as much as 59.3%, consumers with an age range of 25-40 years as much as 59.3%, consumers with origin European countries as much as 46%, consumers with self-employed jobs as much as 56%, consumers with monthly income >50,000,000 as many as 92%, consumers who have reasons to go to Bali for vacation as much as 64% and consumers who are informed from online travel agents as much as 60.7%.

The next step is testing the validity test with Convergent-validity, Discriminant-validity and reliability test with composite and Cronbach's alpha where the results of data processing using SmartPLS 4.0 are valid and reliable, which is then followed by an analysis of the R-Square variant or determination test, Stone-Geisser Q-Square test (predictive relevance), F-Square test, Model Fit and Hypothesis Test.

5.1   Outer Model

Convergent Validity
The size for individual reflexive indicators can be said to be high if the loading factor value is more than 0.7 with the construct being measured.

Table 4. The Value of The Research Construct Factor Loading

	Service Quality	Price Perception	Promotion	Brand Image	Stay Decision
SQ1	0.889				
SQ2	0.879				
SQ3	0.860				
SQ4	0.761				
SQ5	0.865				
SQ6	0.886				
SQ7	0.952				
SQ8	0.948				
SQ9	0.874				
SQ10	0.871				
PP1		0.939			
PP2		0.883			
PP3		0.945			
PP4		0.958			
PP5		0.885			

PP6		0.961			
PR1			0.907		
PR2			0.923		
PR3			0.822		
PR4			0.879		
PR5			0.877		
PR6			0.927		
PR7			0.916		
PR8			0.904		
BI1				0.933	
BI2				0.912	
BI3				0.926	
BI4				0.884	
BI5				0.893	
BI6				0.783	
SD1					0.910
SD2					0.936
SD3					0.947
SD4					0.959
SD5					0.902
SD6					0.963
SD7					0.886
SD8					0.966
SD9					0.920
SD10					0.927

The result of the outer loading showed that each indicator meets the convergent validity requirements, which has an outer loading value of > 0.7.

Reliability and Validity
To test the validity in this study using the value of the average variance extracted (AVE) and the value > 0.50.

Table 5. Construct Reliability and Validity

Variable	Cronbach's Alpha	Average Variance Extracted (AVE)
Service Quality	0.967	0.774
Price Perception	0.968	0.863
Promotion	0.964	0.801
Brand Image	0.947	0.792
Decision to Stay	0.983	0.868

Table 4 showed all variables have values of AVE > 0.50. It means that overall indicators and variables are declared valid. The method assesses this reliability in this study using cronbach alpha. All the constructs are good because the value > 0.70.

Variabel	Brand Image	Price Perception	Promotion	Stay Decision	Service Quality
Brand Image	**0.890**				
Price Perception	0.602	**0.929**			
Promotion	0.750	0.645	**0.895**		
Stay Decision	0.860	0.623	0.807	**0.932**	
Service Quality	0.797	0.772	0.795	0.819	**0.880**

Table 6. Discriminant Validity

Another method to assess validity is discriminant-validity. Table 5 showed the Sq root of AVE for a particular construct is higher than the correlation with other constructs, so it can be concluded that all the latent variables in the study are valid.

5.2   Inner Model

R Square

This study used Adjusted R^2 value because there are more than two independent variables and the Adjusted R Square value can fluctuate if the independent variables are added to the research model (Ghozali I, 2016).

Table 7. R-square - Overview

	R-square	**R-square adjusted**
Brand Image	0.674	0.667
Stay Decision	0.813	0.808

Based on table above, the value of R Square Adjusted for each equation is presented as follows:

- The R Square value of 0.667 means that the independent variables (Service Quality, Price Perception and Promotion) are able to explain the brand image as a mediating variable of 66.7 % and the rest 33.3 % is explained by variables outside the model.

- The R Square value of 0.808 means that the independent variables (Service Quality, Price perception and Promotion) along with the mediating variable (brand image) are able to explain the dependent variable stay-decisions 80.8 % and the rest 19.2 % is explained by variables outside the model.

F Square

This test was conducted to determine the goodness of the model. The F-square values are 0.02, 0.015, and 0.35.

Table 8. F-square

	Brand Image	Stay Decision
Brand Image		0.403
Price Perception	0.004	0.000
Promotion	0.115	0.131
Stay Decision		
Service Quality	0.269	0.054

The F-square value in Figure above shows that the price perception variable is the only independent variable that has no influence on the dependent variable brand image and the stay decision with a value of <0.020.

Model Fit

The feasibility test of this research model refers to the results of the SRMR (Standardized Root

Mean Residual) value test. A SRMR value of less than 0 is considered a good model. The limit value of SRMR is less than 0.10 or 0.08 (Hu and Bentler, 1999).

Table 9. Model Fit

	Saturated-model	Estimated-model
SRMR	**0.059**	**0.059**
d_ULS	2.858	2.858
d_G	8.600	8.600
Chi-square	4,513.595	4,513.595
NFI	0.640	0.640

Based on table 8 the SRMR results show a number of 0.059 < 0.08 which indicates that this study has already got a good fit model and it can be concluded that empirical data is able to translate the model well.

Construct a path diagram
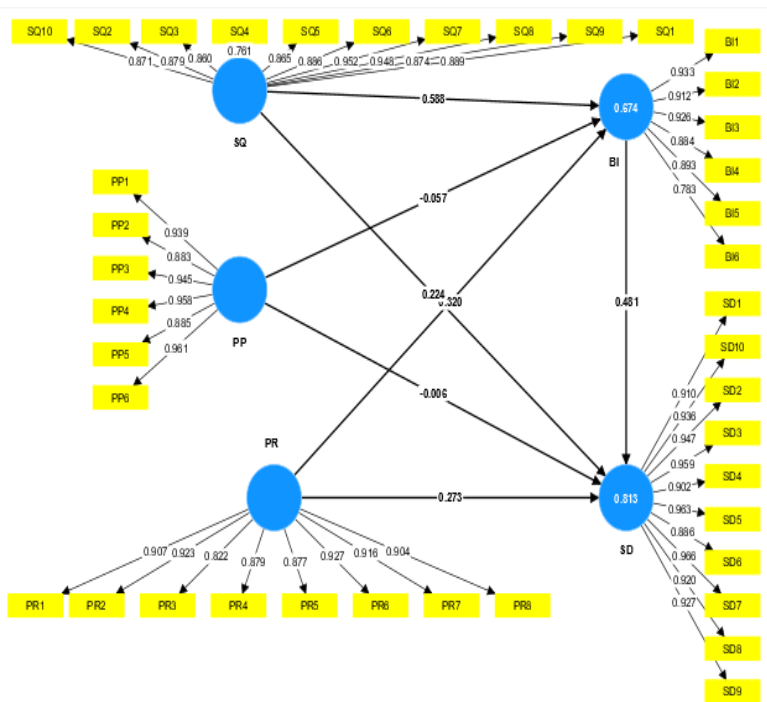
Figure 4. Final Path Diagram

5.3   Hypothesis

The hypothesis is accepted when the level of significance of 0,05 or t-value exceeds the critical value. The value of t-statistics for the level of significance of 0,05 is 1,96. Testing the relationship between constructs showed 7 of 10 hypothesis was accepted

Table

	Hypothesis	Correlation of Direct Effect	STDE V	T Statistics	P Values	Conclusion
10. Direct Effect	H1	Service Quality⯈Stay Decision	0.095	2.362	**0,018**	Significant
	H2	Price Perception ⯈Stay Decision	0.043	1.140	**0,888**	Not Significant
	H3	Promotion⯈Stay Decision	0.071	3.827	**0,000**	Significant
	H4	Service Quality⯈ Brand Image	0.101	5.803	**0,000**	Significant
	H5	Price Perception ⯈ Brand Image	0.050	1.139	**0,255**	Not Significant
	H6	Promotion⯈ Brand Image	0.107	2.979	**0,003**	Significant
	H10	Brand Image ⯈Stay decision	0.096	5.026	**0,000**	Significant

Table

	Hypothesis	Correlation of Indirect Influence	STDE V	T Statistics	P Values	Conclusion
11. Indirect Effect	H7	Service Quality ⯈ Brand Image ⯈ Stay Decision	0.063	4.517	**0,000**	Significant
	H8	Price perception ⯈ Brand Image ⯈ Stay Decision	0.026	1.069	**0,285**	Not Significant
	H9	Promotion⯈ Brand Image ⯈ Stay Decision	0.067	2.280	**0,023**	Significant

6.   Discussion

This study examined the effect of service quality, price perception and promotion on stay decisions through the brand image of Warga Villa Umalas, Bali. Based on the table, 7 of 10 hypotheses were accepted.

6.1   Service Quality (SQ) has a significant positive effect on the stay decision (SD).

The Service Quality that is formed from tangible, reliability, responsiveness, assurance and empathy for the stay decision that is formed from recognition of the needs, searching for information, looking for alternatives, purchasing decisions and post-purchasing has been going well at Warga Villa Umalas.

Service quality is the expected level of excellence and control over that level of excellence to fulfill customer desires (Tjiptono and Chandra, 2016). This theory can be synthesized with the results of this study that service quality can be a benchmark for consumer decisions to stay. Responsiveness is an indicator that has the highest influence on service quality variables. The service quality of a service can not only be felt by consumers when they have experienced the service, namely when consumers have stayed overnight, but it can be said that services can also be provided even before a purchase decision or is called pre-purchase service, which occurs when consumers see what facilities and services this villa has.

The ordering process for Warga Villa Umalas uses the Cloudbeds channel manager which is integrated with the Online Travel Agent network around the world, so that when consumers ask questions and want to know more about villa services, the channel manager will forward them to the villa host via email in real time for further follow up. The accuracy and speed of this system is supported by hosts who are responsive and informative in communicating with their customers so that excellent pre-purchase service has a fairly high impact on the stay decision at Warga Villa Umalas.

The results of this study are in line with research conducted by (Tran et al., 2020) which states that service quality partially has a positive and significant effect on purchasing decisions.

6.2   Price Perception (PP) has a positive and not significant effect directly on Brand Image (BI)

The results showed that Price perception which was formed from price affordability, price suitability with product quality, price compatibility with benefits and price according to ability or price competitiveness did not have a significant influence on the stay decision which was formed on need recognition, information search, alternative search, purchase decision and post-purchase. According to (Schiffman and Kanuk, 2013, p. 137) perception is a process of an individual in selecting, organizing, and translating incoming information stimulus into an overall picture. Price perception is how consumers see prices as high, low, and fair prices. This has a strong influence on both purchase intention and purchase decision. However, this study did not find a direct effect of Price perception on the stay decision, this can be related to the characteristics of the consumers of Warga Umalas Villa, the majority of whom are foreign tourists who have keen plans and a special budget for traveling to the island of Bali. Warga of Villa Umalas has set prices according to the average market price, this is done to inspire consumers to try the experience of staying at Warga Villa Umalas. In addition, when it is associated with the characteristics of the monthly income of the customers, Warga Villa Umalas is dominated by guests from abroad who earn > 50,000,000, which indicates that the high or low prices set by the Warga Villa Umalas is not the main determining factor for consumers in deciding to stay at Warga Villa Umalas. It can also be said that the prices offered by the Warga Villa Umalas is relatively equal to prices offered by other lodgings, so it can be assumed that other considerations will ultimately become the determining factor for consumers in making astay decision at Warga Villa Umalas.

The results of this study are in line with research conducted by Wasi & Mahjudin, 2022) which states that Price perception has no effect on purchasing decisions.

6.3   Promotion (PR) has a positive and significant effect directly on Stay Decision (SD)

The results of this study indicate that promotion can influence the increase in the stay decision at Warga Villa Umalas, Bali. Promotions that are formed from promotional messages, promotional media, promotion time and frequency of promotions on the stay decision which are formed from recognition of needs, information search, alternative search, purchase decision and post-purchase have been going well at Warga Villa Umalas. Promotions that are carried out consistently will make the public aware of information about Warga Villa Umalas. The better the promotion is carried out both from the promotional messages (pictures and descriptions of villa facilities), the selection of promotional media and the frequency of promotions, the better the level of stay decision at Warga Villa Umalas. Although the promotional strategy implemented so far has been sufficient to influence consumer decisions to stay at Warga Villa Umalas, as a newcomer, it still needs to carry out promotional activities in order to reach a wider market reach.

In the promotion variable, the indicator that has the highest mean value is statement number (5), namely "I know the Warga Villa Umalas by their campaign on online travel agents" and chose Warga Villa Umalas as an accommodation option to stay. The campaigns offered by Online Travel Agents (OTA) are quite varied but with one common goal, namely to increase the exposure of accommodation service providers so that when consumers search for villas with related keywords such as "Umalas, 3-bedroom, Private villa" Warga Villa Umalas appears in the top 3 of the appropriate selection. The lowest indicator on the promotion variable is Promotional statement number (2), namely "The images used in Warga Villa Umalas Ads are real Pictures". Its presence can be interpreted as complementary information whereas many accommodations display their facilities with fake photos or with full edits. This will be a boomerang for accommodation service providers, because now consumers can easily confirm in real time via Google maps the location and appearance of the villa. Overall, promotions can influence consumers to make astay decision at Warga Villa Umalas through campaigns up to presenting photos of actual facilities.

The results of this study are in line with research conducted by (Gulliando & Shihab, 2019; Tobing et al., 2022) which states that the promotion variable has a positive effect on purchasing decisions.

6.4   Service Quality (SQ) has a significant positive effect on Brand Image (BI)

The results of this study indicate that the Service Quality formed from tangible, reliability, responsiveness, assurance and empathy for the brand image formed from brand strength, brand uniqueness and brand excellence is sufficient to support the formation of the brand image of Warga Villa Umalas. According to (Schiffman and Kanuk, 2014, p. 184) brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. Therefore, the Service Quality that consumers get will have an impact on brand image, if the service quality is good, then the brand image will also increase. The results of this study indicate that the level of service quality can be used as a benchmark for the success of establishing a brand image for Warga Villa Umalas. Customers who have experienced the Service Quality from Warga Villa Umalas will be more likely to keep Warga Villa Umalas in their minds.

The results of this study are in line with research conducted by (A. F. B. Wijaya et al., 2020) states that there is a positive and significant influence between service quality variables on brand image.

6.5   Price Perception (PP) has a positive and not significant effect directly on Brand Image (BI)

The results of this study indicate that Price perception formed from price affordability, price compatibility with product quality, price compatibility with benefits and price according to ability or price competitiveness do not have a significant effect on brand image which is formed from brand strength, brand uniqueness and favorable. The price perception variable gets a total mean value 4.993 which is lower than the mean of other variables. The results of the study found that Price perception had a positive but not significant effect, this could be due to the background of the consumers which was reflected in the characteristics of the respondents, where most were dominated by men, aged 25-40 years, came from Europe, were self-employed and the majority of respondents received information from an Online Travel Agent, so it can be assumed that most of the consumers of WargaUmalas Villa, are someone who is well-established, mobile and needs practical accommodation with a budget that is still reasonable or in accordance with the prices prevailing around Umalas, Bali. The range of prices offered by Warga Villa Umalas is not much different from the prices offered by similar villas around Umalas where this pricing strategy is carried out considering that Warga Villa Umalas is a new brand, so the price offered does not adequately describe and influence the formation of the its brand image.

This research is in line with research conducted by (Hafizh et al., 2022) which states that price perception has a positive but not directly significant effect on brand image.

6.6   Promotion (PR) has a positive and significant effect directly on Brand Image (BI)

The results of this study indicate that promotion which is formed from promotional messages, promotional media, promotion time and promotion frequency has a direct influence on brand image which is formed from brand strength, brand uniqueness and brand excellence of Warga Villa Umalas. Even though it is classified as a new villa brand that will start operating in 2021, Warga Villa Umalas consistently carry out promotions both online and offline because management realizes the importance of promotion amidst the rise of various villas competing to attract consumer attention in order to increase sales.

Advertising and promotion play an important role in building relations between brands and consumers. Through the promotion carried out by Warga Villa Umalas, it is hoped that emotional bonds can be created as well as messages that are relevant to consumer values. The results of this study indicate that the promotion carried out by the Warga Villa Umalas has been able to influence consumers towards their brand. Consumers tend to choose brands that are considered close and related to their identity. Advertising and promotion currently also faces challenges, such as information noise and increasing consumer resistance to advertisements that

are too invasive, but with consistency and presentation of accurate information, Warga Villa Umalas are able to face these challenges.

The promotion of Warga Villa Umalas was greatly assisted by the campaign organized by the Online Travel Agent (OTA). Appearance and existence on each OTA page within a certain period of time can form an image that Warga Villa Umalas are the most sought-after villas by visitors to the OTA platform. In addition, the promotions provided by Warga Villa Umalas are not only limited to campaigns and discounted stays, but also provide additional services such as free breakfast, free airport pick-up where all of these things more or less contribute to the Brand Image of Warga Villa Umalas.

The results of this study are in line with research conducted by (Oktavianti et al., n.d.) which states that promotion has a positive and significant effect on brand image.

6.7   Service Quality (SQ) has a positive and significant effect indirectly on Stay Decision (SD) through Brand Image (BI)

The results of the analysis in this study indicate that brand image is able to mediate service quality on the stay decision at Warga Villa Umalas, Bali. The role of brand image as an intervening variable has a partial mediating effect, which means that brand image has an influence but only partially, this is because service quality has been able to influence the stay decision directly. Even so, the existence of a positive brand image will have a better influence on the stay decision at Warga Villa Umalas, because to increase the competitive advantage a business entity needs to build and maintain its brand image.

Although Warga Villa Umalas is a relatively new villa brand, its brand image as a villa with good service quality, clean, complete facilities and in a strategic location has attached in the minds of consumers. The word "Umalas" which is used as the name of the villa also supports the strengthening of the brand image of Warga Umalas Villa. The word "Umalas" taken from the location where this villa is located is quite popular among tourists. The positive image that comes from the word "Umalas" has had a positive impact on the Warga Villa Umalas Brand Image.

Citing the opinion of (Schiffman and Kanuk, 2014, p. 184) brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. Brand image is a picture or impression created by a brand in the minds of customers. Placing a brand image in the minds of consumers must be carried out continuously so that the brand image created remains strong and can be positively received. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered. Consumer attitudes and actions towards a brand image are one of the important elements that encourage consumers to make a decision.

The results of this study are in line with research conducted by (*Suryantari Respati*, n.d.) which states that service quality has a positive and significant effect on purchasing decisions through brand image.

6.8   Price Perception (PP) has a positive and insignificant effect indirectly on Stay Decision (SD) through Brand Image (BI)

According to (Kotler, 2001), image is a set of beliefs, ideas and impressions that a person has about an object. The brand image that has been formed by the company and has become the perception of the people will provide benefits for both the company and consumers. Consumers will find it easier choosing which products/services to choose to meet their needs because they can see a good track record of products/services from a company that has a good brand image.

The results of this study indicate that brand image is not able to meditate on the stay decision at Warga Villa Umalas. In the indirect effect test, brand image as an intervening variable is positive but not significant, meaning that brand image is considered good, but this value is not strong enough to contribute or benefit as a mediator between price perceptions and stay decision.

When examined further in the direct effect test of the price perception variable, it does not have a significant effect on the stay decision and also on the brand image, so it can be assumed that price perception is not the main factor for consumers in making decisions to stay

even though it has been mediated by brand image. Price is relative when it comes to consumer needs and wants in deciding where to stay. Consumers in this case do not see price as their main consideration, the high and low prices offered do not affect the stay decision at Warga Villa Umalas.

The results of this study are in line with research conducted by ((Hafizh et al., 2022), the price perception variable has no effect on brand image.

6.9 Promotion (PR) has a positive and significant effect indirectly on Stay Decision (SD) through Brand Image (BI)

The results of this study indicate that brand image is able to mediate promotion of the stay decision at Warga Villa Umalas, Bali. The role of brand image as an intervening variable has a partial mediating effect, which means that brand image has an influence, but only partially, because promotion has been able to influence the stay decision directly. Even so, the existence of a positive brand image will have a better influence on the stay decision at Warga Villa Umalas. As a relatively new provider of accommodation services, Warga Villa Umalas needs to build and maintain a brand image to increase competitiveness.

In the opinion of (Schiffman and Kanuk, 2014, p. 184), brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. Brand image (brand image) is a picture or impression generated by a brand in the minds of customers. Placing a brand image in the minds of consumers must be carried out continuously so that the brand image created remains strong and can be positively received. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered. Consumer attitudes and actions towards a brand image are one of the important elements that encourage consumers to make a decision.

The results of this study are in line with research conducted by the results of research (Djatmiko & Pradana, 2016) which state that the brand image variable has a positive and significant effect on purchasing decisions.

6.10 Brand Image (BI) has a positive and significant effect directly on Stay Decision (SD)

The results of this study indicate that the brand image that is formed from brand strength, brand uniqueness and brand superiority towards the stay decision is formed on the recognition of needs, information search, alternative search, purchase and post-purchase decisions that are running properly Warga Villa Umalas, Bali.

According to (Kotler and Keller, 2016), brand image describes extrinsic properties, which means things that can be seen or assessed even before consumers or people use a product or service, including how the brand can meet the social and psychological needs of consumers. Brands also play an important role in shaping consumer perceptions of product quality. The perception that is formed through the brand will greatly influence the purchasing decisions made by consumers.

Even though Warga Villa Umalas is a new private villa brand, the brand image that sticks in the minds of consumers is able to encourage consumers to decide to stay at Warga Villa Umalas. This is because the brand image that is formed is supported by good service quality and promotions that have been carried out by Warga Villa Umalas and according to what is needed by consumers, so that brand image is able to influence the stay decision at Warga Villa Umalas, Bali.

The results of this study are in line with research conducted by (Dewi et al., 2022) which states that brand image has a positive and significant effect on purchasing decisions. Having a good brand image can improve purchasing decisions.

7.   Conclusion

Lodging business is a business in the field of services, pure services. In pure services marketing activities, there are several factors that can influence the success or failure of the business. Based on studies that examine the variables that have a significant influence on buying decisions. It can be concluded that the factors that influence consumers in making purchases of

goods or services are: Service Quality, Price Perception, Promotion and Brand Image.

The result of the research shows that Service Quality, Promotion and Brand image have a significant effect as directly and indirectly on Decision to Stay at Warga Villa Umalas, Bali. Even though Warga Villa Umalas has set prices according to the average market price, this is done to inspire consumers to try the experience of staying at Warga Villa Umalas but Price Perception still don't have a significant effect on brand image, on decision to stay, and also on decision to stay through brand image. this can be related to the characteristics of the consumers of Warga Villa Umalas; were most dominated by foreign tourists who have keen plans and a special budget for traveling to the island of Bali. which indicates that the high or low prices set by the Warga Villa Umalas is not the main determining factor for consumers in deciding to stay at Warga Villa Umalas.

7.1   Implication

Referring to a conclusion formulated above, suggestions are raised to provide recommendations and improvements, including:

● Improving the Service Quality of the Citizen Villa Umalas by adding staff personnel to improve service quality and to anticipate a surge in guests during peak season.
● Improving the price perception of Citizen Villa Umalas by using a more competitive pricing strategy for the aimed target market.
● To increase the value of the villa, they can apply for CHSE certification to the Ministry of Tourism. It could guarantee to customers that Warga Villa Umalas provided services with Health Safety and Environmental sustainability SOP.
● Consistency in promotion is still needed to be carried out in order to build brand image in the minds of consumers. Through increasing brand exposure, advertising is able to influence consumer decisions in the long run. Advertising can also influence consumer decisions through psychological effects.
● Collaborate with other brands around for joint promos, for example by giving discounted vouchers when tenants make purchases at nearby cafes or restaurants.
● Today's consumers are more selective in receiving and processing advertising messages, so Warga Villa Umalas have to find innovative and relevant ways to attract their attention, advertising and promotions continue to adapt to technological developments and changes in consumer behavior.

7.2   Limitation and Suggestions

The R Square of value of 0.808 means that the independent variables (Service Quality, Price perception and Promotion) along with the mediating variable (brand image) are able to explain the dependent variable stay-decisions 80.8 % and the rest 19.2 % is explained by variables outside the model. Based on the research results, this research still has many shortcomings that need to be developed and improved. For example, by adding indicators and independent variables that are still related to the object of the research.

In this study there was a deficiency in the completeness of the data sources, due to the difficulty of asking the willingness of guests who had returned to their countries to fill out the questionnaire. It is hoped that future researchers will be able to obtain the latest data so that research results can be more precise and accurate.

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