Analysis the Occupancy Rate of Five Star Hotels in Bali

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Abstract
At the end of 2019, all over the world facing a terrible situation due to COVID-19 pandemic. International, one of them is Bali's slumped destination in Indonesia, especially 5-star hotels. The company try to find out excellent strategies for ensuring their business can survive under uncertain condition. The study of population are consumers at Jakarta, Bogor, Depok, Tangerang dan Bekasi who stay at five star hotel in Bali. Sampling is carried out by systematic purposive sampling technique. Determination of the number of samples is based on the criteria of Hair, et al., (2010). There are 26 indicators of this study, the number of study samples is 200 respondents (26 x 7) = 182. However, to anticipate the damaged data, the authors distributed 200 questionnaires to respondents. The results of this study show that consumer attitude and brand trust affect brand image. Furthermore, consumer attitude and brand trust have a significant indirect influence to purchase decisions through brand image. Consumer attitude and brand trust have significant indirect influence to brand loyalty through customer satisfaction. The direct effect of eWOM to brand image was not statistically significant, influence of eWOM to purchase decisions through brand image was not statistically significant. Indirect.

Keywords: eWom, trust, attitude, brand image, purchase decision, satisfaction and brand loyalty

1. Introduction

At the end of 2019, all over the world facing a terrible situation due to COVID-19 pandemic. International, one of them is Bali's slumped destination in Indonesia, especially 5-star hotels. The company try to find out excellent strategies for ensuring their business can survive under uncertain condition. One strategy that can retain existing customers and attract new customers in buying by offered products or services and the brand image. One of them is Bali's slumped destination in Indonesia, especially 5-star hotels. Bali is the most visited destination by both local and foreign tourists. After the end of the pandemic period at the end of 2022, the Indonesian government is ready to welcome foreign tourists from various countries and has also allowed domestic tourists to visit Bali. Therefore it can be said that in 2022 and 2023, Bali has bright prospects for tourists to visit. Bali is the most visited destination by both local and foreign tourists. After the end of the pandemic period at the end of 2022, the Indonesian government is ready to welcome foreign tourists from various countries and has also allowed domestic tourists to visit Bali. Therefore it can be said that in 2022 and 2023, Bali has bright prospects for tourists to visit.

When the Covid-19 pandemic that hit Indonesia from the beginning of 2019 to 2022 made the Indonesian government implement PPKM which caused a significant decrease in the occupancy rate of hotels in Bali, especially 5-Star Hotels. When the first COVID-19 pandemic broke out around the world, the hospitality industry became one of the hardest hit sectors. Berikut ini tingkat occupancy rate dari tahun 2019-2022 (Sebelum dan sesudah pandemi).

Indonesia Hotel Room Occupancy Rate at Bali: 5 Star data was reported below2019-2022.

Table 1.1Room Occupancy Rate of 5 Star Hotel In Bali 2019-2022

MONTH	2019*	2020*	2021*	2022*
January	49,59%	63,26%	9,63%	20,75%
February	63,33%	45,32%	5,84%	12,12%
March	50,63%	22,15%	8,20%	24,21%
April	61,17%	3,97%	10,29%	20,81%
May	51.50%	1,25%	12,43%	37,50%
June	56,91%	1,80%	22.68%	39,71%
July	59,38%	1,67%	5,67%	37,29%
August	67,53%	3,46%	4,92%	37,96%
September	55,81%	5,28%	11,61%	53,99%

October	45,10%	9,53%	20,65%	58,98%
November	47,24%	9,32%	25,85%	58,33%
December	46,74%	25,85%	40,53%	59,53%

In the table above, 2020 saw a very significant decrease in 5-star hotel occupancy during the Covid-19 pandemic, namely from April to December and continued in 2021 from January to March. However, the end of 2021 in October, November and December is a turning point in the recovery of the tourism industry, causing the hotel sector in Bali to begin to experience growth to date. The year 2022 is a turning point for the 5-star hotel and tourism industry in Bali. This is reflected in the number of foreign tourists visiting the Island of the Gods gradually increasing (Putra &; Tirto., 2022).

Competition is getting tougher in the world of hotel business, especially 5-star hotels,therefore   business people try to find ways to attract the attention of consumers. Starting from marketing techniques and improving service quality to improve product quality that are a part to increase consumer to visit the hotel. Kotler & Armastrong (2018), marketing is a process by which companies create value for customers and build strong customer relationships in order to capture value in return. Furthermore, five-star hotels, can do not only through face to face communication or through TV and newspaper media, but also can create ewom sites, which affect brand image. With the ewom site, consumers will discuss the 5-star hotel concerned to other consumer (Pentury. et al., 2019). Furthermore, consumers behaviour is the attitude as a mental mechanism that evaluates, shapes the views, and emotions learned determines the behavior individual towards a particular object. According to Jun Young Park and. Sihombing (2020) there is a positive relationship between attitudes toward the brand image.

There is brand trust by its very nature enhances long-term relationships between customers and the brand and helps hotels maintain their competitive advantage (Srivastava, Dash & Mookerjee, 2015; Sürücü et al., 2020).Kotlerand Keller (2016) said brand image is very important in purchasing behavior because it can affect consumer preferences and purchase intentions as well as their willingness to pay and recommend brands to others.

Miati (2020) defines brand image as a series of associations that exist in the minds of consumers towards a brand. The customer's decision-making process holds the most significant impact in guest reviews' online activity toward the hoteliers' service quality to create positive customer satisfaction. According to Samaan Al-Msallam (2015), customer satisfaction significantly affects customer loyalty. Rather & Hollebeek (2019) said that customer brand identification, exert a positive impact on loyalty.

Based on the above conditions, the author conducted research in Indonesia, especially in Jakarta. Bogor, Depok, Tangerang and Bekasi (Jabodetabek). This research was conducted to find out consumers in the region when travelling to Bali, whether staying at a five-star hotel.

2. Literature Review

2.1 EWOM

Electronic word of mouth (eWOM) is defined as the dynamicand ongoing information exchange process between potential and actual or former consumers regarding a product, service, brand, or company, which is available to a multitude of individuals and institutions via the Internet (Ismagilova et al.2017). EWOM is considered as an important source of information influencing human behaviour (Filieri et al. 2018; Floyd et al. 2014; Nam et al. 2018; Wang et al.2015a; Yan etal. 2015).E-WOM berpengaruh secara positif dan signifikan terhadap *brand image* (Pentury. et al., (2019).

According to Lin, Wu & Chen (2013), there are 3 main factors in measuring e-WOM, namely: (1) E-WOM quality is intended to define the quality of the content of reviews read by consumers and easy to understand; (2) E-WOM quantity, refers to the number of comments posted and can represent the performance of the product in the eyes of consumers. The number of comments also represents the popularity or importance of the product;(3) Sender's expertise on product services, refers to the expertise of the sender when making comments to entice consumers in making a purchase decision.

H1: There is the influence ofE-WOM terhadap*brand image*

E-WOM has a positive and significant effect on brand image (Pentury, L.V., Sugianto, M &; Remiasa, M. (2019).

2.2 Consumer Attitude

Srivastava et al. (2015) stated that online advertising increases updates about a product and is also considered attractive. This can build positive consumer attitudes toward advertising. According to Ahmed (2021) there is prestige consumption, mind-set backed by the high financial power, their personal values, consumption attitudes, social value systems, individual personalities, and consumer's lifestyles for hotel bintang lima. Attitudes are evaluations, emotional feelings, and tendencies of beneficial or unfavorable and long-lasting actions of a person against an object For that reason, consumers behavior is the attitude as a mental mechanism that evaluates, shapes the views, and emotions learned determines the behavior individual towards a particular object. According to Jun Young Park and. Sihombingis (2020) there is a positive relationship between attitudes toward the brand image.

Ahmed (2021) said, variable consumer attitude of five star Hotel: (1) The value obtained by consumers from five-star hotels is good; (2) Positive attitude of consumers towards five-star hotels; (3) By staying in a five-star hotel, consumers feel they are in the upper social class; (4) Consumer personalities who love luxury products; (5) Consumer lifestyles tend to be high class.

H2: There is the influence of consumer attitude to brand image.
According to Jun Young Park and. Sihombingis (2020) there is a positive relationship between attitudes toward the brand image

2.3 Brand Trust

Due to the diversity of the hotel industry, customers may be hesitant to purchase services. Getting service from ahotel they do not know carries risks about the extent to which the drelevant brand will respond to its psychologicalneeds and to what extent it will meet its expectations and needs. Trust plays a more functions as a mental mechanism that reduces the

risks related to customers' service purchases (Şaylan & Tokgöz, 2020).Prominent role in customers' purchasing decisions when uncertainty and information asymmetry are intense(Chinomona, 2016&Sürücü et al., 2020).Perceived trust factor had a positive effect on brand image in hotel Thanapotivirat& Rajamangala, 2022).Brand trust by itsvery nature enhances long-term relationships between customers and the brand and helps hotels maintain theircompetitive advantage (Srivastava, Dash & Mookerjee, 2015; Sürücü et al., 2020). In thiscontext, brand trust is animportant factor to be successful in the hotel industry.

H3: There is the influence of brand trust to brand image.

Perceived trust factor had a positive effect on brand image in hotel (Pornnapa Thanapotivirat, Rajamangala, 2022)

2.4 Brand Image

Aaker (2016), brand image is an integral component of brand equity because it conveys brand value to consumers. Brand image has become an important concept in consumer behaviour research and is also an important factor influencing purchasing decisions of luxury products. Kotlerand Keller (2016), brand image is very important in purchasing behavior because it can affect consumer preferences and purchase intentions as well as their willingness to pay and recommend brands to others. Miati (2020) defines brand image as a series of associations that exist in the minds of consumers towards a brand. The relationship to a brand will be stronger if it is based on experience and various information. Also Brand image holds the value of a brand to its customers as an integral part of brand equity. A person can have different beliefs, impressions and ideas regarding any object that can be defined as an image. A set of associations can also be treated as a brand image when they are significant to customers. When consumers hold a strong brand and a constructive image, they are morelikely to evaluate the finished product brand positively, regardless of price. Amilia (2017) & Miati (2020), there is a significant effect of brand image on purchasing

H4: There is the influence of brand image to purchase decisions.

Amilia (2017) and Miati (2020), said there is a significant effect of brand image on purchasing decisions.

2.5 Purchase Decision

Purchasing decisions are defined as what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it (Kotler & Armstrong, 2018). Decision making is a form of psychological construction, which means that although the decision cannot be seen, it can be inferred from observable behavior that a decision has been made therefore that it can be concluded that a psychological "decision-making" event has occurred. linking a meaningful commitment to action based on an observable action, assuming that people have made a commitment to take that action. Swastha& Irawan (2014) purchasing decisions have six dimensions as follows: Product type decisions, Brand decisions, Seller decisions, Product quantity decisions, Purchase timing decisions, Decisions.

Nga Thi Vo et al.,(2022,) mention that the customer's decision-making process holds the most significant impact in guest reviews' online activity toward the hoteliers' service quality

to create positive customer satisfaction in handling online communication. The influence of quality products, price, promotion, and location to product purchase decision (Brata, et.al., 2017).

H5: There is the influence of purchase decision to customer satisfaction.

Nga Thi Vo et al., (2022,) mention that the customer's decision-making process holds the most significant impact in guest reviews' online activity toward the hoteliers' service quality to create positive customer satisfaction

2.6 Satisfaction

The customer's decision-making process holds the most significant impact in guest reviews' online activity toward the hoteliers' service quality to create positive customer satisfaction According to Samaan Al-Msallam (2015), customer satisfaction significantly affects customer loyalty. There are also studies aiming at investigating how customer satisfaction enhances customer loyalty in hotels. Lake Kivu Serena Hotel has been used as a case study. The data analysis method includes qualitative and quantitative analysis methods. From the findings of thisstudy, it is evident that there are many factors influencing customer satisfaction. However, the major factors that influence customer satisfaction are mainly the quality of services offered by a hotel as well as customer relationship management (Mubiri, 2016).

To sum up, the past few decades have seen an increase in research on service quality and customer satisfaction within the tourism and hospitality sector that focused on the role of cognitive and psychological factors in tourist satisfaction, tourism supply chain, destination attributes, units service quality of hospitalit, visitor experience, stakeholder view and employee experience and so on. (Shyju P.J.,et.al., 2021).

H6: There is the influence of consumer satisfaction to customer loyalty.

According to Samaan Al-Msallam (2015), customer satisfaction significantly affects customer loyalty.

2.7 Brand Loyalty

Brand loyalty is defined as the repetition of the purchasing action for the same brand and the deep loyalty felttowards the brand (Sürücü, & Maslakcı, 2020).In the hotel and travel context, "*the service brand loyalty can be strengthened not only through the service consumption experience but also through customer engagement beyond the service encounter*" (So et al., 2014).Rather&Hollebeek (2019) said , that customer brand identification, exert a positive impact on loyalty.Customer loyalty is defined as a commitment to continuea preferred product or service consistently regardless of situational factors and marketing efforts in switching behaviour (Chiguvi, 2016).

Customer loyalty isformed by sustained satisfaction of the customer accompanied by emotional attachment formed with the service provider that generates willingness and consistence in the relationship with preference, patronage and premium (Rai and Medha, 2013).
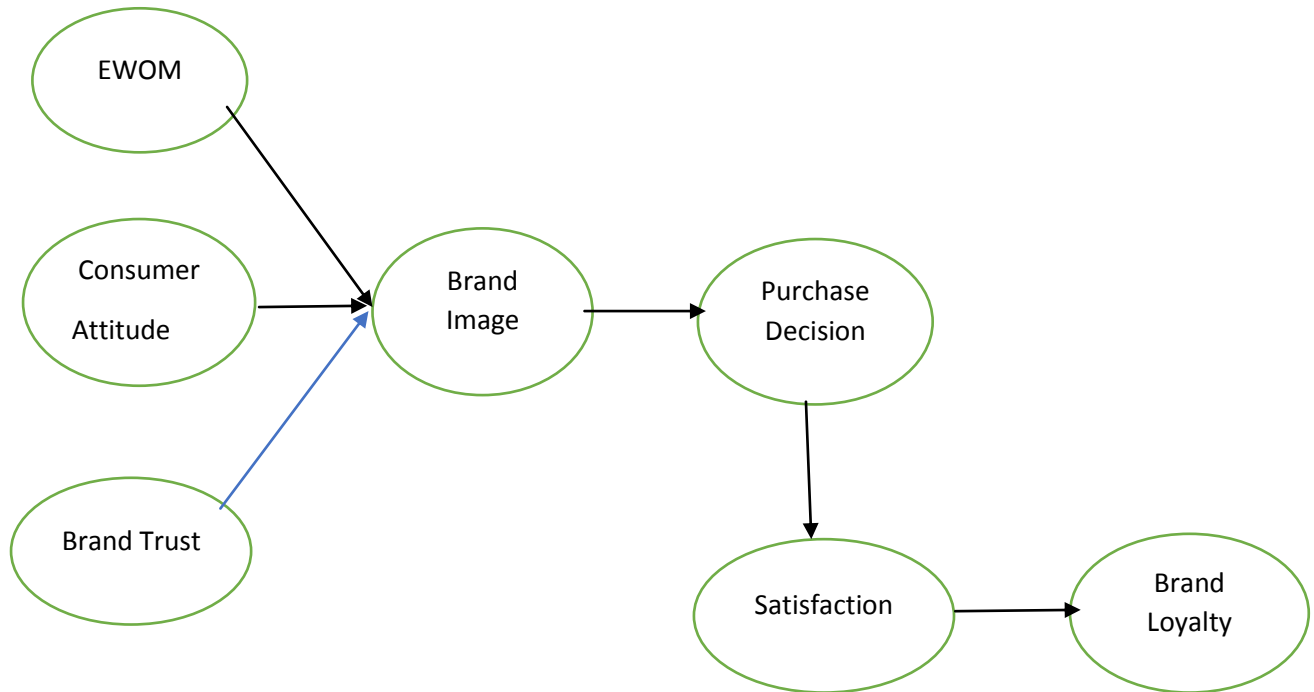
2.8 Research Model

Figure 1

2.9 Hypothesis

1. There is the influence of EWOM to Brand Image.

2. There is the influence of Consumer Attitude to Brand Image

3. There is the influence of Brand Trust to Brand Image
4. There is the influence of EWOM, Consumer Attitude and Brant Trust to Purchase Decision mediated by Brand Image.
5. There is the influence of Purchase Decision to Brand Loyalty mediated by Satisfaction.

3. Research Method

3.1 Samples and Procedures

The study of population are consumers at Jakarta, Bogor, Depok, Tangerang dan Bekasi Who stay atfive star hotel in Bali.Sampling is carried out by systematic purposive sampling technique. Determination of the number of samples is based on the criteria of Hair, et al., (2010). Because there are 26 indicators of this study, the number ofstudy samples is 200 respondents (26 x 7) =182. However, to anticipate the damaged data,the authors distributed 200 questionnaires to respondents.

4. Research Result

4.1 Respondent Characteristic

Table 4.1. describe the demographic characteristics of the respondents of this study. Of the 200 respondents who filled out the questionnaire, 59.5% of them were women, while only 40.5% were men. In terms of age range, 70% of respondents were in the range of 26 to 35 years. This indicates that the participation rate is high from this age group. In addition, 60.5% of respondents live in the DKI Jakarta area. In terms of education level, all respondents have a Bachelor degree (S1). When looking at respondents' jobs, 53.5% of them have other diverse jobs, outside of civil servants, private employees, and self-employed. Meanwhile, when viewed in terms of respondents' monthly expenses, 45% of them have expenses between Rp 5,000,000 to Rp 10,000,000.

Table 4.1.Demographic characteristics of respondents(n = 200)

Variables	f	%
Gender		
Male	81	40.5
Female	119	59,5
Age		
< 26 years	1	0,5
26-35 years	140	70
36-45 years	32	16
> 45 years	27	13,5
Region of Residence		
DKI Jakarta	121	60,5
Bogor	19	9,5
Depok	7	3,5
Tangerang	29	14,5
Bekasi	24	12
Education		
Bachelor (S1)	200	100
Job		
Civil Servant	11	5,5
Private Servant	46	23
Entrepreneur	36	18
Others	107	53,5
Spending/month		
Rp 5.000.000 - Rp 10.000.000	90	45
Rp. 10.000.001-Rp.15.000000	39	19,5
Rp 15.000.001 - Rp 20.000.000	22	11
Rp >20.000.000	49	24,5

4.2 Measurement model

Assessment of the PLS-SEM model begins with evaluating the measurement model. Evaluation of the measurement model is basically an effort made by researchers to test whether the research instrument they use is valid and reliable or not. Validity tests are measured by convergent validity, while reliability tests are measured by composite reliability (CR).

Table 4.2. Convergent validity and composite reliability shows the results of convergent validity analysis and composite reliability of constructs in research. Convergent validity measures the extent to which indicators in a construct correlate with that construct, while composite reliability measures the internal reliability of the construct and its AVE value above 0.50 (Ghozali, 2021).The results of the analysis showed that all indicators in each construct had outer loading above 0.50 and were statistically significant ($p < 0.05$). This shows that the indicators effectively represent the construct to be measured. In addition, the AVE value for each construct (located in the AVE column) meets the recommended convergent validity criterion, i.e. the AVE value must be greater than 0.50 (Fornell & Larcker, 1981). This suggests that the variation in these indicators is large enough to explain the variation in the construct in question.

Table 4.2. Convergent validity and composite reliability

Construct	Item	Outer Loading	T-Value	V-Palue	CR	AVE
eWOM	EWM1	0,966	10,527	0,000	0,961	0,891
	EWM2	0,971	10,327	0,000		
	EWM3	0,893	9,496	0,000		
Consumer Attitude	CA1	0,972	232,761	0,000	0,972	0,946
	CA2	0,973	254,109	0,000		
Brand Trust	BT1	0,972	115,099	0,000	0,975	0,952
	BT2	0,979	210,418	0,000		
Brand Image	BI1	0,977	381,128	0,000	0,975	0,950
	BI3	0,973	350,841	0,000		
Purchase Decision	PD1	0,979	332,208	0,000	0,980	0,961
	PD2	0,981	381,717	0,000		
Customer Satisfaction	S1	0,831	25,002	0,000	0,827	0,619
	S2	0,886	47,794	0,000		
	S3	0,617	9,570	0,000		
Brand Loyalty	BL1	0,891	38,362	0,000	0,857	0,672
	BL2	0,910	57,972	0,000		
	BL3	0,628	10,826	0,000		

Note: From the results of the first evaluation of the measurement model, several indicators such as: CA3, BT3, BI2, BI4, BI5, PD3, PD4, CA4, and CA5 have outer loading values smaller than 0.50. Therefore, these indicators are not included in subsequent analysis.

The internal reliability of the construct is evaluated using Composite Reliability (CR). The results of the analysis showed that all constructs had CR values higher than the minimum recommended threshold, which was 0.70 (Hair et al., 2017).

This shows that the indicators in each construct have sufficient reliability and consistently measure the construct.

Thus, the results of the analysis in Table 4.2. indicates that the constructs of eWOM, Consumer Attitude, Brand Trust, Brand Image, Purchase Decision, Customer Satisfaction, and Brand Loyalty in this study have adequate convergent validity and good internal reliability.

Table 4.3. Discriminant validity

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
(1) Brand Image	**0,975***						
(2) Brand Loyalty	0,384	**0,820***					
(3) Brand Trust	0,369	0,690	**0,976***				
(4) Consumer Attitude	0,542	0,497	0,399	**0,972***			
(5) Customer Satisfaction	0,532	0,586	0,546	0,540	**0,787***		
(6) Purchase Decision	0,465	0,717	0,642	0,475	0,536	**0,980***	
(7) eWOM	0,187	0,503	0,588	0,327	0,439	0,470	**0,944***

Note: *The square root of AVE

In addition to being measured by convergent validity, validity tests are also measured by discrimant validity. Table 4.3. Display the results of the discriminant validity analysis between constructs in the study. Discriminant validity is used to ensure that separately measured constructs are completely different from each other. In addition to being measured by convergent validity, validity tests are also measured by discrimant validity.

Discriminant validity is used to ensure that separately measured constructs are completely different from each other. In this analysis, discriminant validity is evaluated based on criteria: the square root value of Average Variance Extracted (AVE) of each construct must be greater than the correlation value between constructs (Hair, et al., 2017).

The results of the analysis show that the square root of the AVE for each construct shows that the square root of the AVE for each construct (main diagonal) is higher than the correlation between that construct and other constructs (outside the main diagonal. In the context of this table, all constructs satisfy both criteria of discriminant validity. Therefore, it can be concluded that the constructs of Brand Image, Brand Loyalty, Brand Trust, Consumer Attitude, Customer Satisfaction, Purchase Decision, and eWOM in this study have adequate discriminant validity.

4.2.1 Structural model

After this research instrument is declared valid and reliable, the assessment of the PLS-SEM model is continued by evaluating the structural model. The criteria used to evaluate the structural model are coefficient of determination (R2), blindfolding-based cross-validated redundancy measure Q2, significance test of structural path coefficient, and size effect (f2) (Ghozali, 2021). According to Hair et. al., (2018), before testing the significance of the structural path coefficients, we need to test the collinearity first so that we are sure that the regression results are not biased. Furthermore, we can assess the coefficient of determination (R2), blindfolding-based cross-validated redundancy measure Q2, and size effect.

Results of data analysis in Table 4.4. show information about collinearity, coefficient determination, and predictive relevance between independent and dependent variables. As we can see in the table, The Variance Inflation Factor (VIF) values for all independent and dependent variable relationships have met the required VIF values (≤ 5). According to Becker et al. (2015), if the value of VIF is greater than 5, it means that there is a collinearity problem in the relationship between variables. Such as The Variance Inflation Factor (VIF) values for all independent and dependent variable relationships have met the required VIF values (≤ 5)According to Becker et al. (2015), if the value of VIF is greater than 5, it means that there is a collinearity problem in the relationship between variables. Thus, the relationship between variables in this study does not contain collinearity problems.

From table 4.4. It can also be seen, the value of the coefficient of determination (R^2) for brand image is 0.330. This means that 33% of variation in Brand Image can be explained by eWOM. consumer attitude, and brand trust. In addition, the value of the coefficient of determination (R^2) for purchase decisions, and brand loyalty is 0.216 and 0.28, respectively. This shows that 21.6% of variation in purchase decisions can be explained by brand image, and 28.7% of variation in brand loyalty can be explained by customer satisfaction.

Next, in table 4.4. It can be seen, the Q^2 values for brand image, purchase decision, and brand loyalty are 0.291, 0.194, and 0.213, respectively. All these values are greater than zero (0), which shows that PLS SEM models have good predictive relevance in explaining the relationship between independent and dependent. Hair et al, (2018) revealed that Q^2 values greater than zero for certain endogenous constructs indicate that structural models are very accurate in predicting those constructs.

Tabel 4.4. Collinierity, coefficient determination, and predictive relevant

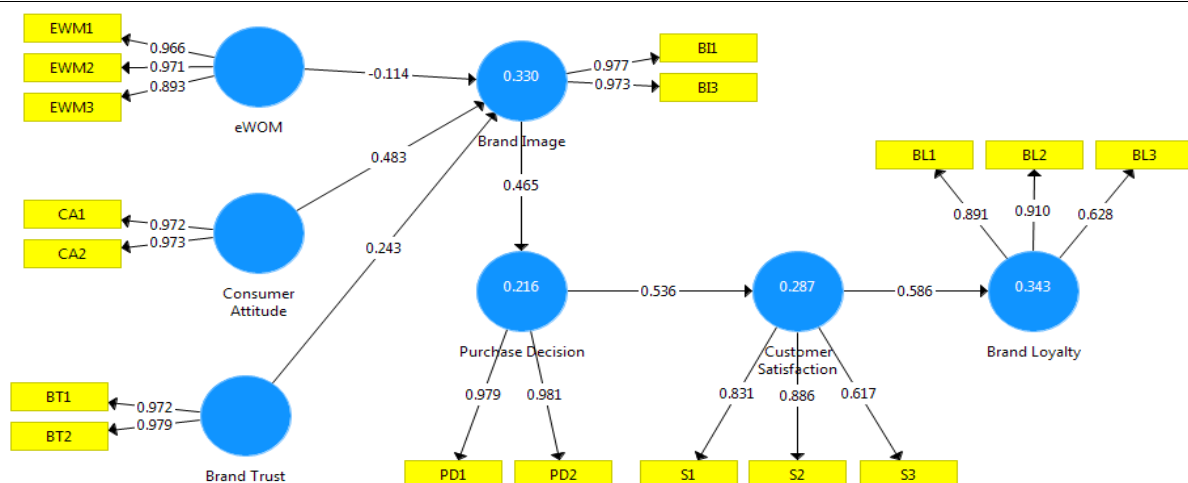| Independent variables	Dependent variables	VIF	R^2	Q^2
eWOM	Brand Image	1,553		
Consumer Attitude	Brand Image	1,209	0,330	0,291
Brand Trust	Brand Image	1,650		
Brand Image	Purchase Decision	1,000	0,216	0,194
Customer Satisfaction	Brand Loyalty	1,000	0,287	0,213

Figure 2. PLS Analysis Results

The results of data analysis using the Partial Least Squares Structural Equation Modelling (PLS SEM) method can be seen in Table 4.5. This table shows the results of hypothesis testing conducted on the relationship path between variables in the research model. The criteria used to reject or accept the null hypothesis in this study are, if the p-value is more than 0.05 and the confidence interval (CI) does not include zero, then the null hypothesis is rejected.

The results of hypothesis testing showed that). Likewise, the indirect influence of eWOM to purchase decisions through brand image was not statistically significant (β =.113, p < 0.05, CI: 0.030; 0.227). Thus, H2, H3, H4b, H4c, and H5 are accepted, while H1 and H4a are rejected. However, the direct effect of eWOM to brand image was not statistically significant (β = -0.114, p < 0.005, CI: -0.349; 0.021 consumer attitude (β = 0.483, p < 0.05, CI: 0.317; 0.630) and brand trust (β = 0.243, p < 0.005, CI: 0.070; 0.432) had a statistically significant direct influence to brand image. Meanwhile, consumer attitude (β = 0.224, p < 0.05, CI: 0.052; 0.215) and brand trust (β =.113, p < 0.05, CI: 0.030; 0.227) have a statistically significant indirect influence to purchase decisions through brand image. Likewise, purchase decisions have a statistically significant indirect influence to brand loyalty through customer satisfaction (β = 0.314 0, p < 0.05, CI: 0.174; 0.460). However, the direct effect of eWOM to brand image was not statistically significant (β = -0.114, p < 0.005, CI: -0.349; 0.021).

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Table 4.5. The results of the hypothesis testing

Hyp. No.	Hypothesis Path	Coefficient	Standard Error	T-Value	BCa 95% CI	Decision
H_1	EWM->BI	-0,114	0,086	1,336	(-0,349; 0,021)	Not Supported
H_2	CA ->BI	0,483	0,080	6,029***	(0,317; 0,630)	Supported
H_3	BT ->BI	0,243	0,092	2,642**	(0,070; 0,432)	Supported
H_{4a}	EWM ->BI ->PD	-0,053	0,039	1,359	(-0,152; 0,009)	Not Supported
H_{4b}	CA ->BI ->PD	0,224	0,058	3,904***	(0,052; 0,215)	Supported
H_{4c}	BT ->BI ->PD	0,113	0,049	2,301**	(0,030; 0,227)	Supported
H_5	PD ->S ->BL	0,314	0,074	4,245***	(0,174; 0,460)	Supported

*Note: ***p < 0.001; *p < 0.05; EWM=eWOM; BI=Brand Image; CA=Consumer Attitude; BT = Brand Trust; PD = Purchase Decision, S = Customer Satisfaction; BL = Brand LoyaltyBCa = Bias-Corrected and Accelerated; CI = Confidence Intervals*

In Table 4.6, we analyzed the effect size between the independent variable and the dependent variable in this study. To evaluate the effect size, we refer to the criteria used by previous researchers (Hair et al., (2017), namely: if the effect size values ($f2$) are 0.02, 0.15, and 0.35, than that, respectively, means that the independent variable has a small, medium, and strong effect on the dependent variable.

Tabel 4.6. Effect size

Independent variables	Dependent variables	β	f^2	Remarks
eWOM	Brand Image	-0,114	0,013	no effect
Consumer Attitude	Brand Image	0,483	0,288	Medium effect
Brand Trust	Brand Image	0,243	0,054	Small effect
Brand Image	Purchase Decision	0,465	0,522	Strong effect
Customer Satisfaction	Brand Loyalty	0,586	0,368	Strong effect

From table 4.6, it can be seen, brand image($β = 0.465$, f2 = 0.522) and customer satisfaction ($β = 0.586$, f2 = 0.368) have a strong effect to their respective dependent variables, namely: Purchase Decision and Brand Loyalty. Consumer attitude has a moderate effect to brand image ($β = 0.483$, f2 = 0.288), while brand trust has a small effect on brand image ($β = 0.243$, f2 = 0.054). eWOM arguably has no effect at all on brand image ($β = -0.114$, f2 = 0.013),decision and brand loyalty. Consumer attitude has a moderate effect on brand image ($β = 0.483$, f2 = 0.288), while brand trust has a small effect to brand image ($β = 0.243$, f2 = 0.054.

Thus, based on the criteria used in this study, the relationship between brand trust-brand image, consumer attitude-brand image, brand image-purchase decision, and customer satisfaction-brand loyalty has a significant effect, with the level of effect varying from weak to strong.

4.2.2 Result

Consumer attitude and brand trust affect brand image is significant. Furthermore, consumer attitude and brand trust have a statistically significant indirect influence to purchase decisions through brand image. Consumer attitude and brand trust have significant indirect influence to purchase decisions through brand image. Purchase decisions have significant indirect influence to brand loyalty through customer satisfaction. The direct effect of eWOM to brand image was not statistically significant. Indirect influence of eWOM to purchase decisions through brand image was not statistically significant.

5. Discussion

From the results of research that has been done, it is known consumer attitude and brand trust affect brand image. This is due to online advertisements that offer discounts for 5-star hotels, stating comfortable rooms, friendly employee service, if consumers stay at 5-star hotels will increase their prestige and luxurious lifestyle, thus making them believe and influence the image of consumers towards 5-star hotels. Furthermore, consumer attitude and brand trust have a statistically significant indirect influence to purchase decisions through brand image. In connection with this condition, it can be said that if there is no brand image, it will not

make consumers choose to stay at a 5-star hotel. Consumer attitude and indirect influence to brand loyalty through customer satisfaction. In addition, purchase decisions have significant attitude and brand trust have a statistically significant indirect influence to purchase decisions through brand image. In connection with this condition, it can be said that if there is no brand image, it will not make consumers choose to stay at a 5-star hotel. In addition, purchase decisions have significant indirect influence to brand loyalty through customer satisfaction. This shows that if the customers are not satisfied, they will no longer stay in 5-star hotels. Next, the direct effect of eWOM to brand image was not statistically significant, because 5-star hotel websites provide information that cannot meet consumer needs. Next, the direct effect of eWOM to brand image was not statistically significant, because 5-star hotel websites provide information that cannot meet consumer needs. Indirect influence of eWOM to purchase decisions through brand image was not statistically significant. This means that if there is no good brand image, inadequate information, consumers will not stay at five-star hotels.

6. Conclusion

Based on the research that has been done, the results of this study show that consumer attitude and brand trust affect brand image. Furthermore, consumer attitude and brand trust have a significant indirect influence to purchase decisions through brand image. Consumer attitude and brand trust have significant indirect influence to purchase decisions through brand image. Purchase decisions have significant indirect influence to brand loyalty through customer satisfaction. The direct effect of eWOM to brand image was not statistically significant. Indirect influence of eWOM to purchase decisions through brand image was not statistically significant.

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