

ABSTRACT

Growth of Indonesia's hospitality industry is progressively advancing, driven by the rising influx of both domestic and international travelers. As hotel competition intensifies, understanding consumer preferences becomes crucial, especially in choosing between international and local hotel brands. This study explores the factors influencing consumer decisions when selecting between these two hotel types using a binary logistic regression model. Key variables analyzed include hotel price, location, facilities, brand reputation, and online ratings. Data were obtained through a structured questionnaire distributed to 422 respondents who had prior hotel stay experiences. The findings reveal that hotel price and online rating significantly influence consumer choice, whereas location, facilities, and brand reputation do not have statistically significant impact. This study provides insights into consumer behavior in Indonesia's hotel industry and highlights the importance of pricing strategies and digital reputation in influencing guest decisions. The results offer strategic implications for hotel managers and marketers aiming to enhance their competitive positioning in an increasingly dynamic market.

Keywords : Hotel Choice, Binary Logistic Regression, International Hotels, Local Hotels, Consumer Preferences, Online Ratings, Hospitality Industry

References : 52 (2018 – 2024)