

## The Influence of Perceived Value on Purchase Intention Through Brand Image at Kambaniru Beach Hotel & Resort, East Sumba

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Article Info	ABSTRACT
<p><b>Article history:</b></p> <p>Received June 25, 2025 Revised July 26, 2025 Accepted July 31, 2025</p> <hr/> <p><b>Keywords:</b></p> <p>Consumer Perception, Brand Image, Purchase Intention, Value Dimensions, Kambaniru Hotel – East Sumba</p>	<p>Consumer perception is part of a brand's journey to obtain an image that can be viewed better than before because consumers have evaluated and observed as a whole based on information that has been dug up from various sources. When consumers make a consideration, the variables that need to be evaluated from various existing factors use several types such as in this study using quality of benefits value, monetary value, social status value, information value, preference value, which are expected in this study, will affect the brand image of the object of the researcher's research, namely the Kambaniru Hotel in East Sumba. When the brand image increases, it will eventually give rise to the intention to buy or transact (purchase intention). This study uses a non-probability sampling method that is aimed directly at consumers who have stayed at the Kambaniru Hotel, East Sumba during the period of October 2024. The collection of respondent data is shared online to make it easier for researchers to collect data so that it can be processed later. This study uses SEM (Structural Equation Modeling) analysis with the PLS-SEM application. The results of this study indicate that social status has an influence on brand image and can increase a person or potential consumer to intend to stay at the Kambaniru Hotel when they visit East Sumba.</p>

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## 1. INTRODUCTION

Indonesia as an archipelagic country has very rich tourism potential, both in terms of natural beauty, cultural uniqueness, and ethnic diversity spread across various regions. One of the areas that is developing rapidly in the tourism sector is Sumba Island, especially East Sumba Regency in East Nusa Tenggara Province (NTT). This area is known for its exotic natural charm such as beaches, lakes, waterfalls, as well as hilly landscapes and strong local culture. Along with the increasing number of

tourist visits to East Sumba, both domestic and foreign tourists, there has also been an increase in the need for supporting tourism facilities, including hotels and lodging. Data from the Central Statistics Agency in 2022 shows a significant upward trend in the number of hotel visitors in NTT from 2020 to 2022, including in East Sumba. However, this increase has not been accompanied by an optimal marketing strategy from the hospitality sector, especially in terms of building brand image and consumer purchasing intentions.

In the world of hotel service marketing, forming a positive brand image is the main key to winning the competition and gaining customer loyalty. A strong brand image allows companies to create differentiation and increase the emotional value felt by consumers towards a product or service [1]. Especially in the context of tourism, consumer perception is greatly influenced by personal experiences and testimonials from others, both directly and through digital platforms [2]. Therefore, understanding the values that are considered important by consumers, such as monetary value, quality of benefits value, social status value, information value, and preference value, is very crucial in forming purchasing decisions (purchase intention) which has an impact on increasing hotel occupancy. In the midst of competition for tourist destinations in Indonesia, a good hotel image can be the main stimulus in attracting tourists, especially in the digital era when information can be accessed quickly and widely [3]. However, based on empirical phenomena that occur, there is still a gap between the tourism potential in East Sumba and the level of visitor conversion towards the use of local accommodation services, including Kambaniru Beach Hotel & Resort. This indicates that there are certain marketing factors that have not been optimized optimally, especially in building consumer emotional attachment to the brand.

According to [4], consumer purchasing decisions are not only influenced by rational factors alone, but also by emotional perceptions formed through the communication process and brand experience. Therefore, this study aims to examine the effect of value dimensions on consumer purchase intentions through brand image mediation at Kambaniru Hotel as a representation of local accommodation developing in East Sumba. This study is expected to provide theoretical and practical contributions in developing marketing strategies that are adaptive to the dynamics of regional tourism.

## **2. METHOD**

This research is an explanatory quantitative research that aims to test the causal relationship between variables through a survey approach to visitors to the Kambaniru Hotel in East Sumba, NTT. In accordance with the classification of [5], this approach is categorized as causal research because it aims to explain the influence of independent variables (monetary value, quality of benefits value, social status value, information value, preference value) on the dependent variable (purchase intention), with brand image as a mediating variable. The research was conducted at one time (cross-sectional) using primary data collected through an online questionnaire (Google Form) to the entire population of visitors to the Kambaniru Hotel in October 2024, with a census technique (saturated sampling) which resulted in a total of 103 respondents [6]. The instrument was tested through validity tests (convergent validity, discriminant validity, AVE) and reliability tests (composite reliability), using SmartPLS 3.2.8 software. Data analysis was carried out in two stages, namely descriptive analysis to describe the respondent profile and response tendencies, and quantitative analysis using Partial Least Square-Structural Equation Modeling (PLS-SEM) to test the influence between latent constructs in the structural model, including outer model and inner model tests by paying attention to the R-square, Q-square, and P-value values [7,8].

### **3. RESULTS AND DISCUSSION**

#### **3.1 Profile of Research Object**

The object of this study was all visitors who came to stay at the Kambaniru Hotel, East Sumba. The questionnaire distributed in this study was by contacting respondents directly from the respondents' personal data when visiting the Kambaniru Hotel during October 2024. The target of the researcher was 100 respondents and the number of respondents collected was 103 respondents who visited the Kambaniru Hotel, East Sumba.

##### **3.1.1 Descriptive Analysis of Research Data**

Descriptive analysis in this study is shown to describe the indicators in each variable which include: monetary value, quality of benefit value, information value, preference value, status social value, brand image and purchase intention. The following are the variable categories in this study that will be used as a reference to see the respondents' answers:

###### **1. Quality of Benefit Value**

The results of the analysis show that the highest perception of consumers towards Hotel Kambaniru lies in the comfort aspect, with a mean score of 4.63 which is categorized as very high. This indicates that comfort is a dominant factor in shaping the perception of benefits felt by consumers. However, the aspect of the hotel's consistency in offering benefits was recorded as the lowest score (mean 4.50), indicating the need for improvement in the continuity of services provided. This is in line with the concept of benefit quality as the basis for consumer consideration in choosing a product or service [1].

###### **2. Social Status Value**

The social status value variable shows that consumers feel they get a positive impression when using Hotel Kambaniru services (mean 4.52). This strengthens the hotel's position as a prestigious accommodation in the East Sumba region. However, the perception of social recognition showed the lowest score (mean 4.36), indicating that although the hotel gives an exclusive image, the influence on social status is still limited due to the lack of equivalent comparators in the area [14].

###### **3. Information Value**

The information value aspect has the highest mean score on the indicator of consumer desire to obtain interesting information before making a reservation (mean 4.63). This shows the importance of providing detailed and relevant information to support consumer decisions. However, the limitations in the delivery of detailed information from hotel staff are recorded as a weakness, which needs to be improved in order to increase guest satisfaction and strengthen the credibility of service communication [3].

###### **4. Preference Value**

Consumer preferences for Hotel Kambaniru are dominated by loyalty of revisit intention (mean 4.53), indicating the hotel's success in instilling a positive image in the minds of consumers. On the other hand, the free cancellation facility scored the lowest (mean 4.17), indicating that this aspect is not a top priority for consumers, and the company can focus more on improving features that are perceived as more valuable.

###### **5. Brand Image**

Hotel Kambaniru's brand image scored high, especially on the good reputation indicator (mean 4.55), indicating a consistent positive perception from consumers of the hotel's quality and service. However, the perception that the Kambaniru brand can increase social status recorded the lowest score (mean 4.28), which reiterates the need to strengthen the symbolic value of the brand amidst the lack of local competitors.

6. Purchase Intention

Consumer purchase intention is reflected as very high, with the highest score on the indicator of making Kambaniru Hotel the main choice (mean 4.61). This indicates that marketing efforts and customer experience have succeeded in driving loyalty. However, the slightly lower score on the intention to rebook in the future (mean 4.50) implies the importance of continuous improvement in service quality to maintain stable purchase intention [4,15].

3.2 Data Analysis of Research Result

3.2.1 Convergent Validity

To test convergent validity, the outer loading or loading factor value is used. An indicator is considered to meet convergent validity in the good category if the outer loading value is >0.7. The following are the outer loading values for each indicator in the research variable:

Table 1. Convergent Validity

	BI	IV	MV	PI	PV	QB	SS
B11	0.890						
B12	0.843						
B13	0.852						
IV1		0.886					
IV2		0.881					
IV3		0.903					
MV1			0.903				
MV2			0.926				
MV3			0.906				
PI1				0.870			
PI2				0.917			
PI3				0.847			
PV1					0.727		
PV2					0.891		
PV3					0.884		
QB1						0.872	
QB2						0.875	
QB3						0.941	
SS1							0.768
SS2							0.909
SS3							0.913

Based on the data presented in the table above, it is known that each indicator in the research variable has an outer loading value >0.7. According to Chin, as quoted by Imam Ghozali, an outer loading value between >0.7 is considered very good for meeting convergent validity requirements. The data above shows that each indicator variable has a value >0.7, so all indicators are considered suitable or valid for use in research and can be used for further analysis. However, in the scale development stage of research, loadings between 0.5 and 0.6 are still acceptable [7].

3.2.2 Discriminant Validity

This section will describe the results of the discriminant validity test using cross-loading values. An indicator is considered to have discriminant validity if the cross-loading value of the indicator on its

variable is the largest compared to the other variables [7]. The following are the cross-loading values for each indicator:

Table 2. Cross Loading

	BI	IV	MV	PI	PV	QB	SS
BI1	0.890	0.659	0.738	0.657	0.722	0.763	0.710
BI2	0.843	0.637	0.713	0.628	0.707	0.647	0.653
BI3	0.852	0.600	0.665	0.653	0.688	0.680	0.842
IV1	0.624	0.886	0.634	0.627	0.623	0.615	0.542
IV2	0.635	0.881	0.619	0.568	0.642	0.679	0.546
IV3	0.695	0.903	0.760	0.703	0.773	0.721	0.650
MV1	0.725	0.668	0.903	0.692	0.741	0.746	0.652
MV2	0.753	0.660	0.926	0.711	0.803	0.757	0.658
MV3	0.757	0.742	0.906	0.738	0.812	0.752	0.686
PI1	0.712	0.538	0.678	0.870	0.703	0.678	0.676
PI2	0.660	0.616	0.643	0.917	0.661	0.603	0.592
PI3	0.603	0.721	0.738	0.847	0.691	0.662	0.559
PV1	0.531	0.480	0.553	0.451	0.727	0.522	0.498
PV2	0.737	0.699	0.793	0.727	0.891	0.720	0.670
PV3	0.759	0.714	0.787	0.739	0.884	0.750	0.634
QB1	0.721	0.687	0.729	0.578	0.700	0.872	0.550
QB2	0.716	0.629	0.726	0.668	0.688	0.875	0.732
QB3	0.742	0.718	0.763	0.735	0.773	0.941	0.681
SS1	0.710	0.610	0.614	0.637	0.620	0.644	0.768
SS2	0.728	0.534	0.636	0.585	0.625	0.605	0.909
SS3	0.777	0.551	0.641	0.576	0.631	0.645	0.913

Based on the data presented in the table above, it can be seen that each variable has the largest value compared to the other variables. Similarly, the cross-loading results for each indicator in this study, shown in Table 4.11 below, show that each indicator's cross-loading value on its variable is the largest compared to the cross-loading values on the other indicators. Based on the results obtained in the table above, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

### 3.2.3 Composite Reliability

Composite reliability is the component used to test the reliability of indicators within a variable [11]. A variable is considered to meet composite reliability if its value is  $>0.6$  [7]. The following are the composite reliability values for each variable used in this study:

Table 3. Composite Reliability

	Composite reliability (rho_a)
BI	0.828
IV	0.875
MV	0.899
PI	0.851
PV	0.826
QB	0.883
SS	0.830

Based on the data presented in the table above, it can be seen that the composite reliability values for all study variables are  $>0.6$ . These results indicate that each variable meets composite reliability, thus concluding that all variables have a high level of reliability.

### 3.2.4 Average Variance Extracted (AVE)

In addition to observing cross-loading values, validity testing can also be determined through other methods, namely by examining the average variance extracted (AVE) value for each indicator. The required value must be  $>0.5$  for a good model. The average variance extracted (AVE) values in this study are as follows:

Table 4. AVE

	Average variance extracted (AVE)
BI	0.743
IV	0.792
MV	0.831
PI	0.771
PV	0.702
QB	0.804
SS	0.750

Based on the data presented in the table above, it is known that the AVE value for each variable has a value  $> 0.5$ . Thus, it can be stated that each variable has good validity.

### 3.2.5 Cronbach Alpha

The reliability test using the composite reliability above can be strengthened by using Cronbach's alpha value. A variable can be declared reliable or meets Cronbach's alpha if it has a Cronbach's alpha value  $> 0.7$  [7]. The following are the Cronbach's alpha values for each variable:

Table 5. Cronbach's Alpha

	Cronbach's alpha
BI	0.827
IV	0.869
MV	0.898
PI	0.851
PV	0.788
QB	0.878
SS	0.829

### 3.3 Inner Model Measurement Analysis

Inner model analysis is performed to ensure that the structural model being developed is robust and accurate. Inner model evaluation can be seen from several indicators, including:

#### 3.3.1 Path Coefficient

Path coefficient evaluation is used to show how strong the effect or influence of independent variables on dependent variables [9]. While the coefficient of determination (R-Square) is used to measure how much endogenous variables are influenced by other variables. Chin said that the R2 results of 0.67 and above for endogenous latent variables in the structural model indicate that the influence of exogenous variables (which influence) on endogenous variables (which are influenced) is included in the good category. Meanwhile, if the result is 0.33 - 0.67 then it is included in the moderate category, and if the result is 0.19 - 0.33 then it is included in the weak category.

#### 3.3.2 Goodness of Fit

Based on the data processing that has been carried out using the smart PLS 4.0 program, the R-Square obtained is as follows:

Table 6 R-Square

	R-square	R-square adjusted
BI	0.837	0.828
PI	0.687	0.668

From the results of the table above, the R Square value is 0.837, which indicates that brand image as a mediating variable has a contribution to purchase intention of 83.7%, while the remaining 16.3% is influenced by other variables.

### 3.4 Hypothesis Testing

The significance of the estimated parameters plays a crucial role in identifying the relationship between variables in this study. Hypothesis testing is conducted by examining the p-value and corresponding t-statistic. A significance level ( $\alpha$ ) of 5% is used, meaning the hypothesis is accepted if the p-value is less than 0.05 and the t-statistic exceeds the critical value of 1.960. Using Smart PLS 3.0, the hypothesis testing is carried out through a bootstrapping procedure, which allows for the assessment of the effect of exogenous variables on endogenous variables as described below:

Table 7. Bootstrapping Calculation Results (Direct Effect Test)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
BI -> PI	0.070	0.098	0.239	0.293	0.769
IV -> BI	0.058	0.060	0.083	0.705	0.481
MV -> BI	0.146	0.154	0.096	1.511	0.131
PV -> BI	0.190	0.185	0.121	1.570	0.116
QB -> BI	0.157	0.153	0.105	1.499	0.134
SS -> BI	0.458	0.453	0.084	5.461	0.000

Table 8. Indirect Effect Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
IV -> BI -> PI	0.004	-0.002	0.025	0.164	0.870
MV -> BI -> PI	0.010	0.016	0.045	0.224	0.822
PV -> BI -> PI	0.013	0.017	0.050	0.266	0.790
QB -> BI -> PI	0.011	0.014	0.046	0.237	0.813
SS -> BI -> PI	0.032	0.051	0.113	0.283	0.777

Based on the calculations conducted by the researchers during their observations, several conclusions can be drawn, which will be discussed below:

- H1: There is no influence of monetary value on the brand image of Kambaniru Hotel
- H2: There is no influence of quality of benefits on the brand image of Kambaniru Hotel
- H3: There is an influence of social status on the brand image of Kambaniru Hotel
- H4: There is no influence of information value on the brand image of Kambaniru Hotel
- H5: There is no influence of preference value on the brand image of Kambaniru Hotel
- H6: There is no influence of brand image on the purchase intention of Kambaniru Hotel

### **3.5 Discussion**

Based on the research results above, a discussion can be provided related to the processed data that can provide an overview to researchers regarding the theory of consumption value which is used as an independent variable for purchase intention mediated by brand image at the Kambaniru hotel. The theory of consumption value refers to an approach developed to explain why consumers choose certain products or services and how their perceived value influences these decisions [4,10,13]. From this theory, consumer perceptions of a product will be evaluated with a series of types that will decide whether a company's product or service will be used or chosen. Several types of basic decisions used to evaluate a product are seen from several types according to the theory explained by Sheth, Newman and Gross in [4,12]. The first is functional value which refers to the practical utility or functional benefits of a product or service, in this study the researchers used monetary value and quality of benefit to evaluate from a functional perspective. The results obtained are that there is no influence on the brand image for Kambaniru Hotel. Second is the social value which in this study uses social value status as an independent variable. This variable refers to the relationship with the product's ability to improve social status or support social relationships. And the results of this study show an influence between social status and the brand image of Kambaniru Hotel. Next is the epistemic value which in this study uses information value as an independent variable. This epistemic value refers to curiosity, innovation, or the desire to try something new and different so that information is the basic thing that consumers need to assess in detail what they will use. Lastly is the conditional value with preference value as an indicator variable in this study. Preference value refers to the value that arises from certain situations or circumstances. The particular situation in this study is when tourists who will vacation at Kambaniru Hotel will make it the main choice when they come to East Sumba, this includes conditions that do not often occur because tourism in East Sumba still tends to be not widely known, tourists still want to try traveling to East Sumba so that it creates an unstable condition in terms of tourists' desire to visit East Sumba.

The results of the research above indicate that overall Kambaniru Hotel does not affect the company's brand image. This is because Kambaniru Hotel has no competition in it, so tourists have not been able to compare accommodations that are better than Kambaniru Hotel. Based on hotel data in East Sumba, Kambaniru Hotel is the only 4-Star Hotel. So when consumers or guests visit tourism in East Sumba, tourists cannot compare one hotel with another because the best hotel choice in East Sumba is only Kambaniru Hotel. This makes the company's brand image ignored because there is no hotel competition in East Sumba for the same class, namely four-star hotels. However, there is an influence, namely the social status of consumers who can improve the brand image of Kambaniru Hotel. This is because tourists who visit East Sumba choose the most classy hotel in the place so that it can increase the social status of visitors who stay at Kambaniru Hotel.

#### 4. CONCLUSION

The conclusion of this study is that Kambaniru Hotel is still the only 4-star hotel, so consumers in the same category cannot make comparisons, resulting in minimal evaluation and consideration. The results analyzed by the researchers indicate that the only influential variable is social status, which influences the company's brand image. Consumers will feel their social status has risen by being able to stay at the classiest hotel in East Sumba. The final result, which indicates the lack of brand image influencing purchase intention, is the impact of this phenomenon. When Kambaniru Hotel fails to achieve its desired brand image due to its lack of widespread recognition, it does not create a desire to make a purchase and travel to East Sumba.

Based on the findings of this study, it is recommended that the management of Kambaniru Hotel conduct a comprehensive evaluation of employee performance, especially in service aspects that contribute directly to the formation of brand image and customer experience. By considering the variables that have been studied, the company is expected to be able to consistently improve service quality in order to create a deep positive impression for guests, as well as strengthening the hotel's position as a primary choice in the East Sumba region. Meanwhile, for future researchers, it is recommended to explore other variables outside the model used in this study, or shift the focus to research objects that have a higher level of competition, such as national-scale star hotels, in order to enrich insights and generalize the results more broadly regarding the dynamics of brand image in the hotel industry.

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