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UNDERSTANDING CONSUMERS' BOOKING INTENTION IN THE JAKARTA HOTEL INDUSTRY: A CASE STUDY OF 'APS' HOTEL

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ABSTRACT

Despite the overall growth of the hospitality industry in Jakarta, the 'APS' Hotel has experienced declining performance that has even led to property sale considerations, highlighting the need for further investigation into consumer behavior. This study examines the influence of brand image, trust, price fairness, service quality, and perceived value on booking intention among guests of the 'APS' Hotel in Jakarta. A single cross-sectional design was employed, utilizing a judgmental sampling technique, with 228 respondents residing in Jakarta who had previously booked and stayed at the hotel. Data were collected in September 2025 through an online questionnaire distributed through TikTok and WhatsApp and analyzed using the PLS-SEM approach. The results indicate that all examined variables have a positive and statistically significant effect on consumers' booking intentions toward the hotel.

Keywords: Trust, Price Fairness, Service Quality, Perceived Value, Booking Intention

1. INTRODUCTION

The modern emphasis on work-life balance has significantly transformed the lifestyle of employees worldwide, including in Indonesia. Rapid technological advancement since the 2010s has increased professional demands and blurred the boundary between work and personal life, resulting in a culture of digital overwork (Forbes, 2025). As individuals seek to restore their well-being, leisure activities such as short vacations or staycations have become increasingly popular. The COVID-19 pandemic further strengthened this trend by reshaping perceptions of productivity, encouraging people to pursue rest and mental health as essential aspects of life satisfaction (Goodstats, 2024). Generation Z, in particular, represents the most active market segment engaging in staycations because of their preference for convenience, experiential value, and affordable recreation options (IDN Times, 2025).

The hotel industry plays a pivotal role in supporting this shift in lifestyle. In late 2024, the average hotel occupancy rate in Jakarta reached 80%, reflecting a positive trend in urban tourism recovery (Kompas, 2024). However, several hotel properties, including 'APS' Hotel, were even listed for sale (Detik, 2025; Kompas, 2023; Suara, 2025). This condition indicates post-pandemic market instability and an imbalance between customer expectations and actual service experiences. Understanding what motivates consumers to book hotel accommodations is therefore essential for sustaining competitiveness in Jakarta's dynamic hospitality landscape.

In behavioral marketing, booking intention is shaped by various psychological and perceptual factors, including brand image, trust, price fairness, service quality, and perceived value. However, empirical findings regarding these variables remain inconsistent. Several studies reported that brand image has a positive and significant influence on purchase or booking

intention (Shin & Choi, 2021; Valerian & Keni, 2024; Ruslim et al., 2013; Lien et al., 2015), while another study found that the same variable exerts a positive yet insignificant effect (Purwianti, 2021). Similarly, inconsistencies are also observed in the effects of trust, price fairness, and perceived value across different service contexts. These divergent findings indicate the existence of an evidence gap, suggesting that the relationship between brand image and booking intention may be context-dependent. Hence, further empirical validation is necessary, particularly within the hospitality sector, as represented by the ‘APS’ Hotel, to provide clearer insights into consumer behavioral dynamics.

Addressing these discrepancies, this research examines how brand image, trust, price fairness, service quality, and perceived value impact booking intentions among consumers of the ‘APS’ Hotel in Jakarta. The study’s context is distinctive because the hotel represents an upper-middle segment brand that caters primarily to professionals and business travelers, a market segment heavily affected by economic uncertainty and shifts in travel patterns. Theoretically, this study contributes to the enrichment of consumer behavior literature by integrating perceptual and relational variables to explain booking intention in the hospitality sector. Empirically, it provides evidence from Indonesia’s urban hotel market, an understudied context in prior literature. Practically, the results are expected to guide hotel managers in formulating strategies that enhance trust, deliver fair pricing, improve service quality, and strengthen brand perception.

In light of the prior discussion, the main research question of this study can be expressed as follows:

- 1) Does *brand image* influence ‘APS’ hotel consumers’ *booking intention*?
- 2) Does *trust* influence ‘APS’ hotel consumers’ *booking intention*?
- 3) Does *price fairness* influence ‘APS’ hotel consumers’ *booking intention*?
- 4) Does *service quality* influence ‘APS’ hotel consumers’ *booking intention*?
- 5) Does *perceived value* influence ‘APS’ hotel consumers’ *booking intention*?

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), provides the theoretical foundation of this study. The theory explains that behavioral intention is determined by three core elements: attitude toward the behavior, subjective norm, and perceived behavioral control. According to TPB, consumers’ intention to book is strengthened when they hold a positive attitude toward the hotel, receive favorable social endorsement, and feel capable of making the transaction. This study adopts TPB as its grand theory because it effectively integrates cognitive, affective, and control-related factors that jointly predict consumer behavior. Prior research, such as Kim & Lee (2019) and Sari & Ruslim (2024), confirmed that TPB constructs can explain variations in purchase or booking intentions in the service and hospitality industries.

The construct of brand image, as defined by Lien et al. (2015), Nguyen et al. (2019), and Ruslim et al. (2023), refers to consumers’ subjective perception of a brand, which serves as the cognitive foundation for assessing product or service quality and distinguishing the brand from competitors. A strong brand image evokes positive attitudes, trust, and emotional attachment, which increase consumers’ confidence in making a booking decision. Empirical studies have shown that a positive brand image significantly enhances purchase or booking intention (Shin & Choi, 2021; Valerian & Keni, 2024; Ruslim et al., 2023; Lien et al., 2015). When customers perceive the hotel as reputable, modern, and consistent in its service quality, they are more likely to exhibit intention to book.

H₁: Brand image has a positive and significant effect on booking intention.

The construct definition of trust, as defined by Wang et al. (2015), Upamannyu et al. (2019), and Ruslim et al. (2023), refers to the consumer's belief or expectation toward an organization during a transaction, serving as a subjective assurance of benefit fulfillment through consistent quality delivery. High levels of trust reduce perceived risk and uncertainty, which are critical in online and service-based purchases. Studies by Sari & Ruslim (2024), Kim et al. (2017), and Ruslim et al. (2023) indicate that trust serves as a mediating or direct factor influencing booking intention in hospitality and tourism settings. Therefore, consumers who trust a hotel's reputation and credibility are more likely to intend to make a reservation.

H₂: Trust has a positive and significant effect on booking intention.

The construct definition of price fairness, as defined by Soelasih et al. (2024) and Manoarfa et al. (2024) represents consumers' perception of the appropriateness between the price paid and the quality of the product or service received. When prices are considered fair, consumers feel empowered to proceed with a booking decision. Prior studies (Lien et al., 2015; Muzdalifah et al., 2024) confirmed that price fairness has a significant positive impact on purchase and booking intentions, as it signals transparency and trustworthiness in the transaction process.

H₃: Price fairness has a positive and significant effect on booking intention.

The construct definition of service quality, as defined by Amro et al. (2025), Alharthey (2019), and Safitri (2021), denotes the extent to which the services provided by a company meet customer expectations and deliver satisfaction based on their experience. A consistently high level of service quality strengthens consumers' positive evaluation of the brand and increases their intention to book. Prior findings by Neza & Pratama (2021) and Dapas et al. (2019) have demonstrated that service quality has a significant effect on booking and repurchase intentions in the hospitality industry.

H₄: Service quality has a positive and significant effect on booking intention.

The construct of perceived value, as defined by Kim et al. (2017), Ruslim et al. (2023), and Tj et al. (2022), is the outcome of consumers' evaluation of the total benefits obtained relative to the sacrifices or costs incurred. Empirical studies (Tj et al., 2022; Ruslim et al., 2023; Kim et al., 2017; Kim & Lee, 2019) found that perceived value directly increases purchase or booking intention by strengthening positive attitudes and justifying the decision to engage in the behavior. Therefore, when consumers perceive that the experience provided by the hotel exceeds its monetary and time costs, they are more likely to book.

H₅: Perceived value has a positive and significant effect on booking intention.

Thus, based on the explanations above, the proposed research model is shown below in Figure 1.

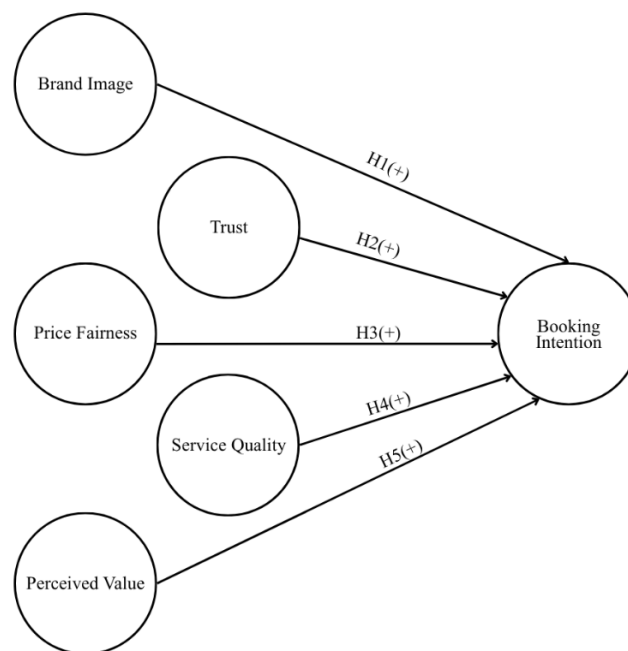


Figure 1. Research Design

2. RESEARCH METHOD

This study adopts a conclusive research design, which is appropriate when the research problem has been clearly defined and requires findings that can be generalized. The approach is descriptive in nature, aiming to explain the characteristics of the relationships among the variables rather than to establish causality. A single cross-sectional design was employed, allowing data to be collected once during the observation period to represent the condition of respondents at that specific time. This design ensures that the results are both valid and efficient in answering the research objectives (Malhotra, 2020).

The population in this study comprises residents of Jakarta who have previously visited and made online bookings at the ‘APS’ Hotel. The sampling technique employed was non-probability sampling, specifically a purposive (judgmental) sampling method. Respondents were intentionally selected based on the following criteria: individuals aged 20 years and above, currently employed in Jakarta, earning at least the Jakarta minimum wage of IDR 5,400,000 per month, possessing a minimum education level of senior high school or equivalent, and having prior experience booking and staying at the hotel. According to Malhotra (2020), a minimum of 200 respondents is sufficient for problem-solving research; therefore, 228 valid responses were analyzed after excluding three that did not meet the screening criteria.

The study includes five exogenous variables: brand image, trust, price fairness, service quality, and perceived value, as well as one endogenous variable, booking intention. Each variable was operationalized into measurable indicators based on established literature and adapted to the current research context. All constructs were measured using interval scales and a five-point Likert scale, ranging from 1 “strongly disagree” to 5 “strongly agree”. The research instrument was a structured questionnaire designed in Google Form format and distributed online via TikTok and WhatsApp to reach potential respondents efficiently (Malhotra, 2020).

Table 1. Measurement Scales

Variable	Indicator	Code	References
Brand image	The hotel has a distinctive image.	X1-1	Shin & Choi (2021); Indiani et al. (2023); Ezzat & Elsalam (2022)
	The hotel has a unique character.	X1-2	
	The hotel attracts attention.	X1-3	
	I have positive feelings toward the hotel.	X1-4	
	The hotel feels special.	X1-5	
	The hotel is visually appealing.	X1-6	
Trust	The hotel is trustworthy.	X2-1	Kim <i>et al.</i> (2017); Pai <i>et al.</i> (2022); Wiastuti <i>et al.</i> (2022)
	The hotel is reliable.	X2-2	
	The hotel is responsible.	X2-3	
	I have confidence in the hotel.	X2-4	
Price Fairness	The hotel price is considered reasonable.	X3-1	Kim <i>et al.</i> (2017); Huang <i>et al.</i> (2023); Adnan <i>et al.</i> (2021)
	The value is equivalent to the money spent.	X3-2	
	The quality matches the price.	X3-3	
	The hotel is economical.	X3-4	
Service Quality	The hotel is superior overall.	X4-1	Kim <i>et al.</i> (2017); Fetra <i>et al.</i> (2023); Al-shidani & Tumati (2021)
	The hotel maintains a high quality standard.	X4-2	
	The hotel is better than other hotels in its class.	X4-3	
	The hotel leaves a positive impression.	X4-4	
Perceived Value	The hotel offers good value for the price paid.	X5-1	Kim <i>et al.</i> (2017); Lin <i>et al.</i> (2022)
	The hotel is worth booking.	X5-2	
	The hotel provides a beneficial offer.	X5-3	
	The overall value of the hotel is high.	X5-4	
Booking Intention	I have a strong liking for the hotel.	Y1	Shin & Choi (2021); Kim <i>et al.</i> (2017)
	I share positive things about the hotel with others.	Y2	
	I intend to make a booking when there is an opportunity.	Y3	
	I am influenced to decide to use the hotel.	Y4	
	I prefer this hotel over other alternatives.	Y5	
	I would consider booking at the offered price.	Y6	
	The probability of booking this hotel is high.	Y7	
	I have a strong willingness to book the hotel.	Y8	
	I am willing to book the hotel through available online platforms.	Y9	

A total of 231 respondents initially participated in this study. After excluding responses that did not meet the screening criteria, 228 valid questionnaires were retained for analysis. The sample comprised 29% male and 71% female participants, with the majority aged between 20 and 29 years (40.4%). The demographic characteristics of respondents are presented in Table 2.

Table 2. Sample characteristics ($n=228$)

Items	Category	Frequency	Percent
Gender	Male	66	29
	Female	162	71
Age	20-29 years old	92	40.4
	30-39 years old	75	32.9
	40-49 years old	46	20.2
	More than 50 years old	15	6.6
Highest level of education	High school	40	17.5
	Bachelor degree	159	69.7
	Masters degree	38	16.7
	Doctoral degree	1	0.4
Monthly income	Rp5.400.000 – Rp10.000.000	30	13.2
	Rp10.000.001 – Rp20.000.000	87	38.2
	Rp20.000.001 – Rp30.000.000	84	36.8
	More than Rp30.000.000	27	11.8
Items	Category	Frequency	Percent
Office location	West Jakarta	36	15.8
	Central Jakarta	48	21.1
	South Jakarta	12	5.3
	East Jakarta	60	26.3
	North Jakarta	72	31.6

3. RESULTS AND DISCUSSIONS

During the reliability testing stage, five indicators of the booking intention construct (Y3, Y4, Y7, Y8, and Y9) were removed from the model. This decision was made because their reliability coefficients exceeded the 0.95 threshold, indicating potential redundancy among the measurement items. According to Hair et al. (2022), excessively high reliability values suggest that several indicators may be capturing the same underlying concept with minimal unique variance, which can weaken the discriminant ability of the construct. Therefore, to enhance the parsimony and validity of the measurement model, only indicators demonstrating sufficient variability and conceptual distinction were retained for subsequent analysis.

Following this refinement, reliability and validity assessments were conducted to ensure the robustness of the remaining constructs. Reliability was evaluated using Cronbach's alpha and composite reliability, while validity was examined through convergent and discriminant validity tests. Consistent with Hair et al. (2022), indicators with standardized outer loadings above 0.708 were retained. As presented in Table 3, the results confirmed that all constructs met the recommended thresholds, with Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE) values exceeding the minimum standards, indicating high internal consistency and satisfactory convergent validity.

Table 3. Results of composite reliability and convergent validity

Variabel	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Booking Intention	0.920	0.920	0.943	0.807
Brand Image	0.915	0.918	0.934	0.701
Trust	0.926	0.927	0.942	0.729
Price Fairness	0.860	0.865	0.905	0.705
Service Quality	0.895	0.897	0.927	0.760
Perceived Value	0.857	0.863	0.903	0.699

Furthermore, the results of the cross-loading analysis presented in Table 4 indicate that each indicator achieved its highest loading on its corresponding construct compared to all other constructs, confirming discriminant validity at the indicator level. This finding suggests that each observed variable represented its intended latent construct more strongly than any other construct within the model.

Table 4. Cross-Loadings

Item	Booking Intention	Brand Image	Perceived Value	Price Fairness	Service Quality	Trust
X1-1	0.504	0.827	0.202	0.344	0.236	0.247
X1-2	0.500	0.856	0.202	0.227	0.280	0.213
X1-3	0.506	0.856	0.186	0.219	0.289	0.266
X1-4	0.440	0.828	0.088	0.243	0.265	0.257
X1-5	0.443	0.822	0.159	0.250	0.181	0.188
X1-6	0.406	0.832	0.154	0.134	0.230	0.178
X2-1	0.441	0.273	0.195	0.117	0.199	0.837
X2-2	0.437	0.194	0.124	0.188	0.136	0.864
X2-3	0.483	0.207	0.224	0.180	0.153	0.852
X2-4	0.443	0.222	0.169	0.205	0.162	0.850
X2-5	0.461	0.270	0.140	0.216	0.204	0.852
X2-6	0.503	0.222	0.233	0.172	0.231	0.869
X3-1	0.415	0.202	0.142	0.812	0.186	0.184
X3-2	0.423	0.229	0.122	0.808	0.195	0.155
X3-3	0.475	0.248	0.124	0.857	0.181	0.193
X3-4	0.488	0.275	0.175	0.879	0.149	0.175
X4-1	0.506	0.291	0.270	0.200	0.860	0.183
X4-2	0.471	0.250	0.203	0.096	0.858	0.207
X4-3	0.512	0.209	0.131	0.253	0.881	0.146
X4-4	0.543	0.284	0.225	0.178	0.887	0.206
X5-1	0.471	0.180	0.857	0.163	0.254	0.244
X5-2	0.377	0.174	0.798	0.150	0.145	0.155
X5-3	0.418	0.179	0.832	0.147	0.174	0.111
X5-4	0.438	0.137	0.857	0.103	0.212	0.195
Y1	0.889	0.475	0.474	0.480	0.546	0.526
Y2	0.895	0.515	0.480	0.493	0.520	0.440
Y5	0.904	0.518	0.429	0.454	0.525	0.473
Y6	0.904	0.508	0.455	0.505	0.506	0.505

Discriminant validity was also confirmed based on the fornell-larcker criterion, cross-loadings, and heterotrait-monotrait ratio, with all indicators satisfying Hair et al.'s (2022) recommended cut-off values. The fornell-larcker criterion results indicate that each construct is empirically distinct and measures a concept different from the others within the model. As shown in Table 5, all HTMT ratios were below the conservative threshold of 0.85, demonstrating adequate discriminant validity among the latent constructs.

Table 5. Heterotrait–Monotrait Ratio

	Booking Intention	Brand Image	Perceived Value	Price Fairness	Service Quality	Trust
Booking Intention						
Brand Image	0.608					
Perceived Value	0.574	0.224				
Price Fairness	0.603	0.316	0.195			
Service Quality	0.642	0.326	0.267	0.239		
Trust	0.585	0.292	0.234	0.236	0.233	

Path coefficient analysis indicated that all five hypotheses were statistically supported. As presented in Table 6, these results confirm that all variables have a positive and significant influence on consumers' booking intentions at the 'APS' Hotel. According to Hair et al. (2022), this model demonstrates strong explanatory power, as reflected by the coefficient of determination (R^2) value of 0.781, which indicates that 78.1% of the variance in booking intention is explained by brand image, trust, price fairness, service quality, and perceived value. Furthermore, the effect size (f^2) results in Table 5 reveal that brand image, trust, price fairness, and perceived value had medium effects, whereas service quality exhibited a large effect on booking intention.

Table 6. Path Coefficient and Hypothesis Testing Results

Path	f^2	Original Sample (β)	t-stat	p-values	Result
Brand Image → Booking Intention	0.233	0.249	6.900	0.000	supported
Trust → Booking Intention	0.325	0.285	8.760	0.000	supported
Price Fairness → Booking Intention	0.345	0.293	8.672	0.000	supported
Service Quality → Booking Intention	0.406	0.322	8.091	0.000	supported
Perceived Value → Booking Intention	0.312	0.275	8.760	0.000	supported

To further evaluate the model's predictive performance beyond in-sample explanatory measures such as R^2 and Q^2 , the PLS-Predict procedure was conducted. Based on the predictive relevance test results presented in Table 7, all Q^2 values were greater than zero, indicating that the model possesses satisfactory predictive relevance (Hair et al., 2022). The PLS-Predict analysis further revealed that the RMSE and MAE values obtained from the PLS-SEM model were lower than those of the linear model (LM), demonstrating superior predictive performance. These results confirm that the PLS-SEM model effectively predicts booking intention among respondents who have previously made reservations at the 'APS' Hotel.

Table 7. PLS-Predict Results

	Q^2 predict	PLS-SEM		LM	
		RMSE	MAE	RMSE	MAE
Y1	0.641	0.392	0.326	0.419	0.349
Y2	0.612	0.412	0.347	0.430	0.361
Y5	0.586	0.372	0.295	0.396	0.316
Y6	0.627	0.349	0.271	0.364	0.283

The results of this study confirm that all proposed variables have a positive and significant influence on consumers' booking intentions at the 'APS' Hotel. This finding empirically reinforces the theoretical assumptions of TPB, which suggests that individual behavioral intentions are shaped by cognitive and affective evaluations of an object, perceived social influence, and perceived control. In this context, consumers' perception of hotel credibility, fairness, and service experience forms a rational and emotional foundation that leads to their willingness to make a booking decision.

The positive effect of brand image on booking intention indicates that a favorable perception of the hotel strengthens customers' confidence in their choice. A well-established brand serves as a heuristic cue that reduces uncertainty during the decision-making process, particularly in hospitality services where the product is intangible. A strong and consistent brand image communicates reliability, comfort, and quality, allowing customers to anticipate the experience they will receive. The findings suggest that maintaining a reputable and distinctive brand identity enhances customer trust and increases the likelihood of purchase intention.

Trust was also found to have a significant role in shaping booking intention. When customers believe that a hotel will deliver its promised service quality, they are more likely to proceed with reservations. This aligns with the psychological notion that trust functions as a form of perceived risk reduction in transactions involving service uncertainty. The results highlight that consistent service delivery, transparent communication, and positive past experiences are essential for sustaining customer trust, particularly in online booking contexts where direct verification of quality is limited.

The influence of price fairness further supports the notion that customers' behavioral intentions are not solely determined by monetary considerations but by their perception of fairness and value equivalence. When prices are perceived as reasonable and aligned with service quality, customers develop a sense of justice that strengthens their satisfaction and loyalty. The findings suggest that transparent pricing strategies and clear justification for price differences among competitors are crucial in fostering positive consumer responses.

The significant impact of service quality on booking intention reinforces its central role as a determinant of consumer decision-making in hospitality. Superior service performance not only shapes positive experiences but also enhances brand credibility and perceived value. This implies that customers evaluate a hotel's hospitality based on the responsiveness, professionalism, and consistency of care provided by its staff before deciding to make a booking. High service quality generates affective satisfaction, which in turn translates into a behavioral intention, supporting the multidimensional nature of customer loyalty formation.

Lastly, perceived value was shown to contribute significantly to booking intention. Customers tend to evaluate their decisions by comparing the overall benefits they receive with the costs they incur. When they perceive the offered service as valuable and beneficial relative to its price, their intention to book increases. This highlights the importance of delivering both tangible and intangible benefits, such as comfort, convenience, and emotional satisfaction, that justify the price and reinforce the perceived value.

The findings also illustrate how these variables interact synergistically to form a holistic perception of the hotel, influencing behavioral intentions in line with the Theory of Planned Behavior. For the 'APS' Hotel, sustaining customer intention requires continuous reinforcement of brand reputation, fair pricing strategies, trustworthy relationships, and consistent service excellence to ensure value perception and long-term customer commitment.

4. CONCLUSIONS AND SUGGESTIONS

Among these, service quality emerged as the strongest determinant, emphasizing that customers in Jakarta place a high value on consistent service standards and professional hospitality. The results confirm that a favorable perception of brand credibility, fairness in pricing, and high perceived value collectively enhance consumers' willingness to book hotel rooms online. This highlights that cognitive evaluations and experiential satisfaction jointly shape customer behavior in hospitality decision-making.

From a practical standpoint, several managerial implications arise. First, service quality must be sustained through continuous employee training, regular performance evaluations, and strict hygiene and facility standards. Attentive and professional service delivery remains central to maintaining customer satisfaction. Second, maintaining price fairness is crucial to ensure perceived equity among consumers. Competitive pricing adjustments and loyalty-based

promotions can improve perceived fairness without diminishing the hotel's premium positioning.

Third, trust should be strengthened through greater transparency, accuracy of information, and responsiveness on both official and third-party booking platforms. Openly displaying verified customer reviews and promptly addressing feedback can enhance the hotel's credibility and customer confidence. Fourth, enhancing perceived value can be achieved by offering complementary services, such as free parking, efficient check-in and check-out processes, or small gestures of convenience that increase perceived benefits without incurring substantial additional costs.

Ultimately, enhancing brand image through consistent marketing communication, visual appeal, and collaboration with social media influencers can foster positive associations and increase visibility among potential guests. Overall, this study provides a comprehensive understanding of how these key factors interact to influence booking intentions. The managerial insights provide practical strategies that enable hotels to enhance their competitiveness in an increasingly digitalized and experience-driven marketplace.

This study acknowledges several limitations that may guide future research directions. First, the model only incorporated five independent variables, excluding other potentially influential factors such as the usefulness and volume of online reviews or electronic word-of-mouth (e-WOM). Future research is encouraged to integrate these constructs to obtain a more comprehensive explanation of consumer decision-making in digital hospitality contexts.

Second, several booking intention indicators were excluded during model refinement because their reliability values exceeded the 0.95 threshold, which may have reduced the dimensional depth of this construct. Increasing the sample size in future studies, ideally between 300 and 500 respondents, would enhance stability and generalizability of the analysis, consistent with Hair et al. (2022).

Third, the study's geographical and temporal scope was intentionally limited to Jakarta, with data collected in September 2025. While this provided a focused contextual insight, expanding future research to other Indonesian cities or across different time periods would enable comparative analysis and strengthen external validity. Such an extension could reveal whether the dominance of service quality observed here remains consistent or if it aligns more closely with prior studies by Shin and Choi (2021) and Kim et al. (2017), which identified brand image and perceived value as the most influential determinants of service quality.

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