



## PURCHASE INTENTION IN HOTEL MOBILE APPLICATIONS The Role of Perceived Price and Ease of Use

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### ABSTRACT

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As mobile applications become more widely used in the hospitality industry, the way customers look for information, make reservations, and choose hotel services has also changed. However, booking intentions through hotel mobile applications remain relatively low or fluctuate over time, despite providing competitive prices and convenient amenities. This situation highlights the importance of understanding the factors that influence customers' intentions to make purchases when using hotel mobile applications. This study aims to examine how perceived price and perceived ease of use influence the purchase intentions of hotel mobile application users. This study was conducted using an approach structured questionnaires distributed to 100

respondents who were familiar with the THG Apps. The obtained data were through descriptive statistics and multiple linear regression analysis with the assistance of SPSS. The results indicate that perceived price and perceived ease of use both have a positive and significant effect on purchase intention, with perceived price showing a slightly stronger influence. The findings of this study are expected to provide practical insights for hotel management in developing mobile application strategies that can enhance customer engagement and encourage reservations.

**Keywords:** Perceived Price; Perceived Ease of Use; Purchase Intention; Hotel Mobile Application; Digital Hospitality.

### INTRODUCTION

Purchase intention is defined as a consumer's willingness to purchase a particular service or product based on their needs, preferences, attitudes toward the product, and prior evaluations (Mukti & Aprianti, 2021). Purchase intention emerges when consumers receive stimulation from various external factors, which subsequently triggers an intention to buy that is influenced by individual characteristics (Rita & Nabilla, 2022). This concept reflects the probability that a customer will purchase a service or product based on their perceptions of value, quality, and brand reputation (Sikteubun et al., 2022). As a key step in the process of consumer decision making, purchase intention represents an important predictor of actual purchasing behavior (Pratista & Marsasi, 2024). In the hospitality industry,



purchase intention plays a particularly important role because hotel services are intangible and cannot be experienced prior to consumption. As a result, while choosing hotels, especially in popular tourist locations like Bali, buyers mainly rely on web information to build perceptions.

In recent years, the rapid growth of Online Travel Agents (OTAs) has intensified competition in the hotel reservation market. Although OTAs provide broad market exposure, hotels are required to pay substantial commission fees, which may reduce profitability. Rapid technological advancements are driving changes in most hotels as they adapt to the fast-paced nature of their operations (Selina & Sihombing, 2023). The Trans Resort Bali has created their own mobile applications as direct booking channels in order to overcome this difficulty. By removing intermediary commissions and retaining more control over customer connections, hotel-owned applications enable hotels to provide more competitive prices.

The Trans Hotel Group (THG) has introduced the THG Apps as a digital reservation platform to support direct bookings. However, the application's booking performance has fluctuated and occasionally declined. To illustrate this condition, booking data from the THG Apps for 2024–2025 are presented in Tables 1 and 2.

Table 1. Yearly Comparison Booking Performance of THG Apps 2024-2025

Year	Room Night Sold
2024	1,148
2025	565
Total Change	-583

Source: Reservation, The Trans Resort Bali, 2026

Table 1 demonstrates a notable loss of 583 room nights, or 50.78%, as compared to the prior year. Table 2 will provide a more thorough monthly study of room nights sold in 2025 to better investigate this drop.

Table 2. Monthly Analysis Booking Performance of THG Apps 2025

Month	Room Nights Sold	Percentage Change
December, 2024	136	
January	81	-40.44%
February	34	-58.02%
March	51	+50.00%
April	100	+96.08%
May	41	-59.00%
June	68	+65.85%
July	76	+11.76%
August	49	-35.53%
September	15	-69.39%
October	15	0.00%
November	7	-53.33%
December	28	+300.00%
Total Change		-65.43%

Source: Reservation, The Trans Resort Bali, 2026

Table 2 shows that during 2025, there were significant fluctuations in the quantity of room nights sold using the THG application. After a precipitous drop from 136 room nights in December 2024 to 81 in January and then 34 in February, sales surged dramatically in April (100) and recovered in March (51). But the following months were unstable once more, with significant declines in May (41), August (49), September (15), and November (7). The overall performance shows

instability, as shown by the total change of -65.43%, even if there were brief rebounds in June and July. This erratic pattern highlights the importance of looking at perceived pricing and ease of use in determining purchase intention since it implies that underlying factors influencing users' purchase decisions may have an impact on application booking performance.

One factor influencing purchase intention is perceived price, which refers to consumers' interpretation and evaluation of price information and its perceived fairness and competitiveness (Harsono & Hadi, 2024). When prices are perceived as reasonable and valuable, consumers are more likely to proceed with booking decisions (Tirta et al., 2024). In practice, hotels often attempt to influence customers' price perceptions by offering more competitive rates through their direct booking channels. A comparison of room rates offered through OTA (Traveloka), the hotel's official website, and the THG mobile application is presented in Table 3.

Table 3. Room Rate Comparison Across Booking Channels

Room Type	Booking Channels		
	OTA (Traveloka)	Website Hotel	THG APPS
Premier Room	2,392,000	2,205,000	2,100,000
Ultimate Premier Room	2,790,000	2,573,000	2,450,000
Club Premier Room	3,185,000	2,940,000	2,800,000
Celebrity Suite Room	5,432,000	5,145,000	4,900,000
One Bedroom Villa	5,432,000	5,145,000	4,900,000

Source: Compiled by the Author from Traveloka, Hotel Website, and THG Apps, 2026

Table 3 shows that, for all accommodation categories, the THG application's room rates are consistently less than those found on OTA platforms and the hotel's official website. The hotel deliberately presents its mobile application as a more economical booking method, as seen by the similar pattern seen for other accommodation types. Such a pricing strategy may enhance consumers' perceived price. When users perceive that the application offers more competitive prices compared to alternative platforms, their intention to complete bookings through the application is likely to increase. These condition suggest that purchase intention is influenced not only by actual price differences but also by how those prices are perceived by consumers.

Perceived ease of use, or the idea that utilizing a specific technology involves little effort, is another significant factor influencing purchase intention (Nursiah, 2017). When an information system is perceived as easy to use, users are more receptive and utilize it (Kumala et al., 2020). Higher levels of perceived ease of use have been shown to increase users' intention to use technology-based systems, including hotel reservation applications (Simanjuntak & Yoestini, 2021). However, a number of problems that impact the hotel mobile application's usability were found based on interviews with hotel reservation staff. For example, the system does not allow users to input children's age during the booking process. In addition, new users can only register using a phone number, as email registration is not yet available, which may create difficulties for foreign guests. Additionally, there are persistent technical problems like payment processing, unstable connections, and data synchronization concerns. These restrictions might make the program seem less user-friendly to users, which would make them less likely to complete reservations using it. User reviews of the Trans Hotel Group application, which point

up technical difficulties during the reservation process, delayed customer service replies, and worries that the application might not have fully satisfied guests' demands, further support these findings.

Despite the increasing use of hotel mobile applications as digital booking platforms, past research has found inconsistency in the roles of pricing perception and application usability in determining users' purchase intentions. Therefore, based on the above research gaps, there are still unresolved questions concerning how perceived price and perceived ease of use influence purchase intention in the context of hotel mobile applications. The findings are expected to provide empirical evidence to assist hotel management in evaluating pricing strategies and improving mobile application performance.

## LITERATURE REVIEW

### Perceived Price

Perceived price refers to consumers' understanding and evaluation of the value associated with a product's price, including its relevance and usefulness when using the product (Sikteubun et al., 2022). Price perception is an important factor for consumers, as it allows them to compare products or services they wish to purchase based on their desired price (Adela & Prawoto, 2024). In this context, perceived price can be described as a consumer's subjective assessment, often involving emotional considerations, regarding whether the price offered by a company is acceptable when compared to competing products or services. Perceived price may vary across individuals depending on their experiences, expectations, and market comparisons (Lien et al., 2015). This perception greatly affects how consumers make their purchasing decisions (Pratama, 2024).

Previous studies have investigated the impact of perceived price on consumers' purchase intentions. Sikteubun et al., (2022) found that perceived price has a positive and significant effect, highlighting that consumers' evaluation of price is crucial, especially when it is perceived as reasonable and aligned with the value received. In contrast, Suhud et al., (2022) reported that perceived price does not always have a significant effect on purchase intention, suggesting that its impact may vary depending on the product context. Similarly, Sari & Mitafitrotin, (2020) confirmed that perceived price significantly influences purchase intention, with their model explaining 68.2% of the variance, reinforcing the importance of price perception in consumer purchasing decisions.

According to Tirta et al., (2024), perceived price in this study consists of four dimensions. Affordability refers to the extent to which the offered price is within consumers' purchasing power and considered financially accessible. Price matches product quality reflects the degree to which the price is perceived as proportional to the quality of the product provided. Competitive pricing indicates whether the offered price is perceived as competitive compared to similar products in the market. Finally, price reflects service quality refers to the extent to which the price is considered comparable to the benefits and service quality experienced by consumers.

## Perceived Ease of Use

The Technology Acceptance Model (TAM), developed by Davis (1989), explains that users' acceptance of technology is primarily influenced by perceived ease of use and perceived usefulness. Perceived ease of use refers to the extent to which a system is considered easy to understand and operate, which can enhance user experience and encourage continued usage. In the context of digital service platforms, including hotel mobile applications, perceived ease of use plays a crucial role in influencing users' behavioral intentions, including their intention to make purchases through the platform.

Perceived ease of use describes the degree to which a person believes that a particular technology can be used easily and requires minimal effort (Nursiah, 2017). When a system is considered easy to use, users tend to be more willing to adopt and continue using it. A system that is easy to use can minimize the time required, mental effort, and complexity involved in learning and utilizing a system, thereby encouraging technology acceptance. In digital contexts, perceived ease of use reflects the degree to which consumers experience convenience when using internet-based platforms to achieve their goals.

A higher perception of ease increases the likelihood of technology utilization, whereas perceived complexity may reduce users' intention to use the system (Simanjuntak & Yoestini, 2021). Therefore, perceived ease of use as an importance factor in shaping user acceptance of hotel mobile applications. Several studies have examined its influence on purchase intention, with mixed findings. Wijayanti et al., (2023) found that perceived ease of use has a positive and significant effect, suggesting that users are more likely to engage with a service when it is easy to operate. In contrast, Pratista & Marsasi, (2024) reported that ease of use does not always directly influence purchase intention, indicating that other factors may mediate or moderate its effect in different contexts.

Based on Annisa et al., (2023) perceived ease of use in this study consists of four dimensions. Easy to learn refers to the extent to which the technology can be learned easily without requiring extensive time or guidance. Easy to understand relates to the clarity and simplicity of the system, allowing users to comprehend how it works without confusion. Effortless describes the degree to which the technology can be operated in a simple and efficient manner, requiring minimal effort from users. Finally, easy to use reflects the overall ease in operating the technology, enabling users to utilize its features smoothly and comfortably.

## Purchase Intention

Purchase intention reflects a consumer's intentions to buy a service or product after considering their needs, preferences, attitudes, and overall perception of the product (Sari & Mitafitrotin, 2020). It represents the likelihood that consumers will use a specific service or purchase a product in the future (Rinofah & Fahrurrozi, 2022). It represents a consumer's intention to buy a product or service in the future and is widely recognized as a strong predictor of actual purchase decisions, particularly in the hospitality and tourism industries. The stronger the intention to purchase, the higher the probability that consumers will complete the transaction (Pratama, 2024). Therefore, purchase intention serves as a key factor in explaining consumer purchasing decision behavior.



## METHOD

This study used a quantitative associative research design to analyze the influence of perceived price and perceived ease of use on purchase intention among users of the Trans Hotel Group (THG) mobile application. The research was conducted at The Trans Resort Bali as the contextual setting of the study, focusing on users of the THG mobile application. Data collection was carried out from January to March 2026.

The study utilized a non-probability sampling method with a purposive sampling technique. Respondents were selected based on predetermined criteria: they were required to be at least 21 years old, have previously seen or used the THG mobile application, have accessed information related to hotel products, room details, pricing, or application features, and demonstrate interest in making hotel reservations through the platform. To determine the number of respondents, this study applied the Slovin formula using a population of approximately 50,000 users and with a 10% margin of error, resulting in a minimum of 100 respondents required for this study.

The primary data were gathered using a structured online questionnaire distributed through Google Forms, employing a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The questionnaire items used in this study were adapted from previously validated instruments to ensure content validity and construct reliability. The statements measuring perceived price were adopted and modified from prior studies Tirta et al., (2024) and Prastio & Rodhiah, (2021). The items for perceived ease of use were adapted from established scales developed in studies Davis (1989) and Kumala et al., (2020). Meanwhile, the measurement of purchase intention was adopted from the instrument developed in studies Septiani et al., (2024). All items were adjusted to suit the research context while maintaining the original conceptual meaning.

Prior to hypothesis testing, instrument testing was conducted to ensure data quality. Validity testing was conducted using Pearson Product-Moment correlation to assess whether each item in the questionnaire was significantly correlated with its respective variable. Reliability testing was conducted using Cronbach's Alpha, with a coefficient value above 0.70 indicating acceptable internal consistency. Secondary data were collected from relevant sources, including booking data from the Reservation The Trans Resort Bali and room price comparisons across Online Travel Agents, the hotel's official website, and the THG application.

The collected data were analyzed using SPSS software and Microsoft Excel. Descriptive statistics were first used to present respondent characteristics and response distributions through frequency and percentage analysis. To determine the effect of the independent variables on the dependent variable, this study employed multiple linear regression analysis. Before the regression analysis was conducted, classical assumption tests were first performed, including the normality test using the One Sample Kolmogorov-Smirnov method, the multicollinearity test based on tolerance and VIF values, and the heteroskedasticity test using the Glejser method, to ensure the model met statistical assumptions. To test the hypotheses, the t-test was used to evaluate the partial effect of each independent variable, while the F-test was applied to assess their simultaneous influence at a 5% significance level. Additionally, The coefficient of determination ( $R^2$ ) was used to measure the

proportion of variance in purchase intention explained by perceived price and perceived ease of use.

## RESULTS AND DISCUSSION

### Respondent Characteristics

The sample in this study consisted of 100 respondents who had previously seen or used the THG Apps application. The respondents were selected based on their familiarity with the application to ensure that they were able to provide relevant perceptions related to price, ease of use, and purchase intention.

Table 4. Characteristics of Respondents

Characteristics	Category	Frequency
Generation	Gen Z	59
	Millennials	36
	Gen X	5
Gender	Female	70
	Male	30
Occupation	Student	56
	Entrepreneur	19
	Private Sector / Government	25
	Employee	

Source: Processed Data, 2026

Table 4 presents the respondents' demographic characteristics in this study. Based on generational categories, the majority of respondents belong to Generation Z (59%), representing more than half of the total participants. The second largest group consists of millennials (36%) respondents, while Generation X (5%) represents a relatively small portion of the sample. In terms of gender distribution, the respondents are predominantly female (70%), while male (30%) respondents represent a smaller proportion. Regarding occupation, students represent the largest group of respondents in this study (56%), with private or government employees (25), while entrepreneurs (19%) represent the smallest portion of the respondents.

### Initial Analysis of Data

Prior to hypothesis testing using the coefficient of determination ( $R^2$ ), t-test, and F-test, the measurement instrument was first evaluated through validity and reliability tests to ensure that the questionnaire items were appropriate for measuring the research variables. Additionally, classical assumption tests were conducted to ensure that the data fulfilled the assumptions required for regression analysis. These tests included normality, multicollinearity, and heteroscedasticity tests.

Table 5. Validity and Reliability Test

Variable	Statement	Correlation	Cronbach Alpha	Remark
Perceived Price (X1)	I can access the prices of all products on the Trans Hotel Group (THG) Apps.	0.396	0.738	Valid
	I feel that the product prices on Trans Hotel Group (THG) Apps reflect the quality of the products sold.	0.451		Valid
	I feel that the prices on Trans Hotel Group (THG) Apps offer better value for money than other hotel booking apps.	0.602		Valid
	I feel that the prices displayed on the Trans Hotel Group (THG) Apps reflect the quality of the services sold.	0.482		Valid
Perceived Ease of Use (X2)	I can easily learn how to operate the Trans Hotel Group (THG) Apps.	0.411		Valid
	My interaction with Trans Hotel Group (THG) Apps be clear and understandable.	0.356		Valid
	I feel the steps in Trans Hotel Group (THG) Apps easy to understand.	0.445		Valid
	I would find Trans Hotel Group (THG) Apps ease to use.	0.494		Valid
Purchase Intention (Y)	I am interested in the products available on Trans Hotel Group (THG) Apps.	0.232		Valid
	I will buy a products from Trans Hotel Group (THG) Apps in the near future.	0.671		Valid
	I give information about Trans Hotel Group (THG) Apps to other people.	0.471		Valid
	I recommend Trans Hotel Group (THG) Apps to others.	0.571		Valid
	I feel the products from Trans Hotel Group (THG) Apps are the best in their class.	0.450		Valid
	I chose the products available on Trans Hotel Group (THG) Apps because of the many promotions offered.	0.518		Valid
	I searched for information about Trans Hotel Group (THG) Apps on the internet.	0.347		Valid

Source: Statistical Data Processing Results, 2026

Based on table 5 all statement items were tested for validity and reliability. The validity test showed that each item had a correlation above 0.196, indicating they were valid measures. Reliability testing using Cronbach's Alpha resulted in 0.738, confirming that the questionnaire was consistent and reliable for capturing respondents' perceptions of perceived price, perceived ease of use, and purchase intention. The data are normally distributed as indicated by a Kolmogorov-Smirnov significance of 0.076 and a P-P Plot following the diagonal line. The multicollinearity test also indicates no presence of multicollinearity between the independent variables, as the tolerance values are above the acceptable limit and the Variance Inflation Factor (VIF) values are below the critical threshold. Furthermore, the heteroscedasticity test results from the scatterplot show randomly distributed data points without a specific pattern, indicating the absence of heteroscedasticity. These results confirm that the regression model meets the classical assumption requirements and is suitable for further analysis.

## Multiple Linear Regression Analysis and Hypothesis Testing

This study employed multiple linear regression analysis to investigate the impact of perceived price and perceived ease of use on users' purchase intention in the THG Apps. This analysis aims to determine the extent to which the independent variables influence the dependent variable both simultaneously and partially. The results of the regression analysis include the model summary, the F-test to evaluate the overall significance of the model, and the t-test to assess the significance of each independent variable.

Table 6. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.583	0.340	0.326	1.307

a. Predictor: (Constant), Perceived Ease of Use, Perceived Price  
Source: Statistical Data Processing Results, 2026

Based on Table 6, the coefficient of determination ( $R^2$ ) is 0.340, indicating that 34% of the variation in Purchase Intention can be explained by Perceived Price (X1) and Perceived Ease of Use (X2). The Adjusted  $R^2$  of 0.326 suggests that after adjusting for the number of predictors, the model explains 32.6% of the variation in Purchase Intention. The remaining 66% is influenced by other factors not included in this study, such as trust, service quality, or promotional strategies. This result suggests that the regression model is capable of capturing a substantial portion of the factors affecting purchase intention, although other variables outside the scope of this research may also contribute.

Table 7. F-Test

Model	Sum of Square	df	Mean Square	F	Sig
Regression	85.225	2	42.613	24.936	0.000
Residual	165.765	97	1.709		
Total	250.990	99			

a. Dependent Variable: Purchase Intention  
b. Predictors: (Constant), Perceived Ease of Use, Perceived Price  
Source: Statistical Data Processing Results, 2026

Based on Table 7, the F-test results, the significance value is 0.000, which is less than the threshold of 0.05. This indicates that Perceived Price and Perceived Ease of Use simultaneously have a significant effect on Purchase Intention. In other words, the combined influence of the two independent variables is strong enough to explain a meaningful portion of the variation in purchase intention, confirming that the regression model is fit and appropriate for this analysis. Therefore, H3 is accepted.

Table 8. T-Test

Variable	B	t	Sig.	Conclusion
Perceived Price	0.626	5.602	0.000	Significant
Perceived Ease of Use	0.372	3.393	0.001	Significant

a. Dependent Variable: Purchase Intention  
Source: Statistical Data Processing Results, 2026

Based on Table 8, the t-test results show that Perceived Price has a t-value of 5.602 with a significance of 0.000, and Perceived Ease of Use has a t-value of 3.393 with a significance of 0.001, both below the 0.05 threshold. This indicates that both Perceived Price and Perceived Ease of Use positively and significantly affect

Purchase Intention. In practical terms, as consumers perceive the price of the THG Apps as fair and reasonable, and as the app becomes easier to use, their intention to purchase increases. Therefore, H1 and H2 are accepted.

To test the research hypotheses, the t-test was used to assess the partial effect of each independent variable on Purchase Intention (H1 and H2), while the F-test was used to assess the simultaneous effect of both independent variables (H3). The results are summarized in Table 9.

Table 9. Hypothesis Testing Results

Hypothesis	Relationship	Statistic	Sig.	Decision	Conclusion
H1	$X1 \rightarrow Y$	$t = 5.602$	0.000	Accepted	Positive and Significant
H2	$X2 \rightarrow Y$	$t = 3.393$	0.001	Accepted	Positive and Significant
H3	$X1 + X2 \rightarrow Y$	$F = 24.936$	0.000	Accepted	Positive and Significant

Source: Statistical Data Processing Results, 2026

Based on Table 9, the hypothesis testing table summarizes that all three hypotheses are accepted. H1 and H2 confirm that each independent variable individually has a positive and significant effect on Purchase Intention (Y), therefore, H01 and H02 are rejected. Meanwhile, H3 confirms that the two independent variables, when considered together, also have a positive and significant simultaneous effect, therefore, H03 was rejected. Among the variables, Perceived Price (X1) has a slightly stronger influence than Perceived Ease of Use (X2), as indicated by the higher B and t values. These findings provide clear evidence that both the perceived price and the ease of using the app are important determinants of consumer purchase intention.

### The Effect of Perceived Price (X1) on Purchase Intention (Y)

The results of this study indicate that perceived price (X1) has a positive and significant effect on purchase intention (Y) in the THG Apps. This finding suggests that when users perceive that the prices offered through the application are reasonable and aligned with the value of the services provided, their intention to purchase products or services through the platform increases. More importantly, this finding underscores the critical role of price evaluation in a digital hospitality context, where consumers are exposed to multiple pricing options and can easily compare prices across platforms. In such an environment, perceived price emerges as a key determinant of consumer decision-making, as users tend to rely on perceptions of price fairness when making booking decisions through mobile applications.

This finding is consistent with the concept of perceived price proposed by Siktebun et al., (2022) and Prastio & Rodhiah, (2021), who explain that perceived price reflects consumers' evaluation of whether the price of a product is appropriate compared to the value received. When consumers perceive that the price offered by

a service provider is fair and competitive, they are more likely to develop stronger purchasing intentions. In addition, this study extends prior research by demonstrating that in digital-based hospitality services, perceived price functions not only as a monetary consideration but also as a signal of service quality and platform trustworthiness.

The results of this study also support the findings of Sari & Mitafitrotin, (2020), which revealed that perceived price has a positive and significant effect on purchase intention. These studies emphasize that consumers' evaluation of price plays an important role in influencing their willingness to purchase products or services. In the context of the THG Apps, users who perceive that the application offers affordable and competitive pricing, as well as prices that reflect product and service quality are more likely to develop stronger purchase intentions to book hotel services through the application. This reinforces the notion that consumers' price perceptions remain a fundamental determinant of purchase intention, particularly in online environments where price transparency and comparability are highly accessible.

However, the findings of this study differ from the results reported by Suhud et al., (2022), who found that perceived price does not always have a significant effect on purchase intention. This difference may occur because the influence of price perception varies depending on the type of product, service context, and consumer characteristics. In the context of hotel mobile applications such as THG Apps, users tend to place greater emphasis on price due to ease of comparison, promotional exposure, and dynamic pricing, leading perceived price to emerge as a dominant determinant of purchase intention. From a theoretical perspective, this study contributes to the existing literature by reinforcing the role of perceived price in shaping purchase intention in digital hospitality platforms and suggests that price perceptions in online service environments function not only as economic evaluations but also as signals of perceived value and platform credibility, thereby extending consumer behavior theories in digital service contexts.

### **The Effect of Perceived Ease of Use (X2) on Purchase Intention (Y)**

The results of this study show that perceived ease of use (X2) has a positive and significant effect on purchase intention (Y) in the THG Apps. This indicates that the easier the application is to use, the higher the users' intention to make purchases through the platform. This finding highlights that in a digital hospitality environment, system simplicity and user-friendly interfaces play a crucial role in reducing users' cognitive effort during the booking process. When users can easily navigate features such as searching for hotels, comparing options, and completing transactions, they are more likely to proceed with purchase decisions without hesitation.

This finding supports the concept proposed by Nursiah, (2017), who states that perceived ease of use refers to the degree to which an individual believes that using a particular technology requires minimal effort. When users perceive that a system is easy to operate, they are more likely to adopt and continue using the technology. In the context of hotel mobile applications, ease of use not only enhances user experience but also minimizes friction in the customer journey, thereby

encouraging users to complete transactions more efficiently and increasing the likelihood of actual booking behavior.

This concept is also consistent with the technology acceptance model developed by Davis (1989), which explains that perceived ease of use plays an important role in influencing users' acceptance and continued use of technology. When a system is perceived as simple and easy to operate, users tend to have a more positive attitude toward the platform and are more likely to perform transactions. Furthermore, this study extends the application of the Technology Acceptance Model (TAM) by confirming that perceived ease of use remains a relevant predictor of purchase intention within mobile-based hospitality services. The results of this study are also consistent with the findings of Wijayanti et al., (2023), who found that perceived ease of use has a positive and significant effect on purchase intention. Their study suggests that users tend to engage more with digital services when the system is simple to operate and easy to understand. This reinforces the argument that usability is a key competitive factor in digital platforms, particularly in industries where consumers directly interact with applications to complete transactions.

However, this finding differs from the study conducted by Pratista & Marsasi, (2024), which reported that perceived ease of use does not always directly influence purchase intention. This inconsistency may be explained by contextual differences, as in certain contexts consumers may prioritize factors such as trust, perceived usefulness, or service quality over ease of use. However, within the THG Apps context, ease of use appears to play a more prominent role due to the need for fast and seamless booking experiences in mobile environments, encouraging users to utilize the application for purchasing hotel services. From a theoretical perspective, this study reinforces the significance of perceived ease of use in influencing purchase intention in digital hospitality platforms and suggests that ease of use functions not only as a determinant of technology adoption but also as a critical factor in shaping consumer behavior in online service transactions, thereby extending the applicability of existing technology acceptance theories.

### **The Simultaneous Effect of Perceived Price (X1) and Perceived Ease of Use (X2) on Purchase Intention (Y)**

The results of the F-test show that perceived price and perceived ease of use simultaneously have a significant effect on purchase intention in the THG Apps. This indicates that both variables collectively influence users' intention to purchase products or services through the application. This finding suggests that consumer decision-making in digital hospitality platforms is not driven by a single factor, but rather by the interaction of economic considerations and system usability. The coefficient of determination ( $R^2$ ) value of 0.340 indicates that perceived price and perceived ease of use explain 34% of the variation in purchase intention, while the remaining 66% is influenced by other factors not examined in this study. This relatively moderate explanatory power indicates that while perceived price and perceived ease of use are important predictors, consumer behavior in digital hospitality platforms is multidimensional and influenced by a broader set of psychological and situational factors.

Purchase intention is influenced not only by perceived price and perceived ease of use, but also by other factors such as perceived usefulness, trust, brand image,

service quality, and promotional strategies. This result is consistent with consumer behavior theory, which emphasizes that purchase intention is shaped by a combination of cognitive evaluations and emotional responses toward a service. Consumers often develop expectations about the quality of a service by reading online reviews from previous users. In addition, promotional strategies such as discounts, special offers, or limited-time deals can attract consumers' attention and increase the perceived value of a service. In the context of digital hospitality, these factors become even more important as consumers can easily compare multiple hotel applications and alternatives in real time.

These findings suggest that both price perception and ease of use play an important role in shaping consumers' behavioral intentions in digital service platforms. From a theoretical perspective, this finding supports the Technology Acceptance Model (TAM), which highlights the importance of ease of use in influencing user acceptance of technology, while also extending it by emphasizing the critical role of perceived price in the hospitality context. In the context of hotel mobile applications, users tend to develop stronger purchase intentions when they perceive that the application offers reasonable prices and is easy to operate. This is particularly relevant to the initial phenomenon of increasing competition among hotel booking platforms, where users are more selective and value-oriented in choosing services. Therefore, improving both pricing strategies and application usability can become an effective approach to increase consumer purchase intention toward the THG Apps. Furthermore, this implies that hotel companies should not only focus on technological performance but also ensure that their pricing strategies remain competitive and aligned with customer expectations in the digital marketplace.

## CONCLUSIONS

This study examined the effect of Perceived Price (X1) and Perceived Ease of Use (X2) on Purchase Intention (Y) in the THG Apps. The results indicate that both Perceived Price and Perceived Ease of Use have a positive and significant effect on Purchase Intention. Individually, Perceived Price has a slightly stronger influence than Perceived Ease of Use. Simultaneously, the two variables collectively explain 34% of the variation in Purchase Intention, while the remaining 66% may be influenced by other factors not examined in this study, such as perceived usefulness, trust, brand image, service quality, and promotional strategies.

These findings indicate that purchase intention in digital hospitality platforms is influenced by both pricing considerations and system usability, highlighting the importance of delivering value and a seamless user experience. Based on these findings, THG Apps management can enhance users' purchase intention by optimizing both pricing strategies and application usability. From a theoretical perspective, this study reinforces the role of perceived price and perceived ease of use in shaping purchase intention and supports the applicability of consumer behavior theory and the Technology Acceptance Model (TAM) in digital hospitality contexts. However, this study has some limitations. The sample size was limited to 100 respondents, only users already familiar with the THG Apps were included, and other potential factors influencing purchase intention were not examined. Future

research is recommended to include additional variables and broader samples to provide a more comprehensive understanding of consumer behavior in digital service platforms.

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