

Selling Comfort Amid Construction: The Role of Price in Shaping Consumer Purchase Intention at a Luxury Hotel

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ABSTRACT

This study aims to analyze the effect of price on consumer purchase intention for guestrooms located in an area affected by a construction project at TAK Hotel. A quantitative approach was employed involving 100 respondents selected using purposive sampling. Data were collected through a five-point Likert-scale questionnaire and analyzed using descriptive statistics and simple linear regression with SPSS version 27.0. The results indicate that consumers' perceptions of price obtained a mean score of 3.98, categorized as good, while consumer purchase intention obtained a mean score of 4.03, also categorized as good. The price competitiveness dimension recorded the highest mean score of 4.36, while the explorative intention dimension obtained the highest score for purchase intention at 4.21. The regression analysis resulted in a coefficient of 0.769, with a t-value of 11.012 > t-table value of 1.985 and a significance level of 0.000 < 0.05. The R² value of 0.553 indicates that price explains 55.3% of the variation in consumer purchase intention, while the remaining 44.7% lies outside the research model. These findings indicate that a more positive perception of price is associated with higher consumer purchase intention toward guestrooms affected by the construction project. Although the adjusted rate of IDR 3,500,000 per night was perceived as competitive, price conformity with the benefits experienced during the stay received a relatively lower evaluation. Therefore, pricing strategies should be supported by improvements in the benefits and value perceived by consumers.

Keywords: *Consumer, Intention, Price, Purchase, Construction*

1. INTRODUCTION

In the hospitality industry, understanding consumer purchase intention is essential because purchase intention reflects consumers' internal tendency or motivation to select and use a particular product or service after evaluating the available information [20]. Purchase intention differs from purchase decision and actual purchasing behavior. Purchase intention represents the psychological stage preceding a transaction and can therefore be influenced by various factors, including price, service quality, perceived value, hotel image, and the physical environment. The rapid development of the tourism industry in Bali has created increasingly intense competition among hotels, particularly in the luxury segment. One of the hotels facing this situation is TAK Hotel. As a hotel serving a premium market segment, consumers have high expectations regarding service quality, comfort, tranquility, and the overall accommodation experience. However, the presence of a construction project within the hotel area may potentially cause environmental disturbances, such as noise, dust, restricted access, and changes in views from several guestrooms. Such conditions may influence consumers' perceptions of the benefits and value of the rooms offered.

Market dynamics can be indicated by the hotel's occupancy rate. This data represents actual purchasing behavior and is used as a proxy to identify market phenomena rather than as a direct measure of purchase intention. A decline in occupancy was recorded in March 2025, reaching 54.10%, while occupancy in November tended to remain below 70%. These fluctuations cannot be directly attributed to the construction project because hotel occupancy may also be affected by seasonality, pricing, economic conditions, and other external factors. Nevertheless, these conditions indicate a relevant market phenomenon to be investigated, particularly when the hotel is experiencing potential comfort disturbances resulting from construction activities. According to

Lovelock and Wirtz [11], the physical environment or servicescape is an important element that can influence consumers' perceptions and experiences when using services. In luxury hotels, disturbances to tranquility and comfort may affect consumers' perceived value. When the benefits received are considered disproportionate to the price paid, consumers may perceive the price as less appropriate in relation to the actual conditions of the product. Schiffman and Wisenblit [17] further explain that consumers evaluate product attributes based on the benefits provided in relation to their needs and expectations.

In response to these conditions, TAK Hotel implemented a special pricing adjustment through a flat rate of IDR 3,500,000 per night for guestrooms affected by the construction project. This policy can be viewed as an effort to align consumers' financial sacrifice with the conditions of the guestrooms being offered. Price is one of the most flexible elements of the marketing mix and can influence consumers' perceptions and purchase intentions [2], [19]. Several previous studies have demonstrated that price has a positive and significant effect on consumers' purchase intention in the accommodation sector [9], [16], [25]. However, Asty et al. [3] found that price did not have a significant effect on tourists' intention to stay. These inconsistent findings indicate that the relationship between price and purchase intention remains relevant for further investigation in different consumer and operational contexts. This study addresses a contextual research gap by examining the effect of price on consumers' purchase intention for guestrooms located in areas affected by a construction project at a luxury hotel. This context differs from previous studies that generally examined the relationship between price and purchase intention under relatively normal hotel operating conditions. Therefore, this study aims to analyze the effect of price on consumers' purchase intention for guestrooms in the construction-affected area of TAK Hotel. Based on the above discussion, the research question is: "How does price affect consumers' purchase intention for guestrooms in the construction-affected area of TAK Hotel?"

2. LITERATURE REVIEW

Most empirical studies indicate that price influences consumers' purchase intention, both in the hospitality sector and other service industries. This influence is generally associated with price affordability, price competitiveness, and the congruence between price and the benefits received by consumers. These aspects contribute to the formation of perceived value and price fairness, which subsequently influence consumers' willingness to purchase. However, several studies have reported different findings, indicating that price does not significantly influence purchase intention because consumers may place greater consideration on other factors, such as facility quality and product benefits. These inconsistent findings indicate that the relationship between price and purchase intention remains relevant for further investigation in different contexts. This study addresses a contextual research gap by examining the effect of price on consumers' purchase intention for guestrooms located in an area affected by a construction project at a luxury hotel. Under such circumstances, consumers consider not only the price and benefits of the room but also the surrounding environment, comfort, and potential disturbances during the construction period. Therefore, this study examines how the adjusted room rate of IDR 3,500,000 per night for guestrooms affected by the construction project at TAK Hotel is associated with consumers' purchase intention.

2.1 *Puechace Intention*

Purchase intention refers to the psychological stage in which consumers develop a tendency and intention to select a particular product or service before making an actual purchase. Setiawan et al. [20] explain that purchase intention reflects consumers' internal plans and subjective considerations regarding available alternatives, while Nazirah and Utami [14] describe it as a cognitive and affective response that emerges after consumers receive stimuli from a product or service. In this study, purchase intention is defined as consumers' tendency to select and make a reservation for guestrooms at TAK Hotel affected by the construction project after considering the adjusted room rate offered. According to Ferdinand [6], purchase intention consists of four dimensions: transactional intention, referring to the tendency to make a purchase; referential intention, referring to the tendency to recommend the product to others; preferential intention, referring to the tendency to consider the product as a primary choice; and explorative intention, referring to the tendency to seek further information about the product. According to Kotler and Armstrong (2018), purchase intention can be influenced by the elements of the marketing mix, namely product, price, place, and promotion. This study specifically focuses on price because it represents the main policy implemented by TAK Hotel for guestrooms affected by the construction project.

2.2 *Price*

Price refers to the monetary value that consumers must pay to obtain the benefits of a product or service [10], [13]. In this study, price refers to the adjusted flat rate of IDR 3,500,000 per night applied to guestrooms affected by the construction project. The price adjustment can be viewed as an effort to balance consumers' financial sacrifice with the benefits and room conditions they receive. Semaun and Darwis [19] explain that price can be analyzed through cost, competition, and value, while Maucuer et al. [12] emphasize the importance of price congruence with the value received by consumers. In this study, price is measured through four dimensions adapted from Kotler and Armstrong [10], namely price affordability, price conformity with product quality, price conformity with benefits, and price competitiveness. These four dimensions are used to assess consumers' perceptions of the room rates applied to guestrooms affected by the construction project. Price-setting is also influenced by economic conditions, supply and demand, demand elasticity, the level of competition, and costs [4]. Therefore, price is not merely the monetary value of a product but also reflects consumers' considerations regarding fairness, benefits, quality, and competitiveness. In the context of guestrooms affected by the construction project at TAK Hotel, consumers' perceptions of whether the adjusted rate is appropriate given the room conditions provide an important basis for analyzing its relationship with purchase intention.

3. METHODS

This study employed a quantitative approach to examine the effect of Price (X) on Consumer Purchase Intention (Y) for guestrooms located in an area affected by a construction project at TAK Hotel. Price refers to the special flat rate of IDR 3,500,000 per night applied to guestrooms affected by the construction project as a pricing adjustment in response to environmental conditions during the construction period. The Price variable was measured using four dimensions adapted from Kotler and Armstrong [1]: price affordability, price conformity with quality, price conformity with

benefits, and price competitiveness. Meanwhile, Consumer Purchase Intention was measured using four dimensions proposed by Ferdinand (2014): transactional intention, referential intention, preferential intention, and explorative intention.

The study population consisted of consumers and potential consumers who were aware of TAK Hotel, understood the special rate of IDR 3,500,000 per night for guestrooms affected by the construction project, and had considered or intended to make a reservation. The population was categorized as an unknown population because the exact number of consumers and potential consumers meeting these characteristics could not be identified and could change throughout the construction period. The sample was selected using non-probability sampling with purposive sampling, based on the following criteria: (1) domestic or international tourists aged at least 21 years who had their own income; (2) individuals with a preference, profile, or experience of staying at five-star (luxury) hotels; (3) guests currently staying in, previously staying in, or potential consumers actively planning to book guestrooms at TAK Hotel; and (4) respondents who were aware of the special rate of IDR 3,500,000 per night for guestrooms affected by the construction project.

Because the population size was unknown, the sample size was determined using the Cochran formula, with a 95% confidence level ($Z = 1.96$), estimated population proportion (p) = 0.5, $q = 0.5$, and a 10% margin of error ($d = 0.1$). The calculation resulted in a minimum sample requirement of 96.04 respondents, which was rounded to 100 respondents to facilitate data collection and anticipate incomplete responses. The respondents consisted of both consumers and potential consumers. For respondents with previous hotel-stay experience, purchase intention was measured in terms of their tendency to make a repeat reservation or select the affected-room offer at the adjusted rate. The study was conducted at TAK Hotel. The location was selected purposively because the hotel is a five-star accommodation property with guestrooms affected by a construction project and has implemented a special pricing adjustment. Primary data were collected through questionnaires from 23–30 August 2026. The study used both primary and secondary data. Primary data were obtained from respondents' questionnaire responses, while secondary data included hotel occupancy data for 2023–2025, information on the special rate for affected guestrooms, and relevant hotel profile and site-condition information.

Data were collected through documentation and questionnaires. Documentation was used to obtain information regarding the pricing policy, hotel occupancy, and conditions of areas affected by the construction project. The questionnaire was used to measure respondents' perceptions of Price and Consumer Purchase Intention. The research instrument employed a five-point Likert scale, with the resulting composite scores for each variable used in quantitative analysis. The collected data were subsequently analyzed to determine the relationship and effect of Price on Consumer Purchase Intention for guestrooms affected by the construction project at TAK Hotel.

4. RESULTS AND DISCUSSION

This study aimed to analyze the effect of Price on Consumer Purchase Intention for guestrooms located in an area affected by a construction project at TAK Hotel. Data were collected through questionnaires distributed from 23–30 August 2026, involving 100 respondents who met the research criteria. The preliminary analysis included validity and reliability testing, respondent characteristics, and descriptive analysis of the research variables. Validity testing was conducted to determine whether each statement item adequately measured the intended research construct. Based on the analysis using SPSS version 27.0, all items for the Price (X) and Consumer Purchase Intention (Y) variables had r -calculated values greater than the r -table value of 0.197. Therefore, all items were declared valid and suitable for further analysis. The r -calculated values for the Price variable ranged from 0.570–0.836, while those for Consumer Purchase Intention ranged from 0.441–0.827. Reliability testing was conducted using Cronbach's Alpha, with an instrument considered reliable when the Alpha value exceeds 0.60 [7]. The results showed that the Price variable obtained a Cronbach's Alpha value of 0.881, while Consumer Purchase Intention obtained 0.891. Both values exceeded the 0.60

threshold, indicating that the research instruments demonstrated good internal consistency and were therefore reliable.

4.1 Respondent Characteristics

Regarding gender, among the 100 respondents, 58 respondents (58.0%) were female and 42 respondents (42.0%) were male. In terms of age, respondents aged 31–35 years represented the largest group, consisting of 36 respondents (36.0%), followed by those aged 26–30 years with 35 respondents (35.0%), respondents aged >35 years with 26 respondents (26.0%), and respondents aged 21–25 years with 3 respondents (3.0%). These distributions describe the composition of the research sample and are not used to conclude differences in Price perceptions or Purchase Intention based on gender or age, as no comparative tests across demographic groups were conducted.

4.2 Description of Research Variables

Respondents' perceptions of the research variables were interpreted using a five-point Likert scale with an interval of 0.80. The interpretation criteria were: 1.00–1.80 = very poor; 1.81–2.60 = poor; 2.61–3.40 = moderately good; 3.41–4.20 = good; and 4.21–5.00 = very good. These classifications were used to describe the tendency of respondents' average scores and do not represent an objective assessment of the hotel's product or service quality. Overall, the instrument testing results indicate that the questionnaire met the requirements of validity and reliability. The respondent profile indicates a greater representation of female respondents and respondents aged 31–35 years. These findings provide a basis for further analysis of Price and Consumer Purchase Intention and for testing the effect of Price on Consumer Purchase Intention for guestrooms affected by the construction project at TAK Hotel.

4.2.1 Descriptive Analysis of Price and Consumer Purchase Intention

Based on data research, the Price variable obtained an overall mean score of 3.98, categorized as good. This indicates that respondents had a favorable perception of the adjusted room rate of IDR 3,500,000 per night, even though the guestrooms were located in an area affected by the construction project. The price affordability dimension obtained a mean score of 3.69, categorized as good. The adjusted room rate of IDR 3,500,000 was perceived as affordable, with a mean score of 3.82, while its conformity with respondents' financial capacity obtained a mean score of 3.55. The price conformity with quality dimension obtained a mean score of 4.14, categorized as good, consisting of 4.11 for conformity with room quality and 4.17 for conformity with room facilities. These findings indicate that respondents perceived the adjusted rate as appropriate in relation to the quality and facilities provided.

The price conformity with benefits dimension obtained a mean score of 3.73, categorized as good. The conformity between the rate and the benefits experienced during the stay obtained a score of 3.34, categorized as fairly good, and represented the lowest score within the Price variable. Meanwhile, the conformity between the rate and the benefits of hotel facilities obtained a score of 4.12. This finding indicates that the benefits directly experienced during the stay remained a relatively weaker aspect of respondents' perceptions. In contrast, the price competitiveness dimension obtained the highest mean score of 4.36, categorized as very good. The IDR 3,500,000 rate was perceived as competitive compared with similar hotels, both in terms of hotel classification (4.44) and comparable hotels in the Nusa Dua area (4.27). Overall, the adjusted room rate was perceived positively, particularly in terms of price competitiveness. However, management could strengthen the benefits perceived by consumers through enhanced services, additional facilities, special packages, compensation, or exclusive benefits so that the rate is perceived as increasingly commensurate with the overall stay experience.

Based on data research, the Consumer Purchase Intention variable obtained an overall mean score of 4.03, categorized as good. The transactional intention dimension obtained a mean score of

4.11; the desire to make a room booking obtained 4.23, categorized as very good, while the intention to make a reservation in the near future obtained 3.99. This indicates that consumers demonstrated a favorable level of interest, although some respondents were still considering timing, price, hotel conditions, and other factors before completing a transaction. The referential intention dimension obtained a mean score of 4.20, categorized as good. Willingness to recommend the hotel obtained 4.18, while willingness to share information about the hotel with close acquaintances obtained 4.22. The preferential intention dimension obtained a mean score of 3.62, the lowest among the four dimensions. The statement regarding making TAK Hotel the primary choice obtained 3.38, categorized as fairly good, while the intention to continue choosing TAK Hotel over other hotels obtained 3.85. This suggests that consumers still consider alternative hotels with similar classifications in the Nusa Dua area. Meanwhile, the explorative intention dimension obtained the highest mean score of 4.21, categorized as very good. The desire to seek information about the hotel before making a reservation obtained 4.29, while seeking information about previous guests' experiences obtained 4.12. Thus, respondents demonstrated a strong tendency to gather information before making a reservation.

4.2.2 Classical Assumption Tests

Classical assumption tests were conducted to ensure that the simple linear regression model met the required statistical assumptions. The tests in this study consisted of the normality test and heteroscedasticity test. The normality test was conducted to determine whether the residuals of the regression model were normally distributed [7]. The test was performed on the residuals rather than on each variable separately using the One-Sample Kolmogorov-Smirnov Test in SPSS version 27.0 for Windows. The decision criterion was that if the significance value was > 0.05 , the residuals were considered normally distributed. The results of the normality test are presented in Table 4.7.

4.2.3 Normality, Heteroscedasticity, and Simple Linear Regression Tests

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test presented in Table 4.7, the Asymp. Sig. (2-tailed) value was 0.200, which is greater than the significance level of 0.05. Therefore, the residuals of the regression model are normally distributed, indicating that the model meets the normality assumption.

Table 1. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,933	1,257		1,538	0,127
	Price	0,024	0,039	0,061	0,605	0,546

Dependent Variable: ABS_RES

Source: Research Result (2026)

Based on Table 1, the Price variable had a significance value of 0.546, which is greater than 0.05. This result indicates that Price does not have a significant effect on the absolute residual. Therefore, the regression model does not exhibit heteroscedasticity and meets the homoscedasticity assumption. Since these assumptions are satisfied, the simple linear regression model can be used for further analysis.

Table 2. Simple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,802	2,245		3,475	0,001

	Harga	0,769	0,070	0,744	11,012	0,000
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Dependent Variable: Consumer Purchase Intention

Source: Research Result (2026)

Based on Table 2, the simple linear regression equation is: $Y = 7.802 + 0.769X$

where Y represents Consumer Purchase Intention and X represents Price. The constant of 7.802 represents the predicted value of Consumer Purchase Intention when the Price variable is zero. The regression coefficient for Price is 0.769, which is positive, indicating a positive relationship between consumers' perceptions of Price and Consumer Purchase Intention. Thus, an increase of one unit in the Price perception score is associated with an increase of 0.769 units in the Consumer Purchase Intention score within the regression model.

4.2.4 Coefficient of Determination

Tabel 3. Determinant Test

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,744a	0,553	0,549	3,277

a. Predictors: (Constant), Harga

b. Dependent Variable: Minat beli konsumen

Source: Research Result, (2026)

Based on Table 3, the model obtained an R value of 0.744 and an R Square (R^2) value of 0.553. This means that Price explains 55.3% of the variation in Consumer Purchase Intention for guestrooms at TAK Hotel affected by the construction project, while the remaining 44.7% is outside the explanatory scope of the model and may be associated with other factors not examined in this study. The R^2 value reflects the explanatory capability of the research model and should not be interpreted as meaning that Price absolutely causes 55.3% of Consumer Purchase Intention.

4.3 Discussion

4.3.1 Price Variable (X)

The descriptive analysis shows that the Price variable obtained an overall mean score of 3.98, categorized as good. This indicates that respondents had a favorable perception of the adjusted room rate of IDR 3,500,000 per night at TAK Hotel, where guestrooms were affected by the construction project. The price competitiveness dimension obtained the highest mean score of 4.36, with the indicator concerning the ability of the IDR 3,500,000 rate to compete with hotels of similar classification obtaining 4.44. This finding indicates that the construction project did not make the adjusted rate appear uncompetitive to respondents. Consumers continued to consider the position of this rate in comparison with similar hotel alternatives in the Nusa Dua area. In contrast, the price conformity with benefits dimension obtained a relatively lower mean score of 3.73, with the indicator concerning the conformity between the rate and benefits received during the stay obtaining 3.34. This finding indicates a difference between the perception of price competitiveness and the benefits experienced during the stay. Thus, although the IDR 3,500,000 rate was perceived as competitive, the benefits experienced by consumers remained a relatively weaker aspect of their price evaluation. Meanwhile, price conformity with quality obtained a mean score of 4.14, while price affordability obtained 3.69, with both dimensions categorized as good.

The positive perception of the IDR 3,500,000 rate can also be understood by comparing it with the normal room rate for guestrooms affected by the construction project, which ranged from IDR 4,500,000 to IDR 6,500,000 per night. The adjusted rate therefore represents a reduction of approximately 22.22%–46.15% compared with the normal rate. This difference provides contextual

support for understanding why respondents perceived the adjusted rate as competitive. However, this study did not directly measure the level of price reduction considered ideal by consumers; therefore, the percentage reduction cannot be interpreted as the sole cause of consumer acceptance. Practically, the hotel should maintain price competitiveness while strengthening perceived benefits through enhanced services, additional facilities, special packages, compensation, or other exclusive benefits.

4.3.2 Consumer Purchase Intention Variable (Y)

The Consumer Purchase Intention variable obtained an overall mean score of 4.03, categorized as good. The explorative intention dimension obtained the highest mean score of 4.21, with the indicator concerning the search for information before making a reservation obtaining 4.29. This result indicates that consumers have a strong tendency to seek and evaluate information before making a reservation, particularly when the guestrooms are located in an area affected by construction activities. In contrast, the preferential intention dimension obtained the lowest mean score of 3.62. The indicator concerning making TAK Hotel the primary choice compared with other hotels obtained 3.38, categorized as fairly good. This finding indicates that consumers' interest has not fully developed into a preference for making the hotel their first choice. Consumers may still consider alternative hotels with similar classifications in the Nusa Dua area. Therefore, the high level of explorative intention combined with the relatively lower preferential intention suggests that some consumers remain in the evaluation stage before making their final accommodation choice.

4.3.3 Effect of Price on Consumer Purchase Intention at TAK Hotel Affected by the Construction Project

The hypothesis testing results indicate that Price has a positive and significant relationship with Consumer Purchase Intention for guestrooms at TAK Hotel affected by the construction project. The regression coefficient of 0.769 indicates a positive direction. Furthermore, the t-value of 11.012 > t-table value of 1.985, with a significance value of $0.000 < 0.05$, indicating that the research hypothesis is supported. Thus, a more positive perception of Price is associated with higher Consumer Purchase Intention within the research model. This finding is consistent with the descriptive results, particularly the high perception of price competitiveness, which obtained a mean score of 4.36. The IDR 3,500,000 rate was still perceived as competitive despite the construction project. This condition may encourage consumers to consider the room offering, particularly when the adjusted rate is compared with the normal rate or similar hotels. However, the findings also indicate that price is not the only aspect that needs attention. The price conformity with benefits dimension obtained a mean score of 3.73, while the indicator concerning benefits received during the stay obtained 3.34, indicating that consumers' perceptions of received value remained relatively lower.

The findings are consistent with Tania et al. [25] and Haryono and Wicaksono [9], who reported that price influences consumers' purchase or buying intentions in the hospitality context. The findings are also consistent with Halim and Iskandar (2019) regarding the relationship between price, competition, and purchase intention. However, the results differ from Asty et al. (2021), who found that price did not significantly influence tourists' intention to stay. This difference suggests that the relationship between price and purchase intention may vary according to the characteristics and context of the research setting. The present study specifically examines a luxury hotel operating amid a construction project and offering an adjusted room rate, providing a different context from previous studies.

The R^2 value of 0.553 indicates that Price explains 55.3% of the variation in Consumer Purchase Intention, while the remaining 44.7% lies outside the model. Therefore, other factors not examined in this study may also be associated with the formation of purchase intention. The high explorative intention score of 4.21 further indicates that consumers continue to evaluate information

before making a reservation, while the preferential intention score of 3.62 indicates that such interest has not fully translated into making the hotel their primary choice.

Theoretically, this study provides empirical evidence concerning the relationship between Price and Consumer Purchase Intention in the context of a luxury hotel operating during a construction project. Practically, the findings indicate that an adjusted pricing strategy can form part of room-offering management during the construction period. However, this strategy should be accompanied by transparent information regarding room conditions, available facilities, services, and consumer benefits. In this way, competitive pricing can be supported by an adequate perception of value, without assuming that price is the sole factor determining consumers' final decisions.

5. CONCLUSION

Consumers' perceptions of price were categorized as good, with an overall mean score of 3.98. The price competitiveness dimension obtained the highest mean score of 4.36, indicating that the adjusted rate of IDR 3,500,000 per night was still perceived as competitive compared with similar hotels. However, price conformity with the benefits experienced during the stay received a relatively lower evaluation, indicating that the perceived value received by consumers remains an aspect requiring attention. Consumer purchase intention was categorized as good, with an overall mean score of 4.03. The explorative intention dimension obtained the highest mean score of 4.21, indicating a strong tendency among consumers to seek information before making a reservation. In contrast, preferential intention obtained the lowest mean score of 3.62, indicating that although consumers were interested in the room offering, some respondents continued to consider alternative hotels before making TAK Hotel their primary choice.

Price has a positive and significant relationship with consumer purchase intention. This is indicated by a regression coefficient of 0.769, a t-value of 11.012, which is greater than the t-table value of 1.985, and a significance value of $0.000 < 0.05$. Thus, a more positive perception of price is associated with higher consumer purchase intention toward guestrooms affected by the construction project within the research model. The R^2 value of 0.553 indicates that price explains 55.3% of the variation in consumer purchase intention, while the remaining 44.7% lies outside the research model. Therefore, price has substantial explanatory capability within the model, but it is not the only factor associated with consumer purchase intention. Practically, the findings indicate that the adjusted rate of IDR 3,500,000 per night can form part of the hotel's room-offering strategy during the construction period. However, the pricing strategy should be accompanied by transparent information regarding room conditions, services, facilities, and the benefits received by consumers. Strengthening perceived value is particularly important because the benefits experienced during the stay received a relatively lower evaluation than price competitiveness. Future research may consider other variables, such as service quality, comfort, perceived value, hotel image, and the physical environment, to obtain a more comprehensive understanding of consumer purchase intention in hotels operating during construction projects

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