

ABSTRAK

Endah Rejki Kusumastuti, 1205976, “Pengaruh *Price Fairness* Terhadap *Behavioral Intention* Di Aston Cirebon Hotel & Convention Center” (Survei pada Tamu Individu *Repeater* yang Menginap Di Aston Cirebon Hotel & Convention Center), di bawah bimbingan Dr. H. Hari Mulyadi, M.Si dan Taufik Abdullah, SE.,MM.Par.

Sebagai salah satu hotel di Cirebon, Aston Cirebon Hotel & Convention Center mengalami penurunan *occupancy* dan rendahnya tamu individu *repeater* tahun 2016, karena rendahnya permintaan, kompetisi promosi dan harga disetiap hotel. Dalam mengatasi permasalahan tersebut, peneliti memilih *price fairness* sebagai salah satu solusi yang dapat diterapkan untuk meningkatkan *behavioral intention*. Penelitian ini bertujuan untuk mengetahui gambaran *price fairness* dan *behavioral intention*, serta pengaruh keduanya. Variabel independen penelitian ini yaitu *price fairness* terdiri dari *treatment experience*, *price knowledge*, *price expectation*, *price information* serta variabel dependen yaitu *behavioral intention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey* dan pendekatan *cross sectional*. Sampel penelitian ini sebanyak 110 tamu individu *repeater* yang menginap di Aston Cirebon Hotel & Convention Center dengan teknik *systematic random sampling*, sementara teknik analisis data yang digunakan adalah regresi berganda. Diperoleh hasil penelitian secara simultan terdapat pengaruh yang signifikan *price fairness* terhadap *behavioral intention*. Secara parsial, *price knowledge* tidak menunjukkan pengaruh yang signifikan terhadap *behavioral intention*.

Kata Kunci: *Price Fairness*, *Behavioral Intention*, Aston Cirebon Hotel & Convention Center

ABSTRACT

Endah Rejki Kusumastuti, 1205976, "The Effect of Price Fairness On Behavioral Intention in Aston Cirebon Hotel & Convention Center" (Survey to Individual Repeater Guest Who Stay in Aston Cirebon Hotel & Convention Center), Under the guidance of Dr. H. Hari Mulyadi, M.Si and Taufik Abdullah, SE., MM.Par.

As one of the hotels in Cirebon, Aston Cirebon Hotel & Convention Center has decreased occupancy and low stay individual repeater guest in 2016, due to low demand, promotion competition and price in every hotel. In overcoming these problems, researchers choose price fairness as one solution that can be applied to improve behavioral intention. This study aims to determine the picture of price fairness and behavioral intention, and the influence of both. The independent variable of this research is price fairness consist of treatment experience, price knowledge, price expectation, price information and dependent variable that is behavioral intention. The type of research used is descriptive and verifikatif with explanatory survey method and cross sectional approach. The sample of this study was 110 individual repeater guests who stay at Aston Cirebon Hotel & Convention Center with systematic random sampling technique, while data analysis technique used is multiple regressions. Simultaneous research results obtained a significant effect of price fairness on behavioral intention. Partially, price knowledge does not show a significant effect on behavioral intention.

Key Word: Price Fairness, Behavioral Intention, Aston Cirebon Hotel & Convention Center