ABSTRACT

This study aims to analyze the influence of consumer reviews and price on booking intention at RedDoorz properties, with brand image as a mediating variable. The research used a quantitative method with a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, involving 120 respondents in the Jakarta area who have an interest in booking rooms at RedDoorz. The results show that consumer reviews have a significant effect on booking intention but do not influence brand image. Conversely, price significantly affects brand image but does not directly influence booking intention. Brand image is proven to have a significant effect on booking intention and mediates the relationship between price and booking intention. However, brand image does not mediate the relationship between consumer reviews and booking intention. The implication of this study emphasizes the importance of fair pricing strategies and strong brand image development to enhance booking decisions in the digital hospitality industry.

Keywords: Consumer Reviews, Price, Brand Image, Booking Intention, RedDoorz.