**Escalate: Economics and Business Journal**
https://journal.takaza.id/index.php/escalate
Vol. 04, No. 04, 2023, pp. 895-905
E-ISSN: 3025-4213
E-mail:escalate@takaza.id



# The Influence of Room Prices on Millennials' Purchase Intention at the Intercontinental Bali Sanur Resort

**I Gusti Ngurah Agung Aria Andhika Semara[1*], I Gusti Agung Gede Witarsana[2], Putu Diah Sastri Pitanatri[3]**
Program Studi Pengelolaan Perhotelan Politeknik Pariwisata Bali
Corresponding Author e-mail: jungyaa0@gmail.com, agung.witarsana@gmail.com, diahsastri@ppb.ac.id

**Article History:**
Received: 26-09-2026
Revised: 28-10-2026
Accepted: 28-10-2026

***Keywords: Price, Hospitality Industry, Millennial Generation, Purchase Intention, Consumer Behavior***

***Abstract :*** *The decline in website visits, room occupancy rates, and the proportion of millennial guests at the InterContinental Bali Sanur Resort highlights the need to examine factors associated with purchase intention. This study aims to analyze the relationship between price perception and millennials' purchase intention at the resort. A quantitative survey was conducted involving 100 millennial respondents born between 1981 and 1996 who had accessed information about the resort through Google and had never stayed there. Data were collected through questionnaires and documentation and analyzed using validity and reliability tests, classical assumption tests, simple linear regression, hypothesis testing, and the coefficient of determination. The results indicate that price perception is positively and significantly associated with purchase intention, with an unstandardized regression coefficient of 0.725, a t-value of 11.298, and a significance level of $p < 0.001$. The coefficient of determination ($R^2$) of 0.566 indicates that the regression model explains 56.6% of the variation in purchase intention. These findings suggest that favorable perceptions of affordability, price competitiveness, and price suitability relative to benefits and service quality are associated with higher purchase intention among the respondents. Therefore, the resort should maintain competitive pricing and communicate the value of its products and services more effectively to prospective millennial customers.*

**How to Cite:**. Semara, I. G. N. A. A. A., Witarsana, I. G. A. G., & Pitanatri, P. D. S. (2026). The influence of room prices on millennials' purchase intention at the Intercontinental Bali Sanur Resort. *Escalate: Economics and Business Journal, 4*(4),895–905. https://doi.org/10.61536/escalate.v4i4.892

https://doi.org/10.61536/escalate.v4i4.892

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## Introduction

Purchase intention is a consumer's tendency to make a purchase, formed through a process of learning, consideration, and perception of a product or service. Consumers consider not only functional benefits but also the value offered before making a purchase decision. High purchase intention is an important indicator for companies because it reflects the likelihood of future purchases. Therefore, understanding the factors that can increase consumer intention is crucial in driving sales (Husain et al., 2022; Wiguna et al., 2022). Purchase intention can be seen through transactional, referential, preferential, and exploratory intentions, which describe consumers' tendencies to buy, recommend, choose, and seek information about products or services (Putri et al., 2022).

The millennial generation, or Generation Y, is a group born between 1981 and 1996 and is characterized by a close affinity for digital technology. Their adaptability to technology, use of digital media, and habit of seeking information and reviews online make millennials a potential market segment for the hospitality industry (Zis et al., 2021; Pinaria et al., 2023). This group also tends to consider the stay experience, service quality, and value received before deciding on accommodation. These characteristics make millennials a strategic consumer group for the hospitality industry because they have high consumption rates and are accustomed to using online media to seek information and evaluate alternatives before making a purchase (Fitra, 2025; Sari & Nugroho, 2021).

The decline in millennial purchasing intention is evident at the InterContinental Bali Sanur Resort. Based on data from the hotel's official website in 2025, the number of visits fluctuated with a downward trend. The highest number of visits was recorded in January, with 17,826, while the lowest number occurred in September, with 7,775. The average number of visits from January to December was only around 13.4 thousand per month, or 44.7% of the management target of 30,000 visits per month. The decline in potential customer interaction with the hotel's official information media indicates that initial intention in hotel information and offers is still suboptimal, even though the website provides information about facilities, services, prices, and experiences offered to potential customers (Kotler et al., 2022; Shaputra et al., 2023).

This problem is also evident in the development of room occupancy rates. The average occupancy rate of the InterContinental Bali Sanur Resort increased from 62.49% in 2022 to 73.44% in 2023, then decreased to 70.37% in 2024 and again decreased significantly to 52.34% in 2025. At the same time, the millennial generation as one of the hotel's target markets showed a decrease in the percentage of guests staying from 27.3% in 2023 to 24.1% in 2024 and 19.6% in 2025. This condition indicates a decline in the millennial generation segment that needs to be considered because this group is a potential market for the hotel industry (Larosa, 2025; Rahman et al., 2021; Ministry of Tourism of the Republic of Indonesia, 2021).

The next issue relates to room rates, which are an external factor that can influence consumer purchasing intention. Millennials tend to evaluate benefits, experience, service quality, and price appropriateness before deciding on accommodation. A price perceived as commensurate with the benefits and quality can create positive perceptions and increase consumer intention, while a price perceived as disproportionate to the benefits received can decrease that intention (Maulidah & Russanti, 2021; Sari et al., 2022; Pratiwi et al., 2024). Although InterContinental Bali Sanur Resort's room rates in 2025 were considered quite competitive compared to competitors, the hotel's occupancy rate remained below the competitor average. This situation suggests the need for further study of the relationship between price and millennial purchasing intention.

The research problem is also reinforced by the differences in previous research results regarding the effect of price on purchase intention. Sari and Giantari (2022) found that price perception had a positive and significant effect on consumer purchase intention. Similar results were shown by Nurhakim (2023) and Rahmawati (2022), who stated that price had a positive and significant effect on millennial purchase intention. However, Idris (2023) found that price had no significant effect on millennial purchase intention, while Hasanah and Priatama (2022) found that price had no effect on consumer purchase intention. These differences in results indicate inconsistencies in empirical findings and the limited research specifically examining millennials in the context of the hotels studied.

Based on the phenomenon of declining website visits, room occupancy rates, and the percentage of millennial guests, as well as differences in previous research results, this study aims to determine the effect of price on millennial purchasing intention at the InterContinental Bali Sanur Resort. This research


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is important to provide an empirical picture of the relationship between price and purchasing intention in the millennial generation segment in the context of the hospitality industry. The novelty of this research lies in the focus of the study on the effect of price on millennial purchasing intention at the InterContinental Bali Sanur Resort, especially in conditions when room prices are considered competitive but occupancy rates and the percentage of millennial guests have decreased. Thus, this study is expected to provide a more specific picture of the effect of price on millennial purchasing intention in the research object.

**Research Methods**

This study uses a quantitative approach to determine the effect of price on millennial generation purchasing intention at the InterContinental Bali Sanur Resort. The quantitative approach is used because the phenomena and research variables are measured based on quantitative or numerical measures obtained through measurements of respondents (Sugiyono, 2016). The data used is interval data with a Likert measurement scale. In addition to quantitative data in the form of respondent answer scores for price and purchasing intention variables, this study also uses qualitative data as supporting information obtained through unstructured interviews with related parties at the InterContinental Bali Sanur Resort (Nuryadi et al., 2017). The study was conducted at the InterContinental Bali Sanur Resort, Jalan Kusuma Sari No. 8, Sanur, South Denpasar, Denpasar City, Bali 80227, with a research period from January to June.

The research instruments used were questionnaires and documentation. The questionnaire was used to obtain information from respondents and distributed online via Google Form to respondents who met the research criteria. Variable measurement used a Likert scale with five answer options: strongly agree, agree, neutral, disagree, and strongly disagree (Hikmawati, 2020; Sugiyono, 2013). Documentation was used to obtain data on average room occupancy and average room price based on competitors during the 2025 period. The questionnaire instrument was first tested for validity and reliability. Data analysis included validity testing, reliability testing, classical assumption testing, simple linear regression analysis, t-test, and coefficient of determination analysis. Classical assumption testing included normality testing and heteroscedasticity testing.

The research subjects were millennials who had accessed information about the InterContinental Bali Sanur Resort through the Google platform and had never stayed at the hotel. The sampling technique used purposive sampling, which is the selection of samples based on certain characteristics relevant to the research (Etikan et al., 2016). Respondent criteria included prospective millennial tourists born between 1981 and 1996, who had accessed information about the InterContinental Bali Sanur Resort through the Google platform, and who had never stayed at the InterContinental Bali Sanur Resort. The research population could not be known with certainty or was infinite, so the number of samples was determined using the Lemeshow formula with a Z value of 1.96, a maximum estimate of 50%, and a margin of error of 10%. The calculation results obtained a sample size of 96.04 which was then rounded up to 100 respondents.

The research procedure was carried out by determining the object and subject of research based on the problems found through the pre-survey, then determining respondents based on purposive sampling criteria. Primary data was obtained through distributing online questionnaires using Google Forms to 100 millennial generation respondents, while secondary data was obtained through documentation in the form of average room occupancy data and average room prices based on competitors at InterContinental Bali Sanur Resort during the 2025 period. The questionnaire data were then examined through validity and reliability tests to ensure the feasibility of the instrument, then analyzed using descriptive statistics, classical assumption tests, simple linear regression, t-tests, and coefficients of determination to determine the effect of price on millennial generation purchasing intention.


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## Results and Discussion

### Research Instrument Testing

#### 1. Validity Test

**Table 1. Summary of Validity Test Results**

| No | Variables | Statement Items | R count | Information |
|---|---|---|---|---|
| 1 | Price (X) | X.1 | 0.866 | Valid |
| | | X.2 | 0.946 | Valid |
| | | X.3 | 0.935 | Valid |
| | | X.4 | 0.932 | Valid |
| 2 | Purchase intention (Y) | Y.1 | 0.917 | Valid |
| | | Y.2 | 0.907 | Valid |
| | | Y.3 | 0.916 | Valid |
| | | Y.4 | 0.920 | Valid |

Source: Primary data processed in 2026

Based on the validity test results in Table 1, it can be seen that all statement items in the price and purchase intention variables have calculated r values greater than the table r of 0.196. Therefore, it can be concluded that the statement items in each variable can be said to be valid. Therefore, all statement items in this study are suitable for use, thus indicating thatThe questions contained in the questionnaire can truly measure the research indicators and variables.

#### 2. Reliability Test

**Table 2. Recapitulation of Reliability Test Results**

| No. | Variables | Cronbach's Alpha | Information |
|---|---|---|---|
| 1. | Price (X) | 0.938 | Reliable |
| 2. | Purchase intention (Y) | 0.935 | Reliable |

Source: Primary data processed in 2026

The results of the instrument reliability test in Table 2 show that all statements on the price and purchase intention variables have a Cronbach's alpha value greater than 0.60, so it can be concluded that the research instrumentcan be stated as reliable, which means that if the questionnaire statements used are used several times to measure the same object, they will produce consistent or stable data.

### Respondent Characteristics

#### 1. Respondent Characteristics Based on Gender

**Table 3. Distribution of Respondents by Gender**

| No. | Gender | Number of people) | Percentage (%) |
|---|---|---|---|
| 1. | Man | 56 | 56 |
| 2. | Woman | 44 | 44 |
| | Amount | 100 | 100 |

Source: Primary data processed in 2026

Based on Table 3, it is shown that the majority of respondents were male, 56 people with a percentage of 56%, while the majority of respondents were female, 44 people with a percentage of 44%.

#### 2. Respondent Characteristics Based on Year of Birth

**Table 4. Distribution of Respondents Based on Year of Birth**

| No. | Year of birth | Number of people) | Percentage (%) |
|---|---|---|---|
| 1. | 1981–1985 | 22 | 22 |
| 2. | 1986–1990 | 44 | 44 |
| 3. | 1991–1996 | 34 | 34 |
| | Amount | 100 | 100 |

Source: Primary data processed in 2026


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Based on Table 4, it is shown that the majority of respondents were born in 1986-1990, totaling 44 people with a percentage of 44%, while the fewest respondents were born in 1981-1985, totaling 22 people with a percentage of 22%.

3. **Respondent Characteristics Based on Nationality**

**Table 5. Distribution of Respondents Based on Nationality**

| No. | Citizenship | Number of people) | Percentage (%) |
|---|---|---|---|
| 1. | American | 7 | 7 |
| 2. | Australia | 34 | 34 |
| 3. | China | 9 | 9 |
| 4. | Indonesia | 27 | 27 |
| 5. | English | 6 | 6 |
| 6. | Other | 17 | 17 |
| | Amount | 100 | 100 |

Source: Primary data processed in 2026

Based on Table 5, it is shown that the majority of respondents have Australian citizenship, as many as 34 people with a percentage of 34%, while respondents have British citizenship as many as 6 people with a percentage of 6%.

4. **Respondent Characteristics Based on Occupation**

**Table 6. Distribution of Respondents Based on Occupation**

| No. | Work | Number of people) | Percentage (%) |
|---|---|---|---|
| 1. | Government employees | 7 | 7 |
| 2. | Businessman | 48 | 48 |
| 3. | Academics | 11 | 11 |
| 4. | Private sector employee | 28 | 28 |
| 5. | Other | 6 | 6 |
| | Amount | 100 | 100 |

Source: Primary data processed in 2026 (Appendix 5)

Based on Table 6, it is shown that the majority of respondents have entrepreneurial jobs with a total of 48 people with a percentage of 48%, while the fewest respondents have other jobs with a percentage of 6%.

**Summary of Questionnaire Results**

Data is presented in the form of frequencies, percentages, and average values (means). Descriptive analysis is used to determine the tendency of respondents' answers to each research indicator..

a. Number of Classifications = 5
b. Range:
   Highest score = 5
   Lowest value = 1
   Range = 5 − 1 = 4
c. The length of the class interval is calculated using the formula:
   Interval = (Highest Value − Lowest Value) / Number of Classes
   Interval = (5 − 1) / 5
   Interval = 0.8
   1.00 – 1.80 = Very bad
   1.81 – 2.60 = Not Good
   2.61 – 3.40 = Neutral
   3.41 – 4.20 = Good
   4.21 – 5.00 = Very good
   The data collected from the next questionnaire will be presented in the form of a summary table.


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**1.Price Variable (X)**

**Table 7. Respondents' Answers to StatementsPrice**

| No. | Statement | Respondents' Answers | | | | | Average Score | Information |
|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | |
| 1 | The price of the product or service offered by Intercontinental Bali Sanur Resort is in accordance with the benefits I will receive. | 0 | 9 | 30 | 46 | 15 | 3.67 | Good |
| 2 | The prices of products or services offered by InterContinental Bali are affordable | 1 | 13 | 17 | 36 | 33 | 3.87 | Good |
| 3 | The prices of products or services offered by Intercontinental Bali Sanur Resort are able to compete with similar accommodations. | 0 | 12 | 17 | 31 | 40 | 3.99 | Good |
| 4 | The price of Intercontinental Bali Sanur Resort is in accordance with the quality of the products or services offered. | 0 | 15 | 18 | 30 | 37 | 3.89 | Good |
| | Average | | | | | | 3.86 | Good |

Source: Primary data processed in 2026

Based on Table 7, respondents' perceptions regarding the price variable are good, with an average value of 3.86, which is included in the good category. This meansInterContinental Bali Resort has delivered accordingly.

In the price variable, the statement that has the highest average is the statement "The prices of products or services offered by Intercontinental Bali Sanur Resort are able to compete with similar accommodations.", the average value obtained was 3.99 which is included in the good category. This means thatInterContinental Bali Resort has provided prices that can compete with similar accommodations..

In the price variable, the statement that has the lowest average is the statement "The price of the product or service offered by Intercontinental Bali Sanur Resort is in accordance with the benefits I will receive.", the average value obtained was 3.67, which is included in the good category. This means that the price offeredInterContinental Bali Resort is in line with the benefits that will be obtained.Despite receiving the lowest score, the results still indicate that the majority of respondents considered the price paid commensurate with the benefits received. This reflects value for money, the perception that the cost sacrificed by consumers is commensurate with the quality of the product, service, and experience received. This can increase satisfaction and reinforce positive assessments of the price offered.

**2. Purchase Intention Variable (Y)**

**Table 8. Respondents' Answers to Statements Purchase Intention**

| No. | Statement | Respondents' Answers | | | | | Average Score | Information |
|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | |
| 1 | I intend to purchase a product or service offered by Intercontinental Bali Sanur Resort | 0 | 9 | 21 | 42 | 28 | 3.89 | Good |
| 2 | I intend to recommend Intercontinental Bali Sanur Resort products or services to others. | 0 | 8 | 24 | 29 | 39 | 3.99 | Good |
| 3 | I would choose Intercontinental Bali Sanur Resort's products or services as my first choice. | 0 | 14 | 24 | 37 | 25 | 3.73 | Good |
| 4 | I intend to seek more in-depth | 0 | 13 | 22 | 38 | 27 | 3.79 | Good |


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| No. | Statement | Respondents' Answers 1 | 2 | 3 | 4 | 5 | Average Score | Information |
|---|---|---|---|---|---|---|---|---|
| | information regarding the Intercontinental Bali Sanur Resort before making a purchase. | | | | | | | |
| | Average | | | | | | 3.85 | Good |

Source: Primary data processed in 2026

Based on Table 8, respondents' perceptions regarding the purchase intention variable were positive, with an average score of 3.85, which falls into the good category. This indicates that millennials have a high level of intention in using the products and services offered.InterContinental Bali Resort

In the purchase intention variable, the statement that has the highest average is the statement "I intend to recommend Intercontinental Bali Sanur Resort products or services to others.", the average score was 3.99, which is in the good category. This means that the millennial generation has a high intention to recommendIntercontinental Bali Sanur Resort products or services to others.

In the purchase intention variable, the statement that has the lowest average is the statement "I would choose Intercontinental Bali Sanur Resort's products or services as my first choice.", the average value obtained was 3.73 which is included in the good category. This means that the millennial generation has madeIntercontinental Bali Sanur Resort products or services as the main choice.

**Classical Assumption Test**

**1. Normality Test**

**Table 9. Normality Test**

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| | Standard Deviation | 2.33990215 |
| Most Extreme Differences | Absolute | .081 |
| | Positive | .076 |
| | Negative | -.081 |
| Test Statistics | | .081 |
| Asymp. Sig. (2-tailed) | | .108c |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source:Primary data processed in 2026

Based ontest results*Kolmogorov-Smirnov*The data displayed in Table 4.9 shows that the value of Asymp. Sig. (2-tailed) is 0.108, which is greater than 0.05, so it has passed the normality test and shows thatthe processed data is normally distributed.

**2. Heteroscedasticity Test**

**Table 10. Heteroscedasticity Test**

| Coefficientsa | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,819 | .627 | | 4,496 | .000 |
| | Price | -.065 | .040 | -.164 | -1,642 | .104 |

a. Dependent Variable: Absolute_Residual

Source:Primary data processed in 2026


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Based on the results of the heteroscedasticity test in Table 10 above, it can be seen from the significance value of 0.595greater than 0.05. This means that there is no heteroscedasticity in this regression model. The results of this study indicate thatIn the regression model, there is a similarity in the variance of the residuals from one observation period to another.

**Simple Linear Regression Analysis**

**Table 11. Results of Simple Linear Regression Analysis**

| Coefficientsa | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4,226 | 1,017 | | 4.157 | .000 |
| | Price | .725 | .064 | .752 | 11,298 | .000 |
| a. Dependent Variable: Purchase intention | | | | | | |

Source:Primary data processed in 2026

From the constant value and the regression coefficient value of the independent variable, a simple linear regression equation is obtained as follows.

Y=a+ bX

Y = 4.226 + 0.725X

Based on the simple linear regression line equation obtained, it can be explained as follows:

a. The constant value of 4.226 can be interpreted as meaning that if the price variable is eliminated, the purchasing intention will be a constant of 4.226.
b. The regression coefficient value for the price variable is 0.725, which is positive, indicating that if the price increases by one unit, purchasing intention will increase by 0.725. A positive regression coefficient means that price has a positive influence on purchasing intention.

**Hypothesis Test (t-Test)**

**Table 12. Hypothesis Test (t-Test)**

| Coefficientsa | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4,226 | 1,017 | | 4.157 | .000 |
| | Price | .725 | .064 | .752 | 11,298 | .000 |
| a. Dependent Variable: Purchase intention | | | | | | |

Source:Primary data processed in 2026

Based on Table 12 above, the t-test can be formulated as follows:

a. The Influence of Price Variable (X) on Purchase Intention (Y) at InterContinental Bali Resort
   1) Testing the Hypothesis
      H0: Price does not have a significant effect on the purchasing intention of the millennial generation at the Intercontinental Bali Sanur Resort.
      H1: Price has a significant influence on the purchasing intention of the millennial generation at the Intercontinental Bali Sanur Resort.
   2) Determining the calculated t value
      It can be seen in Table 4.12 above, that the calculated t value for price (X) is 11.298 and the significance value is 0.000.
   3) Determine the value of ttable
      *Level of significance*in this test the amount$\alpha$(significance level) = 5% or 0.05 then with degrees of freedom df = n – k – 1, then df = 100 – 1 – 1 = 98. The size of ttable = t ($_{\alpha,df}$)so the value sought is ttable (0.05;98). Based on the t distribution table in appendix 9, the ttable value = 1.660.
   4) Testing Conditions
      If tcount < ttable, it means H0 is accepted and H1 is rejected (there is no significant influence between variable X and variable Y).


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Ifthitung > t tabel, meaning H0 is rejected and H1 is accepted (there is a significant influence between variable X and variable Y).

5) Conclusion

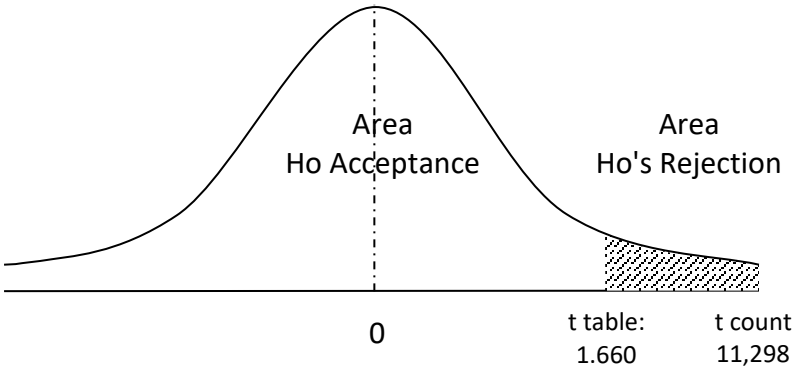



**Figure 1. Test area for Rejection and Acceptance of H0**

Source: Primary data processed in 2026 (Appendix 7)

The calculation results show that the t-value is 11.298 > t-table 1.660 and the significance value is 0.000 < 0.05, so the decision is that H0 is rejected and H1 is accepted. This indicates that price has a positive and significant effect on the purchasing intention of the millennial generation at the Intercontinental Bali Sanur Resort.

**Determination Test (R2)**

**Table 14. Results of the Determination Coefficient Test**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Standard Error of the Estimate |
|---|---|---|---|---|
| 1 | .752a | .566 | .561 | 2,352 |

a. Predictors: (Constant), Price

Source:Primary data processed in 2026

Based on Table 14 above, the R-Square value can be calculated using the following formula:

Kd = R2 x 100%

Kd = 0.566 x 100%

Kd = 56.6%

The R Square value of 56.6% indicates the large contribution of the price variable to purchase intention, which is 56.6%. While the remaining 43.4% is influenced by other variables not examined in this study. This means that price is able to influence 56.6% of the millennial generation's purchase intention at the Intercontinental Bali Sanur Resort. The R Square value of 0.566 is between 40 - 59.9 which is included in the medium level of influence, this means that price can have a moderate level of influence on purchase intention.

**Discussion**

**The Influence of Price on Millennials' Purchase Intention at the Intercontinental Bali Sanur Resort**

The results of this study obtained the result that price has a positive and significant effect on the purchasing intention of the millennial generation at the Intercontinental Bali Sanur Resort. Obtained from the results of hypothesis testing, the t-value is 11.298 > 1.660 and the significance value is 0.000 < 0.05. From the results of this analysis, it can be concluded that H1 is accepted. From this, it shows that price has a positive and significant effect on the purchasing intention of the millennial generation at the Intercontinental Bali Sanur Resort. The results of this study indicate that the better the price, the more it will increase the purchasing intention of the millennial generation at the Intercontinental Bali Sanur Resort, and vice versa, the worse the price, the less it will decrease the purchasing intention of the millennial generation at the Intercontinental Bali Sanur Resort. The results of this study show that price


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is able to have an influence of 56.6% on the purchasing intention of the millennial generation at the Intercontinental Bali Sanur Resort. The results of this study are supported by the results of previous studies conducted by Pratiwi & Gunawan (2023), Pratiwi & Gunawan (2023), Rahmawati et al. (2021), Saputra & Fitriana (2020), and Lee & Kim (2021) stated that price has a positive and significant effect on purchasing intention.

The results of respondents' assessments of price yielded an overall average score of 3.86, which is in the good category. The highest average for the price variable was for the statement"The prices of products or services offered by Intercontinental Bali Sanur Resort are able to compete with similar accommodations.", the average value obtained was 3.99 which is included in the good category.. Meanwhile, the lowest average for the price variable is in the statement"The price of the product or service offered by Intercontinental Bali Sanur Resort is in accordance with the benefits I will receive.", the average value obtained was 3.67 which is included in the good category.. Thus, what needs to be paid attention to in order to improve is the result of the lowest average statement, namely price match with benefits.

The results of respondents' assessments of purchasing intention yielded an overall average score of 3.85, which is in the good category. The highest average for the purchasing intention variable was for the statement, "I intend to recommend Intercontinental Bali Sanur Resort products or services to others.", the average value obtained was 3.99 which is included in the good category.. Meanwhile, the lowest average for the purchasing intentionvariable is in the statement"I would choose Intercontinental Bali Sanur Resort's products or services as my first choice.", the average value obtained was 3.73 which is included in the good category.. Thus, what needs to be paid attention to in order to improve is the result of the lowest average statement, namely selecting products and services to be used as the main choice.

However, the results of this study are not entirely in line with several previous studies. The research conducted byPutri and Hidayat (2022) showed that price does not significantly influence consumer purchase intention in the hotel industry. These findings indicate that consumer purchasing decisions are more influenced by other factors such as service quality, brand image, stay experience, and customer reviews than by price considerations. The differences in research results may be due to respondent characteristics, research locations, and different market segmentations. In this study, respondents were predominantly millennials, who tend to still consider price as a primary factor in determining purchase intention, especially when the price offered is deemed commensurate with the benefits (value for money).

## Conclusion

This study shows that price has a positive and significant effect on millennial generation purchasing intention at InterContinental Bali Sanur Resort. The results of the simple linear regression analysis produced a coefficient of 0.725, while the t-test results showed a calculated t value of 11.298 greater than the t-table of 1.660 with a significance value of 0.000 <0.05. Thus, the better the millennial generation's perception of the price offered, the higher the purchasing intention in hotel products and services. The price variable contributed 56.6% to purchasing intention, while the other 43.4% was influenced by other factors not examined. Descriptively, respondents' perceptions of price were in the good category with an average of 3.86, while purchasing intention was also in the good category with an average of 3.85. These findings indicate that the suitability of price with the benefits received needs to be a concern in maintaining and increasing purchasing intention.

The limitations of this study lie in the use of one independent variable, one research object, and respondents who were limited to millennials who had never stayed at the InterContinental Bali Sanur Resort and had accessed hotel information through Google. Therefore, further research is recommended to consider other variables that have not been studied and expand the characteristics of respondents and research objects to obtain a more comprehensive understanding of the factors that influence purchase intention. Practically, the InterContinental Bali Sanur Resort needs to maintain price competitiveness while increasing the perception of the suitability between price and benefits received by consumers. These efforts can be directed at developing offers that provide clearer value for millennials so as to strengthen their intention in making hotel products and services their primary choice.


https://doi.org/10.61536/escalate.v4i4.892
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