

ABSTRACT

The internet users in Indonesia continue to increase from year to year. This increase was followed by business that are beginning to swith to digital, one of which is online hotel bookings. The availability of information makes it easier to compare hotels with one another, especially regard to price. The importance of knowing the factor that influence price fairness perception will help the company in understanding how consumers assess the product offered and can be use as an evaluation material to formulate strategy

The research was conducted by distributing questionnaires immediately to consumers who did online booking at Gumilang Regency Hotel with the number of repondents were 318 consumers. Sampling technique used is non probability sampling with purposive sampling method and the data analysis using SEM-PLS were processed using software SmartPLS 3.

The result of this research states that reference price (t-statistics:4.565), familiarity with online hotel booking (t-statistics:2.324), and search of fairness (t-statistics:6.108) has a significant effect on price fairness perception. Price fairness perception (t-statistics:7.322) has a significant effect on perceive price fairness. Perceive price fainess (t-statistics:5.008) has a significant effect on decision confidence. Perceive price fairness (t-statistics:12.284) has a significant effect on satisfaction with price. Decision confidence (t-statistics:4.444) and satisfaction with price (t-statistics:7.435) has a significant effect on loyalty. The highest value that gives the most significant influence is perceive price fairness to satisfaction with price.

Keywords: *Online Hotel Booking, Price Fairness Perception, Gumilang Regency Hotel, PLS*