

ABSTRACT

There is data that shows there is a decrease in occupancy rates at star-rated hotels and looking for budget hotels in Indonesia. This hotel explains the budget hotel. Supported by customer reviews about their reasons for choosing a budget budget hotel comparing to star hotels. This switching behavior can be reduced by users of hotel services left by stars.

This study aims to determine the Push Factors, Pull Factors and Mooring Factors on the intentions and behavior of hotel service users. This study uses Push-Pull-Mooring with the method used is quantitative with 400 samples. The sampling technique used is non probability sampling and uses the Structural Equation Modeling (SEM) research analysis method and is processed using SmartPLS.

The results showed that the Push and Pull factors significantly influenced the Switching Intention, as well as the Switching Behavior through Switching Intention. However, the Mooring factor does not have a significant effect on Intensing Switching and does not have a significant influence on the Push and Pulling Intention factors of Switching Intention.

Kata Kunci : *Push Pull Mooring, Switching Behavior, Star Hotel, Budget Hotel*