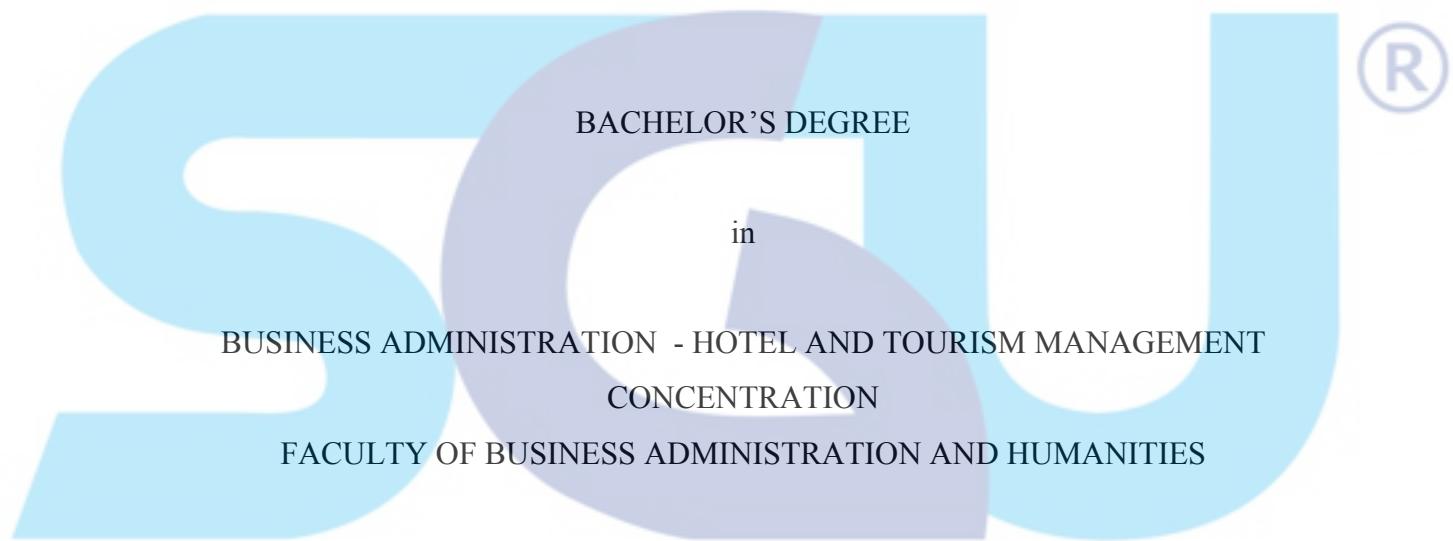


**THE IMPACT OF HOTEL ATTRIBUTES TOWARDS CONSUMER
MOTIVATION IN CHOOSING RESORT HOTELS, CASE STUDY: TOURIST
OF BALI**

By

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Revision after the Thesis Defense on 28 July 2017

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

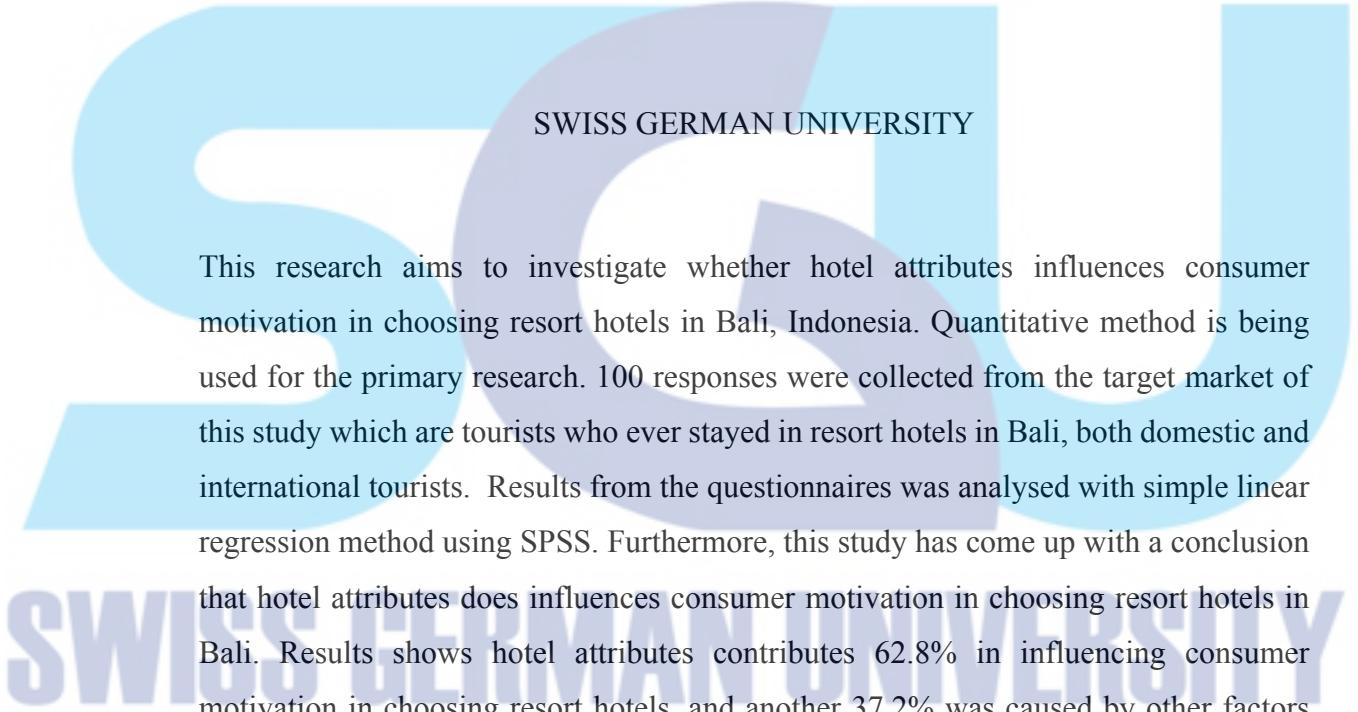
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This research aims to investigate whether hotel attributes influences consumer motivation in choosing resort hotels in Bali, Indonesia. Quantitative method is being used for the primary research. 100 responses were collected from the target market of this study which are tourists who ever stayed in resort hotels in Bali, both domestic and international tourists. Results from the questionnaires was analysed with simple linear regression method using SPSS. Furthermore, this study has come up with a conclusion that hotel attributes does influences consumer motivation in choosing resort hotels in Bali. Results shows hotel attributes contributes 62.8% in influencing consumer motivation in choosing resort hotels, and another 37.2% was caused by other factors that are not mentioned in this study. The dimensions of the hotels attributes are also tested using cross tabulation test to determine which hotel attributes gave more influence to the consumer motivation. As a result, reputation get the highest influential percentage in influencing consumer motivation with 49.42%. The other dimension of the hotel attributes being discussed are, price, cleanliness and security sequentially based on the influential ranking.

Keywords: Hotel Attributes, Consumer Motivation, Buying Decision, Resort Hotel



DEDICATION

I dedicate this study to my family and my friends who supported me along the way.



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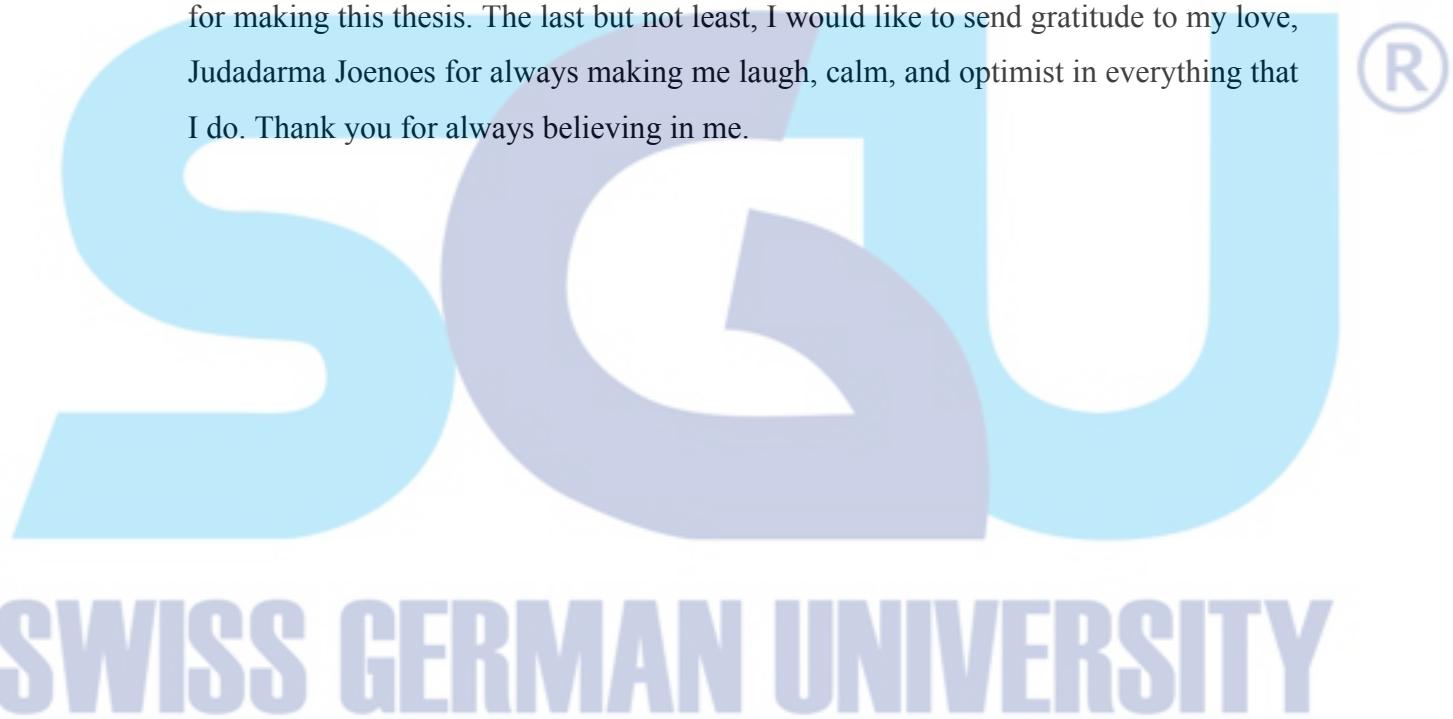


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