# From 'I Do' to 'How Much?': Exploring Brand Image and Price Perceptions in Bali's Luxury Weddings

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**Abstract**

**Purpose of the study:** This study seeks to examine the relationship between brand image and price perception, and how these factors influence the intent to purchase wedding packages at The Ritz-Carlton, Bali, within the domestic market.

**Methodology:** Using a purposive accidental sampling method, the research involved 100 respondents. Data was gathered through structured questionnaires employing a Likert scale across 19 and 12 statement items. Analytical techniques included classical assumption tests, multiple linear regression, t-tests, f-tests, and the coefficient of determination, with the aid of the SPSS 26 software for Windows.

**Main Findings:** Evidence from the data underscores a notable influence of both brand image and price perception on purchase intentions. The calculated values revealed $t_{count} > t_{table}$ value of $2.027 > 1.984$ and $f_{count} > f_{table}$ value of $74.566 > 3.09$, both surpassing their respective thresholds. Notably, the combined effect of brand image and price perception accounted for 60.6% of the variation in purchase intention.

**Applications of the study:** The findings hold relevance for professionals in the luxury hospitality sector, particularly those in hotel management and wedding planning in Bali. The insights provide valuable perspectives on domestic guest preferences and decision-making processes.

**Novelty/Originality of the study:** This research contributes a refined understanding of the interplay between brand image and price perception in the context of luxury wedding planning in Bali. It serves as a bridge between theoretical constructs and practical implications, enhancing the existing body of knowledge on guest behavior in upscale hospitality settings.

## INTRODUCTION

Wedding ceremonies are often filled with complex emotions and hold great importance for many couples. They usually look for wedding services that can help them create a perfect and unforgettable wedding day. There's a lot of competition in the market for wedding destinations, as there are many venues to choose from, each with its unique features. In places like Bali, wedding venues are working hard to stand out from the rest. They aim to provide exceptional experiences that meet the varied desires and dreams of couples planning their weddings.

Amidst this highly competitive arena, The Ritz-Carlton, Bali has carved out a niche for itself, emerging as a pinnacle of luxury wedding experiences in Bali. This venue is not just a physical space but a testament to opulence, meticulous attention to detail, and unwavering commitment to service excellence. Its allure is evident in the consistent patronage it has received over the years.

Table 1 elucidates this trend, showcasing the steady stream of ceremonies held at The Ritz-Carlton, Bali from 2019 to 2022. It's worth noting that the venue has not only catered to the elite international clientele but has also resonated deeply with the domestic audience. This diverse clientele is a mix of direct patrons, individuals who recognize and seek the unparalleled luxury the venue offers, and those introduced through agency partnerships, further emphasizing the venue's widespread appeal and reputation in the wedding industry. Given the extensive range of venues, each boasting unique offerings tailored to these needs, the competition is intense. Within this competitive landscape, The Ritz-Carlton, Bali establishes itself as a prime choice. As outlined in Table 1, between 2019 and 2022, this venue has been the backdrop for numerous ceremonies, serving both international and domestic clients, via direct bookings and agency partnerships.

**Table 1:** Weddings at The Ritz-Carlton, Bali (2019-2022)

| No. | Year | Market Share | | | | Total |
| --- | --- | --- | --- | --- | --- | --- |
| | | Domestic | Percentage | International | Percentage | |
| 1. | 2019 | 21 | 4% | 455 | 96% | 476 |
| 2. | 2020 | 13 | 32% | 28 | 68% | 41 |
| 3. | 2021 | 24 | 60% | 16 | 40% | 40 |
| 4. | 2022 | 32 | 70% | 14 | 30% | 46 |

**Source:** The Ritz Carlton, Bali, 2023

The unprecedented emergence of the COVID-19 pandemic introduced a plethora of challenges to various sectors, with the hospitality industry being no exception (Damanik et al., 2020; Pitanatri, et al., 2022). Notably, The Ritz-Carlton, Bali, which had been a preferred wedding destination, experienced significant disruptions between 2019 and 2020. The imposition of international travel restrictions significantly diminished their core customer base, which predominantly consisted of international tourists (Pitanatri, et al., 2022). Recognizing the necessity for adaptation in light of these shifts, The Ritz-Carlton, Bali initiated strategies to cater to the domestic market. Consequently, there was a notable increase in domestic bookings during the subsequent years of 2021 and 2022.

Despite these challenges, the appeal of The Ritz-Carlton, Bali's wedding packages has remained undiminished. As evidence of this sustained interest, Table 2 presents data on inquiries received by the Sales & Marketing department spanning the years 2020 to 2022.

**Table 2:** Inquiries for Wedding Packages at The Ritz-Carlton, Bali (2020-2022)

| No | Year | Inqueries | Increase (%) |
|----|------|-----------|--------------|
| 1. | 2020 | 62 | - |
| 2. | 2021 | 76 | 22,5% |
| 3. | 2022 | 133 | 75% |

**Source:** The Ritz Carlton, Bali, 2023

The wedding industry, especially in sought-after destinations like Bali, is a vibrant tapestry of offerings. Each hotel or venue curates unique wedding packages, aiming to stand out in a market teeming with choices. Yet, behind the scenes of these idyllic ceremonies, the decision-making process of couples is rooted in careful evaluation and discernment.

Central to this decision-making is the perceived value of the offering. As Gallarza & Saura (2006) notes, travellers meticulously weigh the benefits against costs. But this evaluation isn't solely about tangible aspects like price or amenities. Aligns with this research, Hauser et al., (2022) introduce the idea of 'guest imagery,' which encompasses perceptions about products, services, and overarching brand identities. Within this realm, a significant factor emerges: the "perceived price." It's not just the actual cost but how guests subjectively view it (Chiang, 2018; Soler & Gémar, 2016). This perception, in turn, plays a pivotal role in shaping brand narratives. Price, in this context, is multifaceted. Beyond a mere monetary value, it influences brand perceptions and purchase decisions. It is suggested that while a positive brand image attracts consumers, any negative perceptions call for more in-depth scrutiny before commitment (Frangos et al., 2015).

However, a clear research gap exists. While there are general studies on weddings —especially on the relationship between Brand Image, Price Perceptions, and purchase intentions in luxury segments like Bali's weddings—is sparse. Bridging this gap, this article sets out to explore and understand the dynamics of Brand Image and Price Perceptions in Bali's luxury wedding market and their influence on purchase intentions.

## LITERATURE REVIEW

Understanding guest behavior, particularly in the hospitality and online service domains, requires a comprehensive exploration of recent academic contributions. This review delves into several studies looked into the multifaceted nature of this behavior, with each study adding a unique dimension to the overarching discourse.

Starting with the pivotal role of branding in hospitality, (Sia et al., 2023) embarked on a study that probed the interplay between brand image, promotional activities, and the guests' intent to purchase hotel rooms, specifically in the Badung District. By engaging 100 participants through purposive sampling, their findings underscored the profound influence that brand image and price perceptions exert on hotel booking decisions, emphasizing the importance of a robust brand image in influencing guest choices in this region.

Further emphasizing the importance of brand image, (Saputra & Aprilia, 2023) turned their research lens to a specific establishment, the Lidia Cake & Bakery Shop. Their methodological approach, rooted in descriptive analysis and the Method of Successive Interval (MSI), revealed a direct and positive correlation between brand image and guests' purchase intentions. This study amplifies the broader sentiment that a well-cultivated brand image can significantly sway guest decisions.

Adding depth to the discourse on branding in the digital age, (Hadinata & Haryanti, 2022) explored the intricate dynamics of brand awareness, brand image, and the novelty factor of pioneering brands in influencing online hotel reservations. Their chosen platform for this exploration was Tiket.com. Utilizing the advanced analytical tool of Structural Equation Modeling, their research unearthed several relationships between the studied variables. Interestingly, while most relationships were found to be influential, brand image's direct impact on purchase intent was an exception, hinting at the complex nature of online guest behavior.

In a more technology-driven context, (Kharisma et al., 2020) evaluated the combined influence of price, brand image, and electronic word of mouth (E-WOM) on online hotel reservations. Their comprehensive survey, focusing on Five Star Resort in Bali, offered clear insights: while all three factors were influential, price emerged as the dominant factor in

steering online hotel bookings. This underlines the pivotal role of pricing strategies in the digital hotel booking landscape.

Broadening the purview to include product-centric perspectives, (Putra et al., 2022) delved into the synergistic effects of product quality, price perception, and guest purchase intentions. Focusing on the clientele of UMKM Roti Bolu Dinawa Magetan, their study highlighted the nuanced relationships between these variables. Notably, purchase intent emerged as a vital intermediary, linking product attributes to ultimate purchase decisions and underscoring the importance of cultivating positive purchase intentions among guests.

Rounding off this review, (Agung & Aprilia, 2021) offered a deep dive into the world of luxury dining at The 18th Restaurant and Lounge, The Trans Luxury Hotel Bandung. Through their qualitative approach, they ascertained that customers' price perceptions were not just about affordability but also about value. The insights suggested that when customers perceived a favorable balance between price and the value offered, they exhibited a higher propensity to return and even recommend the establishment to peers.

In summation, these studies collectively provide a panoramic view of the myriad factors shaping guest behavior in the hospitality sector. From branding and price to digital influences and product quality, the guest's journey emerges as a complex interplay of these variables, each contributing to the final decision-making process.

## METHODOLOGY

The study utilized a quantitative descriptive approach to explore how brand image and price perception influence the purchase intentions for wedding packages targeted at the domestic market at The Ritz-Carlton, Bali. Specifically, the research focused on guests who were already familiar with the hotel's wedding offerings but had not finalized a purchase.

For a thorough analysis, data was meticulously gathered from 100 respondents using detailed questionnaires. An initial batch of questionnaires was distributed to 30 respondents to test the instrument's validity and reliability. Once the tool demonstrated consistent accuracy and relevance, it was further disseminated to the remaining participants to reach the intended sample size.

Post data collection, a rigorous analytical regimen was employed. Initial assessments included classical assumption tests—normality, multicollinearity, and heteroscedasticity—to ensure the data's suitability for advanced analysis. The study then harnessed multiple linear regression analysis to decipher the underlying patterns and relationships. The significance of the variables in question was evaluated using t-tests and F-tests (Creswell, 2019). The coefficient of determination analysis rounded off the process, focussing on the variance in the purchase intentions that could be attributed to brand image and price perception. In essence, this structured approach was designed to provide a comprehensive understanding of guest behavior regarding luxury wedding packages in Bali.

## FINDINGS / RESULTS

1. **Classical Assumption Test**

a. Normality Test:

The normality test is used to evaluate the distribution of a variable, specifically to ascertain whether the data follows a normal distribution (Creswell, 2019). Table 3 provides the results of this test. As indicated in Table 3, the Asymp. Sig (2-tailed) value stands at 0.157. Given that this value is greater than 0.05, it suggests that the data has a normal distribution, allowing for further testing.

**Table 3:** Normality Test

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | **Unstandardized Residual** |
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 2.54872086 |
| Most Extreme Differences | Absolute | .077 |
| | Positive | .054 |
| | Negative | -.077 |
| Test Statistic | | .077 |
| Asymp. Sig. (2-tailed) | | .157[c] |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

**Source:** Research Result, 2023

b.  Multicollinearity Test:

This test checks for any correlation among the independent variables within a regression model (Creswell, 2019). Indicators that a regression model is devoid of multicollinearity include a tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value less than 10. The outcomes of this test are detailed in Table 4. As per Table 4, the tolerance values for the variables Brand Image and Price Perception are 0.304, while their VIF values register at 3.288. Given these figures, all the independent variables demonstrate a tolerance value above 0.10 and a VIF value below 10, confirming the absence of multicollinearity.

**Table 4:** Multicollinearity Test

| | Coefficients<sup>a</sup> | | | | | | |
|---|---|---|---|---|---|---|---|

| | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 3.755 | 1.575 | | 2.384 | .019 | | |
| | Brand Image | .423 | .085 | .572 | 4.950 | .000 | .304 | 3.288 |
| | Price Perception | .208 | .103 | .234 | 2.027 | .045 | .304 | 3.288 |
| a. Dependent Variable: Purchase Intention | | | | | | | | |

**Source:** Research Result, 2023

c.  Heteroscedasticity Test:

This test aims to identify any variance inequality of residuals across different observations in a regression model. A well-constructed regression model should manifest consistent residuals from one observation to another, known as homoscedasticity (Creswell, 2019). If the heteroscedasticity test, which uses the Glejser method, produces a significance value greater than 0.05, it indicates the model's residuals are homoscedastic. The findings of this test are presented in Table 5.

**Table 5:** Heteroscedasticity Test

| | Coefficients<sup>a</sup> | | | | | |
|---|---|---|---|---|---|---|

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 4.573 | 1.092 | | 4.189 | .000 |
| | Brand Image | -.051 | .031 | -.190 | -1.655 | .101 |
| | Price Perception | -.061 | .053 | -.130 | -1.136 | .259 |
| a. Dependent Variable: ABS_RES | | | | | | |

**Source:** Research Result, 2023

Based on Table 5, it is evident that the Brand Image variable has a significance value of 0.101, while the Price Perception variable holds a significance value of 0.259. Consequently, this regression model can be considered free from heteroscedasticity since the significance values are greater than 0.05.

**2. Multiple Linear Regression Analysis**

Multiple linear regression analysis is employed to forecast the fluctuations in a dependent variable (criterion) when two or more independent variables, acting as predictor factors, have their values adjusted or manipulated. The results of the multiple linear regression analysis, facilitated by SPSS version 26 for Windows, are presented in Table 6.

**Table 6:** Multiple Linear Regression Analysis

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.755 | 1.575 | | 2.384 | .019 |
| | Brand Image | .423 | .085 | .572 | 4.950 | .000 |
| | Price Perception | .208 | .103 | .234 | 2.027 | .045 |
| a. Dependent Variable: Purchace intention | | | | | | |

**Source:** Research Result, 2023

From Table 6, it can be discerned that the constant value is 3.755, Brand Image is 0.423, and Price Perception is 0.208. Based on these values, the resulting multiple linear regression equation is:

$$Y = 3.755 + 0.423X_1 + 0.208X_2 + e$$

The interpretation of this regression equation is as follows:

a) The constant (a = 3.755 suggests that, if the purchase intention is unaffected by the variables of brand image and price perception (i.e., if these variables are excluded from the study), the purchase intention would still inherently increase by 3.755%.

b) The coefficient ($b_1 = 0.423$) indicates that for every unit increase in brand image, the purchase intention will rise by 0.423%.

c) Similarly, the coefficient ($b_2 = 0.208$ \) implies that for every unit increase in price perception, the purchase intention will escalate by 0.208%.

**3. t-Test**

The t-test is conducted to discern the influence of each independent variable on the dependent variable. Two primary considerations guide the adoption of the t-test: a comparison between the $t_{value}$ and the critical $t_{value}$ and an assessment based on the significance value. The results of the t-test are displayed in Table 7.

**Table 7:** t-test

| Model | Coefficients[a] | | | | |
|---|---|---|---|---|---|
| | **Unstandardized Coefficients** | | **Standardized Coefficients** | | |
| | **B** | **Std. Error** | **Beta** | **t** | **Sig.** |
| 1 (Constant) | 3.755 | 1.575 | | 2.384 | .019 |
| Brand Image | .423 | .085 | .572 | 4.950 | .000 |
| Price Perception | .208 | .103 | .234 | 2.027 | .045 |
| a. Dependent Variable: Purchace intention | | | | | |

**Source:** Research Result, 2023

Based on the insights from Table 7, the influence on purchase intention can be delineated as follows:

a) Critical $t_{value}$ Determination

For this study, a significance level of 0.05, or a 5% confidence level, was set. The degrees of freedom (df) was computed as ( df = n - k ). With n = 100 and k = 2, we get df = 98. The corresponding critical $t_{value}$, as referenced from a distribution table, is 1.984.

b) Analysis of Brand Image's (X1) Impact on Purchase Intention (Y)

Hypothesis Formulation:

$H_0$ : The Brand Image does not have a significant effect on the purchase intention at The Ritz-Carlton, Bali.

$H_a$ : The Brand Image plays a significant role in influencing the purchase intention at The Ritz-Carlton, Bali.

Computed $t_{value}$ Assessment:

Table 7 reveals a computed $t_{value}$ of 4.950 for Brand Image, with its significance level being below the set threshold of 0.05 (0.000 < 0.05).

Computed $t_{value}$ Comparison with Critical $t_{value}$:

If the computed $t_{value}$ is less than its critical counterpart, or if the significance level is above the set threshold, then ($H_0$) is upheld, and ($H_a$) is dismissed. Conversely, if the computed $t_{value}$ surpasses its critical counterpart or if the significance level is below the threshold, then $H_0$ is rejected in favor of $H_a$.

Given that the Brand Image variable's computed $t_{value}$ of 4.950 exceeds the critical value of 1.984 and with a significance level of 0.000 < 0.05, it can be inferred that Brand Image has a meaningful impact on purchase intention at The Ritz-Carlton, Bali. This suggests that a favorable brand image of The Ritz-Carlton, Bali enhances the likelihood of guests choosing it as their wedding venue.

c) Analysis of Price Perception's ($X_2$) Impact on Purchase Intention (Y)

Hypothesis Formulation:

$H_0$ : Price Perception does not significantly influence the purchase intention at The Ritz-Carlton, Bali.

$H_a$ : Price Perception has a notable influence on the purchase intention at The Ritz-Carlton, Bali.

Computed $t_{value}$ Assessment:

Table 7 indicates that the Price Perception variable has a computed $t_{value}$ of 2.027, which has a significance level just below the set threshold of 0.05 (0.045 < 0.05).

Computed $t_{value}$ Comparison with Critical $t_{value}$:

Applying the same comparison criteria, and noting that the Price Perception variable's computed $t_{value}$ of 2.027 is greater than the critical $t_{value}$ of 1.984 with a significance level of 0.045 < 0.05, it can be concluded that Price Perception considerably affects the purchase intention at The Ritz-Carlton, Bali. This insinuates that a positive perception of price increases guest' propensity to host their weddings at The Ritz-Carlton, Bali.

**4. F-test**

F-test determines if the independent variables collectively influence the dependent variable. The overall influence of the variables is gauged by the significance value. If the significance of F is less than 0.05, or if the F-computed value exceeds the F-critical value, then the null hypothesis (H0) is rejected in favor of the alternative hypothesis (Ha). Conversely, if the significance of F is greater than 0.05 or if the F-computed value is below the F-critical value, then H0 is accepted, and Ha is dismissed.

**Table 8:** f-test

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | | **ANOVA**[a] | | | | |
| 1 | Regression | 988.738 | 2 | 494.369 | 74.566 | .000[b] |
| | Residual | 643.102 | 97 | 6.630 | | |
| | Total | 1631.840 | 99 | | | |
| a. Dependent Variable: Purchase Intention | | | | | | |
| b. Predictors: (Constant), Price Perception, Brand Image | | | | | | |

**Source:** Research Result, 2023

From the F-test results displayed in Table 8, the collective influence of the independent variables on purchase intention can be analyzed through the following steps:

a)  Hypothesis Formulation:

$H_0$ : Both Brand Image (X1) and Price Perception (X2) simultaneously have no significant effect on purchase intention at The Ritz-Carlton, Bali.

$H_a$ : Both Brand Image (X1) and Price Perception (X2) together significantly influence purchase intention at The Ritz-Carlton, Bali.

b)  Determining the F-critical value:

The formula for the $F_{critical\ value}$ is F = F (k ; n – k), where  k is the total number of variables used (in this case, 2) and n is the sample size (here, 100). Thus, F(2; 98) is obtained. According to the $F_{distribution\ table}$, the $F_{critical\ value}$ is 3.09

From Table 8, the $F_{significance\ value}$ is 0.000, which is less than 0.05. The $F_{computed\ value}$ of 73.680 exceeds the $F_{critical\ value}$ of 3.09. Thus, both Brand Image and Price Perception collectively have a significant and positive effect on Purchase Intention (Y) at The Ritz-Carlton, Bali.

**5. Coefficient of Determination Analysis**

The coefficient of determination analysis reveals the proportion of the variance in the dependent variable that can be attributed to the independent variables.

**Table 9:** Coefficient of Determination Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| | | **Model Summary** | | |
| 1 | .778[a] | .606 | .598 | 2.575 |
| a. Predictors: (Constant),  Brand Image, Price Perception | | | | |

**Source:** Research Result, 2023

Table 9 shows that 60.6% of the variance in the dependent variable can be explained by the independent variables. The remaining 39.4% can be attributed to other variables not included in this study.

**DISCUSSION / ANALYSIS**

The brand image of any organization plays a pivotal role in shaping consumers' decisions, perceptions, and overall trust in the brand. Within the hospitality industry, especially luxury hotels like The Ritz-Carlton, Bali, brand image becomes

even more significant. This is not just because it often equates with the quality of services or the exclusivity of the experience, but also due to the social status it offers its patrons.

Findings from this study resonate with earlier research, underscoring the importance of a positive brand image. For instance, Padma & Ahn (2020) emphasized that in the hotel industry, brand image extends beyond the physical amenities. It is also about the emotional and symbolic attributes associated with it. They highlighted that a positive brand image can foster customer loyalty, repeat business, and generate positive word-of-mouth recommendations. This insight is particularly significant to this study, as a favorable brand image for The Ritz-Carlton, Bali can significantly influence consumers when selecting a wedding venue – an occasion laden with immense emotional and symbolic weight.

Moreover, the brand's value proposition, especially concerning pricing, is another determinant influencing consumer decisions (Fan et al., 2023; Yadav et al., 2019). The perception of The Ritz-Carlton, Bali's wedding packages as being affordably priced, yet seemingly not in alignment with the hotel's classification, is an intriguing observation. This perceived misalignment might stem from consumers benchmarking The Ritz-Carlton, Bali's pricing against other luxury brands or holding pre-conceived notions about pricing for a hotel of its stature.

This sentiment aligns with Blengini & Heo (2020) who observed that pricing strategies in luxury hotels are a nuanced interplay of perceived value, competition, and brand positioning. A mismatch in consumers' perceived value can induce cognitive dissonance, which may influence their purchasing decisions. Consumers' perceptions of price fairness are crucial in their overall assessment of value. If consumers believe that The Ritz-Carlton, Bali's wedding package pricing isn't commensurate with the hotel's luxury classification, it could indicate a perception of price unfairness, potentially affecting their intent to buy (Becerra et al., 2013; Beerli-Palacio et al., 2020).

## CONCLUSION

Based on the research conducted, it can be concluded that both brand image and price perception significantly influence purchase intention. The positive coefficient values of 0.423 for Brand Image and 0.208 for Price Perception suggest that improvements in these areas can boost purchase intentions. The t-test results indicate that both variables significantly influence purchase intention, with their t-computed values exceeding the t-critical value, and significance values being less than the threshold of 0.05. The F-test results further corroborate this, showing that both variables collectively have a strong impact on purchase intention. Specifically, they account for 60.6% of its variation, with the remaining 39.4% due to other unexamined variables.

From the analysis undertaken in this study, it is evident that the brand image and the perception of price play pivotal roles in shaping purchase intentions. Specifically, the coefficients of 0.423 for Brand Image and 0.208% for Price Perception emphasize their potential to positively influence buying decisions. The t-test results reinforce the significance of these variables in influencing purchase intention, as they surpass the critical t-$_{value}$ and maintain significance levels below the 0.05 benchmark. Furthermore, the F-test ascertains the combined strength of these variables in affecting purchase intention. To be precise, they jointly account for a substantial 60.6% in determining its variance, while the remaining 39.4% can be attributed to other factors not explored in this study.

## LIMITATION AND STUDY FORWARD

In reflecting on the findings of this study, it's imperative to acknowledge the inherent limitations that could influence the interpretation and generalizability of the results:

1. Sample Size and Composition: The study was based on a sample of 100 respondents. While this is a substantial number, it may not entirely represent the broader population's sentiments. Additionally, the participants were primarily those who were aware of The Ritz-Carlton, Bali's wedding packages but hadn't made a purchase. This specific criterion might introduce a selection bias.

2. Unexamined Variables: The study found that 39.4% of the variation in purchase intention was attributed to unexamined factors. This suggests that there are other crucial determinants influencing purchase intention that this research did not delve into.

3. Reliance on Self-reported Data: The data was collected through questionnaires, which inherently rely on participants' self-reporting. This method can sometimes introduce biases, as respondents might provide answers they deem socially acceptable rather than their true feelings or experiences.

4. Cross-sectional Design: As the study employed a cross-sectional design, it captured data at a single point in time. This means it might not account for changes in perceptions or intentions over time, especially in a dynamic industry like hospitality.

In future research endeavors, addressing these limitations can provide a more comprehensive understanding of the subject matter. It is essential for future researchers to consider a more holistic approach by incorporating other influencing variables identified in this study, such as availability, location, atmospherics, food, and service, and so forth when examining the purchase intention for wedding packages. Doing so will provide a more comprehensive understanding of the determinants of purchase decisions at luxury venues like The Ritz-Carlton, Bali. Additionally, by comparing the relative influence of each variable, stakeholders can prioritize and allocate resources more effectively to optimize customer satisfaction and drive sales.

## CONFLICT OF INTEREST AND ETHICAL STANDARDS

There exists no conflict of interest with the current organisation and no unethical practices followed during the study. (Like plagiarism, animal testing, human testing etc) In case of any medical report or clinical analysis, a consent letter should be submitted.

## AUTHOR'S CONTRIBUTION

Primary Author's Contribution: The lead author was instrumental in conceptualizing and designing the study. This individual undertook the responsibility of gathering data, performing preliminary data analyses, and deciphering the research results.

Secondary Author's Contribution: The co-author significantly enhanced the research design and methodology by providing insightful critiques and intellectual contributions. Additionally, this author was involved in the data collection phase and carried out further analyses of the data.

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