

MARKETING | RESEARCH ARTICLE

The Influence of Location, Service Quality, and Price Perception on Customer Satisfaction: The Mediating Role of Brand Image

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ABSTRACT

This research analyzes the influence of location, service quality, and price perception on customer satisfaction, with brand image as a mediating variable, in the context of Aston Hotel. The data in this study were collected using a questionnaire distribution with a purposive sampling technique, resulting in 300 respondents consisting of guests who used the service more than twice at the Aston Hotel. The hypotheses were tested using Structural Equation Modeling (SEM), applying a variance-based approach known as Partial Least Squares (PLS) through SmartPLS3 software. The results showed that price perception impacts brand image ($t = 6,547$; $p = 0,000$) and customer satisfaction ($t = 4,432$; $p = 0,000$). Additionally, brand image significantly influences customer satisfaction ($t = 3,470$; $p = 0,001$). In this study, location does not directly affect customer satisfaction ($t = 0,677$; $p = 0,499$). However, through brand image, location positively affects customer satisfaction ($t = 2,804$; $p = 0.005$). Conversely, service quality significantly affects customer satisfaction ($t = 5,493$; $p = 0.000$) but does not directly affect brand image ($t = 1,798$; $p = 0.073$). These results suggest important managerial implications, particularly the need for hotels to align pricing strategies with the perceived value of services and to enhance brand image through exceptional customer experiences. The finding emphasizes the crucial contribution of brand image in mediating the relationship that leads to greater customer satisfaction.

Keywords: Location, Service Quality, Price Perception, Customer Satisfaction, Brand Image.

JEL Code: M00, M31, Z33

I. Introduction

The hospitality sector in Indonesia, particularly within the 4-Star hotels, has seen significant expansion in response to increased tourism and mobility. This development is reflected in the construction of new tourist attractions and an increase in the number of hotels that serve as supporting facilities for tourism activities. With this rapid growth, hotels have new challenges in maintaining and increasing customer satisfaction to create a positive reputation. One hotel brand that is widely recognized is Aston Hotels, which carries the concept of star service with modern facilities in various major cities. In this context, customer satisfaction is crucial in driving increased sales and revenue and inspiring customers to use the product again (Hassan et al., 2015). Enhancing brand image is essential in shaping positive customer perceptions, ultimately



contributing to higher satisfaction (Tahir et al., 2024). Brand image refers to a combination of associations and customer beliefs about a brand, which are formed from various sources of experience, information, and communication (Prihananto et al., 2024). As a fundamental component in marketing, brand image has a strategic role because it not only represents customer perceptions of service quality but also forms a strategic base for designing effective marketing initiatives (Balmer et al., 2020).

Location is one of the determinants of customer satisfaction in the hotel industry. Levy (2007) describes location as where business activities occur, including planning, implementing, and providing customer services. A hotel positioned in a highly accessible and activity-centered area provides a competitive advantage from the customer's point of view (Tjiptono & Chandra, 2016). In the case of Aston Hotel, the location of the building in a strategic area makes it easy for customers to access the hotel's services. Most studies still discuss location in general and have not focused on the effect of strategic location on customer satisfaction in star hotels such as Aston. Therefore, further research is needed to fill this void and provide input for hotel managers. Customer perception of value stems from their service experience and significantly influences their satisfaction levels (El-Adly, 2018). In this industry, service quality is decisive in distinguishing a hotel from competitors (Song et al., 2022). According to Dam & Dam (2021), service quality refers to the degree to which services meet or exceed customer expectations. Furthermore, Kotler & Pfoertsch (2006) also emphasized that operational efficiency and effectiveness are compromised without a robust service delivery system. Price perception is also critical in shaping customer satisfaction, besides location and service quality. Jaya et al. (2023) define price perception as the customer's assessment of price fairness. Taufik et al. (2023) explain that this perception is developed by comparing the stated price to the value of the services. Thus, customers must interpret prices appropriately based on their knowledge and experience (Bulan & Tuti, 2023). Operating in competitive business hubs, Aston Hotels must contend with market rivals by managing pricing, enhancing service delivery, and reinforcing brand image to secure customer satisfaction.

This study provides valuable empirical evidence on how location, service quality, and price perception influence customer satisfaction, especially for Aston Hotels operating in a competitive hospitality environment. The findings emphasize the need for continuous innovation and the formulation of adaptive marketing strategies to remain aligned with shifting customer expectations. By focusing on key factors such as accessible location, exceptional service, and perceived price value alignment, hotel management can develop targeted approaches to elevate customer satisfaction and strengthen their competitive positioning. Additionally, the study contributes to advancing marketing management theory and offers actionable insights for real-world application in hospitality business practices.

II. Literature Review and Hypothesis Development

2.1. Location

In a competitive market, location selection is critical in sustaining operational continuity and enhancing a company's financial outcomes within the hospitality industry (Castro et al., 2016). The strategic value of location is further highlighted by Handoyo (2021), who describes it as a long-term organizational decision influenced by various geographical considerations. In line with Kotler & Armstrong (2016), define location as the physical site where a company delivers its services to customers. According to Tjiptono & Chandra (2016), eight indicators shape location: accessibility, visibility, traffic, large, convenient, safe parking lots, expansion, environment, competition, and government regulations. Ellitan (2023) views location as a fundamental aspect of the marketing mix. Location not only enhances service accessibility but also serves as a significant factor in attracting customers (Lovelock & Wirtz, 2016). Triatmojo et al. (2023) provide empirical support for this perspective by demonstrating that location significantly and positively influences brand image. Beyond visibility and ease of access, location also plays a crucial role in shaping customer satisfaction and an emotional response derived from evaluating the overall service experience (Tam, 2004). This

relationship is corroborated by Hafidudin & Prawoto (2023), who found that location significantly affects customer satisfaction. Based on this theory, the following hypotheses are proposed:

H1: Location directly affects brand image

H2: Location directly affects customer satisfaction

H3: Location indirectly affects customer satisfaction through brand image

2.2. Service Quality

Zehir et al. (2011) state that service quality reflects an assessment of customer perceptions across various service dimensions, encompassing interpersonal interactions, the physical environment, and the outcomes received. Similarly, Kotler & Armstrong (2012) suggest that service quality is significantly shaped by both the service provider and how the service is delivered. Further supporting this, Ford et al. (2012) highlight the importance of maintaining high service standards to ensure optimal customer experiences. Parasuraman et al. (1988) state five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Service quality influences business outcomes in multiple ways. High service standards enhance customer experiences and foster stronger emotional bonds between customers and the company. In this context, delivering excellent service is essential in cultivating a favorable brand image. According to Del Río et al. (2001), brand image refers to customers' perceptions and values of a particular brand. The consistent findings of Dam & Dam (2021) further substantiate the positive correlation between service quality and brand image development. Beyond shaping customer perception, service quality is a critical component of differentiation strategies in the hospitality industry, especially in environments where competing services are relatively homogeneous. At the operational level, delivering superior service has a tangible impact on improving customer satisfaction. In this context, customer satisfaction represents customers' evaluations and emotional responses based on their interactions with the provided services (Lu et al., 2015). In line with this, Sahri & Sukma (2024) confirmed that service quality positively and significantly affects customer satisfaction. Based on this theory, the following hypotheses are proposed:

H4: Service quality directly affects brand image

H5: Service quality directly affects customer satisfaction

H6: Service quality indirectly affects customer satisfaction through brand image

2.3. Price Perception

To retain customers, businesses must offer high-quality services and establish pricing that customers perceive as fair and aligned with the value received (Sihotang & Supriyono, 2024). Conceptually, price perception refers to how customers assess the worth of the amount they are required to pay in exchange for the benefits provided (Ronasih & Widhiastuti, 2021). In line with this, Ritonga et al. (2018) define price as the monetary cost customers incur to fulfill their needs and preferences. However, it is important to understand that perception is subjective because it is formed from the customer's evaluation of the price offered (Porral & Levi-Mangin, 2014). According to Kotler et al. (2018), several criteria influence this perception: affordable price, prices according to quality, prices according to benefits, and prices according to competition. A favorable perception of pricing is critical in enhancing brand image and fostering customer trust (Chen et al., 2013). Furthermore, brand image is considered an important factor in customer perception in marketing (Park & Park, 2019). The significance of this construct is reinforced by numerous empirical studies that validate the influence of customer price perception on brand image. Wasik et al. (2023) stated that price perceptions positively develop brand image. Price perception is also important in competitive market dynamics and marketing strategy. Beyond its role in shaping profitability, appropriate pricing increases customer satisfaction (Kotler & Keller, 2013). Conceptually, satisfaction can be understood as an emotional response

triggered by the evaluation of a service transaction (Jiang & Rosenbloom, 2005). Tri Wahjoedi et al. (2022) identified a positive relationship between price perception and customer satisfaction. Based on this theory, the following hypotheses are proposed:

H7: Price perception directly affects brand image

H8: Price perception directly affects customer satisfaction

H9: Price perception indirectly affects customer satisfaction through brand image

2.4. Brand Image

Chuenban et al. (2021) state that brand image encompasses the perceptions and associations formed in customers' minds regarding a particular brand. Similarly, Gazi et al. (2022) describe brand image as how customers interpret and remember a brand. Rindell & Iglesias (2014) added that brand image is recognized as the result of effective brand building and occupies space in customers' minds. This conceptualization allows marketers to analyze customer preferences better and assess brand positioning and competitive advantage in the marketplace (Prihananto et al., 2024). Beyond being a matter of perception, brand image also mirrors customer expectations about the brand's meaning, which tends to be retained in long-term memory. When a brand maintains a positive image, it is more likely to enhance customer satisfaction with the service experience. There are three distinct approaches to measuring and enhancing brand image: strength, favorability, and uniqueness (Heding et al., 2008; Keller, 2013). Kodua et al. (2022) emphasize that emotional responses toward brand image significantly contribute to customer commitment and trust, supporting long-term profitability and satisfaction. Customer satisfaction is a psychological state that emerges when service delivery meets or exceeds customer expectations (Rather et al., 2019). Supriyanto et al.'s (2021) research shows that brand image significantly affects customer satisfaction. Based on this theory, the following hypotheses are proposed:

H10: Brand image directly affects customer satisfaction

2.5. Customer Satisfaction

In service management, gaining an in-depth understanding of customer satisfaction is critical for sustaining long-term business operations. Satisfaction is fundamentally defined as a positive emotional state that emerges after customers assess the services delivered and compare them against their initial expectations (Tahir et al., 2024). Significantly, customer satisfaction goes beyond merely functional outcomes- it encompasses a range of emotional reactions such as satisfaction, pleasure, surprise, and other emotional expressions. As a psychological response, satisfaction is shaped by the degree of alignment between the customer's perception of service performance and their pre-existing expectations. When services successfully fulfill or surpass these expectations, customers are more inclined to remain loyal and repurchase (Lai et al., 2021). Besides its emotional significance, customer satisfaction is a strategic determinant in driving business performance and profitability, positioning it as a core metric in managerial planning (Tuncer et al., 2020). In measuring customer satisfaction, Dahlgaard et al. (2021) identified four dimensions: customer expectations, perceived company image, perceived quality, and perceived value.

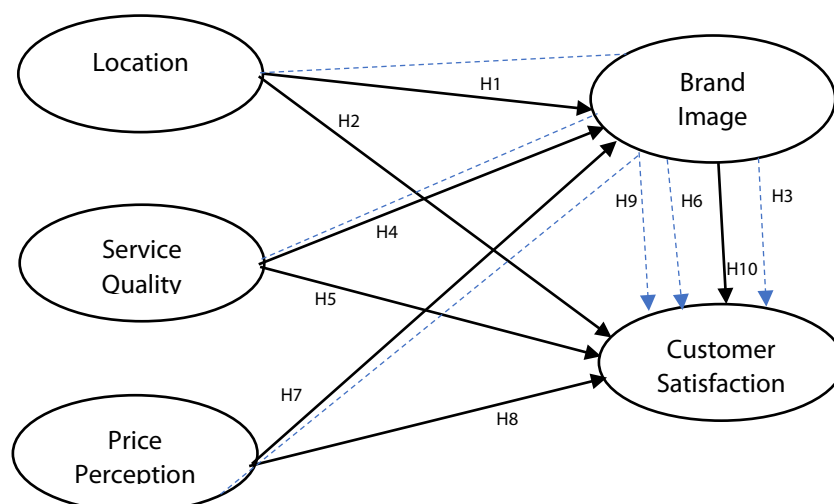


Figure 1. Conceptual Framework

III. Research Method

This study adopts a quantitative approach to examine the influence of location, service quality, and price perception on customer satisfaction, with brand image as a mediating variable at Aston Hotel. A total of 300 participants were selected using a purposive sampling method. Sugiyono (2013) outlines that sampling involves selecting respondents who meet specific criteria aligned with the study's objectives. The established criteria required participants to be at least 18 years old and to have utilized the hotel's services twice or more. Data were collected through structured questionnaires based on validated indicators for each construct, which had undergone prior testing for both validity and reliability. Participants' responses were recorded using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The study employed Structural Equation Modeling (SEM) using SmartPLS3 software to evaluate the hypothesis.

IV. Results and Discussion

4.1. Respondent Demographics

Table 1 shows the demographic profile of respondents. The majority were female, totaling 156 people (52%). The largest age group of respondents was 20-30 years, with 216 people (72%). Regarding occupation, private-sector employees represented the largest group with 147 people (49%). A significant portion of respondents, totaling 115 people (38.3%), were residents of Bekasi. Regarding the purpose of their visit, 129 people (43%) indicated that their main reason for using the service was for a staycation. Furthermore, the primary factor that attracted guests to the Aston Hotel was its service quality, as cited by 129 people (43%).

Table 1. Respondent Demographics

Category	Criteria	Frequency	Percentage (%)
Gender	Man	144	48
	Woman	156	52
Age	20-30 years	216	72
	31-40 years	74	24.7
	> 41 years	10	3.3
Work	Housewife	23	7.7
	Private Employees	147	49
	Self Employed	46	15.3

Category	Criteria	Frequency	Percentage (%)
	Other	84	28
Town	Bekasi	115	38.3
	Jakarta	109	36.3
	Bandung	44	14.7
	Other	32	10.7
Did You Know Aston Hotel	Yes	297	99
	No.	3	1
Have you ever stayed at the Aston Hotel	Yes	272	90.7
	No.	28	9.3
Category	Criteria	Frequency	Percentage (%)
Number Of Visits	Once a week	11	3.7
	3 times in a month	40	13.3
	Once a month	87	29
	Other	162	54
Purpose Of Visit	Holiday	90	30
	Business Trip	51	17
	Staycation	129	43
	Other	30	10
Things to like about Aston Hotel	Service Quality	129	43
	Strategic Location	81	27
	Affordable Price	60	20
	Brand Image	30	10
Total		300	100

4.2. Statistical Result

a) Convergent Validity

Convergent validity was evaluated using Loading Factor and Average Variance Extracted (AVE) for each indicator. The analysis indicates that all indicators have loading values >0.70 , which means the indicator can explain that all variables meet the validity and reliability requirements. In addition, based on Table 2, all AVE values are >0.05 , which confirms that each construct demonstrates strong discriminant validity.

Table 2. Convergent Validity

Variable	Indicators	Item	Loading Factor	Reliability	AVE
Location (Tjiptono & Chandra, 2016)	Traffic	X1.3	0.725	0.752	0.566
	Spacious	X1.4	0.782		
	Comfortable and safe parking	X1.5	0.784		
	Environment	X1.6	0.716		
Service Quality (Parasuraman et al., 1988)	Reliability	X2.2	0.801	0.792	0.627
	Responsiveness	X2.3	0.832		
	Assurance	X2.4	0.741		
	Empathy	X2.5	0.790		
Price Perception (Kotler et al., 2018)	Affordable prices	X3.1	0.716	0.795	0.631
	Prices according to quality	X3.2	0.814		
	Prices according to benefits	X3.3	0.839		
	Prices according to the competition	X3.4	0.805		
Brand Image (Keller, 2013)	Favorability	Y1.2	0.892	0.899	0.808
	Uniqueness	Y1.3	0.905		
	Customer expectations	Y2.1	0.806	0.799	0.638

Variable	Indicators	Item	Loading Factor	Reliability	AVE
Customer Satisfaction (Dahlgard et al., 2021)	Perception of company image	Y2.2	0.789		
	Perceived quality	Y2.3	0.815		
	Perceived value	Y2.4	0.784		

b) Structural Model

In this model, brand image and customer satisfaction are endogenous variables, while location, service quality, and price perception are categorized as exogenous variables. An indicator is valid if it demonstrates an outer loading value >0.05.

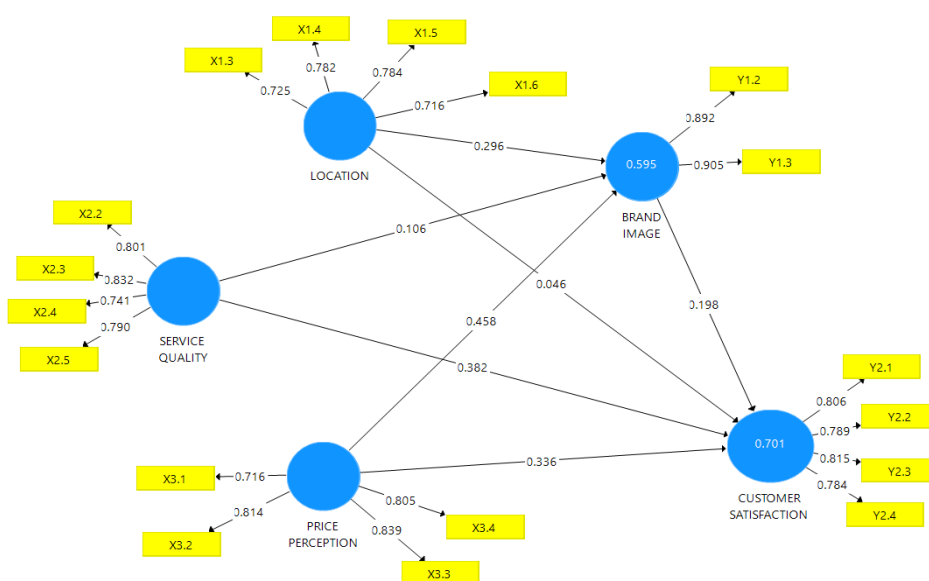


Figure 2. Structural Model

c) Discriminant Validity

Discriminant validity was examined through the cross-loading values, which reflect the strength of the relationship between each construct and its associated indicators. According to the data presented in Table 3, the highest cross-loading is observed in the brand image construct (0.899), followed by customer satisfaction (0.799), location (0.752), price perception (0.795), and service quality (0.792). Four indicators demonstrate a higher loading factor value on their corresponding latent construct than the others. Therefore, it can be concluded that the discriminant validity has been established (Fornell & Larcker, 1981).

Table 3. Discriminant Validity

Variable	Brand Image	Customer Satisfaction	Location	Price Perception	Service Quality
Brand Image	0.899				
Customer Satisfaction	0.690	0.799			
Location	0.675	0.622	0.752		
Price Perception	0.734	0.760	0.702	0.795	
Service Quality	0.561	0.734	0.541	0.643	0.792

d) Determinant Coefficient (R-Square)

R-squared analysis measures the influence of exogenous variables on endogenous variables. The data in Table 4, R² values for brand image and customer satisfaction are 0.595 and 0.701. Table 4 indicates that location, service quality, and price perception influence brand image and customer satisfaction by 59.5% and 70.1%. Other variables outside this study explain the remaining 40.5% and 29.9%.

Table 4. R-Square (R²)

	R Square	R Square Adjusted
Brand Image	0.595	0.591
Customer Satisfaction	0.701	0.697

e) F-Square (F²)

The F-Square (F²) analysis is conducted to determine the extent of the influence of exogenous variables on endogenous variables within the structural model. According to the assessment criteria established by Cohen (1988), an F² value <0.02 is regarded as having no effect, 0.02 represents a small effect, 0.15 indicates a medium effect, and 0.35 or above reflects a significant effect. Table 5 displays the effect sizes (F²) between variables. The influence of location(X1) has a small category effect on brand image(Y1), indicated with a value of 0.107, and has no effect on customer satisfaction(Y2), indicated with a value of 0.003. Furthermore, service quality(X2) does not affect brand image(Y1), expressed with a value of 0.016, but on customer satisfaction(Y2), which has a medium category indicated with a value of 0.275. In addition, price perception(X3) has a medium category effect on brand image(Y1), indicated with a value of 0.212, and a negligible effect on customer satisfaction(Y2) marked by a value of 0.128. Lastly, the effect of brand image(Y1) on customer satisfaction(Y2) is categorized as a small effect with the value of 0.053.

Table 5. F-Square (F²)

Variable	F Square	Result
Location (X1) → Brand Image (Y1)	0.107	Small Effect
Location (X1) → Customer Satisfaction (Y2)	0.003	Not Effect
Service Quality (X2) → Location (Y1)	0.016	Not Effect
Service Quality (X2) → Customer Satisfaction (Y2)	0.275	Medium Effect
Price Perception (X3) → Location (Y1)	0.212	Medium Effect
Price Perception (X3) → Customer Satisfaction (Y2)	0.128	Small Effect
Brand Image (Y1) → Customer Satisfaction (Y2)	0.053	Small Effect

f) Multicollinearity Results – Inner VIF Values

As shown in Table 6, the results of the multicollinearity test using the inner Variance Inflation Factor (VIF), values for location, service quality, and price perception variables range from 1.751 to 2.441 concerning brand image, and from 1.799 to 2.959 concerning customer satisfaction. These findings confirm that all VIF values remain below the recommended threshold of 0.5, indicating no substantial multicollinearity concerns and confirming the model's suitability for further analysis.

Table 6. Multicollinearity Results – Inner VIF Values

	Brand Image	Customer Satisfaction	Location	Price Perception	Service Quality
Brand Image		2.472			
Customer Satisfaction					
Location	2.024	2.241			
Service Quality	1.751	1.779			

	Brand Image	Customer Satisfaction	Location	Price Perception	Service Quality
Price Perception	2.441	2.959			

g) Prediction Accuracy Test (Q^2)

The Q^2 value is used to measure the predictive relevance of the model to the endogenous latent variables, which are obtained through the blindfolding process. The model is considered to have good ability if the Q^2 value exceeds 0, whereas a value below 0 reflects weak predictive power. The data in Table 7 indicates that brand image and customer satisfaction have strong prediction accuracy with Q^2 values between 0.439 and 0.468.

Table 7. Prediction Accuracy Test (Q^2)

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Image	600.000	318.931	0.468
Customer Satisfaction	1200.000	673.618	0.439
Location	1200.000	1200.000	
Service Quality	1200.000	1200.000	
Price Perception	1200.000	1200.000	

h) Path Coefficient

Table 8 shows the results of the hypothesis testing to evaluate the direct effect between variables in this study. A hypothesis is deemed supported when the p-value is <0.05 and the t-statistic >1.96 . Based on these thresholds, the following hypotheses are supported: location \rightarrow brand image ($t = 4.975$; $p = 0.000$), service quality \rightarrow customer satisfaction ($t = 5.493$; $p = 0.000$), price perception \rightarrow brand image ($t = 6.547$; $p = 0.000$), price perception \rightarrow customer satisfaction ($t = 4.432$; $p = 0.000$), and brand image \rightarrow customer satisfaction ($t = 3.470$; $p = 0.001$). Conversely, the hypotheses regarding location \rightarrow customer satisfaction ($t = 0.677$; $p = 0.499$) and service quality \rightarrow brand image ($t = 1.794$; $p = 0.073$) were not supported due to their p-value exceeding 0.05 and t-statistic falling below the 1.96 threshold.

Table 8. Path Coefficient

	Original Sampel (O)	Sample Mean (M)	Standard Deviation (STDV)	T Statistics (O/STDEV)	P Values	Result
Location \rightarrow Brand Image	0.296	0.302	0.060	4.975	0.000	Accepted
Location \rightarrow Customer Satisfaction	0.046	0.053	0.067	0.677	0.499	Not Accepted
Service Quality \rightarrow Brand Image	0.106	0.103	0.059	1.794	0.073	Not Accepted
Service Quality \rightarrow Customer Satisfaction	0.382	0.386	0.070	5.493	0.000	Accepted
Price Perception \rightarrow Brand Image	0.458	0.455	0.070	6.547	0.000	Accepted

	Original Sampel (O)	Sample Mean (M)	Standard Deviation (STDV)	T Statistics (O/STDEV)	P Values	Result
Price Perception → Customer Satisfaction	0.336	0.333	0.076	4.432	0.000	Accepted
Brand Image → Customer Satisfaction	0.198	0.193	0.057	3.470	0.001	Accepted

i) Indirect Effect

Table 9 displays the findings of hypotheses testing conducted to assess the indirect effects between variables in this study. The analysis reveals that location → brand image, → customer satisfaction demonstrates a significant and positive effect ($t = 2.804$; $p = 0.005$). In contrast, service quality → brand image → customer satisfaction ($t = 1.750$; $p = 0.081$) shows that brand image has no significant effect, so the hypothesis is rejected. Meanwhile, the direct path from price perception → brand image → customer satisfaction is confirmed to be significant and positive ($t = 2.900$; $p = 0.004$), thereby supporting the proposed hypotheses.

Table 9. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Location → Brand Image → Customer Satisfaction	0.059	0.058	0.021	2.804	0.005	Accepted
Service Quality → Brand Image → Customer Satisfaction	0.021	0.019	0.012	1.751	0.081	Not Accepted
Price Perception → Brand Image → Customer Satisfaction	0.091	0.088	0.031	2.900	0.004	Accepted

4.3. Discussion

4.3.1. The Influence of Location on Brand Image

The analysis results reveal that the influence between location and brand image yields a path coefficient of 0.296, with a t-statistic of 4,975 (>1.96) and a p-value of 0,000 ($<0,05$), showing a statistically significant and positive effect at Aston Hotel, which supports the acceptance of the hypotheses. A strategically situated and easily accessible location is critical in shaping customers' perception of the hotel's brand. Convenient access enhances the perceived service quality and contributes to the hotel's prestige. These findings are consistent with the "place" dimension of marketing mix theory by Kotler & Keller (2016), which underscores the role of location in delivering customer value and reinforcing a strong brand image. Therefore, when a company prioritizes location, it is more likely to establish a lasting impression of its brand among customers.

4.3.2. The Influence of Location on Customer Satisfaction

The analysis results reveal that the influence between location and customer satisfaction yields a path coefficient of 0.46, with a t-statistic of 0.677 (<1.96) and a p-value of 0,499 ($>0,05$), showing a not statistically significant and negative effect at Aston Hotel. This states that the hypothesis is rejected. In this study, the

location of the Aston Hotel is strategically located, but this factor is not the primary determinant of customer satisfaction. This outcome is consistent with previous studies, such as Fawzy et al. (2023), who found no significant effect between location and customer satisfaction.

4.3.3. The Influence of Service Quality on Brand Image

The analysis results reveal that the influence between service quality and brand image yields a path coefficient of 0.106, with a t-statistic of 1.794 (<1.96) and a p-value of 0.073 ($>0,05$), showing a not statistically significant and negative effect at Aston Hotel, which states that the hypothesis is rejected. These findings reveal a different pattern from most previous research, which often finds a positive correlation between service quality and brand image. It is important to note that service quality is inherently multidimensional and context-dependent. Several factors may explain this finding. First, customer expectations regarding service delivery may be relatively uniform, offering limited differentiation in shaping brand image. Secondly, it was found that other factors, such as price perception, exert a more substantial influence on brand image within a research setting. Furthermore, variations in service quality expectations may also stem from hotel classification, market segmentation, and customers' prior experience. Febrina et al. (2021) stated in their research that service quality does not affect brand image.

4.3.4. The Influence of Service Quality on Customer Satisfaction

The analysis results reveal that the influence between service quality and customer satisfaction yields a path coefficient of 0.382, with a t-statistic of 5.493 (>1.96) and a p-value of 0,000 ($<0,05$), showing a statistically significant and positive effect at Aston Hotel, which supports the acceptance of the hypotheses. Key service quality dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles, significantly enhance customer satisfaction at Aston Hotel. These findings are consistent with research by Aisyah & Tuti. (2022), which found that service quality directly contributes to customer satisfaction.

4.3.5. The Influence of Price Perception on Brand Image

The analysis results reveal that the influence between price perception and brand image yields a path coefficient of 0.458, with a t-statistic of 6.547 (>1.96) and a p-value of 0,000 ($<0,05$), showing a statistically significant and positive effect at Aston Hotel, which supports the acceptance of the hypotheses. Competitive pricing can effectively capture customer interest and contribute to the perceived differentiation of products and services. When customers believe the price reflects the value received, the hotel's brand image will likely improve. These findings are supported by the study of Lestari et al. (2025), which highlighted that price perception has a positive and significant impact on brand image improvement.

4.3.6. The Influence of Price Perception on Customer Satisfaction

The analysis results reveal that the influence between price perception and customer satisfaction yields a path coefficient of 0.336, with a t-statistic of 4.432 (>1.96) and a p-value of 0,000 ($<0,05$), showing a statistically significant and positive effect at Aston Hotel, which supports the acceptance of the hypotheses. Favorable price perceptions significantly influence customer satisfaction. This outcome aligns with the value from money concept proposed by Zeithaml (1988), which suggests that customer satisfaction arises when the perceived value is equivalent to the cost incurred. This is further reinforced by Muliansyah & Talumantak (2022), who identified a positive correlation between price perception and customer satisfaction.

4.3.7. The Influence of Brand Image on Customer Satisfaction

The analysis results reveal that the influence between brand image and customer satisfaction yields a path coefficient of 0.198 with a t-statistic of 3,470 (>1.96) and a p-value of 0,001 ($<0,05$), showing a statistically significant and positive effect at Aston Hotel, which supports the acceptance of the hypotheses. The findings demonstrate that a favorable brand image leads to higher customer satisfaction. The data indicate that Aston's brand reputation significantly shapes the customer experience. These results align with research conducted by Supriyanto (2021), show that brand image significantly influences customer satisfaction.

4.3.8. The Influence of Location on Customer Satisfaction Through Brand Image

The influence of brand image as a mediating role on the relationship between location and customer satisfaction yields a path coefficient of 0.059 with a t-statistic of 2.804 (>1.96) and a p-value of 0,005 ($<0,05$). These findings confirm a statistically significant and positive effect; thus, the hypothesis is accepted.

4.3.9. The Influence of Service Quality on Customer Satisfaction Through Brand Image

The influence of brand image as a mediating role on the relationship between service quality and customer satisfaction yields a path coefficient of 0.021 with a t-statistic of 1.751 (<1.96) and a p-value of 0,081 ($>0,05$). Despite these statistical indicators, the findings do not support a significant and positive effect; thus, the hypothesis is rejected.

4.3.10. The Influence of Price Perception on Customer Satisfaction Through Brand Image

The influence of brand image as a mediating role on the relationship between price perception and customer satisfaction yields a path coefficient of 0.091 with a t-statistic of 2.900 (>1.96) and a p-value of 0,004 ($<0,05$). These findings confirm a statistically significant and positive effect; thus, the hypothesis is accepted.

V. Conclusion

Theoretical Implications: The research findings contribute to the theoretical advancement in studying customer satisfaction within the hospitality sector. The study reveals that price perception and brand image strongly influence customer satisfaction compared to location and service quality at Aston Hotels. This insight offers a fresh perspective, expanding the existing framework that has focused more on emphasizing location and service quality as primary sources of customer satisfaction. Furthermore, this study highlights the significant mediating role of brand image, establishing it as a critical factor in shaping customer satisfaction. **Managerial Implications:** The findings of this study carry important managerial implications for Aston Hotel, particularly emphasizing the importance of prioritizing pricing strategies and enhancing brand image within marketing activities. Ensuring that pricing corresponds with the quality of service, as this alignment has demonstrated a positive effect on improving customer satisfaction. Moreover, management is encouraged to maximize the strategic value of the hotel's location as part of its promotional and branding activities. Future studies are recommended to investigate additional variables not covered in the current study to understand better the factors influencing customer satisfaction.

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