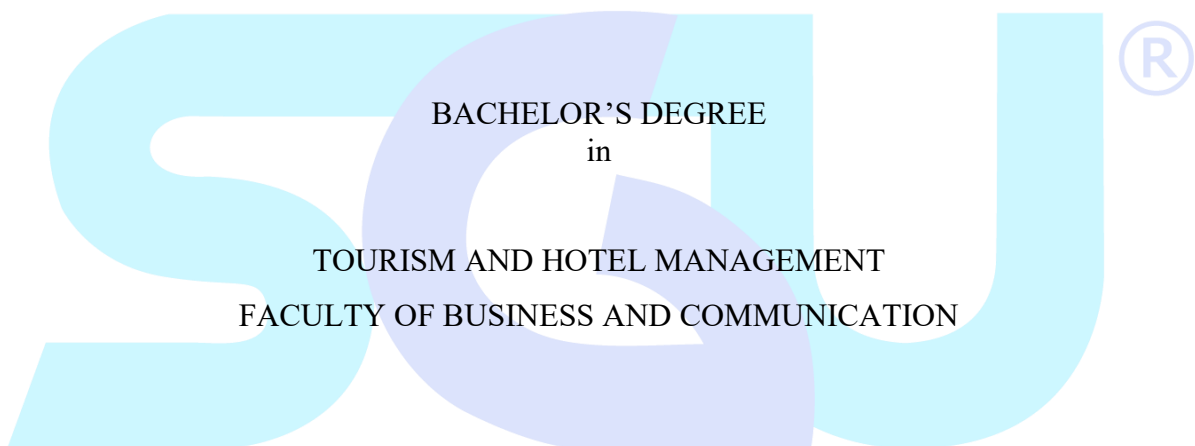


Factors Influencing Corporate Iftar Booking Intention: A Study of
Service Value Attributes and Marketing Communication at Residence
Restaurant, Jakarta

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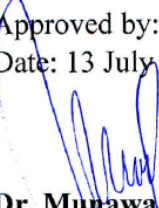
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I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other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


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ABSTRACT

**Factors Influencing Corporate Iftar Booking Intention: A Study of Service
Value Attributes and Marketing Communication at Residence Restaurant,
Jakarta**

By

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This study examines the influence of service value attributes and marketing and pricing communication on corporate Iftar booking intention at Residence Restaurant, Mega Kuningan, Jakarta. The research addresses the need for evidence-based understanding of factors driving corporate clients' venue selection decisions during Ramadan.

A quantitative approach was employed using a cross-sectional survey of 131 corporate employees working in the Setiabudi, Mega Kuningan, Gatot Subroto, and Sudirman business corridor. Data were analyzed using SPSS, including validity testing (Pearson correlation), reliability testing (Cronbach's Alpha), and multiple linear regression. Triangulation was achieved through competitor benchmarking and historical sales data (2024–2026).

Both independent variables significantly influence corporate Iftar booking intention, together explaining 52.1% of variance. Marketing and Pricing Communication showed a slightly stronger effect ($\beta = 0.386$) than Service Value Attributes ($\beta = 0.357$). Descriptive statistics revealed highest ratings for professional atmosphere ($M = 4.72$), transparent pricing ($M = 4.62$), and mixed traditional-international cuisine ($M = 4.57$). All instruments demonstrated acceptable reliability: Service Value Attributes ($\alpha = 0.827$), Marketing and Pricing

Communication ($\alpha = 0.779$), and Corporate Iftar Booking Intention ($\alpha = 0.749$). Historical data validated the findings: advancing promotion from 7 to 18 days before Ramadan increased occupancy from 53.6% to 63.7%.

The study validates Service-Dominant Logic (Vargo et al., 2017), smart pricing theory (Bujisic et al., 2024), and digital marketing effectiveness (A. K. Sharma & Sharma, 2021)) within the corporate Iftar booking context.

Residence Restaurant should launch promotional campaigns 6 weeks before Ramadan, implement tiered packages (Silver, Gold, Platinum), adopt transparent nett pricing, prioritize traditional Indonesian dishes alongside international options, and leverage social media storytelling for B2B outreach.

Keywords: Corporate Iftar, booking intention, service value attributes, marketing communication, pricing transparency, Service-Dominant Logic, Ramadan marketing



DEDICATION

To my advisor, for patience and wisdom.

To my family, for love and prayers. To Residence team for their trust.

And to the most important to the God Almighty to let this happened.



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I also thank all 131 corporate respondents for their time and honest responses, my family for their endless prayers and support, and my friends for their encouragement.

Finally, I acknowledge the scholars whose theoretical frameworks grounded this study, and IBM SPSS for providing the analytical tools.

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