

# Analisis pengaruh identifikasi merek oleh pelanggan terhadap evaluasi evaluasi merek hotel dan pengembangan loyalitas: studi kasus hotel kelas atas dan mewah = The effect of customer brand identification towards hotel brand evaluation and loyalty development case study luxury and upcale hotels / Reihana Muryani

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## Abstrak

[Pertumbuhan pesat hotel butik dan lokal merubah persaingan dalam industry perhotelan. Meskipun grup hotel internasional memiliki merek atau brandname yang lebih kuat, hotel butik dan hotel lokal menyediakan fasilitas yang baik dan konsep yang unik, namun dengan harga yang lebih murah. Sehingga grup hotel internasional kini harus memiliki dan mengembangkan strategi untuk menjaga loyalitas pelanggannya. Penelitian ini bertujuan untuk menganalisa faktor yang mempengaruhi loyalitas pelanggan terhadap merek hotel, dengan melihat sisi identitas sosial yang dimiliki merek hotel tersebut, yaitu menganalisa pengaruh identifikasi merek oleh pelanggan terhadap loyalitas terhadap merek, melalui faktor kualitas jasa, nilai yang dirasakan, dan kepercayaan terhadap merek. Sampel penelitian ini adalah WNI yang pernah menginap di hotel kelas atas atau mewah yang terdaftar pada STR Global Hotel Chain Scales 2015. Data diolah dengan menggunakan metode Structural Equation Modelling. Hasil penelitian menunjukkan bahwa identifikasi merek oleh pelanggan tidak signifikan berpengaruh secara positif terhadap loyalitas merek. Namun, nilai yang dirasakan, dan kepercayaan terhadap merek, memediasi secara sepenuhnya pengaruh identifikasi merek oleh pelanggan terhadap loyalitas merek hotel.;

The growth in boutique and local hotels has changed the competition of the hotel industry. Although international hotel groups possess a stronger brand, boutique and local hotels can offer the prime facilities and unique concepts at a lower price. Therefore, international hotel groups must now have and develop strategies to maintain customer loyalty. This study aims to analyze factors that effect customer loyalty towards a hotel brand, through a social identity perspective, by analyzing the effect of customer-brand identification towards brand loyalty through its known antecedents, which are service quality, perceived value, and brand trust. The data for this research was collected from Indonesian citizens who have stayed at an upscale or luxury hotel listed in STR Global Hotel Chain Scales 2015 in the last six (6) months. Data was then analyzed using Structural Equation Modeling. The results of this study show that customer-brand identification does not have a significant effect on hotel brand loyalty. Meanwhile, perceived value, and brand trust proved to fully mediate the effect of customer-brand identification towards hotel brand loyalty., The growth in boutique and local hotels has changed the competition of the hotel industry. Although international hotel groups possess a stronger brand, boutique and local hotels can offer the prime facilities and unique concepts at a lower price. Therefore, international hotel groups must now have and develop strategies to maintain customer loyalty. This study aims to analyze factors that effect customer loyalty towards a hotel brand, through a social identity perspective, by analyzing the effect of customer-brand identification towards brand loyalty through its known antecedents, which are service quality, perceived value, and brand trust. The data for this research was collected from Indonesian citizens who have stayed at an upscale or luxury hotel listed in STR Global Hotel Chain Scales 2015 in the last six (6) months. Data was then analyzed using Structural Equation

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