

PROCEEDING

INTERNATIONAL CONFERENCES ON HOSPITALITY & TOURISM STUDIES ICONHOSTS 2023

ICONHOSTS

INTERNATIONAL CONFERENCE ON
HOSPITALITY AND TOURISM STUDIES
(ICONHOSTS)



TOURISM DIPLOMA PROGRAM
UNIVERSITY OF MERDEKA MALANG
EAST JAVA-INDONESIA

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FOREWORD

Assalamualaikum wr.wb.

International Conference on Hospitality and Tourism Studies ICONHOST 3 held by Diploma of Tourism Universitas Merdeka Malang. It is an absolute privilege to stand before you today as we embark on this exciting journey of knowledge sharing, collaboration, and innovation.

ICONHOST 3 brings together brilliant minds from Indonesia, Thailand, and the Philippines, all driven by a common goal – to explore, discuss, and advance the frontiers of hospitality, sustainable tourism, and innovation. In a rapidly changing global landscape, where the way we travel, explore, and provide hospitality services is evolving at an unprecedented pace, our collective efforts become more crucial than ever. From sustainable practices that protect our planet to cutting-edge technologies that enhance guest experiences, this conference promises to be a catalyst for transformation.

ICONHOST 3 isn't just about information exchange; it's about forging connections and fostering collaboration. We encourage you to engage in lively discussions, network with your peers, and take advantage of the platform to share your own insights and experiences.

I would like to express my heartfelt gratitude to organizing committee, speakers, and participants for making this event possible. Together, we will chart the course towards a more sustainable, innovative, and inclusive future for the hospitality and tourism industry.

So, without further ado, let's embark on this incredible journey together at ICONHOST 3. I wish you all an enriching and inspiring experience.

Thank you, and let the conference begin!

Wassalamualaikum wr wb.

PREFACE

Tourism today is an organized activity, which serves a variety of travelers entertainment needs, but at the same time brings financial resources to the places that receive visitors. Therefore, the process of tourism development is largely related to what a place has to offer in terms of natural and cultural resources and services, and is a positive economic process which brings financial resources to the place that develops it. Given the definitions above, it is understandable that many people struggle to see much of a distinction between the tourism industry .

Indeed, there is clearly a significant overlap between the two, and many of the businesses and services that cater to tourists also cater to travelers more generally. Nevertheless, there are some notable differences. Essentially, the tourism industry is concerned with people traveling for business or pleasure purposes, staying at their destination for at least one night, and returning. By contrast, tour and activities industry has a wider scope, covering more travel purposes and durations.

Keynote Speaker

Social Value Tourism Through Sustainable Tourism

Prof. Dr. Diena M. Lemy, A.Par., M.M., CHE

Social values are defined as standards, which individuals and social groups employ to define personal goals and essentially shape the nature and form of social order in a collective i.e., what is acceptable and not acceptable, what ought or not to be, what is desirable or nondesirable. Social Value refer to socially collective beliefs and systems of beliefs that operate as guiding principles in life. Social Value is not just about creating projects that have a big impact but also looking at what we can do individually day to day; for example how we treat the people we come in contact with, how we look after all living things (animals, insects and trees/plants) and what we can do to lower carbon emissions which contribute to climate change etc.

Keynote Speaker

Tourism Trends 2023 “Sustainable Tourism”

Assistant Prof. Dr. Noppadol Dharawanij

Sustainable tourism has become an essential part of our industry, and tour operators are at the forefront of this movement. In a recent expedia survey, 90% of consumers said they look for sustainable options when vacationing. This means there is significant demand for sustainable travel providers. Furthermore, euro-monitor international reports that “73.8% of travel executives see increased interest in sustainability from their customers in 2022.” As an added bonus, people who want to travel sustainably are also inclined to visit off-the-beaten-path destinations for a more authentic and sustainable experience, which can be an incredible opportunity for companies operating in emerging destinations. All around the world, mass tourism has been linked to environmental degradation, the depletion of natural resources and an increase in pollution. Many destinations have chosen to implement various kinds of taxes to help offset the negative impacts of over-tourism, while travel companies and hotels have looked at ways to reduce emissions associated with overnight stays and food consumption.

Keynote Speaker

Sustainable Tourism in Malang, Indonesia: Challenges and Opportunities

Dr. Andini Risfandini, S.E., M.Sc

Sustainable tourism implementation in Indonesia is a topic of great importance due to the country's rich natural and cultural resources. The government of Indonesia has recognized the potential of tourism as a major economic sector and has made efforts to promote sustainable tourism development (Anele, 2021). Sustainable tourism aims to balance the environmental, social, and economic aspects of tourism to ensure long-term benefits for local communities and the preservation of natural resources (Uchiyama et al., 2022). Sustainable tourism definition can be sum up as a tourism that has a responsibility to maintain and to preserve the natural environment and at the same time to gain economic advantage for local community and its various stakeholders (Risfandini & Sunardi, 2017).

Keynote Speaker

Update on Sustainable Tourism Development in the Food Service Sector in the Philippines

Assoc. Prof. Rodolfo E. Cabardo

Update on sustainable tourism development in the food service sector in the philippines needs to be considered is the importance of sustaiable tourism in the food service sector, paying attention to key initiatives and recommendations for further development in the food service sector can be seen from key reasons, crucial sustainable food service, climate change mitigation, cultural preservation, local communities and long term economic viability.

Therefore, collaboration between all food service and enviromental stakeholders is needed, education and training related to sustainable tourism and incentives for those who prioritize sustainability in every food service activity.

The Effect Of Brand Satisfaction To Brand Loyalty At Hotel Borobudur Jakarta

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ABSTRACT

The purpose of this research is to examine the influence of brand satisfaction on brand loyalty of Borobudur Hotel consumers in Jakarta. This research is quantitative research where the sample from this research uses consumers from the Borobudur Hotel, Jakarta, consisting of 53 respondents. Regression analysis is used as a data analysis method. The research results show that there is a positive and significant influence of brand satisfaction on brand loyalty.

Keywords: Hotel, Brand Satisfaction, Brand loyalty

Introduction

Background

The growth of business in Indonesia is currently getting better, this can be seen by the number of domestic tourists staying in accommodations at star hotels showing an increase from year to year. The business of hotels shows the promising opportunity contributed to tourism sectors. With a lot of number of hotels showing increasing of high competition, hotel managements have to maintain their hotel customers by applying various strategies, such as by improving the service quality, providing facilities for customers' needs, and giving affordable prices. Those factors will become the customers' reason for choosing hotels.

Providing unforgettable services by giving amazing experiences for the whole cycle of customers' lives is very important to generate competitive brand advantages, sustainability, customer loyalty, and the success of the business. Measuring commitment and trust are the two key elements in developing the customer relationship that has become the primary emphasis of relationship marketing since beginning (Morgan dan Hunt, 1994). In recent markets, the only way to maintain a brand's competitive advantage is to provide excellent customer service. Customers have certain expectations regarding the quality of products and services that have to be fulfilled so that customers can trust the products from brands they already like and trust.

It cannot be denied that the competition among companies is currently getting tighter in various product fields, including market share in the hotel business management business. According to Boulding et al. (2005), a large number of companies have invested in very large customer databases to understand, observe, and influence customers' behavior. With strong and complex

business competition, companies have to face different challenges to maintain their market share. Therefore, each company has to develop different kinds of business to attract the attention of potential customers as well as to grab the customers. This competition certainly requires hotel industry executive to improve their products and maintain the care and maintenance services provided to meet and satisfy their customers' needs. Based on Verhoef, Van Doorn, and Dorotic (2007), the knowledge gained through this process is used in customer acquisition and retention efforts, as well as in the formulation of marketing strategies designed to influence the customers' behavior thus it can maximize the return of business investment, both for existing clients and prospective clients.

Hotel Borobudur Jakarta is a 5 (five) star hotel located in Central Jakarta. It has been established since 1974 and now it is going to be its 50th year of establishing on March 23rd, 2024. Hotel Borobudur is one of the favorite hotels where the guests are various locals and foreigners. At the beginning of the 20th (twentieth) century, many hotel businesses began to emerge in Jakarta. Of course, classy hotels, the ones that are rated 3 (three), 4 (four), and 5 (five) stars hotels and with various hotel brands from local chains or international chains. There are a lot of new hotels popping up indicating factors that will lead to the competition of market shares for hotel business customers and the privilege that customers have to be free to choose which hotel is comfortable to use.

Nowadays, there are a lot of hotel businesses concerned about customer satisfaction with their hotel brands. The survey shows the contradiction, for managers and researchers, brand satisfaction influences other customers' impact. It is very difficult to determine the factors. Customers can be part of the brand loyalty compared with businesses whose customers are unsatisfied with their brands. The company can improve its customers basic values by doing the following stages: (1) attracting new customers; (2) improving customers' retention; (3) creating customers expansion; (4) win back old customers; (5) (active) to end the relationship with customers; and (6) allocated resources effectively among customers (Bolton, Lemon, dan Verhoef, 2004; Venkatesan dan Kumar, 2004; Reinartz, Krafft, dan Hoyer, 2004). These contradictory results, combined with the increasing importance placed on having loyal customers by management, suggest empirically synthesizing the evidence on brand satisfaction to assess the current knowledge. To achieve this, the authors analyze the reported results in terms of brand satisfaction levels. Based on the evidence presented, fairness and disapproval are the most strongly related factors to the levels of brand satisfaction and their impact on increasing overall brand loyalty. They also found that factors characterizing the study, such as measurements and methods, often weaken the strong relationship between satisfaction and history and outcomes. The authors discuss the implications of these effects

and suggest several directions for further research. Measuring brand satisfaction is based on several fundamental assumptions, one of which is that higher levels of brand satisfaction lead to improved future financial performance of the business. The accumulative results should be an increase in customer lifetime value, which has to be interpreted as an increase in company value (Gupta, Lehmann, dan Stuart 2004). This is achieved by increasing the revenue from existing brand loyalty (as a result of higher purchase quantities and lower price elasticity) as well as by increasing customer retention.

The research background related to brand satisfaction and brand loyalty involves a deep understanding of the importance of these two concepts in the context of marketing and business success. The following is the background that can be used as a basis for research:

The role of brand satisfaction with brands has a crucial role in influencing customers' behavior. Research has shown that satisfied customers tend to be loyal to a brand, increasing customer retention, and contributing to long-term business growth. Therefore, understanding the factors that influence brand satisfaction and its impact on brand loyalty is important for companies.

The relationship between Brand satisfaction and Brand Loyalty is about the level of trust, loyalty, and customer preference for a brand. Brand satisfaction has a close relationship with brand loyalty, in which customer satisfaction is the main basis for building and maintaining brand loyalty. Satisfied customers tend to have a high level of loyalty, including repeated purchases, recommending the brand to others, and not being inclined to try other brands. Brand trust is a customer's feeling of security interacting with a brand based on the perception that the brand is reliable and responsible for the interests and safety of customers (Delgado-Ballester, 2016, Pratiwi et al., 2017:90).

There are external factors that can influence brand satisfaction and brand loyalty. For example, good customer service experience, the quality of the product that meets expectations, appropriate prices, effective brand communication, and a positive brand image can increase the level of customer satisfaction and brand loyalty. On the other hand, negative factors such as dissatisfaction with products or services, intense competition, or changes in market trends can negatively influence brand satisfaction and brand loyalty. Customers interact with brands. Customers now have a platform to share their experiences with brands with a wider audience. Online reviews, testimonials, and interactions on Social media can influence customer perceptions of a brand and influence levels of brand satisfaction and loyalty. Therefore, it is important to understand how social media and technology play a role in brand satisfaction and brand loyalty.

Through in-depth research on brand satisfaction and brand loyalty, the company can identify the most influential factors and design effective marketing strategies to increase customer satisfaction and build strong brand loyalty.

Research Objectives

This research purposes to analyze the influence of brand satisfaction on the brand loyalty of consumers at the Hotel Borobudur Jakarta.

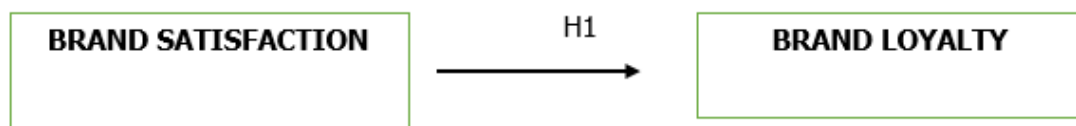
Literature Review

Literature studies on brand satisfaction and brand loyalty have become subjects that are widely researched in the marketing field. The definition of a brand or what it is known as “Brand” is generally a name and symbol. This is an important tool that helps create a positive image with customers and differentiates itself from competing products (Kotler, 2004). This makes a significant contribution to companies by causing them to create their own group of loyal customers and maintain their market shares. Loyal customers are loyal brand customers who repeat purchases and recommend the brand to people around them. Based on a study by Cronin and Taylor (1992), they found that the satisfaction felt after the first trial of a brand leads customers to choose the same brand in their decision to buy again. The level of customer satisfaction is effective in creating brand loyalty by directing their decisions regarding repeat purchases. Likewise, Oliver (2003), in his study investigated the relationship between customer satisfaction and brand loyalty, and found that there was a positive connection between these two variables. Thus, satisfaction means customers repeat purchases and share their positive experiences about the brand and services with others.

Brand satisfaction refers to customers’ perceptions of the extent to which a brand meets or exceeds their expectations. This involves the customer’s evaluation of the quality of the brand’s product or service, customer experience, brand value, and other attributes associated with the brand. The literature conceptualizes satisfaction in two different ways: transaction-specific satisfaction and overall cumulative satisfaction (Lam, Shankar, Erramilli & Murthy, 2004; Shankar, Smith & Rangaswamy, 2003; Del Guila-Obra, Padilla-Meléndez & Al-Dweeri, 2013). The first is related to the evaluation that the customer makes after a particular purchasing or consumption experience, while the second is the result of all previous transaction-specific satisfaction. This study focuses on overall satisfaction as it is expected that customers will rely on their experiences when making purchasing decisions. Overall, satisfaction is a good predictor of customer intention and behavior (Lam et al., 2004). Although satisfaction is an important predictor of loyalty, it does not guarantee loyalty by itself. Customer satisfaction is important because it helps companies achieve financial and

market goals (Oliver, 1997); then, by satisfying their customers, companies hope to achieve their loyalty (Del Águila-Obra et al., 2013). Bravo, Matute, and Pina (2011) added that satisfied customers develop loyalty intentions or the willingness to repurchase a brand. It is hoped that if the service provider can meet its customers' needs better than their competitors, it will be easy to make them loyal (Moreira & Silva, 2015; Paiva, Sandoval & Bernardin, 2012). Further research was conducted in the service industry market (Deng et al., 2010; Hellier et al., 2003; Kim et al., 2004; Lin & Wang, 2006; Ranaweera & Prabhu, 2003; Schlesinger, Cervera, Iniesta & Sánchez, 2014) to support the existence of a positive relationship between satisfaction and customer loyalty.

Brand loyalty refers to a customer's tendency to continue purchasing and expressing a strong preference for a particular brand over time. This involves customers' loyalty, intention to recommend the brand to others, and the desire to maintain a long-term relationship with the brand. Cited by Arnould, Price dan Zinkan (2000:783), Brans Loyalty is a strong commitment from customers to consistently repurchase a particular brand in the future, regardless of the situation and marketing activities of other brands, which potentially encourage these customers to switch brands.



From the explanation above, the following hypothesis can be proposed:

Ha: Brand Satisfaction influences Brand Loyalty.

Methodology

This research refers to the previous research conducted by Hamid Alizadeh and Hamed Nazarpour Kashani (2022) entitled “*Effect of Brand-Consumer Relationships on Brand Loyalty Mediated by Brand Value Creation and Moderated by Brand Community Characteristics in the Hospitality Industry*”. This research uses hypothesis testing research design, which aims to test the hypotheses that generally explain the relationship between one variable and other variables (Indiartono and Supomo, 2002:91). The object of the research is the brand of the Hotel Borobudur Jakarta.

The sampling technique in this research is the convenience sampling method, which is a sampling technique based on convenience (Hermawan, 2003:55). The procedure involves contacting sampling units that are easy to find, which means customers of the Hotel Borobudur Jakarta. The

respondents chosen are customers of the Hotel Borobudur Jakarta. The number of samples studied was obtained by using the Slovin formula (Umar, 1997:78).

In analyzing the influence of Brand Satisfaction on Brand Loyalty of Hotel Borobudur Jakarta, the analysis method used in this research is as follows:

1. To analyze customers' Brand Satisfaction at the Hotel Borobudur Jakarta using descriptive statistical analysis, that is by using tables to calculate the average value;
2. To analyze the customers' Brand Loyalty satisfaction at the Hotel Borobudur Jakarta using descriptive statistical analysis, that is by using tables to calculate the average value;
3. To analyze the influence of Brand Satisfaction on Brand Loyalty at the Hotel Borobudur Jakarta using simple linear regression. Simple linear regression is used to measure the magnitude of the influence of variables between brand satisfaction and brand loyalty. The program used is SPSS 25.

Results and Discussion

Validity testing is concerned with whether we are measuring what we are supposed to measure, Hermawan (2003:42). This test is carried out whether all the research questions are asked to measure whether the research variables are valid.

Table 6 The Result of Validity Testing

No.	Indicator	Factor Loading	The Decision
Brand Satisfaction			
1.	I am satisfied with my decision to stay at Hotel Borobudur Jakarta because the service provided never disappoints.	0,959	Valid
2.	I am pleased with the services provided by Hotel Borobudur Jakarta.	0,951	Valid
3.	I have never been disappointed with the Hotel Borobudur Jakarta brand because I always get the services I expect.	0,867	Valid

Brand Loyalty Variable

1	I would recommend Hotel Borobudur Jakarta to others.	0,964	Valid
2	If someone asked for my opinion, I would direct them to use Hotel Borobudur Jakarta.	0,977	Valid
3	I will encourage friends and relatives to conduct business activities at Hotel Borobudur Jakarta.	0,967	Valid
4	I will continue using Hotel Borobudur Jakarta for my business for the next few years.	0,933	Valid

Source: Data are processed using SPSS 25 (attached)

Reliability Test is a term used to indicate the extent to which a measurement result is relatively consistent if the measurement is repeated two or more times. Reliability relates to the consistency, accuracy, and predictability of a measuring instrument (Hermawan, 2003:42).

Table 8 Reliability Test Results

Variables	Statement Items	Cronbach's Alpha	The Decision
<i>Brand Satisfaction</i>	3	0,908	Reliable
<i>Brand Loyalty</i>	4	0,971	Reliable

Source: Data are processed using SPSS 25 (attached)

It can be seen from table 8 above that reliability test results on Brand Satisfaction Variables (3 statement indicators) and Brand Loyalty (4 statement indicators) have Cronbach's alpha values >0,70. Thus, all variables are reliable or consistent.

DESCRIPTIVE STATISTICS

Table 9 Descriptive Statistics for Brand Satisfaction Variables

No.	Indicator	Mean	Standard
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			Deviation
1.	I am satisfied with my decision to stay at Hotel Borobudur Jakarta because the service provided never disappoints.	4,000	1,160
2.	I am pleased with the services provided by Hotel Borobudur Jakarta.	4,038	1,109
3.	I have never been disappointed with the Hotel Borobudur Jakarta brand because I always get the services I expect.	3,774	1,368
Brand Satisfaction Average Value		3,937	1,212

Source: Data are processed using SPSS 25 (attached)

From the table above, the average value for the Brand Satisfaction variable is 3,937, which means that visitors are quite satisfied with Hotel Borobudur. Visitors are satisfied with the services provided by Hotel Borobudur, therefore the visitors' decision to stay at Hotel Borobudur never goes wrong since the service they experience never disappoints and meet their expectation. The standard deviation value is 1,212, which means that respondents' answers tend to vary.

Table 10

Descriptive Statistics for Brand Loyalty Variables

No.	Indicator	Mean	Standard Deviation
1.	I would recommend Hotel Borobudur Jakarta to others.	4,000	1,209
2.	If someone asked for my opinion, I would direct them to use Hotel Borobudur Jakarta.	3,943	1,216
3.	I will encourage friends and relatives to conduct business activities at Hotel Borobudur Jakarta.	3,906	1,097

4.	I will continue using Hotel Borobudur Jakarta for my business for the next few years.	3,755	1,108
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Brand Loyalty Average Value	3,900	1,157
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The above table shows the average value for the Brand loyalty variable is 3,900, which means the visitors have a fairly high loyalty attitude towards Hotel Borobudur. Visitors will continue to stay at Hotel Borobudur for the next few years for their business purposes. Visitors will recommend Hotel Borobudur to other people, apart from that, visitors will also direct them to Hotel Borobudur if someone asks their opinion on staying at the hotel. Visitors will encourage friends and relatives to conduct business activities at Hotel Borobudur. The standard deviation is 1,157, which means the respondents' answers tend to vary

HYPOTHESIS TESTING (DIRECT)

Table 12 Hypotheses Testing Results

Hypothesis	Beta	<i>p-value</i>	The Decision
H1: <i>Brand Satisfaction</i> effect <i>Brand Loyalty</i>	0,905	0,000	H1 is supported to

At the results of testing the first hypothesis, it is known that the beta value is 0,905, which means that the higher the perception of the Brand Satisfaction, the higher Brand Loyalty is. The p -value is 0,000 which means H_0 is rejected and H_a is supported. It can be concluded that there is a significant positive between Brand Satisfaction and Brand Loyalty.

The result of this research proves that brand satisfaction is a factor that influences Brand Loyalty, in which the satisfaction felt by consumers will encourage higher loyalty from consumers. Putri et al (2018) stated that customers who are loyal to a brand should naturally feel satisfied with that brand because if they are unsatisfied then they will definitely not use the brand for a long time. To experience brand satisfaction, the brand should meet or exceed customers' expectations to generate brand loyalty (Suntoro & Silintowe, 2020). Kristianto and Wahyudi (2019) showed that one of the determining factors for brand loyalty is looking at brand satisfaction, which is one of the main reasons customer satisfactions is at the core of a company's success in building customer loyalty towards the brand. Brand satisfaction is the main measure of how customers' wants and needs for a product can be satisfied and how loyal they are to the brands (Majid et al., 2018).

Conclusion

After doing an analysis, it can be concluded that there is a positive and significant influence of brand satisfaction on the brand loyalty of consumers at the Hotel Borobudur Jakarta. The results of this research show the importance of brand satisfaction in forming consumer brand loyalty. The results of this research certainly have managerial implications that are important for hotels to continue to strive to improve consumers' brand satisfaction to form consumers' loyalty to a hotel brand.

This research has proven the importance of brand satisfaction in forming brand loyalty, but this research has limitations. The first is because this research only uses the brand satisfaction variable as a predictor variable for brand loyalty, which further research can consider expanding by adding other variables, such as hotel service quality or price perception as a predictor of loyalty. Besides that, further research can also consider conducting research on other hotels.

Acknowledgement

Special thanks to Hotel Borobudur Jakarta's Customers for helped us filled the questionnaire. Also all of staff Hotel Borobudur Jakarta for making this research happened. The final word the author realized that in the writing of this is still far from perfection. Therefore, the authors invoke suggestions and criticisms which is build for the sake of perfection and may be useful for all of us. Amen

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