

PERAN BRAND ATTRACTIVENESS SEBAGAI VARIABEL INTERVENING
PADA BRAND DISTINCTIVENESS, BRAND PRESTIGE, BRAND SOSIAL
BENEFIT, DAN MEMORABLE BRAND EXPERIENCE TERHADAP CUSTOMER
BRAND IDENTIFICATION DALAM INDUSTRI PERHOTELAN (STUDI KASUS
PERHOTELAN BERBINTANG LIMA DI JAWA DAN BALI)

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The rapid development in the tourism sector is accompanied by an increase in foreign tourist arrivals, making the Indonesia's hotel industry which is part of the tourism sector, growing dramatically. Competition between brands is unavoidable, each hotel must develop its own brand strategy. This study aims to add insight into brand management specifically in the hotel industry. This study used quantitative method that was distributed to 219 respondents who lived in Jabodetabek and had stayed at five-star hotels located in Java and Bali. From this study it can be concluded that the role of Attractiveness Brand in giving indirect effects to Brand prestige, Brand Distinctiveness, Brand social benefits, and Memorable Brand Experience on Customer Brand Identification. This study also stated the importance of Brand prestige, Brand Distinctiveness, and Brand social benefits significantly and positively influences Customer Brand Identification directly.

Keywords: Brand Attractiveness, Brand prestige, Brand Distinctiveness, Brand social benefits, Memorable Brand Experience memiliki, Customer Brand Identification.