

**THE IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY IN MOXY
BANDUNG HOTEL**

FINAL PROJECT

Submitted as one of the requirements to finish Diploma IV



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SEKOLAH TINGGI PARIWISATA BANDUNG

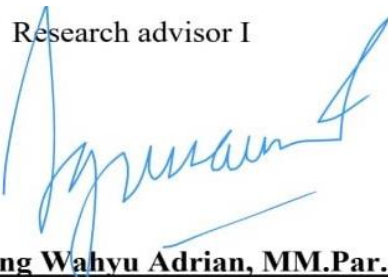
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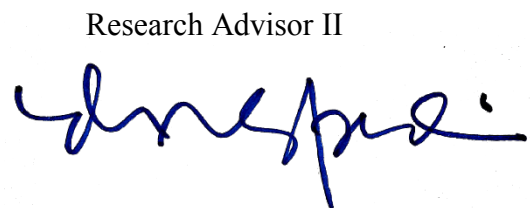
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Hereby stated that:

1. The final project with the title of: "THE IMPACT OF BRANDING IMAGE ON CUSTOMER LOYALTY IN MERCURE BANDUNG NEXA HOTEL" is the result of my own research. There is not plagiarism, citation or arrangements by other individuals that is not in comply with the academic rules of STP Bandung and ethics in scientific community with the supervision of the advisors.
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4. This statement is made in the utmost truth as it is.

Bandung, December 12th 2020.



Andi Bimo Bagaskoro

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MOTTO

“Strive for perfection in everything you do”

TRIBUTES

For mom and dad & dearest friends

ABSTRACT

This research paper takes the position that branding and brand loyalty have become an important part of modern day business marketing. Accordingly, consumer perceptions, brand image, and market research are all important components of developing continuous brand image. The development of brand loyalty has a direct impact on today's marketability and viability of a service or product in today's competitive market. Brand loyalty has been considered to be the repetition of consumer purchase behaviour under the conditions of the consumer's sensitivity to a product as one of the more prevailing trends in global hotel marketing (Kayaman and Arasli 2007), and said research took place in Moxy Bandung Hotel located on Ir. H. Djuanda no. 69 Bandung a lifestyle hotel that is strategically placed. This research used associative quantitative as its research methods and analyzed with Spearman's rank to find the correlation between the X variable of brand image and Y Variable of Customer loyalty with the help of SPSS version 26 resulting a correlation coefficient of ,688 which considered high.

Keywords: brand image, customer loyalty.

FOREWORD

Praise and honor are upon Allah S.W.T for his blessings and help to the writer so that the writer can finish his final project with the title of **"THE IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY IN MOXY BANDUNG HOTEL"**.

This final project is prepared as one of the requirements for to finish Diploma IV program of Hotel Administration at The Bandung Institute of Tourism.

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The writer realizes that the result of his final project is still far from perfection. Therefore, all critics and suggestions that could make this final assignment better will be accepted by the writer gladly and thankfully. Finally, the writer hopes that this final project can be a research that contributes to the society and become an insight for Moxy Bandung Hotel.

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