THE EFFECT OF BRAND IMAGE AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY (CASE STUDY AT REDDOORZ HOTEL NEAR BOTANI SQUARE MALL BOGOR)

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Abstract
Customer loyalty is an impulse and consumer behavior to make purchases repeatedly and to build customer loyalty, it can be used as a very valuable asset for the company. This study aims to examine the effect of brand image and customer satisfaction on customer loyalty at Reddoorz Hotel Near Botani Square Mall, Bogor. The population in this study are consumers who visit Reddoorz Hotel Near Botani Square Mall, Bogor. And the sample used was 30 respondents based on the incidental sampling technique, that is, anyone who coincidentally met the researcher could be used as a sample. Research data was obtained from the results of distributing questionnaires to respondents. The analytical method used is multiple linear regression analysis with SPSS version 25. The results of the analysis show that the brand image variable (X₁) has a positive and significant effect on customer loyalty (Y). However, the significance value of the customer satisfaction variable (X) does not affect customer loyalty (Y) at Reddoorz Hotel Near Botani Square Mall, Bogor, this means that H₁ is accepted and H₂ is rejected.

Keywords: Brand Image, Customer Satisfaction, Customer Loyalty

INTRODUCTION
The tourism sector in Indonesia can be said to be a very important economic sector. Where the development of the tourism industry in Indonesia has played an important role in economic growth. This is evidenced by the position of Indonesian tourism which ranks second in foreign exchange earnings after palm oil, based on data from the Ministry of Tourism in 2017. Statistical data shows that the trend of tourist arrivals tends to increase during the last few months in 2022. The Central Statistics Agency (2022) noted, that the number of foreign tourist visits to Indonesia in May 2022 was 212,300 visits. Based on the results of these statistical data, it is known that Indonesia has a lot of potential for tourism development, so it is hoped that Indonesian tourism can become a driving force for further development.

One of the provinces in Indonesia that is the choice of tourist destination is West Java Provinces. Based on data from the BPS West Java Province, tourist visits to West Java as of July were 22,327,316 visits (BPS West Java Province 2022). The large number of tourists visiting West Java will have an impact on the growth of the hospitality industry in West Java.

Bogor is one of the cities in West Java that is a tourist destination and has five-star hotel accommodations. This is due to the geographical advantages of Bogor and the many tourist destinations that can be
visited by tourists. According to data from the Bogor Ministry of Culture and Tourism, the number of tourist visits to Bogor reached 28,376 people in 2022, which resulted in the number of hotel accommodations in Bogor City also increasing. Currently, there are 34 hotels in Bogor that are classified as 1-5 stars (BPS West Java Province, 2022).

The existence of this competition forces hotel owners to have a competitive advantage that can distinguish the hotel from other hotels. So that the hotel industry in Indonesia, especially the city of Bogor, requires the right strategy to win the competition. Two strategies are now widely used by hoteliers to gain a competitive advantage over their competitors, namely low-cost leadership and developing profitable customer loyalty for their customers (Kadampully, 2000).

Customer loyalty is a condition where the customer has a commitment to a product and intends to make repeat purchases in the future. Growing customer loyalty allows companies to develop long-term relationships with their customers. Furthermore, the costs required to attract new customers are also much higher than the costs required to retain loyal customers (Kotler and Armstrong, 2012). Furthermore, customer loyalty and customer satisfaction cannot be separated. However, the relationship pattern between the two is asymmetric, where loyal customers are mostly satisfied consumers, but not all customer satisfaction is the same as loyalty (Oliver, in Margita 2016). In addition to customer satisfaction, there is one other factor that can affect customer loyalty. It is a brand image. A positive image allows the company to gain reputation value and competitive advantage.

This study uses the object Reddoorz Hotel Near Botani Square Mall. Due to its location in the city center and the cool air, Reddoorz Hotel Near Botani Square Mall is one of the best hotels in Bogor City and has a good image in the eyes of the general public so that it can attract visitors. This study was conducted to determine visitor satisfaction at the Reddoorz Hotel Near Botani Square Mall based on the match between the expected hotel services and the performance of the waiters received by hotel visitors. If the service does not meet the expectations of visitors, it will affect the satisfaction of visitors to Reddoorz Hotel Near Botani Square Mall and result in disloyalty, resulting in a decrease in the number of visitors to Reddoorz Hotel Near Botani Square Mall.

Based on the description of the background above, the authors are interested in conducting a study entitled "The Effect of Brand Image and Customer Satisfaction on Customer Loyalty at Reddoorz Hotel Near Botani Square Mall." The purposes of this study are: (1) To find out whether Brand Image Affects Customer Loyalty at Reddoorz Hotel Near Botani Square Mall Bogor, and (2) To find out whether Customer Satisfaction affects Customer Loyalty at Reddoorz Hotel Near Botani Square Mall Bogor.

LITERATURE REVIEW

Brand Image

According to Kotler and Keller (2012), brand image is the consumer's perception of the brand of a product that is formed from information obtained by consumers through experience using the product. Building the right brand image which can be firmly entrenched in the minds of customers, can highlight the characteristics and advantages of the company (Yana, Suharyono, & Abdillah, 2015).

Several factors can shape and influence brand image according to Sciffman and Kanuk (2010), namely:

1. Quality and quality
   This factor relates to the quality of the goods offered by manufacturers with certain brands.
2. Trustworthy or reliable
   Relating to opinions or agreements formed by the community about a product that is consumed.
3. Usefulness or benefit
   This is related to the function of a product that can be utilized by consumers.
4. Service
   This factor is related to the task of producers in serving their consumers.

5. Risk
   This is measured by the size of the result of profits and losses that may be experienced by consumers.

6. Price
   In this case, it is related to the high or low amount of money spent by consumers to influence a product, it can also affect the long-term image.

7. The image owned by the brand itself
   It can be in the form of views, agreements, and information related to a brand of a particular product.

Customer Satisfaction
   The concept of satisfaction according to Tjiptono (2012), customer satisfaction is a person’s feeling of pleasure or disappointment that arises after comparing the perception of the performance (result) of a product/service with his expectations. Customer satisfaction is the result of an evaluation after comparing what consumers feel with their expectations (Yamit, 2015).

   According to Lupiyoadi (2001) and Irawan (2004), several factors can affect customer satisfaction, namely as follows:

   1. Product Quality
      Customers will be satisfied if their evaluation results show that the products they use are of high quality.

   2. Service Quality
      The quality of service, especially in the service sector, customers will feel satisfied if they get good service or as expected. Satisfied customers will show the possibility to buy the same product again.

   3. Emotional
      Customers will feel proud and gain confidence that other people will be amazed by him when using products with certain brands that tend to have a higher level of satisfaction.

   4. Price
      Products that have the same quality but set a relatively low price will provide higher value to their customers. However, this price factor is relatively unimportant for those who are not priced sensitive.

5. Convenience and Cost
   The ease of obtaining the product or service and the ease of payment can make customers more satisfied if it is relatively easy, comfortable, and efficient in obtaining a product or service. Because of this, customers do not need to incur additional costs or make time to get a product or service and tend to be satisfied with the product or service they get.

Customer loyalty
   According to Ishak and Lutfhi (2011), customer loyalty is the consistency of repeat purchases periodically and continuously over a long period due to consumer interest in a product or brand. Meanwhile, according to Kandampully (2000), loyal customers are customers who buy from the same hotel and continue to recommend it or maintain a positive attitude towards the hotel. So, even though they are faced with many alternative brands of competing products that offer superior product characteristics, loyal consumers, in general, will make purchases or use brands they already trust.

   Customer loyalty is a reliable measure to predict sales growth and consistent buying behavior (Griffin, 2005). Following are the characteristics of consumer loyalty:

   1. Make regular purchases or repeat purchases,
   2. Buying outside the product or service line (buying between product lines),
   3. Recommend products or services to others,
   4. Demonstrate immunity from the attractiveness of similar products or services.

Hypothesis
   A hypothesis is a temporary answer to a problem that is still to be proven true. In this study, the hypotheses made are:

   $H_1$: It is suspected that brand image has a positive and significant effect on customer loyalty at Reddoorz Hotel Near Botani Square Mall
H$_2$: It is suspected that customer satisfaction has a positive and significant effect.

**METHOD**

**Research Types and Approach**

This study uses a quantitative approach. According to Sugiyono (2008), a quantitative method is a scientific approach that views a reality that can be classified, as concrete, observable and measurable, the relationship of the variables is causal and the research data is in the form of numbers and the analysis uses statistics. Based on the background and problem formulation described previously, the type of research used is causality research through a case study on the Effect of Brand Image and Customer Satisfaction on Customer Loyalty at Reddoorz Hotel Near Botani Square Mall, Bogor.

Causality research is research to examine the truth of causal relationships (cause-and-effect), namely the relationship between the independent variable (which affects) and the dependent variable (which is influenced). In this study, causality aims to determine the effect of brand image and customer satisfaction on customer loyalty at Reddoorz Hotel Near Botani Square Mall, Bogor.

**Population and Sample**

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by the researcher to be studied and then draw conclusions (Sugiono, 2018: 130). So the population is not only people but also objects and other natural objects. Based on the understanding of the population, the population in this study will be visitors to Reddoorz Hotel Near Botani Square Mall who have stayed at Reddoorz Hotel Near Botani Square Mall, Bogor. And in this study, the sampling technique used is the incidental sampling technique, where according to Sugiono (2018:138) the technique determines the sample based on chance, that is, anyone who is seen by the person who happened to be met matches the data source. The sample in this study were visitors to Reddoorz Hotel Near Botani Square Mall which in this study were taken as many as 30 respondents.

**Data Analysis Method**

**a. Validity test**

Item validity test can be done using SPSS. According to Muhidin and Abdurahman (2017:30) suggesting a measurement, an instrument is said to be valid if the instrument can measure something precisely what it wants to measure. If $r_{count}$ with $r_{table}$ with a significance level of 0.05. If $r_{count} < r_{table}$, then the instrument is declared invalid and, if $r_{count} > r_{table}$, then the instrument is declared valid.

**b. Reliability Test**

Meanwhile, a measurement instrument is said to be reliable if the measurement is consistent and accurate (Muhidin and Abdurahman, 2017:37). So the instrument reliability test is carried out to know the consistency of the instrument as a measuring instrument so that the results of a measurement can be trusted.

**c. Normality test**

According to Priyastama (2017:117), the normality test is used to test whether the residual value resulting from the regression is normally distributed or not.

**d. Multicollinearity Test**

The common value used to indicate the presence of multicollinearity is the VIF (Variance Inflation Factor) value. If the Variance Inflation Factor (VIF) exceeds 10, there is a possibility of multicollinearity (Ghozali, 2009: 96).

**e. Heteroscedasticity Test**

According to Priyastama (2017: 125), heteroscedasticity is a condition wherein in the regression model there is an inequality of variation from the residual from one observation to another. A good regression model is that there is no heteroscedasticity.

**f. Simple Linear Regression Analysis**

According to Muhidin and Abdurahman (2017: 187). Regression analysis is
used to examine the relationship between two or more variables, especially to explore the pattern of relationships whose models are not fully known or to find out how variations of several independent variables affect the dependent variable in a complex phenomenon.

g. F-Test
The F test aims to find out whether the independent variables simultaneously (simultaneously) affect the dependent variable. The F test was conducted to see the effect of all independent variables together on the dependent variable. The level used is 0.5 or 5%, if the significant value is F < 0.05, it can be interpreted that the independent variable simultaneously affects the dependent variable or vice versa (Ghozali, 2016).

h. T-Test (Partial)
According to Priyastama (2017: 88), the t-test is used to partially test the effect of the independent variable on the dependent variable. And can be used to determine the hypothesis test of each variable.

i. Coefficient of Determination Test (R²)
According to Ghozali (2007), the coefficient of determination essentially measures how much the independent variable's ability to explain the related variables is. The value of the coefficient of determination is between zero and one. The higher the value of the coefficient of determination (R²) means the higher the ability of the independent variable in explaining the variation of changes to the dependent variable.

RESULTS AND DISCUSSION

A. Data Quality Test

1. Validity Test
Validity testing is carried out to determine the validity or not of a questionnaire from each of these variables. The validity test has been carried out in this study shown in the following table:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>r-count</th>
<th>r-table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.696</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.676</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.659</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.4</td>
<td>0.498</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.5</td>
<td>0.458</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.6</td>
<td>0.679</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.7</td>
<td>0.726</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.8</td>
<td>0.671</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.9</td>
<td>0.598</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X1.10</td>
<td>0.802</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.1</td>
<td>0.764</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.2</td>
<td>0.811</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.3</td>
<td>0.792</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.4</td>
<td>0.686</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>X2.5</td>
<td>0.842</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>Y.1</td>
<td>0.860</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>Y.2</td>
<td>0.911</td>
<td>0.374</td>
<td>Valid</td>
</tr>
<tr>
<td>Y.3</td>
<td>0.890</td>
<td>0.374</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Data Processing (2022)

From the results of the validity test in the table above, there are 18 questionnaires containing these 3 variables which have been filled out by 30 respondents in this study. One way to find out which questionnaires are valid and which are invalid must first find out the r-table. The formula for the r-table is df = N - 2. In this study N = 30, so 30 - 2 = 28 so that r-table = 0.374. From the results of the calculation of the validity in the table above, it can be seen that the r-count > r-table for each variable is greater than 0.374. So all the instruments in this study are said to be valid.

2. Reliability Test

Table 2. Reliability Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>0.845</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>0.838</td>
</tr>
<tr>
<td>Customer Loyalty</td>
<td>0.860</td>
</tr>
</tbody>
</table>

Source: Data Processing (2022)

From Table 2 it is known that the value of Cronbach's alpha for all variables is bigger than 0.60. From the provisions
previously mentioned, all variables used for research are reliable or reliable.

3. Normality Test

Table 3. Normality Test

<table>
<thead>
<tr>
<th>Tests of Normality</th>
<th>Kolmogorov-Smirnov</th>
<th>Shapiro-Wilk</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Statistic</td>
<td>Df</td>
</tr>
<tr>
<td>Unstandardized Residual</td>
<td>.132</td>
<td>30</td>
</tr>
</tbody>
</table>

a. Lilliefors Significance Correction

Source: Data Processing (2022)

Based on Table 3, get a significance value using the Shapiro Wilk test, because the sample data is < 50. The result is 0.254 or greater than 0.05. Thus it can be concluded that the data is normally distributed.

4. Multicollinearity Test

Table 4. Multicollinearity Test

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>Tolerance</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td></td>
</tr>
<tr>
<td>Brand Image</td>
<td>.435</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>.435</td>
</tr>
</tbody>
</table>

Source: Data Processing (2022)

From the test results, it was found that all VIF values of each independent variable were less than 10 (2,300 < 10) with a tolerance value bigger than 0.1 (0.435 > 0.1). So it can be concluded that the assumptions are met, which means that there is no strong correlation between the independent variables (there is no multicollinearity).

5. Heteroscedasticity Test

Table 5. Heteroscedasticity Test

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Model</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>3.628</td>
<td>.001</td>
<td></td>
</tr>
<tr>
<td>Brand Image</td>
<td>-1.763</td>
<td>.089</td>
<td></td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>-.209</td>
<td>.836</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data Processing (2022)

Based on the heteroscedasticity test shows that the significant value of the brand image variable is 0.089>0.05 so that there are no symptoms of heteroscedasticity and the customer satisfaction variable has a significant value of 0.836 > 0.05 then the customer satisfaction variable also has no symptoms of heteroscedasticity.

B. Multiple Linear Regression Model

In this study, researchers used multiple linear regression models because this study was conducted to determine the effect of two independent variables with one dependent variable. Here are the test results:

Table 6. Multiple Linear Regression Test

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Beta</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>-4.576</td>
<td>2.614</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Image</td>
<td>.260</td>
<td>.093</td>
<td>.507</td>
<td></td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>.256</td>
<td>.142</td>
<td>.327</td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Loyalty

Source: Data Processing (2022)

Based on table 6 above obtained from regression analysis, it can be arranged multiple linear regression equations as follows:

\[ Y = \alpha + X1 + X2 \]
\[ Y = -4.576 + 0.260X1 + 0.256X2 \]

1) \( \alpha = -4.576 \) means that if the brand image and customer satisfaction value
is 0, then the customer loyalty value is negative 4.576.
2) \( X_1 = 0.260 \), meaning that if the brand image is increased by one percent, then customer loyalty will increase by 0.260.
3) \( X_2 = 0.256 \), meaning that if customer satisfaction is increased by one percent, then customer loyalty will increase by 0.256.

C. Hypothesis Testing
1. Coefficient of Determination Test \((R^2)\)

Table 7. Coefficient of Determination Test \((R^2)\)

<table>
<thead>
<tr>
<th>Model</th>
<th>( R )</th>
<th>( R^2 )</th>
<th>Adjusted ( R^2 )</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.783</td>
<td>.613</td>
<td>.584</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer Satisfaction, Brand Image

Source: Data Processing (2022)

From the table above, the value of \( R^2 = 0.613 \) shows that the relationship between Brand Image \((X_1)\) and Customer Satisfaction \((X_2)\) on Customer Loyalty \((Y)\) is 61.3%. While the remaining effect of 38.7% is outside the regression equation or is not examined in this study. The value of the coefficient of determination above 50% can be said to be multiplied and the research is correct (Sarwono, 2017).

2. T-Test

Table 8. T-Test

<table>
<thead>
<tr>
<th>Coefficients( ^a )</th>
<th>Model</th>
<th>( t )</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-1.750</td>
<td>.091</td>
<td></td>
</tr>
<tr>
<td>Brand Image</td>
<td>2.789</td>
<td>.010</td>
<td></td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>1.802</td>
<td>.083</td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Loyalty

Source: Data Processing (2022)

1) First Hypothesis Testing

Value of Sig. the brand image variable of 0.010 < 0.05 means that the hypothesis is accepted and the brand image variable \((X_1)\) partially affects customer loyalty \((Y)\).

2) Second Hypothesis Testing

Value of Sig. the customer satisfaction variable of 0.083 > 0.05 means that the hypothesis is rejected and the customer satisfaction variable \((X_2)\) does not affect customer loyalty \((Y)\) partially.

3. F-Test

Aims to show whether all independent variables that are included in the model simultaneously or together influence on the dependent variable. With the criteria if the value of sig. <0.05 then all independent variables simultaneously affect the dependent variable. The results of the F test are as follows:

Table 9. F-Test

<table>
<thead>
<tr>
<th>ANOVA( ^a )</th>
<th>Model</th>
<th>( F )</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>21.373</td>
<td>.000 ( ^b )</td>
</tr>
<tr>
<td>Residual</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Loyalty
b. Predictors: (Constant), Customer Satisfaction, Brand Image

Source: Data Processing (2022)

Based on the test results in table 7, it can be seen that the probability value of sig. namely 0.000 <0.05 and \( F_{\text{count}} > F_{\text{table}} = 3.25 \), so it can be concluded that the first hypothesis is accepted which means that there is an effect of variable \( X \) (brand image) simultaneously on \( Y \) (customer loyalty) at Reddoorz Hotel Near Botani Square Mall. So it can be concluded that simultaneously or thoroughly consumers are interested and decide to stay because of the brand image of the hotel, although partially several do not influence consumers to continue to choose Reddoorz Hotel Near Botani Square as their accommodation.

CLOSING

Conclusion
From the results of previous research and discussion, it can be concluded as follows:

1. Based on the t-test, it can be calculated that the X1 (Brand Image) variable is 2.789 which is greater than the table value, namely [0.025: 2.052] = 2.052, and obtained a significant value of 0.010 which is smaller than the specified significant value of 0.05. The calculated value shows a positive number meaning that if Reddoorz Hotel Near Botani Square Mall can increase the X2 variable (customer satisfaction) then the Y variable (customer loyalty) increases.

2. Based on the determinant test, the variable X1 (brand image) and variable X2 (customer satisfaction) on variable Y (customer loyalty) was 61.3%. This means that the X1 and X2 variables have a large enough influence on the Y variable, while the remaining 38.7% is influenced by other factors not examined in this study.

3. From the results of the analysis conducted by researchers, it can be concluded that there is a simultaneous influence of brand image and customer satisfaction on customer loyalty at the Reddoorz Hotel Near Botani Square Mall. However, if tested partially, there is no effect of customer satisfaction on customer loyalty at Reddoorz Hotel Near Botani Square Mall, Bogor. This means, that H1 is accepted and H2 is rejected.

Recommendation

From the conclusions that have been discussed previously, the authors provide the following suggestions:

1. From the results of research conducted, it is known that brand image influences customer loyalty. So it is better if Reddoorz Hotel Near Botani Square Mall always improves and maintains the good image that has been generated to be able to provide satisfaction to customers. This is important because it can increase customer trust and loyalty to Reddoorz Hotel Near Botani Square Mall, Bogor. Considering that many competitors are also trying to provide the best services and offers for their customers.

2. To increase customer satisfaction, the management of the Reddoorz Hotel Near Botani Square Mall can create a customer satisfaction strategy that can meet customer expectations.

3. For further researchers, it is better to identify the effect of promotion and price apart from the brand image and customer satisfaction variables that can affect customer loyalty.

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Schiffman dan Kanuk. (2010). *Perilaku Konsumen*. Jakarta: INDEKS.


