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## **Brand Image Impression on Customer Satisfaction Aston Gorontalo Hotel & Villas**

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### **ABSTRACT**

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This study aims to obtain impressions *Brand Image* For ASTON Gorontalo Hotel & Villas Customer Satisfaction which includes *Brand Identity, Brand Personality, Brand Association, Brand Benefit and Competence, Brand Attitude and Behavior*. The research method used in this research is descriptive qualitative. Data collection techniques using interviews, observation and documentation studies. The research results show that *Fourth variabel is Brand Identity, Brand Personality, Brand Identity, Brand Personality* effect on customer satisfaction whereas *Brand Association* does not significantly affect customer satisfaction. Customer Satisfaction Obtained of service especially for friendly employees. Customers also recommend ASTON Gorontalo for a place to stay in Gorontalo.

*Brand Image, Customer Satisfaction, Impression*

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### **INTRODUCTION**

Branding is one of the most important and powerful tools in marketing and business strategies in an era of increasingly fierce competition for a shrinking market share. Competition in every line of business provides space for innovation and creativity with the existing resources of the company. Additionally, corporate reputation also plays a role in customer satisfaction. Corporate reputation is the perception of customers regarding the quality associated with a company's name. This means that the company's name has a positive influence on customer responses to products or services.

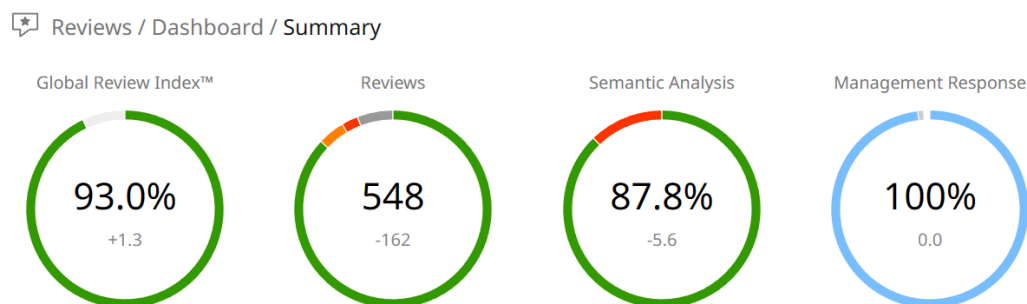
According to Kotler & Keller (2016) brand image describes the extrinsic nature of a product or service, including how a brand attempts to fulfill customers' psychological or social needs. Brand image consists of five variables: Brand Identity, Brand Personality, Brand Association, Brand Attitude and

Behavior, and Brand Benefit and Competence. Brand identity is better known as the physical identity of a brand, making it easily recognizable and distinguishable from other brands. This brand identity must have points of differentiation from competitors to create added value and become ingrained in the minds of customers.

ASTON Gorontalo Hotel & Villas is the only international hotel brand in Gorontalo. The ASTON brand has a strong brand image. In general, ASTON is a 4-star international hotel brand with complete facilities and a modern ambiance. ASTON is a well-known and trusted hotel brand throughout the country that has served millions of domestic and international guests.

In analyzing customer satisfaction, ASTON Gorontalo also utilizes the Review Pro application, which helps the hotel listen to and promptly and efficiently respond to guest feedback, surpassing expectations, improving online ratings, and increasing revenue. According to Syarif, (2010) the key to a company's success in winning competition is to create customer satisfaction.

Below is the year-to-date data for 2022 extracted from the Review Pro application: [Please provide the specific data you want to be translated].



**Picture 1.**  
**Summary Global Review Index**

From picture 1, we can see that the Global Review Index of ASTON Gorontalo is at 93.0, which has increased by 1.3% compared to the previous year. The reviews consist of approximately 87% positive reviews, 4.4% neutral reviews, and 2.7% negative reviews. For semantic analysis, positive review mentions account for 87.8%, while negative review mentions account for 12.2%. The management response rate is at 100%, indicating that the management is responsive to the reviews provided by guests.

An international internet-based research, market, and data analysis institution headquartered in the UK placed ASTON as the 3rd most renowned brand in the Travel and Tourism category in Indonesia. ASTON has been recognized and chosen by guests as a trustworthy hotel brand. The core value

of ASTON is to prioritize "trust" in everything they do and provide, while consistently adapting to guest needs.

ASTON Gorontalo Hotel & Villas officially started operating in October 2022. The hotel's occupancy and revenue are supported by the created brand image. However, in terms of customer satisfaction, there are still guests who feel unsatisfied, while others feel satisfied.

Regarding brand image research, Rudianto, et al (2023); Ihsan & Sutedjo, (2022); Poha et al., (2022); Herliza & Saputri, (2016) found that brand image has a significant impact on customer satisfaction. However, in contrast, Prayogo & Andreani, (2014) found that brand image has a positive but not significant impact on customer satisfaction.

Based on the above description, this research aims to obtain an impression of the brand image on customer satisfaction at ASTON Gorontalo Hotel & Villas, including brand identity, brand personality, brand association, brand benefit and competence, brand attitude and behavior.

## **RESEARCH METHODE**

The research method used in this research is descriptive qualitative. Data collection techniques using interviews, observation and documentation studies. The data analysis according to Miles and Huberman in (Sugiyono, 2017) used in this study is:

### **Reduction**

Data reduction is a sensitive thinking process that requires high intelligence, breadth and depth of insight. Reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns. Thus the reduced data will provide a clearer picture, and make it easier for researchers to carry out further data collection, and look for it if needed.

### **Data Display**

In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. Most often used to present data is with narrative text. Apart from narrative text, it can also be in the form of graphs, matrices, networks and charts. By displaying data, it will make it easier to understand what happened, plan further work based on what has been understood.

### **Verification/Conclusion Drawing**

As the final step of the data analysis process is drawing conclusions and verification. Conclusions in qualitative research are new findings that have never existed before. Findings can be in the form of a description or description

of a subject that was previously dim or dark so that what has been studied becomes clear, it can be in the form of causal or interactive relationships, hypotheses or theories.

## RESULT AND DISCUSSION

### Brand Identity

Knowledge of Brand Identity starting from the ASTON Gorontalo Logo, Identical Colors from the ASTON brand, products from ASTON, Gorontalo, the five informants knew about it, so the researcher gave an overview of the five informants from the results of the interviews. To find out the known sources of brand identity can be described in the following table:

**Table 1.**  
**Sources of Informants Know the ASTON Gorontalo Brand**

No	Informan	Information
1.	Yayat	social media (from Instagram and whatsapp)
2.	Aldi	<i>social media</i>
3.	Ayu	recommendations from friends and agencies
4.	Ghif	<i>social media</i>
5.	Alin	at office events

From the descriptions provided by the five informants regarding their knowledge of brand identity, it can be observed whether the aspects of brand identity influence customer satisfaction. The conclusion is that the impression of brand image, specifically brand identity, also influences customer satisfaction, especially in terms of the products marketed. The selection of a brand in a hotel is also crucial as it reflects the hotel's track record, and ASTON Gorontalo is the only international brand in Gorontalo.

Brand Personality: Based on the evaluations provided by the informants regarding brand personality, it can be concluded that the informants perceive a distinctive character among the employees of ASTON Gorontalo. Informant "Yayat" stated that the employees of ASTON Gorontalo are friendly and amiable, which is supported by the statements of other informants who mentioned the characteristics of friendliness and quick service. Additionally, informants mentioned experiencing hospitality from the staff during their stay, and "Alin" added that the employees always have a smile on their faces.

The employees of ASTON Gorontalo are also responsive to the informants' needs in terms of service. Even for the smallest requests, such as asking for directions, the employees respond promptly. Another observation is that

during events held at ASTON Gorontalo, the managers, including the General Manager, are involved in ensuring the smooth running of the event. If there are any minor complaints, the employees are quick to address them, as mentioned by Informant "Aldi". The informants also noted that the employees of ASTON Gorontalo are dynamic. Informant "Ayu" mentioned that the employees are dynamic and well-trained, evident from their quick responses to every complaint or request. "Yayat" also stated that the employees are not rigid and are proactive in offering promotions. Informant "Ghif" also praised the employees for their excellent knowledge of providing good service, emphasizing their dynamism.

The informants perceived the employees of ASTON Gorontalo as creative. Informant "Ayu" mentioned that the employees are creative and constantly introduce fresh programs that are in demand. Particularly during the previous Ramadan month, there were attractive promotions and a special menu called "promo liwetan" that the informant tried. This statement by Informant "Ayu" is supported by "Yayat," who stated that the employees of ASTON Gorontalo are undoubtedly creative. They consistently introduce new promotions every month and bring something new to Gorontalo.

The informants expressed satisfaction with the service style of the employees at ASTON Gorontalo. Informant "Yayat" stated that they are overall very satisfied with the employees. Whether encountered in the hotel areas, restaurants, during check-in, or even in the rooms, all employees excel in their service. Additionally, Informant "Alin" rated the service style of the employees at ASTON Gorontalo 8.5 out of 10.

Based on the responses given by the informants regarding brand personality and its influence on customer satisfaction, they provided consistent answers that brand personality does indeed have an impact.

### **Brand Association**

Brand association emerges from repeated and consistent activities. In this case, the informants were asked if they were aware of the company's corporate social responsibility (CSR) activities and their opinions on them. Information was also gathered regarding the informants' assessment of the interaction between ASTON Gorontalo management and the public, as well as whether the informants felt confident in ASTON Gorontalo's services. The question is, does brand association influence customer satisfaction?

- Corporate Social Responsibility (CSR) Activities:

Based on the interview results, Informant "Yayat" is aware of the CSR activities conducted by ASTON Gorontalo. The same goes for Informant "Aldi." However, other informants were not aware of the CSR activities,

but they responded positively when informed about them. Informant "Ayu" and Informant "Alin" expressed their appreciation for the CSR activities carried out by ASTON Gorontalo, which can have a positive impact on the company's public perception.

- Interaction between ASTON Gorontalo Management and the Public:  
Informant "Yayat" observed that the management of ASTON Gorontalo has active interactions with the public. This observation was echoed by Informant "Aldi" as well. As explained by Informant "Aldi," the media promotions carried out by ASTON are beneficial for marketing, as they reach a broader market and foster interactions between the management and the public. Additionally, Informant "Ghif" stated that they have never heard any negative news about ASTON.
- Trust in the Service Provided by ASTON Gorontalo  
Building trust in service is not easy to achieve from customers. However, according to the informants, they trust the service provided by ASTON Gorontalo because of the proven track record and the unquestionable brand reputation. The informants emphasized that the brand plays a significant role in establishing trust in the service. Therefore, ASTON Gorontalo continuously strives to enhance its brand image and improve the quality of its products.

Regarding the influence of brand association on customer satisfaction, Informant "Yayat" stated that it does not have a significant impact. However, according to Informant "Ayu," it does have an impact, especially when considering the progress made by ASTON Gorontalo.

#### **Brand Attitude And Behavior**

Assessment of Brand Attitude & Behavior: From the informants' evaluations, it can be determined that the communication behavior of ASTON Gorontalo employees in offering a product is noteworthy. Informant "Yayat" emphasized that the communication, particularly in promotional materials, is clear and does not confuse customers. This statement is supported by Informant "Aldi," who mentioned that ASTON Gorontalo is experienced, has its own branding image, and excels in conveying information accurately without deviation.

Furthermore, the products and services provided by ASTON Gorontalo meet the informants' expectations. Informant "Ghif" stated that the service provided is worth it and meets their expectations due to the complete facilities and the variety of options offered for breakfast compared to other hotels. This sentiment is echoed by Informant "Yayat," who mentioned that the experience aligns with their expectations. They found that ASTON Gorontalo provides

numerous facilities for its class, abundant breakfast options, clean rooms, and friendly staff.

Additionally, it is noted that there are memorable moments related to communication behavior. Informant "Aldi" mentioned an enjoyable and professional interaction with a particular employee during a conversation. Another moment was experienced by Informant "Ayu," who forgot a newly purchased stroller during their stay but remembered it days later. They initially feared that ASTON Gorontalo would react like previous hotels they visited, where staff would yell and scold them when confirming such incidents. However, ASTON Gorontalo handled the situation differently. The stroller was intact and stored safely by the hotel staff.

Based on the informants' responses regarding brand attitude & behavior, along with the points mentioned above, it can be concluded that these factors do influence customer satisfaction, as stated by the informants.

#### **Brand Benefit and Competence**

- Product and Service Excellence of ASTON Gorontalo

Based on the expressions of the informants, it can be concluded that ASTON Gorontalo truly excels in terms of facilities, services, and has its own following and market.

- Characteristics of ASTON Gorontalo's Products and Services

The informants' statements indicate that ASTON Gorontalo's products and services are considered superior, not only in terms of their control and consistency from the opening until now but also in comparison to their competitors in Gorontalo. The quality of facilities such as the swimming pool and the extensive breakfast menu sets ASTON Gorontalo apart. The informants rated these qualities as 9 out of 10, indicating a high level of satisfaction.

Based on the interviews regarding Brand Benefit and Competence, it can be inferred that these factors have an influence on customer satisfaction. The informants mentioned that the price and facilities provided by ASTON Gorontalo greatly contribute to customer satisfaction. Customers choose ASTON because it aligns with their expectations in terms of the price they pay. The quality and standards remain consistently high from their first visit to subsequent visits, without any decline.

Overall, the informants' responses indicate that the excellence of ASTON Gorontalo's products and services, as well as their brand benefits and competence, significantly impact customer satisfaction.

### **Customer Satisfaction**

Customer satisfaction has an impact on the company's reputation. Here, we will look at the informant's responses regarding:

- Whether the informant's expectations were met in the service provided by ASTON Gorontalo.
- Whether the informant would recommend ASTON Gorontalo to others.
- Overall satisfaction rating towards the management of ASTON Gorontalo.

Based on the interview results, it is acknowledged by the informant that the service provided by ASTON Gorontalo is in line with their expectations and is highly satisfactory. They express that ASTON Gorontalo delivers excellent service to every customer, particularly based on the informant's own experience, which is attributed to the friendly staff.

The informant also recommends ASTON Gorontalo as a place to stay in Gorontalo and for hosting various events due to the availability of indoor and outdoor venue options. The overall satisfaction rating given by the informant is 9 out of 10, indicating a high level of satisfaction.

Based on these interview results, it can be concluded that Brand Attitude & Behavior is the most dominant factor in determining satisfaction with the service. This suggests that the behavior and attitude exhibited by the staff of ASTON Gorontalo significantly influence customer satisfaction.

Therefore, it can be inferred that the aspect of Brand Attitude & Behavior displayed by ASTON Gorontalo plays a crucial role in influencing customer satisfaction with the provided service.

### **CONCLUSION**

The conclusion of this study is that the four variables, namely brand identity, brand personality, brand image, and brand association, have an influence on customer satisfaction, while brand association has a less significant impact on customer satisfaction. Customer satisfaction is achieved through excellent service, especially by having friendly staff. Customers also recommend ASTON Gorontalo as a preferred place to stay in Gorontalo. ASTON Gorontalo has gained popularity and has its own market due to consistent service since its opening. They consistently provide new innovations, and the most important aspect is the attitude and behavior of the staff, which adds value to the service provided by ASTON Gorontalo. Customers have a positive impression of the brand image of ASTON Gorontalo, which ultimately leads to a satisfying experience when using the services of ASTON Gorontalo. The key point is that a hotel must continue to innovate and be creative in response to the evolving times to remain relevant and maintain its brand value.



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