



## Building new hotel brand reputation to attract guest in Semarang city

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### ABSTRACT

The hotel industry is an industry that plays an important role in the development of the economy and tourism in Indonesia. The research aims to elaborate brand reputation for new hotels in Semarang. This article uses descriptive research using descriptive qualitative research methods assisted by data collection through documentation and literature study. The research will be conducted using AIDA theory on the 5 newest hotels built in the last 3 years in the city of Semarang. The results show that an increasing of guests in numbers. with the help of AIDA theory, and comparison, it shows that we can still be able to save the hotel industry so that it will not perish that the Room Occupancy Rate (ROR) of star-rated hotels in Semarang city for the November 2021 period was recorded at 60.25 percent or an increase of 4.12 points compared to October 2022, which was influenced by the increase in ROR that occurred in the class of 2-star, 3-star, 4-star and 5-star hotels (BPS, 2023). It can be concluded that the ratings that guests give to hotels have good feedback such as good and friendly service, comfortable rooms, strategic hotel location. New hotel gain market awareness due to the needs of customer especially in this recent time. Due to an increasing of numbers in covid cases, and with many new hotels, it shows the interest of hospitality industry. Hotel must do more to promote and get more customers.

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## 1. Introduction

Semarang city is one of the cities in Indonesia which has innovative tourism potential. This potential can be used as pride by the community. According to Arifin in [1] Semarang City received an award in the Regional Innovation event in the New Normal Order by winning the best innovation in the tourism sector throughout Indonesia. This is indicated by the many tourist objects in the city of Semarang. The development of the tourism industry is currently progressing quite rapidly. Nurcahyo in [2] stated that the development of hotels is currently developing very rapidly. The emergence of new hotels increased competition in the hospitality industry. The hotel industry is an industry that plays an important role in the development of the economy and tourism in Indonesia. The hotel industry is a realm of work engaged in tourist services. This industry involves interactions between tourism actors and tourists from various national and cultural backgrounds.

Hotel is a type of accommodation that uses part or all of the building to provide lodging, food and beverage services as well as other supporting services for the public which are managed commercially. Hotels have several important sections, these sections include the Front Office Department, Accounting Department, Housekeeping Department, Food and Beverage Department, Human Resources Department, Engineering Department, Sales & Marketing Department. These departments have their respective functions and duties to support the smooth operation of the hotel. Tourism nowadays has grown so much that is shown by the newly built hotels. With more competitors in the hospitality industry It means that each hotel has to work harder to get more tourists to generate popularity and generate income. The problem is that there are limited tourists in post pandemic situations. Hence the tourist only chooses a more known and trusted hotel as the only choice. With this situation the new hotel is at risk of loss due to limited customers. To gain more recognition, the hotel must do what is called "Branding". Brand according to Kotler's definition in [3] is a name, term, sign symbol or a combination of all that aims to identify an item or service which can ultimately differentiate itself from others.

Through branding, hotels can be better known by the public and tourists. The existence of a brand is able to attract consumers to use the product or service [4]. Doing branding is not just doing promotions. Branding is also making sure that your guest can have the best experience in your hotel. The guest experience extends beyond your physical location and is crucial to your continuous communications [5]. Luthfi in [6] state that "trust is as a willingness to depend on others who have trusted". The continuation of a tourism sector depends largely on the number of repeat visits, because customer satisfaction (visitors) has a close relationship with the level of regional income, where this is an important reality that must be considered in the continuity of tourism business [7]. There is a strategy that must be done to do branding. Branding strategy or brand strategy according to Kotler in [8] is a strategy to give brand strength to products and services. To be able to carry out a proper and accurate branding strategy, it is necessary to first identify the hotel to be branded. Some things that need to be considered are the hotel star, hotel type, and target market. This research will be using AIDA (Attractive, Interest, Desire, Action) as a theoretical basis. The strategy to be used is based on the AIDA model where it is meant to guide small business entrepreneurs on how to use social media in the following four AIDA components [9]:

- ATTENTION - drawing attention to get new customers
- INTEREST - showing their needs that can be fulfilled with the service they give
- DESIRE - how to sparks desire in their heart
- ACTION - how to persuade the customers into buying our product

## 2. Method

The type of research used in this article using descriptive research using descriptive qualitative research methods assisted by data collection through documentation and literature study. According to Sukmadinata in [10]. Descriptive qualitative research is a method used to describe a natural or artificial phenomenon by focusing on its characteristics, qualities and relationships. Research will be conducted using AIDA theory on the 5 newest hotels built in the last 3 years in the city of Semarang.

## 3. Results and Discussion

Semarang City is the capital of Central Java province and Semarang City also ranks 5th metropolitan city in Indonesia after Jakarta, Surabaya, Medan, and Bandung. With its significant development, in recent years the city of Semarang has a strategic role in the national economy. This can be used by people from outside and inside Semarang to open business opportunities to lift the economy and value of Semarang City and be used as a tourist visit for tourists both from abroad and locally. In 2022, until September the number of tourists visiting Semarang crawled up to 1,817,979 people [11].

With the increasing number of tourists in the tourist attraction sector, it must be balanced with a qualified accommodation sector. One of them is a hotel or lodging place. Therefore, in recent years there have been many hotel developments in Semarang City. The newly built hotel has its own challenges to improve their image. The steps taken to do branding this time will use the theoretical basis of aida. AIDA theory which states that purchasing decision making is a psychological process passed by consumers or buyers, the AIDA process begins with the stage of paying attention to a product or service which then if impressed it will step into the stage of interest in the product or service, if the interest is strong it will continue to the stage of interest for the needs of its needs [12].

### 3.1. Attention

The first step to branding using aida theory is attention. To get the attention of potential customers, it is necessary to carry out a communication. In general, communication is the process of conveying a message carried out by the communicator or sender of a message to the communicant or recipient of a message through a certain channel in order to influence the cognitive, affective and psychomotor side of the recipient of the message [13]. One way to communicate is through social media. The use of social media as a promotional medium is popular because it is cheap and sometimes without cost. Sulianta in [14] This is because online technology has become a means to promote. Online technology can be used as a means to communicate, inform, negotiate, and reduce communication gaps without being hampered by distance and time that can create new

structures for the development and operation of tourism. Hasan in [15] From this it can be found that Information Technology plays an important role in the communication process. One of the strategic responses to the aspect of public awareness as a tourism actor must be able to move forward and be affiliated with the sophistication of IT network technology [16].

### **3.2. Interest**

Then next is interest. Interested means that the message conveyed gives rise to feelings of curiosity, wanting to observe, and wanting to hear and see more carefully. Just getting the attention of potential guests is not enough, the target guest must have a sense of interest in seeing and checking the hotel offered. To be able to attract consumers, it is necessary to make an effort to convince them. According to [17] states that marketing mix factors such as: product, price, promotion and location will greatly affect the interest of tourists. Also concludes that the external environment in the form of cultural factors, social class, references, and family will influence tourists' visiting decisions [18].

### **3.3. Desire**

Next is Desire. Buying interest is derived from a process learning and the thought processes that make up a perception. This buying interest creates a motivation that is constantly recorded in his mind and becomes a very strong desire that in the end when a consumer has to meet his needs will actualize what is in his mind [19]. But there are another aspect that affects customer decision making. In the process of consumer decision-making, The influence of the consumer situation will give a different end result for each consumer [20].

### **3.4. Action**

Action is where the targeted customers are taking into action of buying or getting your services, but there are several factors that influences their behaviour. The world in which different societies live are distinct worlds, not merely the same world with different labels attached." Sapir in [21] According to Kotler in [22] the factors influencing consumer behavior consist of five stages. The first step is:

#### **3.4.1. Cultural factors**

Cultural factors have a broad influence on consumer behavior:

- a. Culture Culture is the determining factor of a person's most desires and behaviors Fundamental. Human behavior can be determined by the culture that surrounds it and its influence will always change according to the times.
- b. Sub cultures Each culture has smaller sub-cultural groups, which is a typical identification and socialization for its members, there are four types of sub-cultures, namely national, racial, religious groups and geographical areas.
- c. Social class Social class is a relatively homogeneous and enduring group in a society arranged in a long order and its members on Each of those levels has the same values, interests, and behaviors.

#### **3.4.2. Social factors**

Consumer behavior is also influenced by social factors, such as reference groups, Family, status and social roles:

- a. Reference groups  
The behavior of a person is influenced by different groups. reference group for a person are groups that exert direct influence or indirect to the attitude and behavior of a person. Examples: Family, Friends, Religion, and Profession.
- b. Family  
Family members can have a strong influence on behavior buyer, we can distinguish two kinds of families in the life of the buyer. First the family as a source of orientation consisting of parents. And a A direct influence on everyday buying behavior is that the family as a The source of offspring is a married couple and their children.
- c. Role and status  
The position of a person in each group can be explained in the sense of role and status. Each role will affect buying behavior. Every The role will affect the buying behavior. Each role carries one status that reflects the general award given accordingly by community.

### 3.4.3. Production factors

A person's decision to buy is also influenced by his or her personality traits, including age and stage of his life cycle, his work, economic conditions, lifestyle and concept self.

- a. Employment  
A person's consumption patterns are also influenced by their work. Work that gives a high contribution will make a person behave differently than with someone who has a job under him.
- b. Economic conditions  
The current economic conditions will have a great influence on the choice of products. Condition A person's economy consists of income, savings, and abilities borrowing and his attitude towards spending.
- c. Lifestyle  
People who come from sub-cultures, social classes, even from the same occupation, will choose a different lifestyle. A person's life is the pattern of a person's life in everyday life expressed in activities, interests and income (opinion) in question.

### 3.4.4. Psychological factors

The choice of giving a person also has five main psychological factors, namely: Motivation, perception, learning, beliefs and attitudes, as well as personality and self-concept.

- a. Motivation  
A person has a need at some point. Some of those needs are biogenic, that is, arises from tensions such as: hunger, thirst, and not comfortable. Another need is psychogenic, that is, it arises from psychological tension such as the need to be recognized, self-esteem or feeling accepted by the environment. One need becomes the impetus when the need arises until it reaches the tariff sufficient intensity.
- b. Perception

Perception can be formulated in the sense that as an individual process of choosing, organizing, and interpreting information inputs to create a meaningful image of the world. Someone is motivated to do something influenced by his perception of the situation at hand.

c. Learning as people do, they learn

Learn to describe the company in the behavior of an individual that comes from experience. Most behaviors a person occurs through a state of mutual influence between impulses, stimuli, clues to answers, reinforcing factors, and responses. Convenient usability from the theory of learning marketers are that they can build demands on the product it is with a strong impulse of need, utilizing important factors that determines behavior and provides reinforcing factors and attitudes.

d. Trust and attitude through the act of learning, people gain trust and attitude

It is further affects their buying behavior. A belief is a descriptive idea embraced by someone about something. An attitude describes good and bad cognitive judgments, emotional feelings, and tendencies to do that persist for a certain amount of time Journal of Economic and Business Research (JPEB), 1 (1), 2016, Pp: 16 – 32 21 to some objects and ideas, therefore the company needs to adjust their products with an attitude that already exists. e. Personality and Self-concept Everyone has a personality that will influence buyer behavior. Personality is a form of attitude that exists in the individual which is very determine its behavior. The personality of the consumer is determined by internal factors himself (motives, IQ, emotions, way of thinking, perception) and external factors of himself (physical environment, family, culture, social factors, and natural environment). Consumer personality will influence perception and decision making in buying. Self-concept is the way we see ourselves and in time certain as a description of what we think. In conjunction with consumer behavior we need to create a situation with the expected by consumers. So is providing and serving consumers with products and a brand that matches consumer expectations.

Finally, service quality is considered to be an important and direct antecedent of consumer-based brand equity, as it provides a reason for customers to differentiate a brand from its competitors. Pappu in [23].

The Room Occupancy Rate (ROR) of star-rated hotels in Semarang City for the November 2022 period was recorded at 60.25 percent or an increase of 4.12 points compared to October 2022, which was influenced by the increase in ROR that occurred in the class of 2-star, 3-star, 4-star and 5-star hotels [24]. The Room Occupancy Rate (ROR) of star-rated hotels in Semarang City for the period of November 2021, October 2022 and November 2022 is presented in the following table:

Table 1. Room occupancy rate (ROR) of star hotels in Semarang city for the period of November 2021, October 2022 and November 2022

Hotel Class	ROR (%)			November 2022 Changes to November 2021	November 2022 Changes to October 2022
	November 2021	October 2022	November 2022		
1 Star	32,67	35,43	33,65	0,98	(1,78)
2 Star	34,17	56,22	59,66	25,49	3,44
3 Star	47,11	55,02	61,57	14,46	6,55
4 Star	45,12	60,80	66,09	20,97	5,29
5 Star	41,88	65,13	65,67	23,79	0,54
Total	42,06	56,13	60,25	18,19	4,12

Source: (BPS, 2023)

Table 2. Review on several new hotel in Semarang between 2019-2022 period

No	Hotel	Number of Reviews	5 star	4 star	3 star	2 star	1 star
1	Padma Hotel Semarang	421	408	13	3	0	0
2	Tentrem Hotel Semarang	373	353	15	2	1	2
3	Hotel Aruss Semarang	71	68	2	1	1	0
4	Awann Sewu Hotel	48	40	6	1	0	1
5	Hotel Chanti Semarang	714	569	105	27	5	8

Source: (TripAdvisor, 2023) [25]

Based on data from Tripadvisor, it can be concluded that the ratings that guests give to hotels have good feedback such as good and friendly service, comfortable rooms, strategic hotel location. Most guests are very satisfied and give a rating of 3-5 stars. With good service quality in a hotel, it will create satisfaction for guests. After the guest is satisfied with the products and services they have received, consumers will compare the services provided. If a guest is satisfied with what they've received, they'll revisit and may recommend someone else to visit the same listing. The similarities between this hotel is that they provide basic needs for the guests. These hotels create the best experiences for the guests as their branding values. they firstly put a big promotion step to gain recognition amongst the people, offers something to gain interest, and creates desire which led to action where the customers buy your service to meet satisfaction.

The company's consumers provide affordable prices, attractive promotions and a quality of service that good to be able to retain consumers [26]. From several definitions that have been put forward, it can be concluded that marketing is the spearhead of a series of business activities, both engaged in services and goods. Customer satisfaction is the level of a person's feelings after comparing the performance (or result) he felt was compared to

his expectations Kotler in [27]. Hotel facility is one of the most important aspect of hotel' s business. Tjiptono in [28] facility is a physical source that must be available.

Things that affect the increase in RS levels of sago starch are: (1) the ratio of amylose: amylopectin in starch, higher amylose can increase RS levels, (2) the ratio of starch: water in making RS, (3) the heating process carried out, (4) the cycle in the modification process, and (5) autoclaving temperature.

#### 4. Conclusion

The results show that an increasing of guests in numbers. with the help of AIDA theory, and comparison, it shows that we can still be able to save the hotel industry so that it will not perish that the Room Occupancy Rate (ROR) of star-rated hotels in semarang city for the November 2021 period was recorded at 60.25 percent or an increase of 4.12 points compared to October 2022, which was influenced by the increase in ROR that occurred in the class of 2-star, 3-star, 4-star and 5-star hotels (BPS, 2023). It can be concluded that the ratings that guests give to hotels have good feedback such as good and friendly service, comfortable rooms, strategic hotel location. New hotel gain market awareness due to the needs of customer especially in this recent times. Due to an increasing of numbers in covid cases, and with many new hotel, it shows the interest of hospitality industry. Hotel must do more to promote and get more customers.

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