

The Jayakarta Bandung Boutique Suite Hotel & Spa Brand Performance Effect to Guest Stay Decision

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Abstract: Guest stay decision is the most important thing to the hotel industries. With guest decision to hotel, then the level of guest residential will increase which is the main target of hotel industries. Therefore the Jayakarta Bandung Boutique Suite Hotel & Spa wants the guest decision to be enhanced. The one of effort to increase the guest stay decision is maximize the brand performance which is do it by The Jayakarta Bandung Boutique Suite Hotel and Spa. The purpose in this study to obtain findings the brand performance which has been done, guest stay decision in The Jayakarta Bandung Boutique Suite Hotel & Spa and influence of brand performance toward decision to stay. Data analysis technique and hypothesis test used path analysis. The result show interesting findings, that the brand performance give the significant influence towards to the stay decision which consist of product, brand, reservation channel, length of stay, room reservation quantity and payment method. The biggest impact of brand performance towards stay decision obtained from Product Reliability, Durability and Service Ability and smallest influence obtained from Service Effectiveness, Efficiency, and Empathy.

Keywords: Complaint handling, service recovery, LCC airline.

1. Introduction

Tourism industry at the moment is one industry that drives economy in most countries in the world. Tourism industry as one of hospitality business sector which is a big business in goods and service provision for tourist and regarding any expenditure by tourists on their way. Tourism is an integral part of human life, especially regarding social and economic activities.

Room occupancy rate is a state to what extent the number of rooms in a hotel sold, when compared to the entire number of rooms are able to be sold. Therefore, guest stay decision is paramount for a hotel industry. The following data on the occupancy level of The Jayakarta Bandung Suite Hotel & Spa Boutique from 2008 to 2010.

Table 1.1: Occupancy level of The Jayakarta Bandung Suite Hotel & Spa Boutique

Year	Occupancy (0%)	Total
2008	57.90%	44.652
2009	59.49%	45.702
2010	64.34%	49.346

Source: Sales and Marketing Hotel The Jayakarta Bandung (2011)

Based on Table 1.1 known that on 2008 to 2010 The Jayakarta Bandung Suite Hotel & Spa Boutique has a rise in occupancy that where in 2009 an increase of 1.59% from 2008, and for 2010 increased by 4.85% from 2009. Occupancy that occurred in 2010 have not been able to achieve desired target management at 65% occupancy. Based on this background, there should be a study of "The Jayakarta Bandung Suite Hotel & Spa Boutique Brand Performance Effect to Guest Stay Decision".

2. Literature

Marketing basically is any activity issues concerning of

product distribution from producer to a consumer where company plans to set price and promotion are oriented to customer as well as to the needs and desires of customers satisfactorily. According to Kotler and Keller (2009:5) said that marketing definition is a societal process which individual and group obtain what they need and want by creating, offering, and freely exchanging product and value service with other

Marketing causes customer are ready to buy so just how to make the product available. While the marketing process consists of analyzing market opportunities, researching and selecting target markets, designing marketing strategies, designing marketing programs, and organize, implement and oversee marketing efforts. To achieve a superior marketing, marketing strategy needed.

Marketing strategy in the corporate strategy context can not stand alone. Marketing strategy is an integral component of functional areas strategy from the company, for example, marketing, finance and human resources, design and implemented in conjunction with other strategies. Marketing strategy according WY Stanton (2005:45) is an integrated set of actions toward a sustainable competitive advantage.

According to Kotler in Abdul Majid (2008:57) marketing strategy is making decisions about marketing cost, marketing mix, marketing allocation in relation to the expected environmental and competitive conditions. A marketing strategy should be centered around the key concept that customer satisfaction is the main goal. A marketing strategy is most effective when it is an integral component of corporate strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena, corporate strategy, mission, and goals of company.

According to Hermawan Kertajaya (2005:13) in a marketing strategy need a tool that used to market the so-called

Strategic Triangle Place, namely: (1) Positioning Determination, efforts to establish a position in the mind of customer. (2) Development Differentiation, attempt to differentiate themselves by providing value proposition that are unique and different from what is given by local competitor. (3) Building a Brand. No other brand building is to build awareness, brand associations, perceived quality, and brand loyalty.

Product and service in which element contains strong brand, as a clear differentiator, valuable, and sustainable use as one of the important marketing strategy in the face of stiff competition. Therefore, brand placement on guest perception and all stakeholders, contribute greatly to success of an organization or company because the brand has a positive association containing the value and strength, or deemed to have brand equity is invaluable. As company's intangible asset, brand reflects all of guest perception about product performance, brand and its meaning, and company associated to the brand in question. A series of brand asset and liabilities linked to a brand, name and symbol which increase or decrease the given value of a product or service to the company and/or customer of the company defined by Aaker in Kotler (2009:284) as brand equity. Meanwhile, Keller (2008:48) states that brand equity is differential effect of brand knowledge or consumer response to brand marketing.

Kotler and Armstrong (2008:350) also adds that brand equity is value of a brand according to the extent to which it has high brand loyalty, brand awareness, perceived quality, strong brand association and other assets such as patent, trademark, and channel relationship.

Benefit that could be obtained if company put brand equity strategy as means of identification to facilitate product and service identification process, as a means of creating unique associations and meanings that differentiate the product from competitors, as a source of competitive advantage and financial resources in the future.

According to Aaker in Kotler (2009:284) brand equity model formulated from managerial and corporate strategy perspective, although its main cornerstone consumer behavior. Aaker describes the brand assets that contribute to brand equity into three dimensions, namely: (1) brand awareness, (2) brand loyalty, and (3) brand association. Meanwhile, the model Kotler (2009:287) and Keller (2008:60) brand equity model, namely: (1) brand salience, (2) brand performance, (3) brand imagery, (4) brand feeling, (5) brand judgment, and (6) brand resonance.

This study, using the brand performance of Kotler (2009:287) and Keller (2008:60) that have Brand Performance definition is "Describes how well the product or service meets customers more functional needs". That is how product and service capabilities to meet the consumer functional needs. Primary ingredients and supplementary features; many customers have belief about level where the main ingredient products operate (low, medium, high, or very high), and especially for products that have been unveiled, features or secondary element that complements the primary material. Some attributes required for product to

work, while others are additional features that allow for more flexible, in private use. Of course this varies by product category or service.

Product reliability, durability, and serviceability; how to display customer performance, it is measured by consistency reliability performance from time to time and from purchase to purchase. Durability is expected economic life of the product and serviceability ease of fixing a product if necessary. Thus, perceptions of product performance is affected by factors such as speed, accuracy, product maintenance and installation, how the speed, courtesy, and how to provide assistance to customers by taking the time and quality.

Service effectiveness, efficiency, and empathy; many customers have associated performance with service. Service effectiveness measures how well the brand meet customer needs in each service. Service efficiency describe the speed and responsiveness of service. Finally, empathetic service providers are seen as the extent of trust, caring, and have the customer's interests in mind.

Style and design; consumers may have an association with a product that goes beyond the functional aspects for more aesthetic considerations such as size, shape, material and color are involved. Thus, the performance may also depend on the sensory aspects such as how the product looks and feels, and maybe even what sounds or smells like. Price; price policy for the brand can create associations in consumers' minds about how relatively expensive (or expensive) this brand, and whether frequent or substantial discounts. Price is critical performance association because consumers can organize their product category knowledge in brand price level different corresponding to elements implemented by The Jayakarta Bandung Suite Hotel & Spa Boutique.

According to Zeithaml (2006:26) in the journal brand performance: quality assurance in hospitality & tourism research suggests that directly affect hotel guest satisfaction is how the brand performance quality. Decision to stay at Hotel adopting one theory that purchasing decision According to Kotler & Keller (2009:226) defines a purchase decision is the level in the purchase decision process in which consumers actually choose the place for it. Consumer decisions to modify, delay, or avoid a purchase decision is influenced by the perceived risk because it has the same characteristics. So in this study, there are six decisions made by consumers, namely:

- a. Product Selection, guests are able to take the decision to make a purchase on a product or using the money for other purposes. Indicators is the quality, variety, offers, advantages, and strategic opportunities.
- b. Brand Selection, guest have to decide which brand they would choose. Each brand has its own differences. In this case a company should know how to choose a product. Its size is the image, stay, experience.
- c. Distribution Channel Selection, guest should make decision about which tool to use. Every guest is different in terms of determining which could be due to factors dealer location, low prices, complete inventory, shopping

convenience, breadth of places and so on.

- d. Time Purchasing, guest decision in stay timing can vary, for example, there are buy every day, once a week, once a month and maybe once a year. Its size is the time stay.
- e. Total Purchase, guests are able to make decision about how much product will be bought at one time. Liked done probably more than one. In this case the company must prepare many products in accordance with the wishes of different from each buyer. Its size is the reason for staying.
- f. Payment method, guest staying in a goods and services should definitely make a payment. At the time of payment is usually the guests there who make payment in cash or by credit card. Its size is a means of payment used.

Stay decision is one of the stages of stay, namely when guest actually take action against a product. One of the steps of a hotel guest to encourage and attract attention is to build a good brand position in its product.

3. Method

In this study used descriptive and verification research. Based on the studied variables this type of research are descriptive and verification. According Sugiyono (2008:35): Descriptive research is research conducted to determine the existence of an independent variable, either one variable or more variables (independent variable) without making comparisons and variable or seek relationships with each other. Descriptive studies in this research aims to obtain an overview of the brand performance and an overview of the decision to stay in hotel industry.

According Sugiyono (2008:36), verification research is study comparing the presence of one or more variables at two or more different samples, or at different times. While this type of research verification test the truth of a hypothesis that is done through data collection in the field. Through the verification of research data collected from primary and secondary data sources. Primary data were obtained by spreading the sample of respondents to the questionnaire to obtain relevant facts.

In this study tested about brand performance effect to stay decision at The Jayakarta Bandung Suite Hotel & Spa Boutique. So that, research method used descriptive and explanatory survey.

According to Sugiyono Kerlinger (2008: 7), which mean survey method that: research method conducted on large and small populations but the data are studied data from samples taken from the population, so that the relative occurrences found? Distribution and relationship between sociological and psychological variables.

3.1 Sampling Method and Data Collection Procedures

Minimum sample in this study as the proportion of samples summed at The Jayakarta Bandung Suite Hotel & Spa Boutique is equal to 100 respondents. Data collection was performed the authors use the following techniques:

- a. Interview
- b. Observation
- c. Literature Study

d. Questionnaire

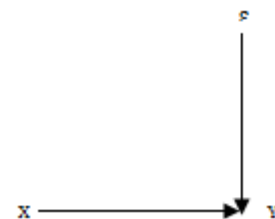
3.2 Hypothesis Testing

As the final step of the data analysis is hypothesis testing. The data analysis technique used in this study is verification analysis method, path analysis. In this case, path analysis used to determine influence of independent variable (X) on dependent variable (Y) either directly or indirectly. Data obtained in this study are combined data hybrid ordinal-interval scale which a scale that artificially transformed into what assumed to be an interval scale. Hybrid Ordinal-interval scale are basically ordinal scale but is assumed to have characteristics assumed distance (assumed distance property) so that researchers can perform some statistical analysis of higher-level (advanced statistical analysis) (Herman, 2006: 123).

3.3 Path Analysis

Next will be determined independent variable data pairs of all study samples. Based on the proposed conceptual hypothesis, there is a relationship between the study variables. This hypothesis is illustrated in a paradigm as shown in Figure below:

Causal Structure between X and Y



Description: X = Brand Performance Analysis
Y = Stay Decision
 ϵ = Epsilon (other variables)

The structure of the above relation shows that Brand Performance effect on Stay Decision. In addition there are other factors that affect the relationship between Brand Performance and Stay Decision that are variable residues and denoted by ϵ , but in this study these variables are not considered.

4. Result and Discussion

4.1 Guest Response on Brand Performance

Recapitulation Guest Feedback Result The Jayakarta Bandung Suite Hotel & Spa Boutique to Brand Performance:

No	Sub Variable	Total Score	Average Score	%
1	Primary Ingredients and Supplementary Features	3696	4.62	20.37%
2	Product Reliability, Durability and Service Ability	3338	4.76	20.99%
3	Service Effectiveness, Efficiency, and Empathy	2968	4.24	18.69%
4	Style and Design	3245	4.63	20.41%
5	Price	1772	4.43	19.54%
Total		15057	22.68	100%

Source: Data processing, 2011

Based on the above table shows that sub-variable of brand performance at The Jayakarta Bandung Suite Hotel & Spa Boutique are getting highest rating on Product Reliability, Durability and Service Ability of 20.99%. This is due to product contained at the Jayakarta Bandung Suite Hotel & Spa Boutique interesting enough guests to stay and ease to perform activities at the hotel, while sub-variable are getting lowest rating that Service Effectiveness, Efficiency, and Empathy by 18.69%. This is because the guest complains less quickly addressed by the hotel, so that guest does not feel impressed, and communication in delivering services to the guest who have not considered a priority.

Communication is important as proposed by Fiona Harris (2003:447) in the journal of corporate branding and corporate brand performance suggests that "the factor of brand performance is the similarity of the brand team members, shared values and communication".

4.2 Guest Response to Stay Decision

Recapitulation Guest Feedback Result The Jayakarta Bandung Suite Hotel & Spa Boutique to Stay Decision:

No	Sub Variable	Total Score	Average Score	%
1	Stay Decision Based on Product Selection	938	4.69	16.83%
2	Stay Decision Based on Brand Selection	1482	4.94	17.73%
3	Stay Decision Based on Distribution Channel	1375	4.58	16.44%
4	Stay Decision Based on Time	912	4.56	16.37%
5	Stay Decision Based on Total Purchase	910	4.55	16.34%
6	Stay Decision Based Payment Method	909	4.54	16.29%
Total		3042	27.86	100%

Source: Data processing, 2011

Based on the table it can be seen that sub-variable of stay decision at The Jayakarta Bandung Suite Hotel & Spa Boutique are getting highest rating on staydecision by brand selection that is equal to 17.73%. This happens because the average hotel guest stays have known brand The Jayakarta Bandung Suite Hotel & Spa Boutique advance, it is strengthened by Kotler and Armstrong (2008:137) statement, consumer have to make a decision about which brand to buy. Each brand has its own differences. In this case the company has to know how consumer coined a brand.

While the lowest occurred in assessment decision statement stays based on the payment method that is equal to 16:29%. it happens because it is always a disturbance in making payment, which did not make the guest feel comfortable, so that effect to payment method so it is less well by guest staying at The Jayakarta Bandung Suite Hotel & Spa Boutique.

4.3 Brand Performance Effect to Guest Stay Decision

Hypothesis testing conducted to test the magnitude of brand Performance effect (X) which consists of the primary ingredients and supplementary features (X1.1), product reliability, durability, and serviceability (X1.2), service

effectiveness, efficiency and empathy (X1.3), style and design (X1.4), and price (X1.5) to stay decision (Y).

Based on correlation matrix result between sub variable brand performance to stay decision obtained correlation results in a sequence that are the primary ingredients and supplementary features (0489), product reliability, durability, and serviceability (0081), service effectiveness, efficiency, and empathy (0.088), style and design (0369), and the price (0.478).

Sub variable product reliability, durability, and serviceability has largest correlation value it is caused by fit between service and reliability that applied by The Jayakarta Bandung Suite Hotel & Spa Boutique management to his guest, thus making the guest feel comfort with The Jayakarta Bandung Suite Hotel & Spa Boutique atmosphere. While the service effectiveness, efficiency, and empathy has lowest correlation value in this case because The Jayakarta Bandung Suite Hotel & Spa Boutique can't provide service expected by guest staying.

5. Conclusion

Based on the research that has been done by using path analysis, both descriptive and verification between decision analyses through brand stays performance at The Jayakarta Bandung Suite Hotel & Spa Boutique can be concluded as follows:

Brand performance description at The Jayakarta Bandung Suite Hotel & Spa Boutique received good rating from guest of The Jayakarta Bandung Suite Hotel & Spa Boutique. The highest valuation obtained by product reliability, durability, and serviceability while the lowest rating obtained by service effectiveness, efficiency, and empathy as described below:

- Overall brand performance at The Jayakarta Bandung Suite Hotel & Spa Boutique has been good, especially product reliability, durability, and serviceability, because the guest have tasted products that have been offered by The Jayakarta Bandung Suite Hotel & Spa Boutique, thus giving a good impression on guest mind.
- Service effectiveness, efficiency and empathy get the lowest valuation. Although significantly affect to stay decision at The Jayakarta Bandung Suite Hotel & Spa Boutique, but it is still less impact. Where guest have not felt good impression on The Jayakarta Bandung Suite Hotel & Spa Boutique service provision, particularly in addressing the guests complain that not enough to give a good impression.

Stay decision level description at The Jayakarta Bandung Suite Hotel & Spa Boutique consisting of product selection, brand selection, reservation channel selection, time stays, reservation number, payment method gets a good rating. The highest rating is brand selection. This is because good corporate image has provided comfort for The Jayakarta Bandung Suite Hotel & Spa Boutique guest.

Brand performance consisting of Primary ingredients and supplementary features, Product reliability, durability, and serviceability, service effectiveness, efficiency, and empathy,

style and design, and Price to give effect to stay decision at The Jayakarta Bandung Suite Hotel & Spa Boutique with a high degree influence.

6. Recommendation

Brand performance concept is essential in a company, because it has several advantages such as reducing marketing costs, facilitate access, attract new customers, retain customers, brand equity, and many more advantages to be gained through a performance brand, in this case the author tries give advice as follow:

- a. Brand Performance overall at The Jayakarta Bandung Suite Hotel & Spa Boutique consist of Primary ingredients and supplementary features; Product reliability, durability, and serviceability; service effectiveness, efficiency, and empathy; Style and design, and Price has been done well and proven able to affect stay decision at The Jayakarta Bandung Suite Hotel & Spa Boutique, but the most important thing that must be considered by The Jayakarta Bandung Suite Hotel & Spa Boutique management is service quality provided by employee to the guest. Psychological approach that should be applied and services that focus on the guest needs, so guest can give more credence to the company and have a strong sense of attachment and become dependent on the company. This acquisition is in line with the lowest value on the service effectiveness dimensions, efficiency and empathy.
- b. Stay decision generally considered quite good, but there should be improved is payment method where the company should focus on the benefits are more attractive in a payment transaction, either through cash or credit card. Such as cooperation between hotel with the bank, so the existence of a price break when a payment transaction, which can be advantageous guests staying.

Limitations in this research that the researcher only conducted research with a survey to guests staying at The Jayakarta Bandung Suite Hotel & Spa Boutique. As recommendation for further research at The Jayakarta Bandung Suite Hotel & Spa Boutique, researchers can further raised other issues such as price or product effect offered that occupancy continues to increase in accordance with the target and will continue to loyal with a variety of contributing factors such as location and price are relatively cheap so The Jayakarta Bandung Suite Hotel & Spa Boutique will be more advanced and developed.

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