

# Global Brand influences Brand Awareness, Intention, and impacts on Hotel Service Purchases

**Enggal Sriwardiningsih**

Management Department, BINUS Business School-Undergraduate Program

Bina Nusantara University, Jakarta, Indonesia 11480

[enggal@binus.ac.id](mailto:enggal@binus.ac.id)

**Arif Zulkarnain,**

Hotel Management Department Faculty of Economics and Communication,

Bina Nusantara University, Jakarta, Indonesia 11480

[Arief.zulkarnain@binus.edu](mailto:Arief.zulkarnain@binus.edu)

## Abstract

Indonesia's ranking travel and tourism competitiveness report shows improvement, but level tourism competitive was lower in the world. Indonesia has weaknesses in terms of infrastructure and the supporting environment in market tourism. Hotel occurs to brand and price when consumer choice it. Option global brand includes in competitiveness market hotel business. Several local hotels had already changed the rebrand to a worldwide brand, but the occupation room decreased. This paper wanted to observe that international brand hotels can influence brand awareness through intent and purchase on service and product MICE hotel. Smart PLS version 3.0 as a running data tool used as a partial least square model. Range three months, we got 2300 customers of this hotel and using Slovin formula with a margin error of 10 % and the survey spread by questionnaire. The research has proven top of global brand significant influence on brand awareness through intent and purchase. Even though hotel rebranding with a worldwide brand is not influenced well by plan and buy, brand awareness could familiarize consumers with this hotel brand. Our suggestion strategy using the global brand is not enough to grab consumers. Excellent service and promotion hotels must capture by brand awareness of the consumer minds.

## Keywords

Global Brand, Awareness, Intent, Purchase

## 1. Introduction

Tourism Sector Policy Direction of Indonesia continues to show improvement from year to year. The increasing number of foreign tourists in 2018 rose 12.58% or 15.81 million visits compared to 2017 of 14.04 million visits (Agency, 2019) and the competitiveness ranking of Indonesia's tourism sector globally (Agency, 2019). Also, the tourism sector can absorb labor significantly. Unfortunately, the tourism sector in Indonesia has a challenge because Indonesia has a potential tourism destination. The ranking of Indonesia's tourism sector competitiveness and the increasing number of tourists from year to year. Based on the Tourism Competitiveness Index issued by the WEF, Indonesia's ranking continues to increase from 74 in 2011 to 42 in 2017 and rise to rank 30 in 2019 (Figure 1). On the other hand, the number of tourists entering Indonesia continues to increase and expected to reach around 295 million tourists, who contribute about 7.5% of GDP (Figure 2).

Although Indonesia's ranking based on the 2017 Travel and Tourism Competitiveness Report shows improvement, Indonesia still has weaknesses in infrastructure and the supporting environment for the tourism sector. Indonesia has a good rating regarding tourism and natural resources and cultural richness that can be a tourist attraction. Indonesia is ranked 66 and 87 out of 136 countries in terms of infrastructure and supportive environment, where the main problems are tourism infrastructure services such as lodging, health, and hygiene.

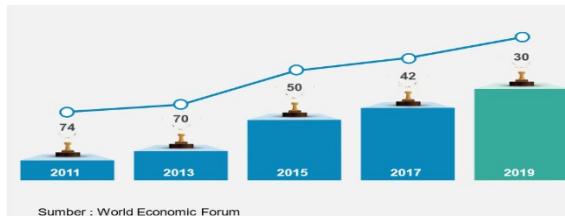


Figure 1: Development of Indonesia's Tourism of Competitiveness Index 2011-2019  
Source: World Economic Forum



Figure 2. Tourist Growth and Contribution the Tourism Sector to GDP in 2015-2019  
Source: Ministry of Tourism, Central Bureau of Statistics, 2019

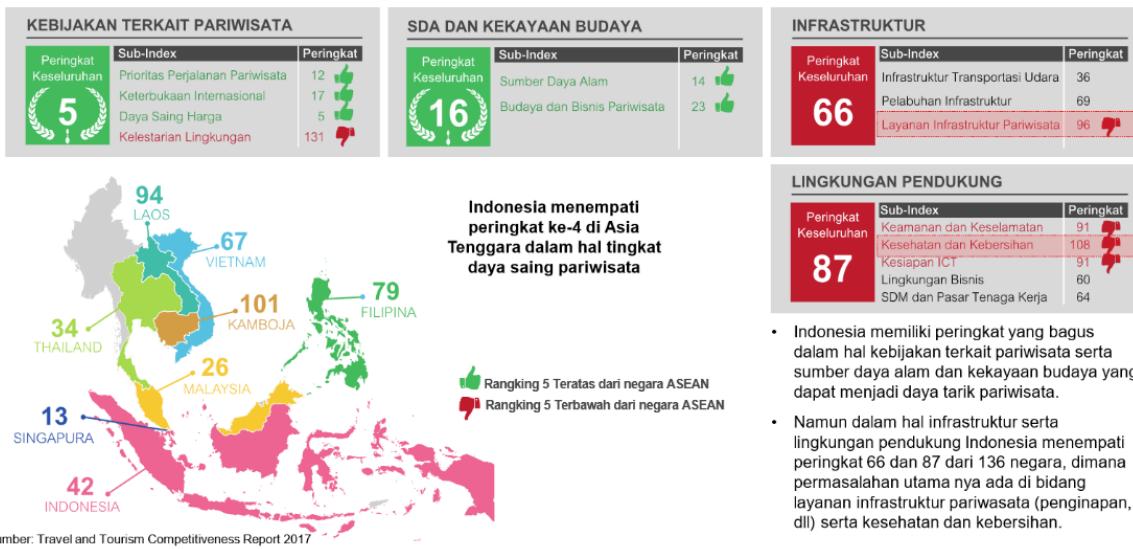


Figure 3. Challenge for Level of Indonesian Tourism Competitiveness  
Source: Ministry of Tourism

Bogor city is one of the tourist areas located in West Java Province and adjacent to Jakarta. Excellent natural conditions and some heritage places surrounded by views of the hills and mountains. Many historical heritages make this city has its attractive to young local tourists around Bogor. Indonesia, especially in Bogor City, already proved that tourism development in Indonesia in the last few years had shown a significant contribution to national economic growth that is one of an instrument of increasing state revenues (Figure 3). Bogor City has become a well-known city for MICE or Meeting, Incentive, Convention, and Exhibition. MICE in Bogor become a good alternative and comfortable situation of Bogor city for local and global tourism. The development of the MICE industry has given various colors to the types of service industry activities. MICE is a recent business service that is much in demand by the businessman.

The number of tourists entering Indonesia reached around 295 million tourists who contribute about 7.5% of GDP (Figure 2). The establishment of many new hotels in Indonesia is growing. The increasing desire of the community to travel has made several hoteliers expanding (Statistik, 2014). The number of accommodation providers in Indonesia in 2018 was 28,230 businesses with 712,202 rooms available. Among the accommodation businesses, 3,314 businesses, or 11.74 percent, are classified as star hotels with 278,522 units. In 2018 the highest number of star-rated hotels were three-star hotels, namely 1,302 firms (39.29 percent) with 100,119 rooms (35.95 percent), followed by two-star hotels of 745 enterprises (22.48 percent) with 48,137 rooms (17.28 percent). The three four-star hotels have 682 hotels (20.58 percent) with 84,104 rooms (30.20 percent). Data on the number of star-rated hotels according to classification (Figure 3).

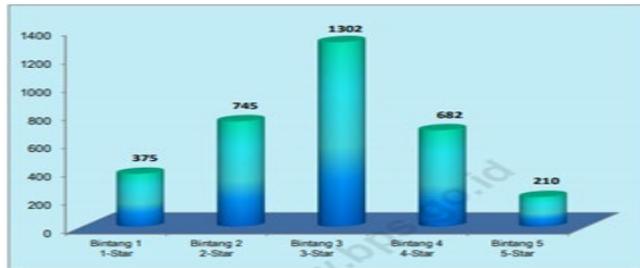


Figure 4: Number of Star Hotels by Classification 2018  
Source: Central Bureau of Statistics, 2019

Hotel accommodation cannot be separated from tourism because the hotel is the leading tourism superstructure. Hotel competition in Indonesia is currently very tight (Figure 4), especially in Bogor. Several varieties of star hotels can see in Figure 4. The enormous number is three-star hotels amount 1302, and the lowest number is five-star hotels amount 210. Tourist arrivals to the city of Bogor have continuously increased. Tourist visits to Bogor, West Java, throughout 2018 reached 7.96 million people or exceeded the target, set at 7.5 million people (Laily Rahmawaty, K. Dewanto, 2018; Statistik, 2014)

### 1.1 Objectives

One of the rebranding hotels in Bogor is Salak Tower Hotel. It adds its portfolio in Indonesia after rebranding the Salak Tower Hotel to Swiss-Bel Hotel Bogor. The hotel provides 14 flexible meeting rooms with the latest audio-visual technology to hold various events with capacities ranging from 12 to 800. Important small-scale business meetings, seminars, large-scale company conferences, luxury dinners, and weddings will easily fit Swiss-Bel Hotel Bogor. The reporting room occupancy Swiss-Bel Hotel Bogor can see in Table 1.

Table 1. Room Occupancy Report Swiss-Bel Hotel Bogor

Month	Room Occ	%
May	2502	53,81
June	2102	44,99
July	2296	46,49
Average	2300	48,43

Source: primary data from Swiss Bel Hotel, 2019

Occupancy at Swiss-Bel Hotel has not been maximized, with the average percentage of occupancy data still below 50%. This condition requires an effort from the hotel to make the hotel brand awareness more known to the public, especially the hotel's introduction of products and facilities. Swiss-Bel Hotel Bogor should try to attract the interest of buying people around to come, enjoy and use all the facilities at this hotel. Several factors can influence consumer buying interest. Products offered by companies must be introduced first to consumers by increasing brand image and brand awareness to be sought after and ultimately purchased by consumers (Indah & Budiatmo, 2018). According to that data, this research tried to determine why global brand awareness could not improve consumer purchasing at Swill-Bel Hotel. Finding out the other factor that could influence consumer purchasing, so this research defines four questions:

1. Did global brand influence brand awareness to intent purchase MICE hotel?
2. Did global brands influence brand awareness to intent through purchase MICE hotels?
3. Did brand awareness influence the intent to purchase the MICE hotel?
4. Did the global brand influence the intent to purchase?

## 2. Literature Review

### 2.1 A. Meeting, Incentive, Convention, and Exhibition (MICE)

MICE is a type of activity in the tourism industry that activities are a combination of leisure and business, that product The MICE is an up-and-coming business. The series of activities in the form of Meetings, Incentives,

Conventions, and Exhibitions. Meanwhile, entrepreneurs or professionals gather to solve the problem by discussion or the same interests. MICE has become a suggestion and a product that can categorize in travel packages ready for sale to the association on both a national and international scale (Alananzeh et al., 2019). The acquisition of foreign exchange tourism by holding several national or international convention activities on a large scale can be seen from The MICE businesses. The potential parties get MICE's significant business advantages: printing, hotels, souvenir companies, travel agencies, transportation, professional conference organizers, small and medium-sized businesses (SMEs), and event organizers (Indrajaya, 2015).

The forms of MICE activities have four goals:

1. Meeting people who are associations to develop professionalism, enhance human resources, foster member and management cooperation, and disseminate the latest information, publications, and social relations.
2. An incentive is a gift or award given by a company to employees, clients, or consumers. The form can be in the form of money, tour packages, or goods.
3. A conference or convention is a meeting held mainly regarding governance conditions because of customs based on consensus, two agreements between the countries of the government authorities, or international agreements on the topic of prisoners of war, Etc.
4. The exhibition includes the convention tourism business.

The satisfaction and interest of young tourists in a performance-star hotel in Bogor has various perceived values consisting of empathy, reliability, guarantee, and engagement (Sulistyadi & Eddyono, 2016).

### **Brand Awareness**

Brand awareness is the ability of a potential buyer to recognize or re-mention a brand as a product category. Mostly, consumers tend to buy products with a brand that is well known for existing considerations. However, a well-known brand can prevent consumers from the risk of using the assumption of an available brand. Brand equity is an asset name and symbol that can add or reduce the value of a product or service for the company or customer. Based on the explanation above, brand awareness is consumer awareness of a brand or brand that triggers itself to buy or use it. Brand awareness has several dimensions, from the lowest level (unaware of the brand) to the highest level, the top of mind, usually described in a pyramid (Jung Jung et al., 2014). The brand awareness pyramid is unaware of the brand, brand recognition, brand recall, and top of mind from the lowest to the highest level. Top of mind is the first brand mentioned by consumers that once appeared in the minds of consumers, or the brand is the leading brand of various brands that exist in the minds of consumers. Brand Recognition is the level at which brand recognition reappears after an aided recall. Unaware of the brand is the lowest level in the brand awareness pyramid where consumers are not aware of a brand.

Introduction The brand product is certainly not free from marketing programs. The marketing program is very closely related to the term brand, which is Swiss-Bel Hotel Bogor. A brand defines a name, term, sign, symbol, or design, or a combination thereof, which identifies goods or services from several manufacturers or sellers and differentiates a brand from its competitors (Jung Jung et al., 2014). The brand is becoming increasingly crucial for a company in almost all industries. In this case, prospective buyers can measure marketing effectiveness, which means potential consumers recognize or remember a brand called brand awareness (Mulyanto, 2019).

The growing competition arises from global markets for the demand for hotels. The consumer wants to serve and processes to continuously ensure success. The product provides excellent service and innovative performance among service innovation culture, proactive personality, charged behavior, and innovation (Chen, 2011). Information can become disruptive by the internet, which can profoundly affect the business model in the market. Commonly, the internet-based sharing services that disrupt the conventional taxi and hotel markets. Disruptive innovations can significantly benefit consumers and stimulate innovation and price competition from established providers (Viglia et al., 2016).

### **Purchase Interest**

Purchase interest is a determinant of the buyer to make an active decision to purchase a product, both goods and services. The buying interest arises after the evaluation process. In the evaluation process, someone will make a series of choices regarding the product to be purchased based on the brand or purchase intention or desire. If the buying interest has arisen, it can influence someone to decide on the product or service product. Purchase interest can happen because consumers interested in making a purchase will find it easier to decide on an investment (Indah & Budiatmo, 2018). Based on the results of the two-stage regression analysis. It can be seen that the buying interest variable becomes

an intervening variable of the brand image and brand awareness variables on purchasing decisions because the brand image and brand awareness variables influence buying interest even though it is still weak. The buying interest variable affects the decision variable purchase. Buying interest will increase brand image and brand awareness to be more robust in influencing purchasing decisions. The image and brand awareness will increase buyer interest.

Purchase interest consumer arises after receiving a stimulus from the product he saw. There arises interest in trying the product until it finally arises the desire to buy to affect (Foroudi, 2019). The buying interest is how much the desire or possibility of consumers to buy a brand or consumers can move from one brand to another brand (Foroudi, 2019). The buying interest is part of consumer behavior after receiving stimuli from the product he saw, which arises the desire to affect. Dimensions in buying stake are transactional interest, referential interest, preferential interest, and explorative interest (Alananzeh et al., 2019).

### 3. Methods

The analytical method used is SEM (Structural Equation Model) using partial regression analysis PLS (Partial Least Square) to test the hypotheses proposed by the researchers in this study (Francis, 2017). Each of the proposed hypotheses will be analyzed using Smart PLS 3.0 software to test the relationship between each variable. In PLS, there are two types of model sizes for latent variable relationships. The outer model defines the relationship of indicators to the latent variables they form and specifies the relationship between the latent variable and the measurement model. The inner model establishes relationships between variables based on substantive theory(Hair et al., 2017). Several 2300 customers that population of this hotel from May until July 2019, we got 83 samples from Slovin formula with margin error 10 % and survey spread by questionnaire. Data will describe the market hotel condition, at least from micro perception as a hotel.

### 4. Data Collection

A brand awareness constructs from previous research. The dimensions of brand awareness are awareness of a brand, brand recognition, brand recall, and global brand. The dimensions of purchase interest are transactional interest, referential interest, preferential interest, and explorative interest. According to the demography of the sample, respondents are the man around 65% and women around 35%. Their age is 21 years around 6%, 21-30 years 10%, 31 – 40 years 39%, 41 – 50 years 27%, and 51-60 years 14%, dan >60 years 5%. Most of the consumers of Swiss-Bel hotel Bogor are productive age around 31 - 40 years that in they have many activities relates to the meeting, incentive, convention, and exhibition (MICE).

Dimensions of brand awareness are global, recall, recognized, and referral. Some indicators of variable brand awareness were here. People like and choose Swiss-Bel Hotel as a global brand in their minds. The name of the worldwide brand easy to remember and not forget this brand, so when they look for a hotel, usually global brand recall to their minds. Even though the Hotel's name uses a global brand, it is easy to recognize the product MICE (Figure 4). Decisionmaker in Hotel aware of the existence of the MICE product. It happened if this Hotel gave such good services to consumers. People usually interest in finding out about the product and facilities of MICE that the hotel overriding. Using this MICE product from this Hotel probably feels satisfaction when they intend to do the activities here. The effect of the deep intention of consumers drives them to purchase booking hotels again. Indicators of purchase are doing MICE events in the same Hotel and happiness by doing it, so they do not mind referring this event to other people (Figure 5).

### 5. Result

Figure 5 and Table 2 show some pieces of information. We can conclude the first research question, that global brand influenced significant positive to brand awareness to intent purchase MICE hotel, and the path coefficient for that influencing was 1.009. A second research question that global brand influenced significant positive to brand awareness to intent through purchase MICE hotel, and the path coefficient for that influencing was 0.922. it means a consumer could be intent to book, but for some reason, they did not decide to purchase in this hotel. It becomes homework for management strategies to grab that consumer. Some research finds that the global brand is an increasingly prominent place in the managerial mind and the cultural landscape. These brands are interpreted in

multiple ways, prompting an essential and illuminating reconsideration of how branding works and shifting attention from brand producers toward consumer response to understand how branding interacts with consumers to create meaning. Missing from these insights is an awareness of basic cultural processes that affect contemporary brands, including historical context, ethical concerns, and consumer response. Neither managers nor consumers completely control branding processes of how brands work to produce meaning. Brand culture places brands firmly within the culture to look at the complex underpinnings of branding processes. The reader finds case studies of iconic global brands, such as Benetton, LEGO, and Ryanair, and offers practical managerial advice and thoughtful analyses of broad concepts and strategic brand management (J. E. Schroeder & Salzer-Mörling, 2005)

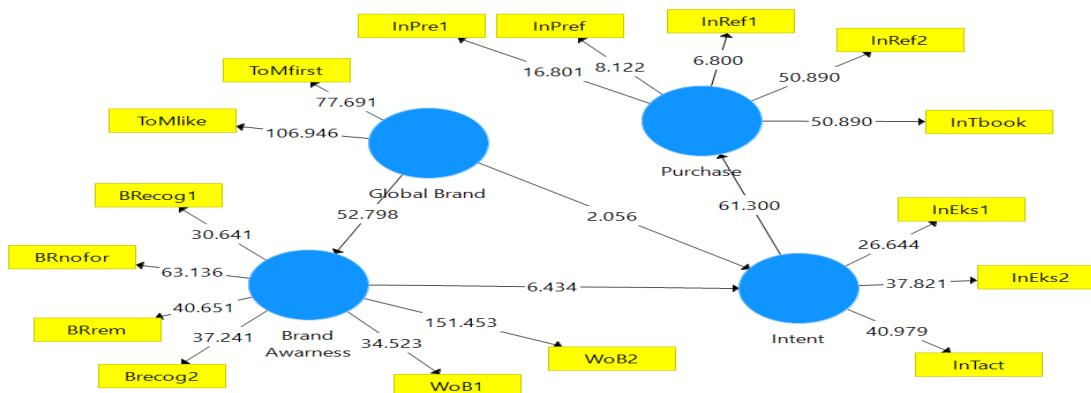


Figure 5: Outer Loading Indicators and Inner of Brand Awareness and Purchase  
Source: Run Data Primer, Researchers, 2019.

Table 2. Path Coefficients and Specific Indirect Effects

**Path Coefficients**

	Mean, STDEV, T-Values, P-...					Confidence Intervals					Confidence Intervals Bias ...					Specific Indirect Effects					
	Original ...	Sample ...	Standard ...	T Statistic...	P Values											Original ...	Sample ...	Standard ...	T Statistic...	P Values	
Brand Awareness -> Intent	1.101	1.104	0.171	6.434	<b>0.000</b>											Global Brand -> Brand Awareness -> Intent	1.009	1.012	0.162	6.235	<b>0.000</b>
Global Brand -> Brand Awareness	0.916	0.916	0.017	52.798	<b>0.000</b>											Brand Awareness -> Intent -> Purchase	1.007	1.011	0.156	6.432	<b>0.000</b>
Global Brand -> Intent	-0.403	-0.407	0.196	2.056	<b>0.040</b>											Global Brand -> Brand Awareness -> Intent -> Purchase	0.922	0.927	0.148	6.219	<b>0.000</b>
Intent -> Purchase	0.914	0.916	0.015	61.300	<b>0.000</b>											Global Brand -> Intent -> Purchase	-0.369	-0.372	0.178	2.069	<b>0.039</b>

Source: Run Data Primer, Researchers, 2019.

According to Figure 5 dan Table 2. The third research question proved that brand awareness positively influenced intent by purchasing the MICE hotel with a path coefficient valued at 1.007. The fourth research question curious with just global brand just involved to the consumer without other dimensions of brand awareness, so research found that global brand influenced significant negative the intent to purchase. Interestingly, the global brand cannot independently exist. According to table 2, we can conclude that using the global brand is not a magic tool to grab consumer attention. Awareness of products and services must perfectly serve some tactics to catch consumer demand in using events. Even though the event is a short-term, but event can improve discourse. A disease brand personality affects the nature of that discourse. In addition to suggestions for implementing social media tracking by nonprofits (Davis et al., 2016). This finding support some of the previous research. Purpose brand awareness is a pivotal but often neglected aspect of consumer-based brand equity. The context of global brand management. Structure of awareness scores across countries and over time. Results show that a relevant operationalization of brand awareness needs to account for the history of the brand.

Furthermore, the variation of brand awareness over time interacts with a brand market share. The choice of brand awareness measure depends on the brand market share and higher sensitivity or stability. The few multi-country investigations into brand awareness can help inform global brand management (Romanuk et al., 2017).

The emerging marketplace likes the Chinese consider standardization-localization as the context of foreign luxury fashion retailers' internationalization. Luxury retailers must balance a global-local condition. How low brand awareness and loyalty face the challenging trading conditions of a complex marketplace. Hotel needs to maintain exclusivity and standardization of brand image across all markets. World brands from luxury retailers balance the 'global-local dilemma' in China by locating operational management control within the strategic and implementing far more adaptive and enterprising marketing communications than in other mature markets. Simultaneously, foreign luxury retailers retain tight strategic control of branding dimensions from their home market as head offices and spread successful long-term luxury brand management strategies. As Chinese luxury consumers increasingly feel part of a global elite, over-localization may confuse brand identity and country of origin (COO). The insights may be strategically valuable for luxury retailers entering or expanding in China and indicate future trends of luxury retailing in China and other emerging markets (Liu et al., 2016). According to the brand resonance model, country image for luxury brands impacts the country image on brand awareness, perceived quality, and brand loyalty. This study demonstrates the pertinent country image impacts on luxury fashion-brand resonance. All hypothesis works among country image, brand awareness, perceived quality, and brand loyalty (Jung et al., 2014).

According to the micro condition, the hotel market faces a lot of internal and external problems. On another side from the macro situation, the hotel is a part of tourism facing many issues and challenges to develop tourism. The first challenge, the problem of Indonesia's creates tourism destinations. This country's situation must change the extreme climate and natural disasters, a country with a geographical position at the equator. Indonesia can be affected indirectly both in the southern hemisphere or in the north. Various natural disasters like floods, droughts, tropical storms, rising sea levels, increased abrasion, and seasonal uncertainty cause severe impacts on all aspects of life. Even mentioned several sectors sensitive as in natural resource management and the environment, agriculture, health, infrastructure, transportation, energy, and tourism, and social humanities are sectors to be seriously affected if a disaster occurs. Infrastructure and connectivity have not optimal services. Local people worldwide are not ready to accept tourism, so they cannot include it optimally. Investment is still not easy to contribute to this market. Many people who do business in hotels and other activities find it difficult cash capital to build their business.

The second challenge, we must develop tourism marketing. Guiding tourism for competitiveness market research has not yet optimal. So many tourism businesses follow the instinct of the stakeholder. They do not use market research data. For example, rebranding global hotels used without market research. That is why the occupation of the Swiss Bell Hotel Bogor decrease in the recent three months. Their assumption rebranding from The Salak Tower hotel can give new flavor than new branding can increase their occupation, but what happened was decreasing in May until July. Among hotels did not use unified marketing communication strategies. They need link communication among them if one hotel finds troubles or a higher demand room to join it to fit out consumers required. It has happened because marketing partnership synergy is still not optimal. Since every hotel doing promotion activities is still going partial, it does not work well. All these kinds of issues make a positive image of Indonesia still not strong in market tourism in the world. We cannot show our heritage amusing tourism destination.

The third challenge is the problem of tourism industry development. Tourism industry development can do by a synergy between chains of tourism enterprises that tourism chains in Indonesia have not optimal yet if chains are still not optimal, so the competitiveness of tourism products has not been optimal. The problems of price level through the tourism experience have a gap. The gap between the price level and the tourism experience becomes higher through time. The tourism business partnership has not optimal that the development of environmental responsibility by the tourism business sector. The business sector is not still optimal. Indonesia's competitiveness is higher than lag and competition, especially with countries with characteristics like ASEAN. Expansion of access and Infrastructure development must still be a priority given the scale of Indonesia as a vast archipelago, both intra-island, and inter-island. Including education and health service infrastructure that is key to sustainable development and competitiveness in the future. Information connectivity and technology need to get more serious attention to improve quality human resources, including penetration of more telecommunications and internet networks intensive in the regions, so Indonesia's competitiveness is increasing.

The fourth challenge is the problem of developing tourism development. The potential of the development framework of the tourism institution, there are several potentials to be able to be empowered as the principal capital in encouraging more effective institutional roles support the development of national tourism, including (1) Organizational strengthening; (2) Human resource tourism, (3) Tourism as a multisector, borderless, and supporting regulation. This challenging situation is the unequal strengthening of organizations in charge of tourism in the

regions. Tourism still considers a choice sector. It has not been considered a strategic sector that contributes meaningfully to regional development or the community's welfare. The strengthening of organizations in charge of tourism development does not distribute in various regions. As a result, cross-regional coordination in the integrated handling of cross-regional tourism assets also often faces obstacles and obstacles.

On the other hand, the weak understanding of tourism often positions Tourism as a complementary sector that does not have a strategic position in the region's organizational structure. Tourism human resources and tourism higher education development are still limited. The story of Indonesian tourism is currently not balanced with the development of the human resources tourism sector. Human research development in tourism includes apparatus, industry, and public, which is helpful to support the development of tourism in the area. With the enactment of Community engagement economics (AEC), the demand for competent and capable human resources to compete with Overseas human resources will be increasingly required. Therefore, the preparation of Tourism HR in quantity and quality must be encouraged as much as possible. Ineffective coordination and synchronization of cross-sector and regional development. The problem about coordination between the center and the regions arises because of the implementation of regional autonomy, and it depends on the principles of good governance with the Regional Autonomy Law, the authority to develop tourism products located in the Regions, while the marketing authority is in the center. This authority gives rise to regional arrogance to determine the direction of development and management of resources and their respective administrative territories, resulting in less growth of tourism activities between the Center and Regions well-coordinated. The government and the private sector must be trigger by development orientation. The development orientation encourages each region to compete unfairly for attracting the tourist. The market must have area-specific policies that do not provide the convenience of tourist visits and even lead to exploiting excessive tourism objects that impact the decreasing carrying capacity and quality.

## 6. Conclusion

Challenges of the Tourism Developing Market must interpret as a challenge to maximize the benefits of global brands. Another target increase brand awareness, especially in the hospitality industry in the era of disruption, to compete with countries that are far ahead in the hospitality industry, such as the United States, Hong Kong, Switzerland, and others. Some approaches that must apply in realizing competitiveness are: first, ongoing market research obtains valid data and provides input following consumer trends and the latest updates. Second, effective communication strategies implement integrated programs with good coordination between marketing and communication tools to carry out promotions to convey the message of the products or services of the Hotel Industry offered to consumers as part of product/service image representation. The company's effort to integrate and coordinate all communication channels to convey its message consistently and strongly influences its products. Third, optimization of marketing strategies by having partners in synergy to build a better corporate image in the eyes of consumers. Fourth, the promotion that it still did partially to improve by conducting joint promotions with fellow existing hotels simultaneously and carried out together with tourism attractions that support the hospitality business.

The weaknesses in the development of tourism institutions are primarily in the hospitality industry. This industry must fix basic things. The formation of organizations that do not overshadow the field of tourism up to the regional level is not optimal. It can anticipate by increasing the role of local governments. In which organizational capacity-building programs can implement according to the Ministry of Tourism. The grand strategy to improve the tourism sector is the number one contributor to foreign exchange in Indonesia. Second,

competence human resources who have professional competence by doing certification of basic competence or hospitality managerial, to have a fast response in delivering the consumer need, have empathy for guests/consumers, understanding of the products/services offered to suit the needs of consumers to achieve guest satisfaction to make more purchases and ultimately provide positive recommendations for products/services provided by the hotel (3) coordination of cross-sectoral development between stakeholders: Ministry of Tourism, Ministry of Communication and Information, Ministry of Labor and others, so that they are singular in their policy establishment and implementation.

In this case, the role of brand awareness must consistently increase if the Swiss-bell Hotel Bogor, always to be maintained and increase to increase intent to purchase for consumers, especially MICE products in Swiss-bel Hotel Bogor. By improving the quality of resources, facilities, business processes that aim to increase customer satisfaction, which in turn can provide recommendations for other consumers to use MICE products at the Swiss-bel Hotel Bogor.

## References

- Agency, I. C. S. Ht Tp S : // W W W . B . G. *Statistik Indonesia 2019 (Indonesian Statistics)*, Jakarta: Badan Pusat Statistik, 2019.
- Alananzeh, O., Al-Badarneh, M., Al-Mkhadmeh, A., & Jawabreh, O. Factors influencing MICE tourism stakeholders' decision making: The case of Aqaba in Jordan. *Journal of Convention & Event Tourism*, 20(1), 24–43, 2019. <https://doi.org/10.1080/15470148.2018.1526152>
- Chen, W.-J. Innovation in hotel services: Culture and personality. *International Journal of Hospitality Management*, 30(1), 64–72, 2011. <https://doi.org/10.1016/j.ijhm.2010.07.006>
- Davis, L., Rountree, M. M., & Davis, J. A. Global Cause Awareness: Tracking Awareness Through Electronic Word of Mouth. *Journal of Nonprofit & Public Sector Marketing*, 28(3), 252–272, 2016. <https://doi.org/10.1080/10495142.2016.1206502>
- Foroudi, P. Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271–285, 2019. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Francis, R. C. Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0. *Long Range Planning*, 2017.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management and Data Systems*, 2017. <https://doi.org/10.1108/IMDS-04-2016-0130>
- Indah, K., & Budiatmo, A. Pengaruh Brand Image Dan Brand Awareness Terhadap Minat Beli Sepeda Motor Honda Scoopy Dengan Minat Beli Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Pt. Nusantara Sakti Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 7(5), 113–122, 2018.
- Indrajaya, T. Potensi Industri Mice (Meeting, Incentive, Conference and Exhibition) Di Kota Tangerang Selatan, Provinsi Banten. *Jurnal Ilmiah WIDYA*, 3(2), 80–87, 2015. <https://ejournal.jurwidyakop3.com/index.php/jurnal-ilmiah/article/download/232/202>
- Jung, H. J., Lee, Y., Kim, H. J., & Yang, H. Impacts of country images on luxury fashion brand: Facilitating with the brand resonance model. *Journal of Fashion Marketing and Management*, 2014. <https://doi.org/10.1108/JFMM-10-2013-0113>
- Laily Rahmawaty, K. Dewanto, N. *Kunjungan wisatawan Kota Bogor 2018 lampau target*, 2018. <https://www.antaranewshttps://megapolitan.antaranews.com/berita/47529/kunjungan-wisatawan-kota-bogor-2018-lampaui-targetcom/berita/752617/bei-jumlah-ipo-2018-lampaui-target>
- Liu, S., Perry, P., Moore, C., & Warnaby, G. The standardization-localization dilemma of brand communications for luxury fashion retailers' internationalization into China. *Journal of Business Research*, 69(1), 357–364, 2016. <https://doi.org/10.1016/j.jbusres.2015.08.008>
- Mulyanto, J. J. *Pengaruh Brand Awareness Dan Kualitas Produk Terhadap Minat Beli Pokpiah Surabaya Di Wilayah Surabaya Barat*. 4(April), 2019.
- Romaniuk, J., Wight, S., & Faulkner, M. (2017). Brand awareness: revisiting an old metric for a new world, *Journal of Product and Brand Management*, 2017. <https://doi.org/10.1108/JPBM-06-2016-1242>
- Schroeder, J. E., & Salzer-Mörling, M. Brand culture. In *Brand Culture*, 2005. <https://doi.org/10.4324/9780203002445>
- Schroeder, J., & Morling, M. S. (Eds.). *Brand Culture*. Routledge, 2006. <https://doi.org/10.4324/9780203002445>
- Statistik, B. P. *Statistik Hotel Dan Akomodasi Lainnya Di Indonesia*. 186, 2014.
- Sulistyadi, Y., & Eddyono, F. Young Tourist Perspective on the Service Quality.(Case Study: Star Hotel in Bogor Toursim Area - Indonesia). *Proceedings of the Asia Tourism Forum. 2016 - the 12th Biennial Conference of Hospitality and Tourism Industry in Asia*, 2016. <https://doi.org/10.2991/atf-16.2016.33>
- Viglia, G., Werthner, H., & Buhalis, D. Disruptive innovations. *Information Technology & Tourism*, 16(4), 327–329, 2016. <https://doi.org/10.1007/s40558-016-0072-1>

## Biography

**Enggal Sriwardiningsih** is an Associate Professor in Bina Nusantara University, Jakarta, Indonesia. She earned B.S and master's degree in economics from Gadjah Mada University, Indonesia and Doctoral Research Management from Bina Nusantara University, Indonesia. She publishes some journal, conference papers and book reference.

**Arif Zulkarnain** is a senior lecturer with the Faculty of Economics and Communication and Head of Business Hotel Management at Binus University. He is an alumnus of the faculty and majored in Service Management. He received his Doctoral Degree in Service Management at Trisakti University. He has successfully published his research works in various indexed journals and conferences and acts as a speaker in many Academical seminars within Hospitality and Tourism Education. His research interests are on Service Marketing Management, Hospitality and Tourism Management.