Brand Awareness and Market Development by Synergizing Customer Loyalty and CSR at Novotel Bali Benoa

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ABSTRACT

Purpose: This study intends to ascertain how much the Novotel Bali Benoa's brand awareness and market development are impacted by the synergy between its CSR and customer loyalty programs, as well as how the organization may best utilize these initiatives to maximize their impact.

Research methods: The research methodology uses questionnaires and surveys to gather information from a number of respondents, including staff members and guests of hotels. Questionnaires, interviews, observations, document analyses, and focus group discussions are used to gather its data. Utilizing descriptive analysis, Smart PLS, and validity and reliability testing, quantitative analysis approaches are used to the data.

Results and discussion: The study's primary conclusions show that Novotel Bali Benoa's brand awareness and market development are significantly boosted by the synergy between the customer loyalty program and CSR, which is founded on human- and nature-based principles and is implemented through digital marketing media. Customer loyalty may be generated by an efficient loyalty program, and consumers' perceptions of a brand are positively impacted by human-based and natural CSR.

Implication: By optimizing digital marketing channels, bolstering brand recognition in the face of competition, enabling quick market expansion, and cultivating conscientious and encouraging new consumer loyalty, these two strategies work in concert to accomplish sustainable tourism.

Keywords: Brand awareness, customer loyalty, CSR.

INTRODUCTION

In this day of globalization and intensifying corporate competition, establishing and preserving a brand image is critical to the growth of the business. In this instance, Novotel Bali Benoa, one of Bali's hotels, needs a successful plan to raise market share and enhance brand recognition. A potential solution is establishing a synergistic program between consumer loyalty and corporate social responsibility, or CSR.

While both initiatives have much potential to enhance market development and brand awareness, much research still needs to be done on how well they work together. Thus, this study aims to determine the extent to which customer loyalty programs and corporate social responsibility (CSR) contribute to brand awareness and market development at Novotel Bali Benoa, as well as how businesses can best utilize these initiatives to maximize their impact.

Customer loyalty is known as a solid resolve to stick with a specific product or service even in the face of circumstances and advertising campaigns that would persuade them to change their mind. Customer loyalty is a measure of a consumer's attachment to a brand. This metric provides insight into the likelihood of a consumer moving to a different brand.

Efforts to retain customers in the hospitality industry in the era of the Industrial Revolution 4.0 face more challenges because customers tend to find various information through media and Digital marketing, so there are many options for customers with higher potential, causing customers to switch to other hotels. The hotel industry is also increasingly competing in speed and online services by utilizing digital media. Many hotels now compete by utilizing an online reservation system integrated with agents. This way, the hotel will be guaranteed to get room tenants more quickly. Therefore, the digital transformation of the hotel sector has become necessary; this condition causes the entire hospitality industry to take action in online marketing, often referred to as programs of digital marketing.

Application In the modern business environment, digital marketing has emerged as a critical tactic. Businesses may rapidly and efficiently reach a larger audience of consumers or potential customers by utilizing digital technology, which will increase their customer base or number of visitors. However, a company's commitment to the community and the environment, in addition to its offerings of goods and services, also plays a role in determining customer or visitor loyalty. As an alternative to traditional print media marketing, which has a significant impact on the environment and sustainability, Wulandari et al. (2021) define digital marketing as activity marketing that is environmentally responsible and includes branding using various media-based web like blogs, websites, e-mail, and social networks.

An organization's attempt to take accountability for its operations' effects on the environment and the local community is known as "nature- and human-based CSR." Such corporate social responsibility initiatives can take the kind of programs designed to save the environment, enhance people's quality of life, or generate employment for locals. Since understanding the value of forests in protecting the planet is crucial to the success of forest conservation, nature, and human-based CSR are essential for future development (Ernawati et al., 2021). Through integrating digital marketing with human- and nature-based corporate social responsibility initiatives, businesses can cultivate a favorable perception among the general public, clients, and visitors. Companies can use digital marketing to inform the public, clients, and visitors about their CSR initiatives and show them that they are a socially conscious business. This will help build the company's brand and raise awareness of its existence in the marketplace. As a result, clients or visitors who know the company's CSR initiatives will grow to respect and remain faithful to it.

Additionally, the presence of CSR initiatives helps raise prospective customers' awareness of brands and the market. To keep customers or guests

loyal and even win over new ones, businesses must use digital marketing to promote CSR actions regularly and consistently.

This research was conducted at Novotel Bali Benoa to support and carry out program synergy customer loyalty and corporate social responsibility in brand awareness and market development Novotel Bali Benoa. The synergy in question is a program integrating customer loyalty and corporate social responsibility to support market awareness. This program aims to build stronger relationships between the company and its customers and improve the company's image in society.

The Accor Loyalty Program CSR concept in its application can be accessed easily through digital media, be it through desktop or mobile app, so that it can provide convenience for members to play a role in the CSR Program anytime, anywhere with ease digital tools/application. It even makes it easy for interested members to become Accor members and contribute to Novotel Bali Benoa's CSR.

The company may enhance its market position and offer value to customers and society by combining digital marketing with corporate social responsibility. In addition, Novotel Bali Benoa offers loyalty program rewards, engages in social and environmental initiatives, and improves corporate accountability and transparency. This synergy aims to boost Novotel Bali Benoa's client loyalty, which is defined as a circumstance in which a customer continually chooses to purchase goods or services from a firm with a favorable attitude rather than one of its rivals. Building solid relationships with customers, offering high-quality goods and services, and giving them an excellent customer experience are just a few strategies to increase client loyalty. A company can gain a lot from having loyal customers, including higher sales and profitability, lower costs for bringing in new business, and improved public perception of Novotel Bali Benoa.

Research on the synergy of CSR and loyalty programs to brand awareness and market development is essential because it has a unique and valuable contribution to industry and society. Besides that, research is still rare that explores the effectiveness of the synergy of the two programs in increasing brand awareness and market development; these two programs have great potential to help companies improve their brand image and expand their market to find out how much influence the synergy of the two programs has on brand awareness and market development, and how companies can optimize these programs to achieve maximum results.

Previous research has looked at the connections between market development, corporate social responsibility (CSR), brand awareness, and member loyalty program characteristics. For instance, Firdaus and Bustang (2021) and Aditya (2019) discovered that enhancing consumer awareness of a company's brand can be greatly impacted by sustainable corporate social responsibility initiatives. In the future, brand awareness—an intangible asset made up of a company's name or image, slogan, perceived quality, and symbol—will be the main source of competitive advantage. Brand awareness is a critical component that influences purchasing decisions, as noted by Pranata (2018). Consumers will unavoidably retain brand awareness in their minds. The brand's strength, which is strongly correlated with brand awareness, can be used to gauge how well consumers can recognize the brand in various contexts (Quinn, 2021). Companies establishing their CSR programs will ultimately profit from the

best possible implementation of those programs thanks to the facilities and digital media support.

Digital marketing, according to Isnaini and Diamantina (2020), will help raise public awareness of the company's CSR initiatives. It is also mentioned that the sustainability of the CSR program will be more successful in creating corporate brands in the minds of consumers, citing a study by Aditya (2019) and Firdaus and Bustang (2021). Additionally, Ahmad et al. (2021) and Popa et al. (2022) assert that there is a strong positive correlation between a company's CSR program implementation and customer loyalty, with the idea being that the more successfully a company implements CSR for the community, the more loyal its customer's additional research by Khan et al. (2021) and Thottoli & Thomas (2021) indicates that customer loyalty and the success of a company's CSR program are significantly correlated. If a company can fulfill its social responsibility, customers will be more devoted to it and will always support its programs.

This practical research explores ontological phenomena within the context of Novotel Bali Benoa's brand image development, which aims to enhance market development and brand recognition in the age of globalization and fiercer commercial competition. The company combines customer loyalty and corporate social responsibility (CSR) initiatives in a synergistic way to accomplish these aims. However, studies have not yet looked at how effectively the programs complement one another, despite the fact that they have a great deal of potential to promote brand awareness and market development.

RESEARCH METHODS

This research was conducted at Novotel Bali Benoa which is located at Pratama Street, Tanjung Benoa, Nusa Dua, Bali, this research was con-ducted in September 2022–February 2023. According to Sugiyono (2010), study variables are characteristics, traits, or values of subjects, things, or activities that have been subjected to specific modifications chosen by the investigators in order to be examined and conclusions made. The variables of this study are independent variable and dependent variable.

The primary data used in this study are questionnaire, interviews, observation and focus group discussion. The secondary data used in this study is a journal, books, the historical and organization structure. The total of the respondents are 100 persons of guest and staff. The data was analysed by instrument test with validity test and reliability test, descriptive statistic and PLS (partial least square) analysis.

RESULTS AND DISCUSSION

Kim & Kim (2016) examined the impact of CSR on brand loyalty in the hotel industry. This study uses a survey of 487 potential American hotel customers to measure the effects of CSR, service quality, and transparency of relationship quality on brand loyalty. The results showed that CSR activity has a significant positive effect on brand loyalty. The results also show that CSR activities are more effective in generating brand loyalty when tailored to specific customer needs. Research concludes that CSR activities can be an effective tool for hotel managers to increase brand loyalty from their customers.

Ahmad et al. (2021) examined the relationship between CSR, customer satisfaction, corporate image and loyalty in Pakistan's banking sector. This study

uses a survey conducted on 302 respondents in Pakistan to measure the impact of CSR on customer loyalty. The results showed that CSR had a significant positive effect on customer satisfaction, corporate image and loyalty. The results also show that customer satisfaction has a significant positive effect on customer loyalty. This research concludes that CSR can increase customer loyalty through increasing customer satisfaction, as well as the existence of a corporate image can strengthen customer loyalty.

Tran (2022) examines the impact of CSR and customer loyalty. This study uses data from 300 respondents. This study aims to determine and estimate the effect of corporate social responsibility on customer loyalty. The results show that CSR has a significant positive effect on customer loyalty. The research results emphasize that corporate social responsibility is not only useful for jewelry companies but also increases customer perceptions related to several factors of trust, satisfaction, and loyalty.

Leclercq-Machado et al. (2022) examined the effect of CSR on customer satisfaction and loyalty in Peru's private banking sector, with 390 bank consumers as respondents who conducted an online survey. The results show that CSR and customer satisfaction, through customer trust, have a positive effect on customer loyalty. Research findings can help bank managers to understand customer satisfaction and trust, which can create preference and loyalty for their companies. The novelty of this study is based on the use of the partial least squares structural equation modeling technique (PLS-SEM) to evaluate CSR in the financial sector in Peru.

Fook & Dastane (2021) examines with a focus on the Malaysian national automotive sector and empirical data is collected from 313 Malaysian national car users using convenience sampling. The results show that customer retention and satisfaction have a significant positive effect on loyalty programs. This study concludes that customer satisfaction programs can increase customer loyalty and company net profit.

Table 1. Recapitulation of Research Instrument Validity Test Results

Variable	Indicator	Correlation coefficient	Sig. (2-tailed)	Remarks
Program customer loyalty (X_1)	$X_{1.1}$	0,702	0,000	Valid
	$X_{1.2}$	0,745	0,000	Valid
	$X_{1.3}$	0,853	0,000	Valid
Corporate Social Responsibility (X_2)	$X_{2.1}$	0,875	0,000	Valid
	$X_{2.2}$	0,850	0,000	Valid
	$X_{2.3}$	0,867	0,000	Valid
	$X_{2.4}$	0,725	0,000	Valid
Brand awareness (Y1)	$Y_{1.1}$	0,883	0,000	Valid
	$Y_{1.2}$	0,894	0,000	Valid
	$Y_{1.3}$	0,855	0,000	Valid
	$Y_{1.4}$	0,797	0,000	Valid
Market development (Y2)	$Y_{2.1}$	0,889	0,000	Valid
	$Y_{2.2}$	0,897	0,000	Valid
	$Y_{2.3}$	0,807	0,000	Valid
	$Y_{2.4}$	0,897	0,000	Valid

		0,934	0,000	Valid
Customer loyalty (Y3)	$Y_{3.1}$	0,934	0,000	Valid
	$Y_{3.2}$	0,902	0,000	Valid
	$Y_{3.3}$	0,911	0,000	Valid
	$Y_{3.4}$	0,756	0,000	Valid

[Source: Results of Processed Data, 2023]

Table 2. Recapitulation of Research Instrument Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1	Program customer loyalty (X_1)	0,811	Reliable
2	Corporate social responsibility (X_2)	0,824	Reliable
3	Brand awareness (Y1)	0,831	Reliable
4	Market development (Y2)	0,834	Reliable
5	Customer loyalty (Y3)	0,835	Reliable

[Source: Processed Data Results, 2023]

Table 3. Description of Respondents' Answers to Customer Loyalty Program Variables

No	Statement	STS	TS	CS	S	SS	Total Score	Average	Criteria
X1.1	I know that Novotel Bali Benoa is one of the Accor Hotels that has an Accor membership card program (Accor Life Limitless and Accor Plus) which can be accessed through *Website* which provides *reward point* for customers	0	0	11	58	31	420	4.20	Good
X1.2	I know Information related to the program *customer loyalty* Novotel Bali Benoa via Social Network	0	0	9	57	34	425	4.25	Very good
X1.3	I know that Novotel Bali Benoa has emails that are always up -*update* for customers to know the progress of the program *customer loyalty*	0	0	15	45	40	425	4.25	Very good
X1	Average Variable Score *Program customer loyalty*						1.270	4,23	Very good

[Source: Processed Data Results, 2023]

Table 4. Description of Respondents' Answers to Corporate Social Responsibility Variables

No	Statement	STS	TS	CS	S	SS	Total Score	Average	Criteria

No	Statement	STS	TS	CS	S	SS	Total Shoes	Rate-Rata	Criteria
X2.1	In my opinion, Novotel Bali Benoa has implemented it *Corporate social responsibility* which can improve the local economy	0	0	6	56	38	432	4.32	Very good
X2.2	In my opinion, Novotel Bali Benoa has established good communication with the community	0	0	12	41	47	435	4.35	Very good
X2.3	In my opinion, Novotel Bali Benoa already has Human CSR activities	0	0	8	56	36	428	4.28	Very good
X2.4	In my opinion, Novotel Bali Benoa already has concern for the surrounding environment	0	0	6	50	44	438	4.38	Very good
x2	Average Variable Score *Corporate social responsibility*						1.733	4,33	Very good

[Source: Processed Data Results, 2023]

Table 5. Description of Respondents' Answers to Brand Awareness Variables

No	Statement	STS	TS	CS	S	SS	Total Shoes	Rate-Rata	Criteria
Y1.1	When asked questions about hotels that are actively carrying out activities Human and nature CSR, I always remember Novotel Bali Benoa	0	0	14	51	35	421	4.21	Very high
Y1.2	I have a strong memory of Novotel Bali Benoa	0	0	10	57	33	423	4.23	Very high
Y1.3	I am always bound by Novotel Bali Benoa when I buy voucher products to stay at hotels	0	0	8	56	36	428	4.28	Very high
Y1.4	I buy voucher staycation at Novotel Bali Benoa because Novotel Bali Benoa is a hotel brand top brand.	0	0	7	58	35	428	4.28	Very high
Y1	Average Variable Score Brand awareness						1.700	4,25	Very high

Table 6. Descriptions of Respondents' Answers to Market Development Variables

No	Statement	STS	TS	CS	S	SS	Total Score	Average	Criteria
Y2.1	Novotel Bali Benoa already has specific target consumer characteristics	0	0	6	24	70	464	4.64	Very high
Y2.2	I obtained references from various parties for *staycation* at Novotel Bali Benoa	0	0	4	27	69	465	4.65	Very high
Y2.3	In my opinion, Novotel Bali Benoa has *brand* which is superior to other hotels	0	0	5	30	65	460	4.60	Very high

No	Statement	STS	TS	CS	S	SS	Total Score	Average	Criteria
Y2.4	I chose Novotel Bali Benoa because I had strong reasons behind the choice *brand* the	0	0	4	37	59	455	4.55	Very high
Y2	Average Variable Score *market development*						1.844	4,61	Very high

[Source: Processed Data Results, 2023]

Table 7. Description of Respondents' Answers to Customer Loyalty Variables

No	Statement	STS	TS	CS	S	SS	Total Score	Average	Criteria
Y3.1	I will make a repurchase *voucher* stay at Novotel Bali Benoa	0	0	12	47	41	429	4.29	Height
Y3.2	I purchased other products at Novotel Bali Benoa such as Restaurant and Spa products	0	0	14	44	42	428	4.28	Very high
Y3.3	I would recommend Novotel Bali Benoa to others	0	0	15	45	40	425	4.25	Very high
Y3.4	I will still choose *stay cation* at Novotel Bali Benoa as top priority	0	0	8	43	49	441	4.41	Very high
Y3	The average score of the customer loyalty variable						1.723	4,31	Very high

[Source: Processed Data Results, 2023]

Table 8. Convergent Validity Test Results

	X1 (Program Customer loyalty)	x2 (CSR)	Y1 (Brand Awareness)	Y2 (Market Development)	Y3 (Loyalty customer)
X1.1	0.770				
X1.2	0.777				
X1.3	0.844				
X2.1		0.822			
X2.2		0.848			
X2.3		0.854			
X2.4		0.774			
Y1.1			0.881		
Y1.2			0.883		
Y1.3			0.770		
Y1.4			0.853		
Y2.1				0.889	
Y2.2				0.882	
Y2.3				0.863	

Y2.4	0.887	
Y3.1		0.911
Y3.2		0.874
Y3.3		0.894
Y3.4		0.750

[Source: Results of Processed Data, 2023]

Table 9. Fornell-Larcker Calculation Results

	X1 (Program Customer Loyalty)	x2 (CSR)	Y1 (*Brand* Awareness)	Y2 (Market Development)	Y3 (Loyalty customer)
X1 (Program *Customer loyalty*)	0.798				
X2 (CSR)	0.342	0.825			
Y1 (*Brand* Awareness)	0.488	0.561	0.848		
Y2 (*Market development*)	0.531	0.557	0.597	0.880	
Y3 (Customer Loyalty)	0.418	0.810	0.649	0.624	0.860

[Source: Results of Processed Data, 2023]

Table 10. Cross Loading Calculation Results

	X1 (Program *Customer loyalty*)	x2 (CSR)	Y1 (*Brand* Awareness)	Y2 (Market Development)	Y3 (Loyalty customer)
X1.1	0.770	0.293	0.450	0.459	0.384
X1.2	0.777	0.249	0.381	0.430	0.295
X1.3	0.844	0.270	0.317	0.366	0.307
X2.1	0.189	0.822	0.379	0.400	0.549
X2.2	0.336	0.848	0.454	0.440	0.657
X2.3	0.158	0.854	0.540	0.416	0.736
X2.4	0.418	0.774	0.457	0.558	0.699
Y1.1	0.464	0.484	0.881	0.533	0.541
Y1.2	0.453	0.532	0.883	0.491	0.590
Y1.3	0.385	0.435	0.770	0.525	0.522
Y1.4	0.339	0.440	0.853	0.480	0.545
Y2.1	0.445	0.512	0.475	0.889	0.521
Y2.2	0.443	0.542	0.611	0.882	0.609
Y2.3	0.512	0.421	0.491	0.863	0.543
Y2.4	0.472	0.483	0.523	0.887	0.523
Y3.1	0.453	0.705	0.630	0.639	0.911
Y3.2	0.369	0.711	0.517	0.468	0.874
Y3.3	0.281	0.692	0.540	0.580	0.894
Y3.4	0.327	0.672	0.538	0.453	0.750

[Source: Results of Processed Data, 2023]

Table 11. Average Variance Extracted (AVE) Calculation Results

	Average variance extracted (AVE)
X1 (Program Customer loyalty)	0.636
X2 (CSR)	0.681
Y1 (Brand Awareness)	0.719
Y2 (Market development)	0.775
Y3 (Customer Loyalty)	0.739

[Source: Results of Processed Data, 2023]

Table 12. Instrument Reliability Research Results

	Cronbach's Alpha	Composite Reliability
X1 (Program Customer loyalty)	0.715	0.840
X2 (CSR)	0.844	0.895
Y1 (Brand Awareness)	0.869	0.911
Y2 (Market development)	0.903	0.932
Y3 (Customer Loyalty)	0.880	0.918

[Source: Results of Processed Data, 2023]

Table 13. Goodness of Fit Test Results

	R Square	Communality
X1 (Program *Customer loyalty*)		0.636
X2 (CSR)	0.117	0.681
Y1 (*Brand awareness*)	0.414	0.719
Y2 (*Market development*)	0.441	0.775
Y3 (Customer Loyalty)	0.679	0.739
Rate-Rata	0.413	0.710

[Source: Data Processed Results, 2023]

Table 14. Results of the Coefficient of Determination of R-Square (R^2)

	R Square	R Square Adjusted
X2 (CSR)	0.117	0.108
Y1 (*Brand awareness*)	0.414	0.402
Y2 (*Market development*)	0.441	0.430
Y3 (Customer Loyalty)	0.679	0.672

[Source: Processed Data Results, 2023]

Table 15. Output of Square

	X1 (Program *Customer loyalty*)	X2 (CSR)	Y1 (*Brand* Awareness)	Y2 (*Market development*)	Y3 (Customer loyalty)
X1 (Program c*ustomer loyalty*)		0.133	0.170	0.235	0.070

	Original Sample (O)	Sample Mean (M)	T Statistics (|O/STDEV|)	
X2 (CSR)	0.299	0.285	1.566	
Y1 (*Brand awareness*)				
Y2 (*Market development*)				
Y3 (Customer Loyalty)				

[Source: Results of Processed Data, 2023]

Table 16. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 (Program *Customer loyalty*) -> X2 (CSR)	0.342	0.352	0.111	3.096	0.002
X1 (Program *Customer loyalty*) -> Y1 (*Brand Awareness*)	0.336	0.326	0.113	2.975	0.003
X1 (Program *Customer loyalty*) -> Y2 (*Market development*)	0.385	0.379	0.092	4.183	0.000
X1 (Program *Customer loyalty*) -> Y3 (Customer Loyalty)	0.160	0.158	0.063	2.543	0.011
X2 (CSR) -> Y1 (*Brand Awareness*)	0.446	0.461	0.114	3.922	0.000
X2 (CSR) -> Y2 (*Market development*)	0.425	0.431	0.076	5.624	0.000
X2 (CSR) -> Y3 (Customer Loyalty)	0.755	0.760	0.049	15.402	0.000

[Source: Processed Data Results, 2023]

Table 17. Recapitulation of Mediation Variable Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 (Program *Customer loyalty*) -> X2 (CSR) -> Y3 (Customer Loyalty)	0.258	0.265	0.079	3.282	0.001

[Source: Processed Data Results, 2023]

Equation

Table 18. Likert Scale

No	Katagori	Skor
1	Strongly agree	5
2	Agree	4
3	Simply Agree	3

4	Disagree	2
5	Strongly Disagree	1

[Source: Sugiyono, 2013: 142].

Table 19. Interpretation of Average Scores

No	Interval	Kriteria
1	1,00 – 1,80	Very bad/very low
2	1,81 – 2,60	Not good/low
3	2,61 – 3,40	Enough/moderate
4	3,41 – 4,20	Good/ high
5	4,21 – 5,00	Very good/very high

[Source: Husein, 2011:130]
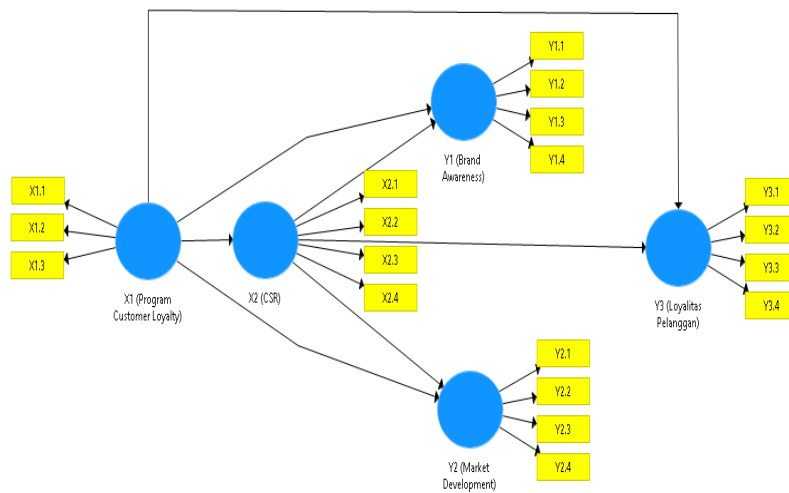
Q-*Square*

$$Q^2 = 1 - (1 - R1^2)(1 - R2^2)$$

Figure 1. Inter variable path diagram
[Source: based on research, 2023]

The class interval formula:

$$\text{Interval kelas} = \frac{\text{Nilai tertinggi - nilai terendah}}{\text{Jumlah kelas}}$$

Figure 2. Program Nature Base CSR Novotel Bali Benoa
[Sources: Novotel Bali Benoa website, 2023]

Figure 3. Program of Human Base CSR at Novotel Bali Benoa
[Sources: Novotel Bali Benoa, 2023]

CONCLUSION

There is a synergy that has a significant positive impact from the customer loyalty program and corporate social responsibility (CSR) activities in influencing brand awareness and market development so as to increase customer loyalty for Novotel Bali Benoa.

The implementation of the customer loyalty program through digital marketing media has a positive and significant effect on the effectiveness of CSR program implementation at Novotel Bali Benoa. This result means that if Novotel Bali Benoa is able to increase the implementation of the customer loyalty program, customers tend to be able to exchange their points for charity programs, so that this will have an impact on increasing the implementation of Novotel Bali Benoa's social responsibility as a form of corporate responsibility for the points that have been awarded. donated.   The model of brand awareness and market development is positively and significantly influenced by the implementation of the loyalty program and CSR at Novotel Bali Benoa. This result means that the higher and better CSR implementation by Novotel Bali Benoa will further increase brand awareness and market development.

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