Strengthening Brand Image and Loyalty for The Domestic Market at The Apurva Kempinski Bali

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ABSTRACT

Purpose: This research aims to engage the brand image and brand loyalty of The Apurva Kempinski Bali in the domestic market in the context of the COVID-19 pandemic. It concerns strategies adopted by the hotel to sustain its operations amidst changing market conditions.

Research methods: Qualitative methods such as interviews and observations were used to understand the challenges faced by the tourism industry in Bali and to identify effective strategies employed by businesses like The Apurva Kempinski Bali. Quantitative methods, such as data analysis of reviews and social media engagement metrics, were used to assess the hotel's performance and customer satisfaction.

Result and discussion: The COVID-19 pandemic significantly affected Bali's tourism industry, leading to a reliance on domestic tourists to sustain the local economy. The Apurva Kempinski Bali became popular among domestic tourists, emphasizing local expertise and showcasing Indonesia's cultural richness.

Implications: The hotel received overwhelmingly positive reviews, indicating high satisfaction among guests, mainly domestic tourists. Active engagement on social media platforms and prompt responses to customer queries were identified as effective strategies for enhancing customer engagement and loyalty.

Keywords: hotel, brand image, brand engagement, brand loyalty, domestic market.

INTRODUCTION

The Province of Bali is one of the provinces in Indonesia that has become a popular tourism destination for both foreign and domestic visitors. Bali is a small island in Indonesia's central region with a total area of 5,780 km2. Bali has its individuality, which appeals to domestic tourists, with the majority of the population being Hindu and the majority being Muslim. Bali's key attractions include its culture, arts, natural beauty, and Balinese hospitality. Supported by various tourist attractions, the availability of multiple types of accommodation, access, and other supporting facilities, Bali deserves to be a penchant destination for both domestic and foreign tourists.

Bali's tourism industry is already well-known in Indonesia and overseas, where practically all Balinese people rely on it for their living. However, as the

COVID-19 epidemic imposed travel restrictions between countries, foreign tourists fell by -83 percent from the previous year to 1,069,473 tourists and fell by -100 percent in 2021, with only 51 persons visiting (BPS, 2022). The tourism industry is one of those that has experienced paralysis due to this pandemic. As a result, several industries that formerly relied on the tourism industry to rely on international tourists are now shifting their strategy to focus on domestic tourists. Due to Covid-19, corporate actors must develop new methods to react to changing market conditions. Domestic tourists are currently the only chance for the Balinese people and tourism industry players in Bali to keep the wheels of their economy turning.

The Apurva Kempinski Bali, located in Sawangan, Nusa Dua, is one of the most popular luxury hotels in Bali today. This hotel features five-star accommodations that stress local expertise and represent Indonesia's richness and diversity. The Apurva Kempinski Bali still has a healthy market, according to the results of an interview with the Director of Sales on March 7, 2022. Guests staying at The Apurva Kempinski Bali feel both from inside the country and overseas. Five countries contribute to the high occupancy rates at The Apurva Kempinski Bali, one of which is Indonesia. Given that international travel is still prohibited from 2020 to 2021, Indonesian tourists are one of the significant contributors to the percentage of occupancy. The domestic market supports The Apurva Kempinski Bali, such as Surabaya, Jakarta, Bandung, Yogyakarta, Solo, Makassar, Medan, Palembang, Banyuwangi, and Malang. The Apurva Kempinski Bali is one of the most popular hotels in Bali with domestic tourists.

Even though The Apurva Kempinski Bali has become one of the most popular hotels among domestic tourists in Bali, domestic guests are less devoted to the hotel. According to Leckie et al. (2016), loyalty is a company's most valuable service since loyal consumers can boost current and future sales. The desire to share positive information with others or make repeat purchases can be used to gauge customer loyalty to a company (Leckie et al., 2016)The Apurva Kempinski Bali received 5,031 reviews on Google Review, with a score of 4.8/5, placing it in the excellent category. This demonstrates that customers have a favorable perception of the hotel.

In a study conducted by Chang, (2020) Revealed that loyalty is significantly influenced by brand image. In addition, research conducted by Palevi et al., (2018) and Yunaida, (2018) Shows that brand image has a significant effect on customer loyalty, only the research conducted by Handayani et al, (2021) Results in research that is in the opposite direction of research. The stronger the brand image, the stronger customer loyalty to a brand will be. The image of The Apurva Kempinski Bali, which emphasizes local Indonesian wisdom, also aims to give staying guests an experience exploring Indonesia and gaining new knowledge about Indonesian culture. Hence, guests get additional benefits when staying at The Apurva Kempinski Bali. These efforts are made to provide a brand image inherent in customers' minds.

In addition to reviews, the frequency with which customers repurchase a product or brand (Leckie et al., 2016) or return guests can determine loyalty. Members of this loyalty program receive special member prices, points that may be traded, and discounted rates for using hotel facilities even if they do not stay overnight. In addition to brand image, other variables affect customer loyalty to a brand, namely brand engagement, such as research conducted by Kosiba et al..

According to Gustafsson and Leckie (2016), brand loyalty can be achieved by building bonds and direct customer relationships. This attachment can be done digitally through social media, review sites, and online travel agents. The Apurva Kempinski Bali builds customer engagement by replying to all reviews on sites like Google Reviews. In Google Review, The Apurva Kempinski Bali received 5,301 reviews, which will be replied to by the General Manager and the Marketing Team. In addition, The Apurva Kempinski Bali is also active on social media and is ready to answer all audience questions via direct messages.

RESEARCH METHODS

The population in this study were all consumers who had purchased a product, either room or food, owned by The Apurva Kempinski Bali in 2020 – 2021, and the sample used a minimum number of 100 respondents. The data collection techniques used are Questionnaire, Interview, and Documentation. The analytical method used in problem-solving is quantitative descriptive analysis through analysis of validity, reliability, Descriptive Analysis, meta successive Interval (MSI), Path Analysis, Partial Hypothesis Test (T-test), and Simultaneous Hypothesis Test (F-test).

RESULT AND DISCUSSION

Brand image can be measured through customer perceptions, associations, attributes, benefits, and consumer attitudes toward the brand. The Apurva Kempinski Bali is one of the luxury hotel brands seen from the various unique five-star facilities rarely found in other hotels. In addition, the image of The Apurva Kempinski Bali, which emphasizes local Indonesian wisdom, also aims to give guests an experience exploring Indonesia and gaining new knowledge about Indonesian culture so that guests get additional benefits when staying at The Apurva Kempinski Bali. These efforts are made to provide a brand image inherent in customers' minds.

In a study conducted by Chang (2020) Revealed that loyalty is significantly influenced by brand image. In addition, research conducted by Palevi et al. (2018) and Rusandy, (2018) and Yunaida (2018) Shows that brand image has a significant effect on customer loyalty, only the research conducted by Handayani et al, (2021) Results in research that is in the opposite direction of research. To conclude, The more robust the brand image, the stronger customer loyalty to a brand will be. Brand image can be measured through customer perceptions, associations, attributes, benefits, and consumer attitudes toward the brand.

Because Ha is accepted by calculating the Tcount value of 5.032 > 1.29025, this indicates that there is a positive and significant effect of brand image on brand loyalty. Suppose consumers get a positive image of The Apurva Kempinski Bali. In that case, they will be loyal to the company and always come and make purchases, either for the room or only for food and beverages.

The Apurva Kempinski Bali has hit the forecast three times. Furthermore, unlike most other hotels, the hotel continued to operate daily during the pandemic. Even though The Apurva Kempinski Bali has become one of the most popular hotels among domestic tourists in Bali, domestic guests are less devoted to the hotel. The test result shows that Ha is accepted by calculating the Tcount value of 8.771 > 1.29025; this indicates that when The Apurva Kempinski Bali can manage two-way communication properly, a long-lasting relationship will be

created where consumer behavior towards the company's brand is outside of purchasing activities between companies. Consumers obtained motivation from word of mouth (WOM), interactions with other consumers, exchange of information, and reviews from those with short- and long-term experience interacting with the company.

This test is supported by the other study conducted by Chang (2020), Palevi et al. (2018) and Rusandy, (2018) and Yunaida (2018) This shows that brand image has a significant effect on customer loyalty. This is also rejected by the research conducted by Handayani et al, (2021)Results in research that is in the opposite direction of research. The stronger the brand image, the stronger customer loyalty to a brand will be.

Table 1. Partial Test

Structural	Structural	t- count	t- table	P-value	Conclusion
pyx1	0.003	5.032	1.29025	0.974	Ha, accepted, there is an effect between X and Y.
pyx2	0.752	8.771	1.29025	0.000	H0 was rejected, and there was an effect between M and Y.

[Source: Questionnaire data processing, 2022]

After Hotel Indonesia Kempinski Jakarta, the Apurva Kempinski Bali is the first Kempinski resort and the second hotel in Indonesia. As a reflection of its magnificence and originality, the Sanskrit term "Apurva" means "unique and magnificent." Presenting the concept of a 'Majestic Open Air Theatre' or a magnificent open theatre, The Apurva Kempinski Bali comes with a unique identity where the archipelago's diversity is combined with Indonesia's tropical character. To engage with their customer, the Apurva Kempinski Bali is offering a membership where they could get extra benefits such as Member Rates- save 10% or more, Exclusive offers, Earning D$ on eligible spend, Redeem D$ on eligible spend, Guaranteed room availability 48hr prior, etc.

The test result shows the effect from X to Y through M directly and indirectly, so the calculation is as follows.

Table 2. Path Coefficient

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.676	2.631		3.678	.000
	X	.004	.119	.103	5.032	.974
	M	.962	.110	.752	8.771	.000

a. Dependent Variable: Y

[Source: Processed Research Results, 2022]

Table 2 shows the respective path coefficients for the X and M variables to Y in the Standardized Coefficients column. The path coefficient for the brand image variable to brand loyalty is pyx1 of 0.103 or 10.3%. Furthermore, the variable brand engagement to brand loyalty is pyx2 of 0.752 or 75.2%.

Based on the results obtained with the help of SPSS version 23 in Table 3, the adjusted R square (R2) value is 0.568. From this value, the coefficient of determination is calculated, namely 0.568x 100% = 56.8%. These results show that X and M together affect Y by 56.8%, while the remaining 43.2% is the Y variable, which is influenced by other factors not examined. The magnitude of the effect received by Y that occurs with variables outside of X and M expressed by the residual variable (Ɛ) is R2 yx1 x2 + pyƐ = 56.8% + 43.2% = 100%.

Table 3. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754[a]	.568	.559	2.363

a. Predictors: (Constant), M, X

[Source: Research Processed Results, 2022]

The empirical causal relationship framework between X and M to Y can be seen in the following figure.
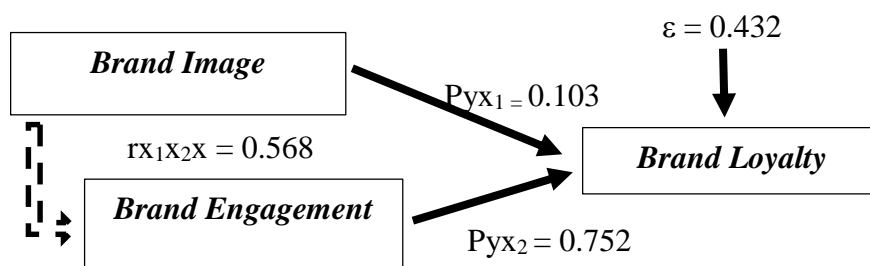

Figure 1. Empirical Casual Relationship Path Diagram
[Source: Research Processed Results, 2022]

It is known that the total contribution given by the two independent variables is 0.6715, or equal to 67.15%. In contrast, when viewed from each variable, M provides the most dominant contribution, 0.5656321408 or equivalent to 56.55%, and the X variable contributes only 0.1060 or equivalent to 10.60 %.

So, it can be understood that M has more influence on the Y variable than the X variable on the Y variable. At the same time, the factors from other variables that are not examined are 0.3285 or 32.85%.

Table 4. F.Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	712.886	2	356.443	63.836	.000[b]
	Residual	541.624	97	5.584		
	Total	1254.510	99			

a. Dependent Variable: Y
b. Predictors: (Constant), M, X
[Source: Processed Research Results, 2022]

Because Ha is accepted by calculating the results of count 63,863 > 3,089, then this indicates that brand image and brand engagement have a positive and significant influence on brand loyalty owned by The Apurva Kempinski Bali, which means that when consumers feel that the picture shown by The Apurva Kempinski Bali is good. The Apurva Kempinski Bali also approaches brands by involving consumers in it so that consumers will feel satisfied with the product or brand consumed or used and repurchase the product or brand. Repeated purchases of the same product and brand will show consumer loyalty to the brand.

Competitive competition makes it increasingly difficult for companies to increase the number of consumers. The number of competitors with various product advantages makes it increasingly difficult for the company to seize market share. This causes companies to work hard to increase market share by creating the latest innovations and maximizing existing resources. The company not only creates quality products, but it must also strive to make the products that are produced embedded in the minds of consumers. As one of the leading hotels in Nusa Dua, The Apurva Kempinski Bali tries to grab the domestic market through brand strategy, as it is believed that one way for a product to be easily recognized and remembered by consumers is to create a good brand image on the resulting product (Manser Payne et al., 2017)A brand image creates a positive attitude toward a product by explaining its positive characteristics, which can

influence consumer feelings and individual perceptions when choosing a product. (Bairrada et al., 2019; Batra & Homer, 2004; Xu, 2024).

In purchasing a product, some consumers usually prioritize the brand to be taken into consideration in determining their choice from various alternative products (Natasiah & Syaefulloh, 2024). Modern hotel tourists want more than just a comfortable room to stay in; they want an experience that is unique and tailored to their needs (Manisa et al., 2024). To ensure guests have the best experience, they use online platforms to find and book rooms quickly and easily. This is because the perception of consumers when using a product with a good brand image makes consumers feel comfortable and trusting in a product so that consumers return to using products with the same brand, especially for the domestic market (d'Ament et al., 2024). Customers normally check the image of the hotel before booking or making any reservation themselves (Veloso et al., 2024)

The use of a brand consistently has an impact on consumer loyalty. Loyalty is created based on consumer experience in buying and using a product, one of which is a product with a good brand image, especially the hospitality brand such as hotel, resort, and other types of accommodation. (Ho-Mai et al., 2024). Consumers can be considered loyal if they repeatedly buy products with the same brand. (Gupta et al., 2024)Loyal consumers will not switch to competing products because they already have an emotional connection to the products used. Additionally, the involvement and trust of consumers in the search for product information are also factors in forming loyalty due to the development of information flow, which allows consumers to absorb information and knowledge about a product quickly, thus increasing consumer loyalty to a product. (Mustofa & Nuvriasari, 2024; Wang, 2023).

Gaustad et al., (2018) Reveals that a higher consumer attachment to a brand will cause a positive reaction to improving the brand's image and increase consumer loyalty. Therefore, The Apurva Kempinski Bali must be able to maintain the company's image and specifically manage brand image and various forms of interaction with customers to achieve consumer loyalty to The Apurva Kempinski Bali.

Various research sources have studied various factors that influence customer loyalty. This is supported by the results of research by Yosa, (2023) Brand engagement is defined as a consumer's motivation and thoughts, which are related to the brand depending on the context. It is characterized by specific stages, namely cognitive, emotional, and behavioral, that interact directly with the brand. If the consumer has an attachment to the brand, then the consumer will feel that his choice of the brand is right and happy. (Susanti et al., 2021). Brand engagement is significant for a company; if consumers feel involved in the brand, they will use it more than brands of the same type. Therefore, the user's attitude will arise to make actual or continuous purchases and become loyal consumers against the brand. Brand engagement occurs when customers try to increase their knowledge and social interaction with the company's brand or other customers to learn more about the company's brand.

Engagement can actually occur through conversation patterns or customer comments on social media, not just the number of posts, likes, and followers. This result means that customer engagement positively and significantly impacts customer loyalty. The interpretation of these results is that consumer loyalty will

also be higher if customer engagement increases. Creating repeated buying conditions in the market to form the initial thinking of consumer buying interest in the market in looking for product providers is the hope of creating brand engagement, and brand image.
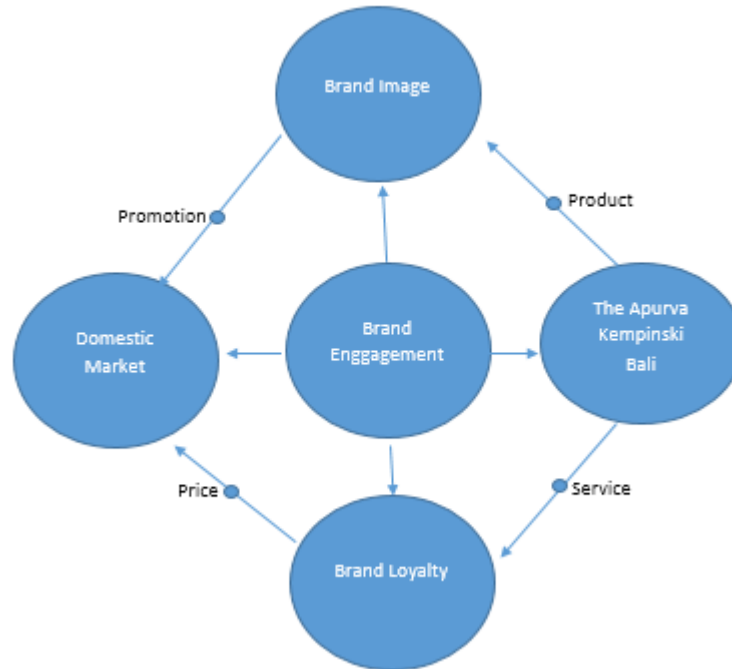

Figure 2. Model of Brand Engagement and Brand Loyalty for Domestic Market
at The Apurva Kempinski Bali
[Source: Data processing, 2023]

It is not enough to have a great product or service. Customers think of the brands they interact with as respondents and seek businesses that echo their values, lifestyles, and interests. The brand's image matters and it will impact the general attitude toward the business and associations with it in the following ways:

1. Impression

Brand image will impact respondents' thoughts about the company, even before the customer experiences the business firsthand. Based on their associations with the brand - whether that be word-of-mouth, social media, or firsthand experience - audiences will develop an impression of the business with every interaction. The simplest sample is to imagine a customer visiting the website for the first time. The customer arrives at the homepage to easily find all the information the customer is looking for. Despite the fleeting nature of that experience, it will leave a lasting impression on customers. In this case, visitors to the site will think of the brand as professional, organized, and fresh - until the customer is proven otherwise.

2. Awareness

Brand awareness refers to how recognized the brand is, and with a positive brand image, it can expect to gain popularity. By developing a solid brand identity and marketing strategies, profound levels of recognition can result. Additionally, by upholding high levels of customer satisfaction, the

company will become a brand that audiences remember and eventually - depend on. Take a simple icon like Koral restaurant, for instance. Whenever respondents see a restaurant with a sea view, they will recognize it instantly, not to mention killer marketing campaigns. The result is a level of awareness that makes their brand image universally synonymous with the elevated dining experience.

3. Value

The brand image often depends on proving its value to customers, employees, and the community. Upholding a clearly defined mission and purpose and showing the importance of the area of focus will prove value and brand equity, especially to audiences who seek these qualities. The sample is such as The Apurva Kempinski Bali's commitment to the culture of Indonesia, which is shown from the lobby where all the customers could see the design of this luxurious resort is based on Bali's iconic rice terraces and its century-old *subak* irrigation system. One of the highlights on the premises is a monumental 250-stair walkway. Inspired by the Pura Besakih water temple, the walkway runs in the center of the resort, flanked by cascading water fountains and trees.

4. Conversions

It is not rocket science: a well-balanced brand image generates healthy conversions. Building the brand's sparkling reputation will lead more respondents to use it. Whether it is through respondent experience or word-of-mouth, becoming a brand respondent can depend on will make it easy to convert potential buyers into loyal customers.

Brand image is one of the critical factors for loyalty to the brand itself; brand image provides alternative information that encourages customers to decide to purchase, ultimately influencing brand loyalty (Chang, 2020). Consumers who have a positive image of a brand tend to make repeat purchases. When the brand image is higher, it will impact increasing brand loyalty. (Pratama & Suprapto, 2017)The Apurva Kempinski Bali's efforts to create a brand image in the eyes of its consumers require several steps, which are listed below.

1. Know the brand's target audience

Have a realistic sense of the ideal customers so the customer can tailor the brand messaging appropriately. Gather demographic information like age, gender, education, and geographic location.

2. Identify the target audience's needs

Conduct market research to understand the target audience's pain points and why the current market offerings are not adequately serving them. The ultimate brand image you pursue should demonstrate how the product or service can address those needs.

3. Conduct continuous advertising and promotion campaign

An advertising campaign or continuous promotion must be carried out to raise the brand image of a service or product. This is crucial in introducing the brand to potential consumers; do not get bored by constantly making advertisements and promotions that reach various circles. Even though at the beginning the movement didn't get enough attention and cost much money, you have to keep doing it consistently for the success of the brand

4. Use social media pages to interact with consumers

In this technology and social media era, business respondents should not miss taking advantage of their sophistication. Using social media pages to interact with real consumers. For example, creating Instagram or a website and then creating admin services to answer questions or consumer complaints. Try as fast as possible and don't let consumers wait

5. Collaborate with influencers

Using the power of influencers can also be one of the freshest and most innovative tips to do in today's era. Influencers for Instagram, YouTube, or other social media pages usually have many fans and followers who can clearly become potential consumers. Businesses can work with influencers to endorse the products the customer sells, provide reviews, and invite them to purchase them.

After having a positive image, a company needs to build its relations through brand engagement. Brand engagement is essential to connect with customers through rational and emotional communication. When brands go beyond showing their products and services, the customer engages with respondents through interactive marketing, storytelling, and holistic experiences. Customers put their hearts out by sharing their brand philosophy and organizing events that allow them to feel and experience what the brand offers.

The customers' positive response and patronage become natural outcomes, not forced or manipulated but willingly provided. This mutual brand and customer relationship translates to higher sales and an increase in profits. Successful customer engagement will keep the brand at the top of the customer's mind regarding decision-making. It'll also make them more responsive to the marketing efforts.

Engaged customers are good for business. The customer has a stronger, more emotional connection with the brand. The more engaged the customers are with the brand, the more the customers are going to spend with you, ultimately having a positive effect on the bottom line, too. The Apurva Kempinski Bali does several ways to engage with their customer as follows:

1. Giving respondents alike experience

Modern customers don't like impersonal marketing. Asking customers what they want is a quick win. Using their preference center, gather all the data the customer needs to deliver one-to-one experiences.

2. Gamification of content

Gamification is set to take the marketing world by storm. By adding this to email marketing, the company is giving customers a reason to engage with the marketing for longer. From a consumer psychology perspective, gamified content creates a positive association with the brand. When customers play and win, they are more likely to remember the brand and engage again in the future. These fun experiences require greater engagement from audiences than watching a video. The customer has to actively participate to gain the benefits, making it one of the ultimate tactics for customer engagement.

3. Loyalty programs

Loyalty programs are a great way to give back to the customers. When the customer feels as though they value and are getting back as much, if not more, than the customer invests in us, their connection with the brand will be

stronger than ever. When the company uses a tier or points-based loyalty program, the company adds value to every customer interaction with the brand. This helps them invest more in the brand. If the customer does not shop with us or enter our social media competition, the customer will miss out on the additional value the customer could earn.

4.   Social competitions

Running competitions on social media is a great way to boost engagement if the company sees the numbers dipping. Using competition on social media, the company can get customers to share, retweet, comment, or tag the brand. This encourages them to engage with the marketing for a chance to win and turns them into ambassadors, helping amplify the brand to the followers who may be unfamiliar with us. Simply having customers follow the brand on social media goes a long way toward keeping them engaged over time.

5.   Consider regional nuances

As companies seek to grow their customer base by expanding across regions, it's important to recognize that this is not a copy-and-paste exercise. Different regions have different cultures, practices, and celebrations. You will need to create localized content to ensure you are sending accurate communications.

Brand loyalty happens when customers make long-term commitments to brands based on product quality, trustworthiness, and values. A customer who shows brand loyalty to an organization typically feels an emotional connection to that brand based on the quality of its products or its mission statement. In fact, customers with brand loyalty often remain loyal even when competitors offer lower prices. The Apurva Kempinski Bali does several ways to create brand loyalty the customer as follows:

1.   Emotional connections

The emotional connection that drives customer loyalty differs from the connection for brand loyalty. Brand loyalty is less transactional and more emotional. It stems from trust between customers and brands, rather than price. Customers may develop brand loyalty from the way they perceive an organization's reputation, product quality, or mission statement. For example, a customer who always stays the same brand of hotel without considering potentially less expensive options represents brand loyalty. The customer trusts the brand's quality and reputation, and likely won't consider an alternative. In this case, the customer's brand loyalty stems from an emotional connection to the brand's moral actions.

2.   Marketing approaches

For brand loyalty, marketing teams should work to connect with customers on an emotional level. For instance, marketing teams could link their brand to an idea or mission appealing to customers. An electric car company may associate itself with innovation and sustainability, or a whole foods store with health and wellness. Customers trust brands that share their own morals and values, which can boost brand loyalty.

A brand is more than the company logo; it is everything the business is about, from the mission statement to the culture. Having a positive brand image helps the customers understand what kind of business is all about and know what the customer can expect from you as the seller, the product, or the service. The brand image the company establishes should honestly tell our business's story. Once the business' brand is established and consistently implemented by all involved within the company, recognition for the brand (and business) will grow. A well-developed brand image will help the business be perceived as reliable, experienced, and consumer-focused. This consistency will encourage consumers to make a connection with the business and engage with you, and brand loyalty will begin to flourish.

Customer loyalty and retention are crucial for any business that wants to thrive in a competitive market. They reflect how satisfied and loyal your customers are with your products, services, price, promotion, and brand itself. The first and most obvious factor that influences customer loyalty and retention is the quality and value of the offerings. Customers expect the products and services to meet or exceed customer's needs, preferences, and expectations. Customers also want fair and reasonable prices for what they buy. Suppose the company can deliver high-quality, high-value solutions that solve problems, fulfill customer desires, and create positive emotions. The company will earn the customer's trust and loyalty in that case. It will be easier for the promotion to reach the audience. Ultimately, the company will not spend too much on the promotion budget because customers tend to share great feedback with their relatives and friends or even give positive feedback through social media and other platforms. On the other hand, if the company compromises on quality and value, it will lose customers to its competitors.

CONCLUSION

From the results of research on the effect of brand image and brand engagement on brand loyalty that has been carried out at The Apurva Kempinski Bali, there is an influence of brand image on brand loyalty; there is an effect of brand engagement on brand loyalty; and there is a high influence of brand image on brand loyalty mediated by brand engagement. A brand is more than the company logo; it is everything a business is about, from the mission statement to the culture. A positive brand image helps the customers understand what kind of business is all about and know what they can expect from the hotel as the seller, the product, or the service. The brand image established should genuinely tell the story of the hotel business. Once the business' brand is established and consistently implemented by all involved within the company, recognition for the brand (and business) will grow. A well-developed brand image will help the business be perceived as reliable, experienced, and consumer-focused. This consistency will encourage consumers to make a connection with the business engaged, and brand loyalty will begin to flourish.

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