

# THE INFLUENCE OF BRAND SIGNATURE, AWARENESS, ATTITUDE, AND REPUTATION ON PRIMEBIZ HOTEL SURABAYA'S BRAND PERFORMANCE

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**ABSTRACT:** Brand Performance has an important role for organizations to implement and improve good services and processes. This implies that management in the organization, must continuously improve the skills and ability to maintain and enhance the growth of the organization as well as to face the challenges of today's business. This study aims to examine the relationship between brand characteristics, brand attitude, brand reputation, brand awareness, and brand performance. This study used a quantitative approach with a data collection method using questionnaires on 111 Primebiz Hotel Surabaya consumers and processed using partial least square (SmartPLS 3.0) analysis tools. The results showed that brand characteristics affect brand attitudes, brand attitudes affect brand reputation, brand characteristics affect brand awareness, brand awareness affects brand reputation, brand awareness affects brand attitudes and brand reputation affects brand performance.

**Keywords:** Brand Signature, Brand Attitude, Brand Reputation, Brand Awareness, Brand Performance

## INTRODUCTION

Surabaya as the second largest city in Indonesia is one of the cities used as a barometer of industrial development. One of the industries that has developed a lot recently is the hospitality industry. This is marked by the increasing number of new hotel buildings established in the city of Surabaya ranging from jasmine-class hotels to star-rated hotels. Data obtained from BPS Jatim stated that as of the end of 2016 in Surabaya there were 189 star and non-star hotels (bps.go.id, 2019). This number continued to grow in 2017 to a total of 239 hotels where the details consisted of 97 star hotels and 142 non-star hotels (bps.go.id, 2019).

Based on data released by BPS in 2017, the increasingly fierce competition between hotels has an impact on the decline in hotel occupancy in Surabaya. The occupancy rate in 2017 was only in the range of 50 percent, in July 2017 the occupancy rate only reached 57.07 percent even in the previous July it was only 51.10 percent. (radarsurabaya.com,

2019). According to the Head of BPD of the Indonesian Hotel and Restaurant Association (PHRI) East Java, Herry Siswanto said that the growth of new hotels in East Java will experience a significant decline so far this year (2019), namely at 3-4 percent. This is due to limited land and the proliferation of star-rated hotels of various classes. This still does not take into account the approximately 25 new hotels that will operate in Surabaya until the end of 2019 where currently the operational permit is still waiting for the approval of the mayor of Surabaya (radarsurabaya.com, 2019).

The existence of an online hotel booking application system allows consumers to easily compare between one hotel and another. Through online applications such as Traveloka, Tiket.Com, Agoda, Tripadvisor, all information related to hotels is wide open to consumers ranging from prices, room types, facilities, hotel photos, to reviews from previous visitors.

The changing business competition situation in the hospitality world today requires the

management of each hotel to be able to formulate the right marketing strategy so that it can stay in the competition and not be left behind by its consumers. Hotels are synonymous with a brand (Handoyo and Elsy, 2016), according to *The American Marketing Association (AMA)*, Kotler and Keller (2011), A brand is a name, term, sign, symbol, design, or combination intended to identify goods or services between a single seller and between a group of sellers to distinguish their goods from sellers and competitors.

Research conducted by Foroudi (2019) tries to analyze the relationship between several brand attributes such as brand characteristics, brand awareness, brand attitude, brand reputation, and their influence on brand performance. Through the research, it tries to analyze how a brand performs well when it gets influence from some of the attributes of the previous brand. The study was conducted on the hospitality industry by surveying some hotel visitors in the UK.

The study also explained how the reason for a consumer to be loyal to a hotel brand, willing to make a repurchase, and recommend it to others. The final decision of a consumer to choose the brand is based on the consumer's assessment of the hotel brand which includes an easily recognizable brand, a positive attitude towards the hotel brand, and an assessment of the reputation of the hotel brand in question. The current research will try to adopt the research model conducted by Faroudi (2019) in the hope of obtaining a proper picture of the strategy that will be applied by management to develop a reliable hotel brand.

Primebiz Hotel Surabaya is a new hotel in the South Surabaya area which was inaugurated since August 21, 2017.

**Table 1**  
**Competitive Set**

Direct Competitive Set	
2022 YTD	
Year	Occupancy (%)
Primebiz	72,3%
Best Western Papilio	56,5%
The Alana	66,8%
Luminor Hotel	66,5%
Santika Jemursari	61,8%
Namira Syariah	40,8%
2021 YTD	
Primebiz	42,1%
Best Western Papilio	61,1%
The Alana	49,0%
Luminor Hotel	34,2%
Santika Jemursari	48,6%
Namira Syariah	68,7%

From the table above, we can see that PrimeBiz still has occupancy that is still below from several hotels in the vicinity, namely Alana Hotel and Best Western Papilio Hotel. It is because the brand is not that well known, the location is not too strategic, the facilities are not too complete and luxurious, the price is also not relatively cheap when compared to other class hotels such as, Alana Hotel and Best Western Papilio Hotel.



**Image 1. Screen capture of the tripadvisor homepage**

Based on the table results published by independent traveler review page Tripadvisor, Primebiz Hotel Surabaya currently has a very positive rating. From the screenshots of the page, data as of April 2020 shows that Primebiz Hotel Surabaya is ranked 2nd out of 272 hotels in Surabaya in terms of positive *reviews (reviews)* given by hotel guests. The average guest scores *excellently* in a given review. These ranking beats various kinds of star hotels in Surabaya even for 5-star class hotels. The 2nd place obtained by Primebiz Hotel Surabaya only

lost 1 level to the Harris Convention Gubeng Hotel Surabaya.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### a. *Brand*

According to the American Marketing Association in Kotler and Keller (2011), namely: "A brand is the name, term, sign, symbol or combination of such things, which is intended to identify the goods or services of a person or group of sellers and to distinguish them from the products of competitors".

Brand Law No. 15 of 2001 article 1 paragraph 1, a brand is a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements that have a distinguishing power and are used in the activities of trading in goods or services.

The various definitions of brand above emphasize that the brand is closely related to the human mindset. The human mindset includes everything that exists in the consumer's mind towards the brands such as feelings, experiences, images, perceptions of beliefs, attitudes so that it can be said that the brand is something that is immaterial in nature. Brands change or transform things that are *tangible* in nature into something of value. The transformation process proceeds by providing something of value. This transformation process is entirely the authority of the consumer to continue or stop it.

### b. *Brand Signature*

Brand characteristics can be the main tool in creating understanding and reputation to customers. This can increase awareness of the brand, attitude, reputation, as well as communication internally or externally of

the distinctive features of the brand can affect individual understanding (Van Riel and Van Den Ban, 2001). A positive attribute that is perceived to have satisfied the customer can be considered to produce a positive attitude that will improve the brand performance of a hotel.

The characteristics of brands are everywhere today so many and the average consumer every day has met a wide variety of brands (Foroudi, 2014). In the business world, they often use brand characteristics to increase the distinction between one product and another through several elements such as company name, company logo, typeface, design, and color (Hatch and Schultz, 2001).

### c. *Brand Awareness*

Brand *awareness* is how strongly a brand is present in the minds of consumers (Pappu, *et al.* 2005). According to another opinion from Aaker (1991) mentions that brand awareness determines the ability of a buyer to recognize and recall the brand is one of a certain product category. Awareness of a brand has an important role in comparisons between products and will determine subsequent purchasing behavior (Herrera and Blanco, 2011). If there are two identical products, consumers will tend to buy products that are more recognizable than products that are not known at all. In other words, consumers will buy a product from a logo, name, or brand when they have enough information on the product (Foroudi, 2019).

### d. *Brand Attitude*

Brand attitude is a perception of what consumers like and dislike (Foroudi, 2019). The attitude towards the brand can arise because it is influenced by two factors, namely *brand association* and *brand belief*. Based on experience after using a brand, consumers can provide related perceptions or attributes that are identical to a brand, such as expensive, quality, middle class, excellent service and so on. The association

of the brand forms a belief in the consumer if it occurs continuously so that the consumer can easily determine an attitude if faced with a brand. A brand that is associated with a negative image will make consumer attitudes towards the brand also negative (Chun, 2005).

#### e. **Brand Reputation**

Brand reputation is a direct picture obtained from a brand based on an image owned by internal and external *stakeholders* (Foroudi, *et al.* 2017). Gotsi and Wilson (2001) state that reputation is formed from a collection of various images that accumulate in the minds of consumers over time and include a thorough evaluation of a company. Dowling (2001) mentioned that the reputation of a brand is a combination of *reliability, admiration, good deeds (benevolence), respect, and trust (confidence)* in the current and future situation of a company.

#### f. **Brand Performance**

Brand performance is defined as the strength possessed by a brand in a market (O'cass and Ngo, 2007). Another opinion states that brand performance is a measurement relative to the success of a brand in the market (O'cass and Weerawardena, 2010). Brand performance reflects the achievement of the company's strategy and goals. Brand performance can be measured through sales growth, profitability, and market share, sometimes also using the value of stock profits (Sir, 2014). Brand performance is defined as how a brand is financially and financially successful in market competition (Tuan, 2014). A brand includes all the tangible and intangible attributes of the company, through which the brand functional and sentimental values are effectively recorded in the perception of consumers (Franzen and Bouwman, 2001).

According to De la Sabate and De Puente (2003) brand performance is represented using three factors, namely *brand loyalty,*

*brand repurchase,* and *brand recommendation.* The ultimate goal of brand management is how to create a brand that can have high performance (Foroudi, 2019).

#### a. **The Relationship between Brand Characteristics and Brand Attitudes**

Chun's research (2005) examined the relationship between logos, brands, consumer attitudes, and also company reputation where the results between variables have a close relationship. Brand attitude can be regarded as a sense of liking or dislike after knowing a brand. Logos and brands can be said to be successful when they can invite positive attention from consumers. Every company needs to differentiate itself through the brand as an opportunity for the company to show its brand reputation (Melewar, *et al.* 2001).

Well-designed brand characteristics can provoke an emotional response (Van Riel, 1995). Henderson and Cote (1998) state that brand names and logos can transfer motivational reactions and encourage consumers to give an assessment of a company's attitude. Logos and brand names trigger the growth of associations and beliefs in the minds of consumers (Dowling, 2001).

#### b. **The Relationship between Brand Attitude and Brand Reputation**

Van Heerden and Puth (1995) revealed that brand reputation is formed from the association, attitude, impression, and trust possessed by consumers which results in brand reliability and brand goodness. The perception that consumers have towards a brand must be felt, positive, and consistent to be maintained continuously so as to produce a good brand reputation (Van Riel and Van den Ban, 2001). Consumers who are loyal to a product usually associate the company with a positive reputation (Dowling, 2001).

The higher the perception possessed by a brand, the more likely consumers will be to

remember it. This is as a basis for generating a strong brand perception and can be a differentiator with competing brands. Through a brand that is widely known for its quality, it will help consumers to still be able to remember the brand in their minds (Keller, *et al.* 2008).

### c. **The Relationship between Brand Distinctiveness and Brand Awareness**

Brand characteristics make a very strong contribution in increasing brand awareness and appreciation of a brand for its services and services. Consumers who are familiar with a brand name and logo tend to believe in the brand's products (Chadwick and Walters, 2009). Standardization of a distinctive brand characteristic can help companies in achieving a good image and reputation which will have an impact on increasing sales (Melewar and Saunders, 1998).

Standardization of the appearance of the company logo positively affects consumer awareness through familiarity and brand recognition of the company's products. A corporate identity explains how all *stakeholders* believe in the character of the company. Distinctive logos and brand names are used as attributes by consumers to distinguish the company from other competitors' products (Melewar and Saunders, 1998). A distinctive feature of the brand that is easy for consumers to remember indicates that the brand has a high awareness (Van der Lans, *et al.* 2009).

### d. **The Relationship between Brand Awareness and Brand Reputation**

Research conducted by Han, *et al.* (2015) shows a positive influence between brand awareness and brand reputation. This shows that if more consumers recognize a brand, it will be possible to give a positive assessment of the brand's reputation. Consumer awareness of a brand is a stepping stone to the purchase stage (Foroudi, 2019). Brand

awareness can provide a competitive advantage for a company in the long run, it can be awareness, association, and belief in a particular brand (Foroudi, *et al.* 2014).

### **The Relationship between Brand Awareness and Brand Attitude**

Brand awareness is very important because in addition to not only strengthening the brand and making it effective but also an important factor that can influence consumer attitudes through brand associations and brand trust (Aaker, 1991). According to Macdonald and Sharp (2000) stated consumers will tend to buy products that are already used to being recognized. Brand awareness has an impact on purchasing behavior. The higher the brand awareness, the more likely it is that the brand will be remembered in the minds of consumers when making a purchase (Yasin, *et al.* 2007).

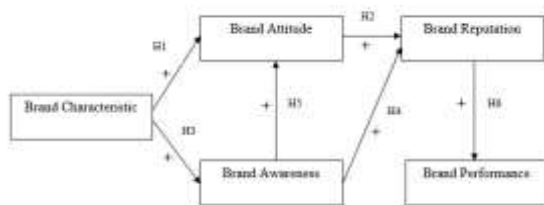
The process of creating brand awareness can influence important behaviors that will occur afterwards (Macdonald and Sharp, 2000). The creation of brand awareness can lead to a positive attitude and the expected change in brand attitudes (Foroudi, 2019). Brand attributes that are often perceived as positive can result in a positive brand attitude as well. Meanwhile, unsatisfactory brand attributes can also result in a negative brand attitude.

### **Relationship between Brand Reputation and Brand Performance**

It is important to know that brand reputation cannot always be used as an indicator of sales or increased profit, but should be viewed as a long-term impact on hotel brand performance through increased brand loyalty, brand repurchases, and brand recommendations (De la Sabate and De Puente, 2003). For example, if a hotel has problems with its reputation, it will have an impact on the loyalty of consumers and the desire to buy back, this will directly impact the company's revenue (Foroudi, 2019).

As revealed in Walker (2010) the relationship between brand reputation and brand loyalty takes quite a while. A good reputation takes a long time to build. A good brand reputation is a combination of several brand images owned by consumers (Walsh, *et al.* 2009). Therefore, consumers who have positive feelings will encourage an evaluation of a brand and will have a positive effect on brand performance (Foroudi, 2019).

The framework of thought is formed based on a research model developed by Foroudi (2019). The current research adopts the exact same model once conducted by Foroudi (2019).



**Figure 1. Frame of Mind**

Based on the background and formulation of the problem and supported by the existing theoretical foundations, the hypotheses proposed in this study are as follows:

- H1 : Brand characteristics affect brand attitudes
- H2 : Brand attitude affects brand reputation
- H3 : Brand characteristics affect brand awareness
- H4 : Brand awareness affects brand reputation
- H5 : Brand awareness affects brand attitudes
- H6 : Brand reputation affects brand performance

## RESEARCH METHODOLOGY

The sample is part of the number and characteristics of the overall population carefully selected to represent the population (Sugiyono, 2017:81). The determination of

sample size in this study was carried out using the Slovin formula as follows (Asra and Prasetyo, 2015: 98):

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = Sample Size

N = Population Size

e = Error tolerance limit

From the formula above, it is known that the number of consumers who stayed at Primebiz Hotel since its establishment in August 2018 to December 2019 was 10,487 people, the calculation of the number of sample adequacy was as follows:

$$\begin{aligned} n &= N / ( 1 + N e^2 ) \\ &= 10,487 / ( 1 + 10,487 \times 0.05^2 ) \\ &= 10,487 / 27.21 \\ &= 385 \text{ respondents} \end{aligned}$$

Based on the limited time owned, the sample from this study is all consumers who have stayed at Primebiz Hotel Surabaya. Consumers who are sampled in this study are not limited to the number of times they have stayed at Primebiz Hotel Surabaya, because in this study it is expected to get even respondents both who have stayed many times and for the first time staying, so that thus data variability can be obtained in describing the response of hotel consumers.

## Characteristics of Respondents

The answers of 385 respondents can be classified based on their gender, consisting of 75 male respondents (67.6%) and 36 female respondents (32.4%).

The characteristics of respondents based on the majority of respondents consisted of 21-30 years old as many as 72 people (64.9), and 31-40 years old as many as 26 people (23.4%) and at least at the age of >40 years as many as 13 people.

The answers were also classified based on the last education of the respondents, the majority of respondents were high school

graduates as many as 65 people (58.6%), and DIPLOMase graduates as many as 27 people (24.3%) and Bachelor graduates as many as 19 people (12.1%).

The characteristics of respondents based on the type of work of respondents at Primebiz Hotel Surabaya are quite varied. The majority of respondents have a type of work as a private employee, namely 71 people (64%), then respondents with the type of work as an entrepreneur as many as 23 people (20.7%) and 17 people (15.3%) for respondents with other types of work.

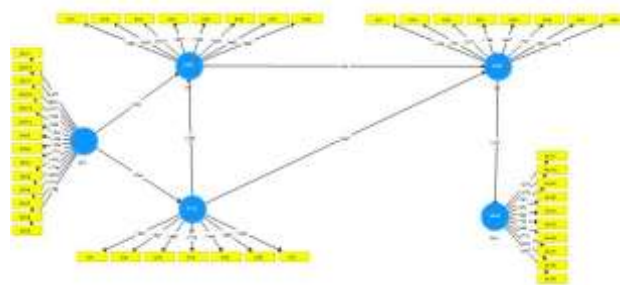
The characteristics of respondents based on the frequency of respondents' stays at Primebiz Hotel Surabaya are quite varied. The majority of respondents have stayed 4-5 times by 70 people (63.1%), then respondents have stayed for 30 people (27%) > 5 times and respondents who have stayed 1-3 times by 11 people (9.9%).

The characteristics of respondents based on the type of trip respondent consisted of travel that was business purposes, namely 55 people (49.5%), respondents with personal needs type of travel as many as 42 people (37.8%) and 14 people (12.6%) for respondents with the type of trip with family.

## RESULT AND DISCUSSIONS

This study used Partial Least Square (PLS) which is a method for predicting the construction of models with many factors and collinear relationships. After processing the data with the SmartPLS3.0 program, an evaluation of the measurement model and model structure is carried out

The path relationship of each variable in the study is presented in Figure 2 below.



**Figure 2. Path Analysis step bootstrapping**

Testing of inner models or structural models is carried out to see the coefficient of determination, *predictive relevance*, *goodness of fit*, estimation of path coefficients and parameter coefficients. After knowing the significant relationship between variables, it can then be concluded that hypotheses are related to brand characteristics, brand attitudes, brand reputation, brand awareness, and brand performance. at Primebiz Hotel Surabaya. Hypothesis testing is carried out by *bootstrapping* method.

### Coefficient of Determination

The coefficient of determination serves to measure how far the model's ability to explain the variation of dependent variables spread between zero and one (Ghozali, 2008). The coefficient of determination can be seen in the R-square Table. The way to find out how big the value of the coefficient of determination is to multiply the R-square value by 100%, if the result is more than 67% then it indicates a good coefficient of determination, if it is less than 67% but more than 33% indicates a moderate coefficient of determination, and if it is less than 33% but more than 19% indicates a weak coefficient of determination (Ghozali, 2008). Here are the test results that show the value of the coefficient of determination:

**Table 2**  
**R-square value**

	R Square
Brand Awareness	0.605
Brand Performance	0.848
Brand Reputation	0.886
Brand Attitude	0.876

Data source: PLS data processing 3.2.2022

Based on the R-Square value above, each of which has been multiplied by 100%, it produces a coefficient of determination value from Brand Awareness of 60%. The value shows that 60% of the variation in the brand awareness value can be influenced by the variables characteristic of the brand, while the remaining 40% can be explained by other variables outside the analysis model. The value of the coefficient of determination of brand performance produces a value of 84%, where the value indicates that 84% of the variation in the brand's performance value can be explained by the brand's reputation while the remaining 16% can be influenced by other variables outside the analysis model. The value of the coefficient of determination of brand reputation generates a value of 88%, where the value shows that 88% of the variation in the brand reputation value can be explained by brand attitudes and brand awareness while the remaining 12% can be influenced by other variables outside the analysis model. The value of the coefficient of determination of the brand attitude produces a value of 87%, where the value indicates that 87% of the variation in the value of the brand attitude can be explained by the characteristics of the brand and brand awareness while the remaining 13% can be influenced by other variables outside the analysis model.

### **Predictive Relevance**

*Predictive relevance* is used to measure how well the observation values generated by the model (Ghozali, 2008). The value of *predictive relevance* can be known through *Q-square* calculations as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1) \times (1 - R^2_2) \times (1 - R^2_3) \times (1 - R^2_4) \\
 &= 1 - (1 - 0.605) \times (1 - 0.848) \times (1 - 0.886) \times (1 - 0.876) \\
 &= 1 - (0.395 \times 0.153 \times 0.114 \times 0.124) \\
 &= 1 - 0.0491 \\
 &= 0.98164
 \end{aligned}$$

Based on the results of the Q-square calculation above, it can be stated that the model has a predictive relevance value of 0.98164 or 98%, this shows that the analysis model has excellent predictive relevance.

### **Goodness of Fit**

*Goodness of fit* is a test of the fit or suitability between the results of certain observations (observation frequencies) and the frequencies obtained based on their expectation values (theoretical frequencies). The value of goodness of fit can be known through the following calculations:

$$\begin{aligned}
 \text{Goodness of Fit} &= \sqrt{AVE \times R^2} \\
 &= \sqrt{0,7072 \times 0,803} \\
 &= \sqrt{0,5678} \\
 &= 0.7521
 \end{aligned}$$

Based on this calculation, it can be known that the *value of goodness of fit* in this study was 0.7521. This indicates a match or compatibility between the observation results and the frequency obtained based on the expectation value.

This hypothesis testing is based on *the T-statistical* significance value, the measurement items used are said to be significant if the *T-Statistics* value is greater than 1.96 at a significance level of 5%, Ghozali (2015).



**Table 3**  
**Path Coefficients**

Direct Impact	T Statistics	P - Values	Remark	Accepted/Not Accepted
Brand Characteristic -> Brand Attitude	6.856	0.000	Significant	Accepted
Brand Attitude -> Brand Reputation	3.201	0.001	Significant	Accepted
Brand Characteristic -> Brand Awareness	16.931	0.000	Significant	Accepted
Brand Awareness -> Brand Reputation	7.257	0.000	Significant	Accepted
Brand Awareness -> Brand Reputation	10.743	0.000	Significant	Accepted
Brand Reputation -> Brand Performance	49.724	0.000	Significant	Accepted

Source: Processed Data with PLS, 2021

Based on Table 3, it can be concluded that brand characteristics have a significant influence on brand attitudes with a t-statistical value of 6,856 which is greater than the critical limit value of 1.96 at a significance level of 5%. Furthermore, the brand attitude has a significant influence on the brand's reputation, with a t-statistical value of 3,201 which is greater than the critical limit of 1.96 at a significance level of 5%. Furthermore, brand characteristics have a significant influence on brand awareness, with a t-statistical value of 16,931 which is greater than the critical limit of 1.96 at a significance level of 5%. Furthermore, the brand awareness variable has a significant influence on the brand's reputation, with a t-statistical value of 7,257 which is greater than the critical limit of 1.96 at a significance level of 5%. Furthermore, the brand awareness variable has a significant influence on brand attitudes, with a t-statistical value of 10,743 which is greater than the critical limit of 1.96 at a significance level of 5%.

In Table 3, it is also known that the reputation of the brand has a significant influence on the performance of the brand with a t-statistical value of 49,724 where the value is more than 1.96 which is a critical value. It can be concluded in 3 it is known that all relationships between variables have an influence and are significant because they have a t-statistical value above 1.96 at a significance of 5%.

### Discussion

Based on the results of research conducted on Primebiz Hotel Surabaya customers, it shows that the characteristics of the brand have a positive and significant effect on the brand's attitude. This result is based on the estimated calculation of *the t-statistical* value which results in a calculation value of 6.856 with a P-Values significance level of 0.000. This proves that the first hypothesis is accepted.

This is supported by previous research conducted by (Chierici et al. 2018) Brand distinctive features can influence the attitude of consumers who see them over time, especially logos and brand names can be symbolic representations of a brand. where it can provide more value to the company's reputation. If it is related to research conducted on PrimeBiz Hotel Surabaya customers, that brand characteristics have a significant positive effect on brand attitudes. This shows that if PrimeBiz Hotel Surabaya disprove their brand characteristics, it will increase the brand attitude caused by the company which will have a positive impact on Primebiz Hotel Surabaya.

Based on the results of research conducted on PrimeBiz Hotel Surabaya customers, it shows that the brand's attitude has a positive and significant effect on the brand's reputation. This result is based on the estimated calculation of the t-statistics value which produces a calculation value of 3.201 with a P-Values significance level of 0.001. This proves that the second hypothesis is

proven and accepted.

This is supported by research conducted by (Foroudi, 2019). Foroudi, *et al* (2017) who wrote in their research that consumer evaluation of brand reputation is based on the message conveyed from the company through logos and brand names. A company's reputation is created from the selection of consumers for a brand that matches their image. The company sends a promise to consumers through its brand and that is where consumer expectations are created. Van Heerden and Puth (1995) revealed that brand reputation is formed from the association, attitude, impression, and trust possessed by consumers which results in brand reliability and brand goodness.

Based on the results of research conducted on Primebiz Hotel Surabaya customers, it shows that the brand's characteristics have a positive and significant influence on brand awareness. This result is based on the estimated calculation of *the t-statistics* value which resulted in a calculation value of 16,931 with a *P-Values* significance level of 0.000 This proves that the third hypothesis is proven and accepted.

The results of this study are also supported by several previous studies. According to Foroudi (2019) if there are two identical products, consumers will tend to buy products that are more known than products that are not known at all. In other words, consumers will buy a product from a logo, name, or brand when they have enough information on the product. Research conducted by Henderson and Cote (1998) linked the relationship between brand characteristics, brand reputation, brand awareness, and how it affects consumers' purchasing decisions. The results of the study showed that all variables had a positive relationship.

Based on the results of research conducted on PrimeBiz Hotel Surabaya customers, it

shows that Brand awareness has a positive and significant impact on the brand's reputation. This result is based on the estimated calculation of *the t-statistics* value which resulted in a calculation value of 7.257 with a *P-Values* significance level of 0.000 This proves that the fourth hypothesis is proven and accepted.

The results of this research are also supported by previous research. According to Lemmink, *et al* (2013), brand awareness positively affects the perception that a person has about the company. Therefore, brand familiarity has an influence in the formation of brand reputation. A brand can be trusted by consumers when it can meet the performance that consumers expect (Aurier and N'Goala, 2010). Research by Foroudi, *et al* (2017) shows that the distinctive features of global brands increase consumer recognition of the products and services offered and can result in a good company reputation.

Based on the results of research conducted on Primebiz Hotel Surabaya customers, it shows that brand awareness has a positive and significant effect on brand attitudes. This result is based on the estimated calculation of *the t-statistics* value which produces a calculation value of 10.743 with a *P-Values* significance level of 0.000 This proves that the fifth hypothesis is proven and accepted.

The results of this study are also supported by previous research. Consumer awareness is an instrument used by businesses to influence consumer attitudes towards a brand through the creation of associations and beliefs (Foroudi, 2019). So brand awareness can be interpreted as the ability of consumers to distinguish and recognize a brand in diverse contexts (Aaker, 1991). Brand awareness reflects the meaning of how important a brand is in the minds of consumers.

Based on the results of research conducted on Primebiz Hotel Surabaya customers, it shows that the Brand Reputation has a positive and significant effect on the brand's performance. This result is based on the estimated calculation of *the t-statistics* value which resulted in a calculation value of 49.724 with a *P-Values* significance level of 0.000 This proves that the sixth hypothesis is proven and accepted.

The results of this study are also supported by previous research. According to Dowling (2001) brand reputation is a combination of reliability, admiration, kindness, freshness, and trust in current and future conditions over a brand. Brand reliability is considered one of the factors that can weaken or strengthen a brand, and provide an understanding of a brand portfolio (Delvecchio, 2000). Brand goodness is defined by Xie and Peng (2009) as genuine concern for the interests of consumers and motivation to do good to them It is important to know that brand reputation cannot always be used as an indicator of sales or increased profits, but should be viewed as a long-term impact on hotel brand performance through increased brand loyalty, brand repurchase, and brand recommendations (De la Sabate and De Puente, 2003).

## CONCLUSION

Based on the analysis and testing of the hypothesis that has been carried out, the following conclusions were obtained:

1. The first hypothesis is accepted. Brand Characteristics have a positive and significant effect on brand attitudes at Primebiz Hotel Surabaya.
2. The second hypothesis is accepted. Brand Attitude has a significant influence on Brand Reputation at Primebiz Hotel Surabaya.

3. The third hypothesis is accepted. Brand Characteristics have a positive and significant effect on Brand Awareness at Primebiz Hotel Surabaya.
4. The fourth hypothesis is accepted. Brand Awareness has a positive and significant effect on Brand Reputation at Primebiz Hotel Surabaya.
5. The fifth hypothesis is accepted. Brand Awareness has a positive and significant effect on Brand Attitude at Primebiz Hotel Surabaya.

The sixth hypothesis is accepted. Brand Reputation has a positive and significant effect on Brand Performance at Primebiz Hotel Surabaya.

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