

ABSTRACT

Aston Braga Hotel Residence Bandung & is a service company that moves in the field of hospitality. Corporate image needed to face competition with competitors, from it to Aston Braga Hotel & Residence need Public Relations to create the corporate image and better known by the public. The purpose of this research was to know how Public Relations based on respondent, how the Brand Image based on respondent, and how great the influence of Public Relations against the Brand Image of Aston Braga Hotel & Residence.

This research is a descriptive method quantitative research and verifikatif. The research sample is 100 respondents who know the Activities Public Relations Aston Braga Hotel & Residence Bandung. Data collection tools used are questionnaire, observation, and study of the literature. The results of a questionnaire processed spread through the help of microsoft excel 2013 and SPSS version 23. data analysis techniques used in this study is a simple linear regression with the help of SPSS software version 23.

The research results reveal the magnitude of the Public Relations value of 79.40% in the high category, while the value of the Brand Image of 80.75% in the high category. The influence of Public Relations against the Brand Image of 95.1% while the rest is a. 4.9% is explained by other variables that are not described in the model presented in this study, such as Brand Ambassador, Brand Awareness, and Brand Equity.

Keywords: *Public Relations, Brand Image*