

ABSTRACT

This research is backed by problems related to Public Relations and Brand Image at Aston Braga Hotel & Residence Bandung. The problem is based on the results of pre-survey that shows that Brand Image consisting of Brand identity, Brand Personality, Brand Association, Brand Attitude & Behaviour, Brand Benefit & Competence have not fully received a good response From the respondent. Although Archipelago International as the parent company of Aston Braga Hotel & Residence According to Idntimes.com included in 5 famous brands in Indonesia, but in the year 2018 describes the customer loyalty to loyal to Aston Braga decreased , in this research the author wants to examine whether this decline is caused by Public Relations or Brand Image. Where more and more competitors are uplifting business people to further enhance their consumer brand and loyalty. This research aims to know how much Public Relations influence the Brand Image and its impact on consumer loyalty Aston Braga Hotel & Residence Bandung.

The method used in this research is a quantitative method with the type of research used is descriptive verificative, the scale of measurement used is Likert scale. This Peelitian population is a consumer of Aston Braga Hotel & Residence Bandung with a sample of 100 respondents. The sampling techniques used in this study are nonprobability sampling. The data analysis method used in this research is Path analysis path. Data processing is done using SPSS.

Based on the research conducted, the percentage of Public Relations assessments entered in good category with a value range of 68%-84%, while the Brand Image assessment percentage and consumer loyalty were good enough with a value range of 52%-68%. In the analysis of the line coefficient, the influence of Public Relations on Brand Image and its impact on consumer loyalty simultaneously is 0.802 or in percent by 80.2% while the remaining 19.8% is influenced by other factors.

Keywords: Public Relations, Brand Image, and Customers Loyalty