

# THE INFLUENCE OF THE BASIC DIMENSIONS OF INTEGRATED MARKETING COMMUNICATION ON CUSTOMER LOYALTY AT LUXURY HOTELS (STUDY AT INTERCONTINENTAL HOTEL BANDUNG DAGO PAKAR)

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**Abstract.** Above Due to intense competition in the business sector, businesses that use marketing concepts prioritise consumer pleasure, which includes developments in the high-end lodging and hospitality industries. The demands and preferences of customers must serve as the foundation for the marketing strategy that is developed as a plan to accomplish these objectives. Ultimately, positive relationships will be established between businesses and customers. Quantitative research methodologies are used in this study. 90 respondents who are categorised as loyal customers—those who have visited the same property at least twice—were given questionnaires in order to assess the relationship between IMC implementation and customer loyalty using a new measuring scale. Due to intense competition in the business sector, businesses that use marketing concepts prioritise consumer pleasure, which includes developments in the high-end lodging and hospitality industries. The demands and preferences of customers must serve as the foundation for the marketing strategy that is developed as a plan to accomplish these objectives. Ultimately, positive relationships will be established between businesses and customers. Quantitative research methodologies are used in this study. 90 respondents who are categorised as loyal customers—those who have stayed more than twice during that time—were given questionnaires in order to assess the relationship between IMC implementation and customer loyalty using a separate measuring scale. At 83.4%, integrated marketing communication has a significant impact on InterContinental Bandung Dago Pakar customers' loyalty. However, additional variables not included in this study have an impact on the remaining 16.6%.

**Keywords:** *integrated marketing communication; customer loyalty; consumer behavior; marketing strategy*

## I. INTRODUCTION

As an implementation of one of the world's tourism codes of ethics article 7 "Right to Tourism", which means that everyone from every group has the right to travel or travel therefore accommodation facilities that have comfort, good quality and excellent service is one of the tasks of the Hospitality industry managers, especially hospitality accommodation.

In the city of Bandung itself, which is a tourist city, hotel growth continues to increase every year, from the data obtained from BPS Bandung City there are 308 hotels in the 2015-2018 period. The business world is very competitive, and organisations that use marketing concepts—including those found in the area of high-end hotels—have as their primary objective ensuring consumer pleasure. The demands and preferences of customers must serve as the foundation for the marketing strategy developed as a plan to accomplish these objectives. Ultimately, a positive relationship will be established between the business and its customers.

The new paradigm needed to manage communications, Integrated Marketing Communication

(IMC), was developed as a result of several writers' studies on interrelated aspects during the past 10 years. These elements consist of the following: technological instability (Schultz, 1996; Zahay et al., 2004; Schultz dan Schultz, 1998); competitive intensity (Low, 2000; Reid, 2005); a decreased reliance on mass marketing communications (Schultz dan Schultz, 1998; Duncan dan Mulhern, 2004; R. Specifically, studies on IMC's function in hotel management have received less attention (Šerić et al., 2014). Furthermore, Reid (2005) emphasises that studies concentrating on particular sectors should seek to ascertain whether companies in industries that adopt higher degrees of integration have an advantage in order to provide More reliable and evidence-based studies in this area. Therefore, by looking at whether integrated marketing communications has a positive effect on how well a hotel business performs in the market. this study fills a research vacuum.

Customer loyalty is very important for companies in this era of increasingly fierce business competition. However, building customer loyalty is not an easy thing, let alone expecting it to be done in an instant process. In the context of

the hospitality industry, especially upscale accommodation, slow market growth and intensive competitive pressure require companies to be able to retain existing customers.

The company will not develop well, and can experience a decline or decrease in business which can threaten the existence of the company (Saputra, 2011).

From the explanation of IMC above, it can be seen that IMC is important to be applied in an organization to achieve predetermined organizational goals and one of them is to create customer loyalty. This also applies to InterContinental Bandung Dago Pakar, considering that InterContinental Bandung Dago Pakar is one of the upscale accommodations in the city of Bandung, and the growth of five-star hotels in the city of Bandung which began to boom again marked by the opening of several five-star hotels in the last two years such as the opening of Pullman Bandung Grand Central and The Gaia Hotel. Making customer loyalty an important aspect in a hospitality business

## II. RESEARCH METHOD

Quantitative research methodologies are used in this study. To use several measurement scales to assess the impact of IMC implementation and customer loyalty. Five items from The first part of the scale, called unified communication for consistent messages and images, was created by D. H. Lee and Park in 2007. It helps assess integrated marketing communications. The items in this part are: (a) keeping messages consistent across different tools and channels; (b) making sure the visual side of messages is consistent; (c) ensuring that the language used in messages is consistent; (d) keeping the brand image consistent; and (e) maintaining this brand image consistency over the long term. The five questions from the Kim and Kim scale from 2005—how often people visit, their intention to come back, whether they choose the brand first, if they want to recommend it, and if they plan to change their decision—are used to measure customer loyalty.

### Population

Based on the research location, the population in this study are people who are categorized as loyal InterContinental Bandung Dago Pakar consumers where loyal consumers have criteria for at least staying twice at the same hotel. This is so that participants have experience staying and feeling the services provided by the InterContinental Bandung Dago Pakar consumers in question. The population taken is individuals from various backgrounds and circles.

### Sample

Sugiyono (2014) asserts that the sample reflects the size and makeup of the population. If there is a vast population and it is not feasible to do research on the entire population. It is not feasible to include the whole population in this study because of time, energy, and financial constraints. The conclusions drawn from the sample will apply to the entire population. The sample drawn from the population must thus be accurately representative.

The authors employed the Probability Sampling approach in their investigation. Simple random sampling, according to Probability Sampling, is a method for acquiring

samples that are taken straight from the sampling unit (Sugiyono, 2014). When the population is thought to be homogenous, this is done. When there aren't many sample units in a population, this method can be applied. So the sample used is visitors who visit InterContinental Bandung Dago Pakar. Data obtained from InterContinental Bandung Dago Pakar that the number of guests in the last three months was 12,322 guests, and of these only 832 guests stayed more than twice in that period.

To determine the sample size, this study used the Slovin formula, which is as follows:

$$\begin{aligned} n &= \text{minimum sample size} \\ N &= \text{population size} \\ e &= \text{error rate (generally 10\% or 0.1 for large populations)} \\ n &= \frac{N}{1 + N(e)^2} \\ &= \frac{832}{1 + 832(0.1)^2} \\ &= \frac{832}{9.32} \\ &= 89,27 \end{aligned}$$

Based on the results of the above calculations, the results of the questionnaire calculation using the Slovin formula amounted to 89.27 or when rounded up to 90 respondents.

### Sampling Technique

Collecting questionnaires will be done online via social media and email to save time and money. Furthermore, because there are restrictions on the sample in the research conducted, the researcher determines the criteria for subjects to be sampled or respondents, namely:

- People who are categorized as loyal InterContinental Bandung Dago Pakar consumers where loyal consumers have the criteria of at least staying twice at the same hotel.
- Willing to be a respondent.
- To collect data, researchers conducted a survey using a questionnaire. In this study, the questionnaire was addressed to loyal InterContinental Bandung Dago Pakar consumers where loyal consumers have criteria for at least staying twice at the same hotel. The use of the questionnaire method is intended to collect data on the Implementation of Integrated Marketing Communication, which will later be processed in the form of numbers. Questionnaires were distributed online through social media and email in the form of google forms to participants. The measurement scale used is a Likert scale and the type of data scale is an ordinal scale with a scale range of 1-5, from 5 (strongly agree) to 1 (strongly disagree).

## III. RESULT AND DISCUSSION

### Respondent Description

The purpose of the data description is to determine the general description of the characteristics of the respondents obtained. The respondents collected were 90 respondents. The characteristics of the respondents in this

section are described in general through the description of the research respondent data contained in table 1.

Table 1. Profile of Research Respondents

Description	Profile	N	Percentage
Gender	Male	46	51,1%
	Female	44	48,9%
	Total	90	100%
Age	19-25 years	21	39,9%
	26-31 years	43	38,7%
	32-37 years	14	12,6%
	38-43 years	5	4,3%
	44-50 years	4	3,6%
	51 years and above	3	2,7%
	Total	90	100%
Jobs	Students	12	13,3%
	Private employees	38	42,2%
	State-owned employees	14	15,6%
	Civil servants	13	14,4%
	Self-employed	9	10,0%
	Other	4	4,4%
Total	Total	90	100%

Researchers took data from InterContinental Bandung Dago Pakar consumers who have at least two stays at the same hotel. Based on the table above, it can be seen that the number of respondents based on gender is not balanced, where male respondents amounted to 51.1% or 46 respondents, while female respondents amounted to 48.9% or 44 respondents. While in the age characteristics, the largest age range is owned by respondents aged 26-31 years, namely 38.7% or 43 respondents, followed by the age range 19-25 years with 21 respondents (39.9%). In employment characteristics, respondents owned by researchers were dominated by respondents who worked as private employees as many as 38 respondents or 42.2%. Then other respondents were dominated by respondents who worked as BUMN employees as many as 14 respondents (15.6%). So it can be concluded that the respondents owned by researchers are dominated by male respondents, private employees and in the age range 26-31 years.

#### Research Data Analysis

##### Validity & Reliability Test Results

The validity test is used so that the research instrument is valid and suitable for use. Researchers used all respondents to test the validity in this study, namely 90 respondents. Researchers used a significance of 5% where the  $r$  table was found to be 0.204968, which is said to be valid if the correlation coefficient value or the calculated  $r$  value is greater than 0.204968.

Table 2. Validity Test Data Results

Item	Correlation Coefficient Value ( $r_{count}$ )	Description
X1	0,701	Valid
X2	0,772	Valid
X3	0,764	Valid
X4	0,810	Valid
X5	0,821	Valid
X6	0,713	Valid
X7	0,805	Valid
X8	0,831	Valid
X9	0,843	Valid
X10	0,848	Valid
Y1	0,878	Valid
Y2	0,775	Valid
Y3	0,842	Valid
Y4	0,940	Valid
Y5	0,934	Valid

Source: SPSS output version 25.0

Based on the validity test results above, the largest value lies in item Y4 which has a value of 0.940 and has a statement related to the intensity to recommend InterContinental Bandung Dago Pakar to others. While the lowest value lies in item X1 which has a value of 0.701 with statements related to communication tools and channel consistency at Intercontinental Bandung Dago Pakar is good enough. In addition, it can be concluded that all research instruments are valid and suitable for use as measuring instruments in this study because the validity value of each item is more than 0.204968.

Furthermore, researchers also tested the reliability of all instruments in this study using the Cronbach alpha formula. A research variable is said to be reliable or reliable if it provides a value ( $\alpha$ ) > 0.60.

Table 3. Reliability Test Data Results

Cronbach's Alpha	N of Items
,950	15

Source: SPSS output version 25.0

From this table, the research instrument is declared reliable because 15 items of the instrument have an alpha value higher than 0.60, namely 0.950. Based on the reliability level table, this research instrument has a very high level of reliability.

##### Classical Assumption Test Results

The purpose of the assumption test is to determine whether the data collected by researchers is normally distributed and linear so that it is feasible to go through hypothesis testing. Because there is only one independent variable in this study, the researchers conducted two classic assumption tests, namely the normality test and the linearity test. To find out whether the distribution in a group of data or variables is normally distributed or not, a normality test is carried out. Normality testing in this study uses the *One-Sample*

Kolmogorov-Smirnov Test technique using the analysis application in the form of SPSS software version 25.0 for Windows.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.22512072
Most Extreme Differences	Absolute	.116
	Positive	.079
	Negative	-.116
Test Statistic		.116
Asymp. Sig. (2-tailed)		.004 <sup>c</sup>
Exact Sig. (2-tailed)		.164
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

A normality test checks whether the data follows a normal distribution. If the p-value is more than 0.05, it means the data is normally distributed. But if the p-value is less than 0.05, the data is not normally distributed. From table 4.4, the data is normally distributed because the p-value is above 0.05. The exact two-tailed significance value is 0.164, which is higher than 0.05.

In order to determine if there is a strong linear relationship between the independent and dependent variables in a basic linear regression model, researchers also used the linearity test to assess the data. With the aid of the SPSS version 25.0 for Windows program, this linearity test was conducted.

Table 5. Linearity Test Results

Variabel	Sig (Deviation From Linearity)	Linearity Standard	Description
Consumer Loyalty * Integrated Marketing Communication	0,087	0,050	Linier

The multiple linear regression analysis hypothesis may be tested because of the linear connection between the data on the independent variables in this study, namely IMC (X) and consumer loyalty (Y). Table 4.5's multicollinearity test findings, which demonstrate that the Deviation From Linearity score is 0.087 higher than 0.050, support this.

#### Hypothesis Test Results

Simple linear regression test is conducted to see whether or not there is an influence between the independent variable, namely Integrated Marketing Communication (X) on the dependent variable, namely consumer loyalty (Y) at InterContinental Bandung Dago Pakar. The results obtained

in simple linear regression testing in SPSS are shown in table 6:

Table 6. Simple Linear Regression Analysis Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Beta			
1 (Constant)	3.202	.911	3.514	.001	
Integrated Marketing Communication	.442	.913	21.013	.000	

a. Dependent Variable: Consumer Loyalty

Based on the table above, the multiple regression equation can be found as follows:

$$Y = 3.202 + 0.442 X_1 + e$$

The constant value  $Y = 3.202$  states that if there is no addition or subtraction of scores on Integrated Marketing Communication, the level of loyalty to InterContinental Bandung Dago Pakar consumers is 3.202. Integrated Marketing Communication (X) has a standardized beta coefficient of 0.442 with a t value of 21.013 and a significance level of 0.000 ( $p < 0.05$ ) which means that Integrated Marketing Communication has a significant effect on loyalty to InterContinental Bandung Dago Pakar consumers where each addition or increase in the subject score unit on the integrated marketing communication variable, there will be an increase in the level of consumer loyalty of 0.442.

To determine whether or not there is a simultaneous influence given by the independent variable (X) on the dependent variable (Y), it is necessary to do the F test. F table value of 90 data with 95% confidence level: 3.097698. it is known that the  $F_{count}$  value is 441.535 >  $F_{table}$  3.097698 with a Sig value. F value of 0.000 < 0.05, so the regression model can be used to predict the effect of integrated marketing communication on consumer loyalty. So  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a simultaneous positive effect on the implementation of IMC in a hotel accommodation industry, in this case the InterContinental Bandung Dago Pakar, on consumer loyalty. Furthermore, researchers also conducted a partial t test to determine whether or not there was a partial influence given by the independent variable (X) on (Y).



Table 8 T Test Results

Table 8. T-Test Results						
Coefficients <sup>a</sup>		Unstandardized		Standard	t	Sig.
Model		Coefficients		ized		
		B	Std.	Coefficients		
			Error	Beta		
1	(Constant)	3.202	.911		3.514	.001
	Integrated Marketing Communication	.442	.021	.913	21.013	.000

a. Dependent Variable: Loyalitas Konsumen

Looking at table 8, we can see that the significance value for the Integrated Marketing Communication variable is less than 0.050. This means that this variable has a significant effect on consumer loyalty. The t-table value for 90 data points with a 95% confidence level is 1.986675. The t-count value for how Integrated Marketing Communication (X) affects consumer loyalty (Y) is 21.013, which is higher than the t-table value of 1.986675. This shows that implementing IMC in the hospitality industry, specifically at the InterContinental Bandung Dago Pakar, has a significant positive effect on consumer loyalty.

In addition, researchers also did a test called the coefficient of determination. This test helps find out what percentage of the effect from the independent variable, which is Integrated Marketing Communication (X), influences the dependent variable, which is consumer loyalty (Y). The strength of the effect of the independent variable on the dependent variable is shown by the coefficient of determination. Table 9 shows the results of this test.

Table 9. Coefficient of Determination

Model Summary				
Model	R	Adjusted R Square	Std. Error of the Estimate	
1	.913 <sup>a</sup>	.834	.832	1.23206

a. Predictors: (Constant), Social Support, Self-Efficacy

b. Dependent Variable: Academic Stress

Table 9. shows that the coefficient of determination (R Square) is 0.834, meaning that Integrated Marketing Communication (X) on the dependent variable, namely consumer loyalty (Y) is 83.4%. While the remaining 16.6% is influenced by other variables not discussed in this study.

#### IV. CONCLUSIONS

Based on the results of hypothesis testing and data analysis of research entitled "The Effect of Integrated Marketing Communication Implementation at InterContinental Bandung Dago Pakar on Consumer Loyalty", the authors draw several big pictures as research conclusions: The implementation of Integrated Marketing Communication at InterContinental Bandung Dago Pakar on consumer loyalty is mutually influential and has a significant positive relationship. This

means that the higher the level of integrated marketing communication, the higher the level of consumer loyalty owned by InterContinental Bandung Dago Pakar consumers. *Integrated marketing communication* on InterContinental Bandung Dago Pakar consumers on consumer loyalty have a mutual effect and have a significant positive relationship which is concluded based on significant data in the T test and F test where the significance value is 0.000 less than 0.05. The amount of influence given by Integrated marketing communication on InterContinental Bandung Dago Pakar consumers on consumer loyalty is very high, namely 83.4%. While the remaining 16.6% is influenced by other factors outside this study.

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