

The Influence of Brand Image and Hotel Reputation on Customer Loyalty with Customer Satisfaction as An Intervening Variable At Bluesky Pandurata Boutique Hotel

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ABSTRACT

The aim of this research is to analyze the influence of brand image on consumer satisfaction; to analyze the effect of hotel reputation on consumer satisfaction; to analyze consumer satisfaction which influences consumer loyalty; to analyze the influence of brand image on consumer loyalty; to analyze the influence of hotel reputation on consumer loyalty; to analyze the influence of brand image on consumer loyalty through consumer satisfaction; and to analyze the influence of hotel reputation on consumer loyalty through consumer satisfaction. The population in this research are consumers or guests who stay at the Bluesky Pandurata Boutique Hotel using purposive sampling techniques in sampling. The data analysis used was SEM with a CB-SEM approach with the help of the IBM SPSS AMOS 26 program in data processing. These findings indicate that brand image has a significant effect on consumer satisfaction; hotel reputation has a significant effect on consumer satisfaction; consumer satisfaction has a significant effect on consumer loyalty; brand image has a significant effect on consumer loyalty, hotel reputation has a significant effect on consumer loyalty; brand image has a significant effect on consumer loyalty through consumer satisfaction; and hotel reputation has a significant effect on consumer loyalty through consumer satisfaction.

Keywords : Brand Image; Hotel Reputation; Customer Satisfaction; and Customer Loyalty

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I. INTRODUCTION

Marketing is very important in a company because marketing is the spearhead of business continuity. The development of the business world is now growing rapidly, competition between companies is getting tighter. So now every company must be able to compete and maintain its business. One industrial sector that is oriented towards consumer satisfaction is the hotel industry sector. Hotels are part of the tourism sector which plays a quite large role in several countries, especially in Indonesia. Where there are the most important products to be sold, namely accommodation and room rental services, which are the main needs for tourists, both domestic and overseas. As an island country with abundant natural wealth, it is certainly a paradise for tourism industry activists. Currently, there are many destinations that can be visited, especially DKI Jakarta. One of the hotel industries in the center of the capital city of Jakarta is the Blue Sky Pandurata Boutique Hotel.

Blue Sky Pandurata Boutique Hotel Jakarta is a 3 Star Boutique Hotel owned by the East Kalimantan Provincial Government which has been included as business capital to the Melati Bhakti Satya Regional Company of East Kalimantan Province and collaborates with the Blue Sky Group with an operational cooperation pattern which currently has problems regarding satisfaction and loyalty consumers and decreasing occupancy rates starting from 2017 to 2022. Blue Sky Pandurata Boutique Hotel is strategically located in the busiest area in Central Jakarta, close to government offices both the Central Government and Central Jakarta Government, large companies, well-known shopping centers, terminals and train stations. Offering 86 guest rooms with an attractive classic boutique environment and restaurant, lounge and meeting room facilities, Blue Sky Pandurata Boutique Hotel is very suitable as a place to stay when holding business meetings or traveling in Central Jakarta. In general,

many consumers look for hotels that have easy access and strategic locations in the center of Jakarta, and that is owned by Bluesky Pandurata Boutique Hotel. To fulfill the desires or needs of consumers, hotel management needs to maintain and remain oriented towards consumer satisfaction. To fulfill the desires or needs of consumers, hotel management needs to maintain and remain oriented towards consumer satisfaction. Based on data from the (Yearly Report) or annual report of the Bluesky Pandurata Boutique Hotel, you can see the achievement of annual room occupancy from 2017 to 2022.

The percentage of occupancy for the Blue Sky Pandurata Boutique Hotel Jakarta from 2017 to 2018 decreased by 1.44%, from 2018 to 2019 it decreased by 6.51%, from 2019 to 2020 it decreased by 14.96%, from 2020 to 2020 In 2021 there was an increase of 9.55% and from 2021 to 2022 it decreased by 0.79%. This shows that the hotel occupancy rate at the Blue Sky Pandurata Boutique Hotel Jakarta in the 2017-2020 period continues to decline in 2021-2022, creeping up slightly. The room occupancy rate (occupancy) is the percentage of rooms occupied or rented out to guests compared to the total number of rooms rented out calculated over a period of days, months or years. If this problem is not addressed immediately, it will reduce the level of income from the room occupancy rate. Therefore, consumer satisfaction is an important thing to apply to every type of business, including this hotel, when the management tries to fulfill the needs or desires of consumers who stay at this hotel, it will provide satisfaction so that it can automatically form consumer loyalty who continue to make purchases.

As a service company, Blue Sky Pandurata Boutique Hotel must give a positive impression to its consumers which is reflected in the company's brand image value. A positive image must be given to service providers so that consumers want to use the services provided. When the image of a brand they have is negative, it will affect consumer satisfaction which will also indirectly impact consumer loyalty in receiving the services provided. This is in accordance with what was done by Harianto & Subagio, (2013) who found that brand image had a significant effect on consumer satisfaction. Other research from Farizan et al., (2019) also proves that brand image has a positive and significant effect on consumer satisfaction. However, different research conducted by Putra et al., (2020) proves that brand image does not have a significant effect on consumer loyalty through consumer satisfaction. Then, different from research conducted by Ginting et al., (2022), it is proven that brand image has a positive and significant effect on consumer loyalty through consumer satisfaction. Meanwhile, other research from Raharjo & Digdowiseiso, (2022) confirms that indirectly brand image has a positive and significant effect on loyalty through consumer satisfaction. Apart from brand image which influences consumer satisfaction and loyalty, company reputation is no less important. The reputation or image of the Bluesky Pandurata Boutique Hotel is important because it is a picture of mind which describes the perception held by consumers as a whole based on their reactions to products or services; communication activities carried out by the company; as well as interactions with the company or its representatives such as employees or hotel management. A good company reputation must be obtained by tangible things done by the company, namely products with better quality, better customer service. Reputation can be improved by better managing the emotional attachments held by organizational stakeholders. Company reputation is one of the most important elements in the business world. Because good and bad in a company's reputation is an important indicator of the company's success. A company's reputation is indeed a complex matter, but if managed well it can be very valuable. Several important issues in reputation management and society's views on reputation. The state of the reputation will depend on what the company does as an entity. Beyond that, it will depend on the communications and signals chosen to provide to the market. A symbol of reputation, the company name, if managed well, will represent the company so that it is supported by the community. In fact, it will be very valuable for consumers.

Reputation depends on how consumers can feel and accept the image that Bluesky Pandurata Boutique Hotel has in the wider community in general which is shown in the loyal attitude of consumers using the hotel services provided. Customer loyalty plays a very important role in business organizations or businesses. Customer loyalty includes attitudinal components and customer behavioral components. Components of customer attitudes are ideas such as intention to return to purchase additional products or services from the same company, willingness to recommend the company to others, demonstration of commitment to the company by showing resistance if there is a desire to switch to another competitor and willingness to pay a premium price. When consumers are loyal to the services provided, consumers will feel satisfaction. A strong relationship between perceptions of a strategic company's reputation and customer satisfaction. To achieve business goals or the goals of a company, a manager must provide adequate or quality service, so that consumers feel satisfied. It is argued that satisfaction depends on how the service is provided. Because satisfaction is the level of someone's feelings after comparing the perceived performance (or results) compared to their expectations. The satisfaction felt by customers is the superiority that is expected and control over the level of excellence meets consumer expectations.

II. LITERATURE REVIEW

Brand Image

Wang & Tsai, (2014:28) define a brand as "a name, term, sign, symbol, design, or a combination thereof, intended to identify goods and services and differentiate them from competitors". Meanwhile, according to Kotler

and Lee (2020: 154), brand image is how consumers really prioritize thoughts, feelings and actions towards a brand. Brand image is considered to be a type of association that appears in a consumer's mind when thinking of a particular product or brand.

Hotel Reputation

Wai Lai, (2019:112), reputation is the influence, assessment and perception of stakeholders towards a business based on its past performance. This is an assessment of a company from a customer's perspective, so that the assessment of a company's reputation is based on customers' direct perceptions regarding the company's past actions. Furthermore, Amperawati, (2020:7) is of the view that company reputation is the public's view of whether a company is considered good or not which is viewed globally on things such as openness, quality and others so that it can be said to be a view of the company's actions. Further explanation by Dowling (2004) in Amperawati, (2020:7) defines reputation as an intangible asset or company goodwill which has a positive effect on the market assessment of the company. Companies that have a good reputation are able to generate trust, confidence and support than companies that have a bad reputation. Thus, a good corporate reputation gives the company a competitive advantage.

Customer Satisfaction

According to Kottler & Armstrong (2018:39), satisfaction is the level to which the perceived performance of a product or service meets expectations. If the performance of a product or service is less than expectations, then consumers are dissatisfied. If performance meets expectations, then consumers feel satisfied. If performance exceeds expectations, then consumers feel very satisfied or very happy. Then, according to Majeed et al., (2022:4), customer satisfaction is described as a psychological state experienced by consumers when their expectations before consuming a product/service meet or exceed the actual consumption experience. Customer satisfaction is measured at the point when a product or service is purchased and then used, as well as throughout the process of acquiring the product or receiving the service. Consumers usually decide to purchase or continue purchasing after assessing whether their experience with a service or product was satisfactory or enjoyable.

Customer Loyalty

According to Kotler & Keller (2016: 138), customer loyalty is a deeply held commitment to buy or support a preferred product or service again in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch. And, further explains Drake, (2017:52), loyal customers always make repeat purchases which ultimately guarantees a flow of income for the company, have a tendency to buy more, are willing to pay higher prices, which will have a direct impact on profits. obtained by the company.

RESEARCH DEVELOPMENT

The Influence of Brand Image on Customer Satisfaction

According to Kotler & Keller (2016:315), brand image is a determining variable for opportunities for consumer satisfaction. Brand image is a perception and belief held by a consumer towards a product or brand. A company must be able to develop a good brand image so that it can be impressed in the minds of consumers. The company will continue to improve if the brand image of a company continues to improve. A good brand image of a product will encourage consumers to consume the product offered and will later create satisfaction for the consumer.

This is in line with research conducted by Harianto & Subagio, (2013) who found that brand image has a significant effect on consumer satisfaction. Other research from Farizan et al., (2019) also proves that brand image has a positive and significant effect on consumer satisfaction. However, different research from Putra et al., (2020) proves differently that brand image has no significant effect on consumer satisfaction. Then, other research from Ginting et al., (2022) confirmed that brand image has a positive and significant effect on consumer satisfaction. Based on the theoretical and empirical studies formulated, the first hypothesis proposed is.

H1: brand image has a significant effect on consumer satisfaction.

The Influence of Hotel Reputation on Customer Satisfaction

According to Santoso & Kusnilawati, (2020:56), the perceived service quality of a product or service is closely related to the reputation associated with the brand name. This means that customers will only associate a product or service with its brand, and therefore a company's reputation can also be measured at the product or service level. A company's reputation directly shapes customer satisfaction with the products or services of the company in question so that it will influence customers in making choices. Dick et al., (1990).

In line with research conducted by Abd-El-Salam et al., (2013) it is proven that reputation has a positive and significant effect on consumer satisfaction. Then, other research from Su et al., (2016) found the same thing that company reputation had a positive and significant effect on consumer satisfaction. Other research from Bakrie et al., (2019) strengthens the same thing that institutional reputation directly has a positive and significant effect

on consumer satisfaction. Based on the theoretical and empirical studies formulated, the second hypothesis proposed is.

H2: Hotel reputation has a significant effect on consumer satisfaction.

The Influence of Customer Satisfaction on Customer Loyalty

Satisfaction is the main key to the emergence of customer loyalty. When customers are satisfied with a company's service it can make customers frequently purchase and recommend products or services to potential customers. Customer loyalty leads to increased sales and profitability. Customer satisfaction contributes to a number of crucial aspects such as creating loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, increasing efficiency and increasing employee productivity. Setyaleksana, et.al, (2017:47).

In line with research conducted by Abd-El-Salam et al., (2013) it is proven that consumer satisfaction has a positive and significant effect on consumer loyalty. Then, other research from Karyose et al., (2017) also found that consumer satisfaction has a significant effect on consumer loyalty. And, other research strengthens that from Nafisa & Sukresna, (2018) which proves that there is a positive and significant influence between consumer satisfaction and consumer loyalty. Based on the theoretical and empirical studies formulated, the third hypothesis proposed is.

H3: consumer satisfaction has a significant effect on consumer loyalty.

The Influence of Brand Image on Customer Loyalty

According to Kotler & Keller (2016:57), image is a person's beliefs, ideas and impressions of something. Brand image is a consumer's understanding of a brand or production as a whole with trust in the brand, and views of a brand so that by creating a brand image, marketers must continue to improve the existing brand image in order to maintain purchasing loyalty.

In accordance with research conducted by Farizan et al., (2019) it is proven that brand image has a positive and significant effect on consumer loyalty. However, this is different from research conducted by Putra et al., (2020) which proves that brand image does not have a significant effect on consumer loyalty. Then, other research from (ndrasari & Raditya, (2021) proves that brand image has a significant effect on consumer loyalty. Based on the theoretical and empirical studies formulated, the fourth hypothesis proposed is.

H4: brand image has a significant effect on consumer loyalty.

The Influence of Hotel Reputation on Customer Loyalty

According to Iswadi & Tiastry, (2015:219), "reputation is about becoming more integral to the bottom line thanks to the next generation of consumers". Thus, it can be related that reputation is an important factor for companies to gain and maintain business. A good reputation will prevent consumers from switching to competing companies, while a bad reputation can result in the company getting worse.

In accordance with research conducted by Karyose et al., (2017) on a bank, it is proven that bank image has a significant effect on consumer loyalty. Then, research from Bakrie et al., (2019) proves that institutional reputation directly has a positive and significant effect on loyalty. Other research from Keni et al., (2021) strengthens that company reputation has a positive and significant effect on consumer loyalty. Based on the theoretical and empirical studies formulated, the fifth hypothesis proposed is.

H5: Hotel reputation has a significant effect on consumer loyalty

The Influence of Brand Image on Customer Loyalty Through Customer Satisfaction

According to Kotler & Keller (2016), satisfaction is a person's feeling of happiness or disappointment which comes from a comparison between a person's impression which comes from a comparison between his impression of the performance or results of a product and his expectations. The company's goal, apart from making consumers feel satisfied with its product or company, is to create consumer loyalty in the hearts of consumers. Furthermore, Mowen & Minor, (2017), consumer loyalty is a level where consumers have a positive attitude towards a brand, have commitment and tend to continue buying products with a particular brand in the future.

In accordance with research conducted by Putra et al., (2020), it is proven that brand image does not have a significant effect on consumer loyalty through consumer satisfaction. However, different from research conducted by Ginting et al., (2022), it is proven that brand image has a positive and significant effect on consumer loyalty through consumer satisfaction. Then, other research from Raharjo & Digdowiseiso, (2022) strengthens that indirectly brand image has a positive and significant effect on loyalty through consumer satisfaction. Based on the theoretical and empirical studies formulated, the sixth hypothesis proposed is.

H6: Brand image has a significant effect on loyalty through consumer satisfaction.

The Influence of Hotel Reputation on Customer Loyalty Through Customer Satisfaction

According to Zeithaml et al., (2016), consumer satisfaction and loyalty depend on the level of service quality provided to consumers and believe that there is a positive relationship between consumer service quality and consumer loyalty. Every company that pays attention to customer satisfaction will gain several benefits, namely an increasingly positive company reputation, encouraging the creation of customer loyalty, harmonious relationships between the company and customers, encouraging everyone in the company to work with better goals. For customers who decide to be loyal to a product or service, it is often due to feelings about the services created by the company. Good service not only meets needs but can also satisfy and delight customers. If the quality of service the customer receives is better or the same as expected and the customer feels happy or satisfied, the customer is likely to try again. Vice versa, if the quality of service a customer receives is lower than the customer's expectations and the customer feels disappointed, it is likely that the customer will stop trying the company's products or services. (Tjiptono, 2017:348).

In accordance with research conducted by Uttami et al., (2014) it is proven that reputation as a hotel image has a significant effect on customer loyalty through customer satisfaction as a mediator variable. Then, other research from Karyose et al., (2017) on a bank proved that bank image, where reputation is also an image, has a significant effect on consumer loyalty through consumer satisfaction and as a mediating variable. However, other research differs from Nafisa & Sukresna, (2018) who found that there was no significant influence and was not an intervening variable for consumer satisfaction on the company's reputation or image on customer loyalty. And other research from Wai Lai, (2019) confirmed that hotel reputation has a positive and significant effect and mediates consumer loyalty through consumer satisfaction. Based on the theoretical and empirical studies formulated, the seventh hypothesis proposed is:

H7: Hotel reputation has a significant effect on consumer loyalty through consumer satisfaction.

Research Conceptual Model

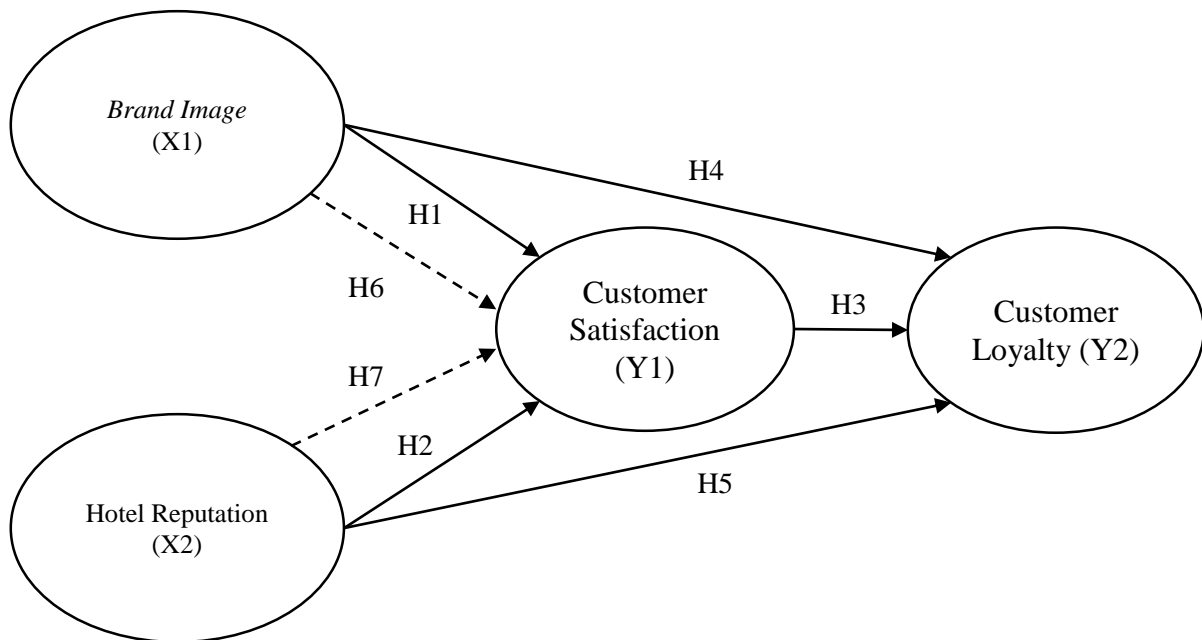


Figure 1. Research Conceptual Model

III. RESEARCH METHOD

Operational Definition and Parameter Variable

1. *Brand image (X1)*

Brand image is a deep perception that exists in the minds or memories of consumers regarding the image of a service product provided at the Bluesky Pandurata Boutique Hotel. The indicators or parameters used to measure brand image according to Keller & Swaminathan, (2020:235), yaitu.

- a. Strength is an attribute of information that is easily remembered by consumers owned by Bluesky Pandurata Boutique Hotel.
- b. Favorability is the consumer's confident attitude towards the attributes of the Bluesky Pandurata Boutique Hotel that consumers have in line with expectations.
- c. Uniqueness is the unique impression that Bluesky Pandurata Boutique Hotel has which differentiates it

from other brands.

2. Hotel Reputation (X2)

Hotel reputation is a consumer assessment regarding the hotel's ability to provide the best service for guests or visitors staying at the Bluesky Pandurata Boutique Hotel. The indicators or parameters used to measure hotel reputation according to Tahuman, (2016:449), namely.

a. Good name is the consumer's perception of the extent to which goodwill has been successfully built by the Bluesky Pandurata Boutique Hotel.

b. Competitor reputation is the consumer's perception of the image that the Bluesky Pandurata Boutique Hotel has compared to other similar hotels.

c. Widely known is the consumer perception regarding the Bluesky Pandurata Boutique Hotel which is already known to the wider community.

d. Easy to remember is the consumer's perception of the ease of remembering the Bluesky Pandurata Boutique Hotel.

3. Customer Satisfaction (Y1)

Customer satisfaction is a consumer's attitude of happiness or satisfaction with the Bluesky Pandurata Boutique Hotel after experiencing or using it as accommodation. The indicators or parameters used to measure voting decisions according to Indrasari, (2019:92), are.

a. Conformity of expectations is the perception of suitability of expectations from consumers or service users regarding service performance at the Bluesky Pandurata Boutique Hotel.

b. Interest in returning to visit is the consumer's willingness to visit again after using the services at the Bluesky Pandurata Boutique Hotel.

c. Willingness to recommend is the consumer's intention to recommend the services provided at Bluesky Pandurata Boutique Hotel to other people.

4. Customer Loyalty (Y2)

Customer loyalty is the attitude held by consumers or service users at Bluesky Pandurata Boutique Hotel to faithfully use the services provided. The indicators or parameters used to measure consumer loyalty according to Kotler & Keller (2016: 126), are.

a. Repeat repurchase is a loyal attitude of consumers to make repeat purchases related to services provided at the Bluesky Pandurata Boutique Hotel.

b. Retention is a loyal attitude to continue using the services at Bluesky Pandurata Boutique Hotel without being influenced by other similar competitors.

c. Referrals are a loyal attitude of consumers to recommend Bluesky Pandurata Boutique Hotel after having experience in using services to other people.

Based on the operational definition above, measurement items can be determined based on the indicators of the research variables as seen in Table 1 below.

Table 1. Operational Definition and Parameters of Research Variables

No.	Variables	Indicators	Measured Item	References
1.	Brand image (X1)	1. Strengthness	Food menu available	Leliga, (2013); Wai Lai, (2019); dan Olyvia & Darwanto, (2023)
		2. Favorability	a. Very strategic location b. Close to public transport	
		3. Uniqueness	a. Typical East Kalimantan Dayak pattern b. Name Pandurata	
2.	Hotel reputation (X2)	1. Good name	Joined the Blue Sky Group	Uttami et al., (2014); Su et al., (2016); Wiliana et al., (2019); Wai Lai, (2019)
		2. Competitor reputation	Hotel with a modern classic feel	
		3. Widely known	The appearance of the building is attractive and the service is very good	
		4. Remembered easily	a. Hotel name b. Hotel logo	
3.	Customer satisfaction (Y1)	Confirmation of expectation	a. Provided services b. Superior facilities	Uttami et al., (2014); Su et al., (2016); Wiliana et al., (2019)
		Interested revisiting	a. Visited again because of the service b. Revisited because of the city center	
		Willingness to recomend	Willingness to recommend because of the convenience of the place	
4.	Customer loyalty (Y2)	Repeat repurchase	a. Buy again because transportation is easy to reach b. Bought again because of the traditional menu	Uttami et al., (2014); Wiliana et al., (2019); Wai Lai, (2019)
		Retention	a. First choice b. Not rebuked	

No.	Variables	Indicators	Measured Item	References
		Referral	Tell positive things	

Population & Sample

The population in this study is not all of the population given the same opportunities or opportunities to be used as research samples, so the researcher used a sampling technique, namely non-probability sampling. Then in this research, the respondents who will be used as samples are consumers or guests who stay at the Bluesky Pandurata Boutique Hotel. One of the non-probability sampling techniques is purposive sampling, in which the researcher strategically samples cases/participants so that the sample is relevant to the research question being asked. the researcher determined the sample size following Schreiber et al. (2006) with 10 times the number of parameters being estimated so that there are 200 respondents taken based on the calculation of the number of parameters or measurements, namely 20 parameters multiplied by 10. This is also in accordance with the adequacy of the minimum sample used as a research sample, namely 200 respondents.

Data Analysis Technique

According to Thakkar (2020:1), structural equation modeling (SEM) is a multivariate quantitative technique used to describe the relationship between observed variables. This technique helps researchers to test or validate theoretical models for theory testing and extension. Multivariate analysis is carried out with the aim of helping researchers carry out in-depth explanatory analysis with the required statistical efficiency. Consequently, the researcher wants to verify the extent to which the hypothesized theoretical model is adequate for the sample data.

Results and Discussion

Structural Equation Modelling (CB-SEM)

Assumption of SEM

1. Assumption of Sample Adequacy

In general, data management using CB-SEM requires a larger sample size than other approaches. This is to produce values that can be trusted or reliable. According to Hair, et al., (2019), the use of sample size for research that uses SEM statistical tools with estimation procedures or techniques, namely maximum likelihood estimation (MLE), requires a minimum sample of 100 to 200 respondents. Further explanation, Hair, et al., (2019), if the number of constructs is smaller or equal to five then the minimum number of respondents is 100. In this study, the number of respondents was 200 respondents, which means it can be said to be more and meets the assumption of sample adequacy. to obtain trustworthy and reliable results.

2. Multivariate Normality

Data normality testing was carried out using the criteria for a critical ratio (CR) skewness value of 2.58 at a significance level of 0.01, which is normally distributed or meets the assumption of normality. If the critical ratio skewness value kurtosis value is below 2.58 then the data is multivariate normal. The following is a data normality test as seen in Table 2 below.

Tabel 2. The Result of Multivariate Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.5	3	5	-0.229	-1.324	-0.628	-1.814
Y2.4	3	5	-0.161	-0.930	-0.559	-1.614
Y2.3	3	5	-0.304	-1.758	-0.724	-2.090
Y2.2	3	5	-0.435	-2.510	-0.688	-1.985
Y2.1	3	5	-0.232	-1.341	-0.626	-1.806
Y1.5	3	5	-0.235	-1.355	-0.662	-1.911
Y1.4	3	5	-0.152	-0.875	-0.583	-1.683
Y1.3	3	5	-0.163	-0.944	-0.742	-2.142
Y1.2	3	5	-0.246	-1.418	-0.724	-2.089
Y1.1	3	5	-0.244	-1.411	-0.873	-2.519
X2.5	3	5	-0.359	-2.071	-0.718	-2.073
X2.4	3	5	-0.369	-2.128	-0.668	-1.929
X2.3	3	5	-0.354	-2.042	-0.666	-1.922

Variable	min	max	skew	c.r.	kurtosis	c.r.
X2.2	3	5	-0.102	-0.586	-0.459	-1.325
X2.1	3	5	-0.253	-1.458	-0.623	-1.799
X1.5	1	5	-0.188	-1.086	-0.638	-1.842
X1.4	1	5	-0.299	-1.726	-0.583	-1.683
X1.3	1	5	-0.181	-1.043	-0.838	-2.418
X1.2	1	5	-0.271	-1.563	-0.725	-2.094
X1.1	1	5	-0.331	-1.913	-0.487	-1.406
Multivariate					13.211	3.149

Based on the Table 2 above, you can see the univariate normality test, namely skewness and kurtosis at CR values below 2.58, meaning the data is univariate normally distributed. Likewise, it can be seen that the multivariate value is 13,211 with a critical ratio (CR) value of 3,149, which means that it can be concluded that the data distribution is not normally distributed in a multivariate way because it is greater than 2.58. Therefore, it needs to be overcome in order to fulfill the multivariate normal, one way is to remove the multivariate outliers which are reflected in the observation value farthest from the centroid (mahalanobis distance).

3. Multivariate Oulier

The outlier test is used to determine whether there are extreme values that appear to be significantly different from other observations in one observation condition regarding the number of samples or respondents. To see the evaluation of multivariate outliers, use a level of $p < 0.001$. In this research, the parameter items amounted to 20 statements and then through the Excel program a result of 45,315 was obtained (obtained from $\text{chinvers} = 0.001; 20$), which means that all data or results must be less than 45,315. If it is greater than this value, multivariate outliers occur. In the Appendix, this thesis produces an observation value for respondent number 193, namely 46,941, so this value exceeds 45,315 so it is necessary to drop or discard the observation or observations. Based on Table 2 and the results of the multivariate outlier test which is reflected in the value of mahalanobis distance. The following are the results of the normality test after removing the outliers as in Table 3 below.

Table 3. The Result of Multivariate Normality Test After Dropped Outlier

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.5	3	5	-0.226	-1.300	-0.616	-1.773
Y2.4	3	5	-0.158	-0.911	-0.543	-1.565
Y2.3	3	5	-0.310	-1.783	-0.730	-2.101
Y2.2	3	5	-0.442	-2.545	-0.688	-1.982
Y2.1	3	5	-0.239	-1.379	-0.629	-1.811
Y1.5	3	5	-0.227	-1.305	-0.657	-1.892
Y1.4	3	5	-0.144	-0.827	-0.574	-1.652
Y1.3	3	5	-0.155	-0.892	-0.736	-2.119
Y1.2	3	5	-0.237	-1.367	-0.720	-2.074
Y1.1	3	5	-0.236	-1.358	-0.871	-2.507
X2.5	3	5	-0.358	-2.063	-0.705	-2.029
X2.4	3	5	-0.361	-2.078	-0.668	-1.922
X2.3	3	5	-0.361	-2.078	-0.668	-1.922
X2.2	3	5	-0.088	-0.507	-0.456	-1.312
X2.1	3	5	-0.245	-1.409	-0.618	-1.780
X1.5	1	5	-0.180	-1.036	-0.643	-1.852
X1.4	1	5	-0.306	-1.763	-0.585	-1.685
X1.3	1	5	-0.186	-1.074	-0.843	-2.428

Variable	min	max	skew	c.r.	kurtosis	c.r.
X1.2	1	5	-0.277	-1.597	-0.729	-2.098
X1.1	1	5	-0.325	-1.869	-0.497	-1.432
Multivariate					10.611	2.523

Based on the Table 3 above, you can see the univariate normality test, namely skewness and kurtosis at CR values below 2.58, meaning the data is univariate normally distributed. Likewise, it can be seen that the multivariate kurtosis value is 10,611 with a critical ratio (CR) value of 2,523, which means that it can be concluded that the data distribution is normally distributed in a multivariate manner after dropping observations that experience multivariate outliers.

Outer Model Evaluation

Evaluation of the outer model in SEM with the CB-SEM approach using confirmatory factor analysis / CFA. The measurement model in CB-SEM describes the relationship between latent constructs and other latent constructs or indicators and latent constructs. Before testing the structural level, first evaluate the measurement model in confirmatory factor analysis (CFA) as seen in Figure 2.

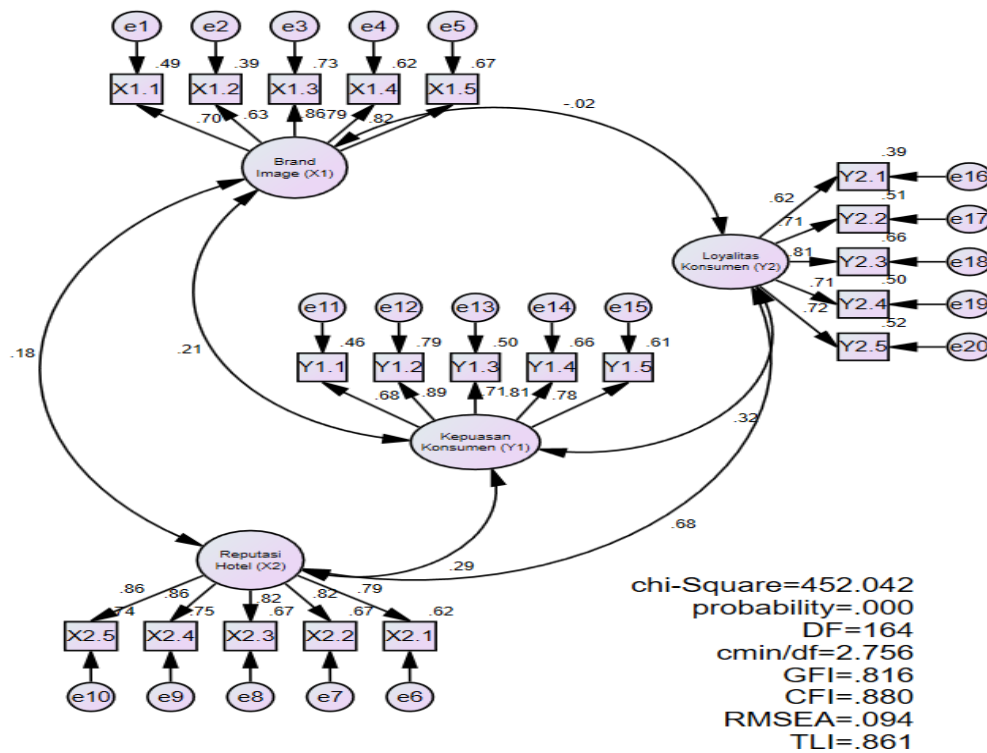


Figure 2. Confirmatory Factor Analysis (CFA) Model After Removing Outliers

Based on Figure 2 above is a CFA model after removing outlier, where in the model there are parameters or manifest variables that are measured and built or which have been grouped based on latent variables. Then there is one arrow from the latent construct or factor to the reflective identifier; there is an arrow from the measurement error to the parameters that form it; and, then there are two curved arrows indicating the covariance between latent constructs or factors. From this picture there are also several values that measure the suitability of the model (GoF), which can then also be analyzed to test convergent validity using standardized regression weights with a loading factor above 0.50 as seen in Table 4 below.

Table 4. Convergent Validity Test Results Using Standardized Regression Weights

			Estimate
X1.1	<---	X1	0.699
X1.2	<---	X1	0.628
X1.3	<---	X1	0.857
X1.4	<---	X1	0.789
X1.5	<---	X1	0.818
X2.1	<---	X2	0.789
X2.2	<---	X2	0.820
X2.3	<---	X2	0.816
X2.4	<---	X2	0.864
X2.5	<---	X2	0.861
Y1.1	<---	Y1	0.682
Y1.2	<---	Y1	0.887
Y1.3	<---	Y1	0.710
Y1.4	<---	Y1	0.812
Y1.5	<---	Y1	0.781
Y2.1	<---	Y2	0.621
Y2.2	<---	Y2	0.713
Y2.3	<---	Y2	0.813
Y2.4	<---	Y2	0.710
Y2.5	<---	Y2	0.721

Based on the Table 4 above, all manifest variables or items measured in each construct have a loading factor value, both exogenous and endogenous, above 0.50. So, it can be said that the research instrument measured is valid with the highest loading factor on construct X1 being X1.3 of 0.857; construct X2 is X2.4 of 0.864; Then, construct Y1 is Y1.2 of 0.887 and construct Y2 is Y2.3 of 0.813. Then, besides the convergent validity test, discriminant validity testing can also be carried out using average variance extracted at the cut off value which must be above 0.50 and variance extracted (VE) also above 0.50. Apart from that, to see the consistency of a research instrument in the measurement model, you can use a reliability test which is reflected in the composite reliability value with the cut off value must be above 0.70. The following are the results of the reliability test with composite reliability; variance extracted; and average variance extracted (AVE) which is calculated manually using Microsoft Excel as seen in Table 5 below.

Table 5. Results of Reliability Test and Discriminant Validity Test

Variabel (i)	Construct Item (ii)	Standardized Regression Weights (iii)	Error (iv)	Composite Reliability (v)	Variance Extracted (vi)	Average Variance Extracted (AVE) (vii)
Brand Image (X1)	BI.1	0.699	0.511	0.791	0.582	0.763
	BI.2	0.628	0.606			
	BI.3	0.857	0.266			
	BI.4	0.789	0.377			
	BI.5	0.818	0.331			
Hotel Reputation (X2)	RH.1	0.789	0.377	0.806	0.690	0.830
	RH.2	0.820	0.328			
	RH.3	0.816	0.334			
	RH.4	0.864	0.254			
	RH.5	0.861	0.259			

Variabel (i)	Construct Item (ii)	Standardized Regression Weights (iii)	Error (iv)	Composite Reliability (v)	Variance Extracted (vi)	Average Variance Extracted (AVE) (vii)
Customer Satisfaction (Y1)	KK.1	0.682	0.535	0.795	0.605	0.778
	KK.2	0.887	0.213			
	KK.3	0.710	0.496			
	KK.4	0.812	0.341			
	KK.5	0.781	0.390			
Customer Loyalty (Y2)	LK.1	0.621	0.614	0.782	0.516	0.718
	LK.2	0.713	0.492			
	LK.3	0.813	0.339			
	LK.4	0.710	0.496			
	LK.5	0.721	0.480			

Based on the Table 5 above, the composite reliability value is > 0.70 , which means that each measurement item that measures the construct is consistent/reliable and the variance extracted value is > 0.50 or not less than 0.50 , meaning that the construct contains variations in the data of the measurement items that measure it. Then, testing the discriminant validity value which is reflected in the average variance extracted value > 0.70 means that the validity of each construct is good.

Goodnes of Fit Evaluation

After evaluating the SEM assumptions using maximum likelihood estimation techniques and measurement models, the next step is to assess the model's feasibility test (goodness of fit). Assessing goodness of fit aims to find out to what extent the model formed is suitable or fits the data sample. The following is a comparison of the Gof model without any outliers as in Table 6 below.

Table 6. Comparison of Gof Models Without Outliers

GoF	Analysis	
	The First Model (Not Normal and There are Outliers)	The Second Model (Removing Oulier Data)
Kurtosis Multivariate	13.211	10.611
Chisquare	443.742	452.042
Prob	0.000	0.000
CMIN/DF	2.706	2.756
GFI	0.821	0.816
RMSEA	0.093	0.094
AGFI	0.771	0.765
RMR	0.039	0.039
TLI	0.864	0.861
NFI	0.828	0.825
CFI	0.883	0.880
RFI	0.801	0.798
PNFI	0.715	0.712
PGFI	0.641	0.638
AIC	535.742	544.042
CAIC	733.464	741.534

Based on the Table 6, it can be explained that the increasing degree of data non-normality is indicated by multivariate kurtosis which will also influence the goodness of fit (GoF) such as the Chi Square value; CMIN/DF;

RMSEA ; AIC and CAIC will increase later on the GFI value; AGFI; TLI; NFI; CFI; RFI; PNFI; and PGFI will decrease. After eliminating 1 data which is suspected to be a multivariate outlier data, the model has a better GoF measure and the degree of data abnormality will decrease. Based on the results in Table 5.9, after eliminating outlier data, there are still values that do not meet the threshold or threshold for an acceptable suitability model. Therefore, it is necessary to make modifications which in AMOS are reflected in the modification index (MI) value by covaryating between errors in a construct. According to Collier (2020:69), "add covariance between error terms within the same constructs.". From this theory, what can be added to the covariance arrow line is only measurement error in one construct and cannot be done across constructs. The results can be seen in Figure 3 below.

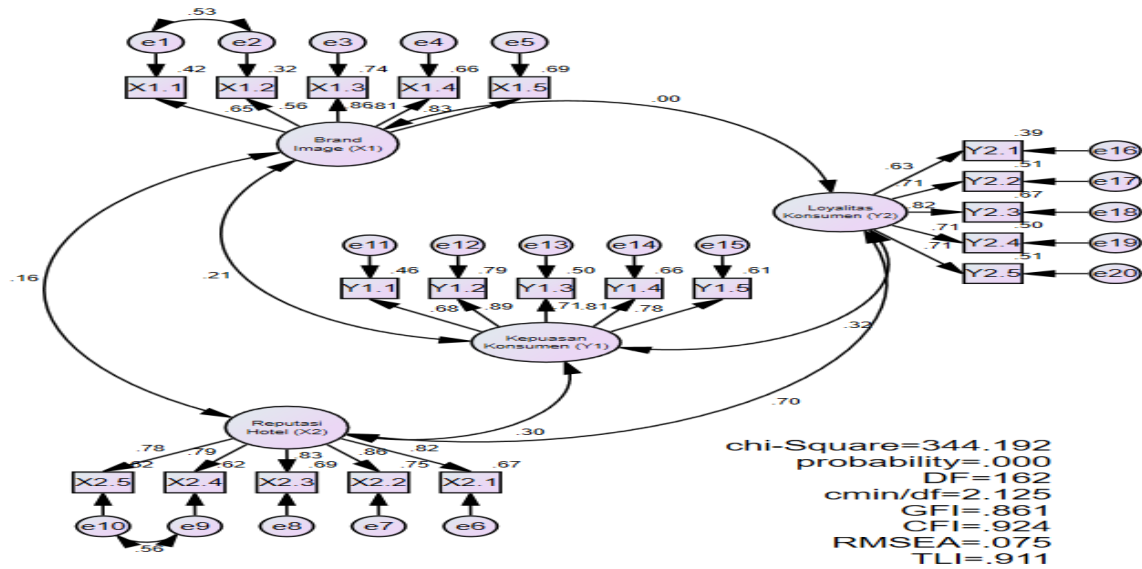


Figure 3. Model Confirmatory Factor Analysis (CFA) After Modification

Based on the Figure 3 above, you can see the model that has been modified, from these results, the evaluation of the model after modification can be determined, the results of which can be seen in Table 7 below.

Table 7. Model Feasibility Test Results (Godness of Fit) After Modification

Gof	Threshold	Analysis Result	Model Evaluation
<i>Absolute Fit Measures</i>			
Chi-Square (X^2)	df = 162 dengan X^2_{Tabel} (221.019)	344.192	Poor fit
Sig (probability)	$\geq 0,05$	0.000	Poor fit
RMSEA	$< 0,08$	0.075	Good fit
GFI	$\geq 0,90$	0.861	Marginal fit
CMIND/DF	$< 2,00$	2.125	Marginal fit
AGFI	$\geq 0,90$	0.820	Marginal fit
RMR	$< 0,05$	0.033	Good fit
TLI	$> 0,90$	0.911	Good fit
<i>Incremental Fit Measures</i>			
NFI	$> 0,90$	0.867	Marginal fit
CFI	$> 0,90$	0.924	Good fit
RFI	$> 0,90$	0.844	Marginal fit
<i>Parsimony Fit Measures</i>			
PNFI	$< 0,90$	0.739	Good fit
PGFI	$< 1,00$	0.664	Good fit
AIC	The value is small and closer to AIC saturated	440.192	Good fit

Gof	Threshold	Analysis Result	Model Evaluation
CAIC	The value is small and closer to CAIC saturated	646.271	Good fit

Based on the Table 7 above, it can be seen that at the absolute fit level there is RMSEA; RMR; and TLI which has a good fit category. At the incremental fit level, there is CFI which has the good fit category. Meanwhile, at the parsimony fit level, all have the good fit category. According to Hair, et. al., (2019:641) explains that researchers should report at least one incremental index and one absolute index. Then, further explains Hair, al., (2019:642), CFI and RMSEA will provide sufficient information in a model. So based on this recommendation, to assess whether the model is appropriate or not, you can refer to the CFI and RMSEA values. From these results it can be concluded that the RMSEA value is less than 0.08 while the CFI value is greater than 0.90, so it can be concluded that the model after modification by covariating between errors in one factor or construct of the model is acceptable.

Inner Model Evaluation

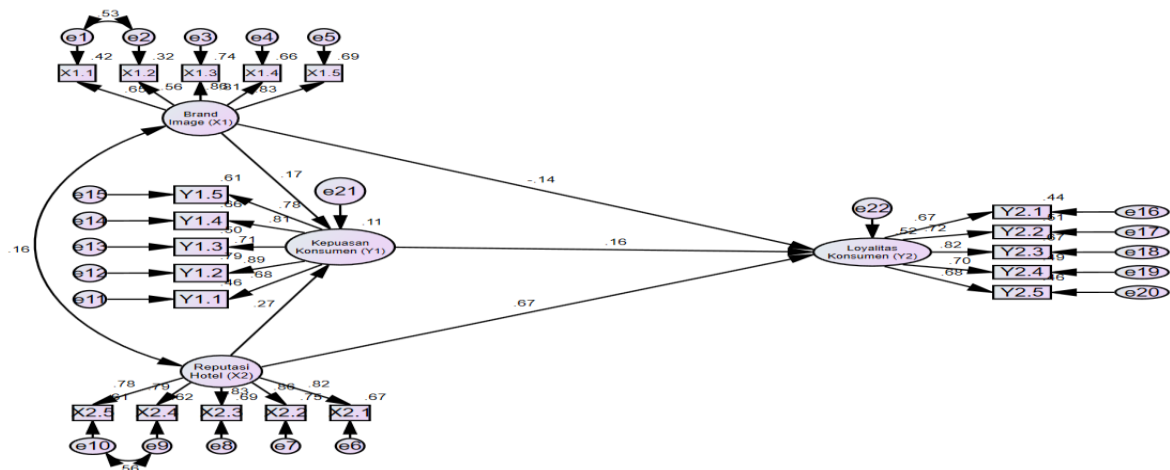


Figure 4. Full Model with CB-SEM Approach

The following are the results of the effect size test with standardized regression weight as shown in Table 8. The critical ratio (CR) greater than 1.96 with α or a probability level of 0.05 or 5%.

Table 8. Hypothesis Testing Results

	Estimate	C.R.	P	Label
Y1 <--- X1	.168	2.095	.036	par_20
Y1 <--- X2	.269	3.361	***	par_21
Y2 <--- Y1	.158	2.227	.026	par_2
Y2 <--- X1	-.140	-2.071	.038	par_1
Y2 <--- X2	.672	8.140	***	par_3

Mediating Test

To see the mediation or intervening test, you first need to know the coefficient value for the indirect effect as in Table 9 below.

Table 9. Indirect Effect

	X2	X1	Y1	Y2
Y1	.000	.000	.000	.000
Y2	.042	.026	.000	.000

Based on the Table 9 above, the results of indirect coefficient testing show that the magnitude of the indirect influence between the brand image variable (X1) on consumer loyalty (Y2) through consumer satisfaction (Y1) is 0.026, while the indirect influence between the hotel reputation variable (X2) on loyalty consumers (Y2)

through consumer satisfaction (Y1) of 0.042. Then, to answer whether the consumer satisfaction variable (Y1) is significant as an intervening variable, it can be seen in the Bias-Corrected Confidence Interval Confidence value with two tailed (0.05 or 5%) in AMOS. The following are the results of the significance test for indirect effects due to the presence of intervening variables as shown in Table 10 below.

Table 10. Bootstrap Confidence for Mediating Test

	X2	X1	Y1	Y2
Y1
Y2	.026	.049

IV. Discussion

1. The Influence of Brand Image on Customer Satisfaction

Brand image (X1) with an estimated value of 0.168 has a significant effect on consumer satisfaction (Y1) at the Bluesky Pandurata Boutique Hotel because the CR value is 2.095 > 1.96 with a p-value of 0.036 < 0.05. This result directly has a positive or unidirectional relationship and has a significant influence, which means "H1" is accepted.

2. The Influence of Hotel Reputation on Customer Satisfaction

Hotel reputation (X2) with an estimated value of 0.269 has a significant effect on consumer satisfaction (Y1) at the Bluesky Pandurata Boutique Hotel because the CR value is 3,361 > 1.96 with a p-value of 0.000 < 0.05. This result directly has a positive or unidirectional relationship and has a significant influence, which means "H2" is accepted.

3. The Influence of Customer Satisfaction on Customer Loyalty

Consumer satisfaction (Y1) with an estimated value of 0.158 has a significant effect on consumer loyalty (Y2) at the Bluesky Pandurata Boutique Hotel because the CR value is 2.362 > 1.96 with a p-value of 0.026 < 0.05. This result directly has a positive or unidirectional relationship and has a significant influence, which means "H3" is accepted.

4. The Influence of Brand Image on Customer Loyalty

Brand image (X1) with an estimated value of -0.140 has a significant effect on consumer loyalty (Y2) at the Bluesky Pandurata Boutique Hotel because the CR value is -2.071 < 1.96 with a p-value of 0.038 < 0.05. This result directly has a negative or unidirectional relationship and has a significant influence, which means "H4" is accepted.

5. The Influence of Hotel Reputation on Customer Loyalty

Hotel reputation (X2) with an estimated value of 0.672 has a significant effect on consumer loyalty (Y2) at the Bluesky Pandurata Boutique Hotel because the CR value is 8,140 > 1.96 with a p-value of 0.000 < 0.05. This result directly has a positive or unidirectional relationship and has a significant influence, which means "H5" is accepted.

6. The Influence of Brand Image on Customer Loyalty Through Customer Satisfaction

Brand image (X1) with an estimate of 0.026 has a significant indirect effect on consumer loyalty (Y2) through consumer satisfaction (Y1) at the Bluesky Pandurata Boutique Hotel. This result indirectly has a positive or unidirectional relationship and is significant as an intervening variable because the value is 0.049 > 0.05, which means "H6" is accepted. Because consumer satisfaction (Y1) is truly an intervening variable that significantly influences brand image (X1) on consumer loyalty (Y2) and the direct influence is also significant, the mediation is partial mediation. Apart from that, because both have different impacts or influences, where the direct influence is negative while the indirect influence is positive, the mediation is competitive mediation.

7. The Influence of Hotel Reputation on Customer Loyalty Through Customer Satisfaction

Hotel reputation (X2) with an estimate of 0.042 has a significant indirect effect on consumer loyalty (Y2) through consumer satisfaction (Y1) at the Bluesky Pandurata Boutique Hotel. This result indirectly has a positive or unidirectional relationship and is significant as an intervening variable because the value is 0.026 > 0.05, which means "H7" is accepted. Because the direct effect is significant and the indirect effect is also significant, consumer satisfaction (Y1) is an intervening variable as partial mediation. Then, because both have a positive influence or impact, consumer satisfaction (Y1) acts as a complementary mediation

V. Conclusion

(1) Brand image has a significant effect on consumer satisfaction at the Bluesky Pandurata Boutique Hotel, starting with the favorability factor because the loading factor is the most dominant in forming brand image on consumer satisfaction and this factor is also considered good by respondents. This means that brand image through the favorability factor is able to increase the level of satisfaction felt by consumers due to access to public transportation such as airports; and the train station is easy and affordable; (2) Hotel reputation has a significant

effect on consumer satisfaction at the Bluesky Pandurata Boutique Hotel, starting with the easy-to-remember factor because the loading factor is the highest in forming the hotel's reputation on consumer satisfaction and this factor is also considered very good by respondents. This means that the hotel's reputation through the memorability factor can easily increase the level of satisfaction felt by consumers because by remembering the name of the hotel, consumers feel that the hotel's reputation is perceived as very good; (3) Consumer satisfaction has a significant effect on consumer loyalty at the Bluesky Pandurata Boutique Hotel starting from the conformity to expectations factor because the loading factor is the highest in forming consumer satisfaction towards consumer loyalty with the availability of superior facilities provided by the Hotel and also this factor is considered very good by respondents. This means that consumer satisfaction through the conformity of expectations factor is able to create consumer loyalty because by fulfilling consumer expectations or desires, such as the availability of superior facilities, consumer satisfaction is perceived very well, thus forming a loyal consumer attitude; (4) Brand image has a significant effect on consumer loyalty at the Bluesky Pandurata Boutique Hotel, starting from the retention factor because the loading factor is the highest in forming a brand image on consumer loyalty by making this hotel the main choice and also this factor is considered very good by respondents; (5) Hotel reputation has a significant effect on consumer loyalty to the Bluesky Pandurata Boutique Hotel, starting from the hotel name factor because the loading factor value is the highest. This indicates that the hotel's reputation through the hotel name factor can create a loyal attitude or patient loyalty because this hotel is perceived as very good; (6) Consumer satisfaction acts as an intervening variable because it significantly influences brand image on consumer loyalty at the Bluesky Pandurata Boutique Hotel. This means that consumer satisfaction is not able to encourage the creation of a good impression of the brand so that it indirectly has no impact on the formation of consumer loyalty; and (7) Consumer satisfaction acts as an intervening variable because it significantly influences the hotel's reputation on consumer loyalty to the Bluesky Pandurata Boutique Hotel. This means that consumer satisfaction is able to encourage the creation of a good overall perception of the hotel's reputation, thereby indirectly forming consumer loyalty.

VI. Recommendation

For The managerial of Bluesky Pandurata Boutique, (a) The research results show that brand image has a significant effect on consumer satisfaction starting from the favorability factor because it is proven to encourage satisfaction felt by consumers or guests who stay at the Bluesky Pandurata Boutique Hotel. This needs to be taken into consideration by the managerial side, that favorability is a factor in increasing consumer satisfaction, so it also needs to be maintained; (b) The research results show that hotel reputation influences consumer satisfaction starting from the easy recall factor because it is proven to encourage the creation of consumers or guests at the Bluesky Pandurata Boutique Hotel. This needs to be taken into consideration by the managerial side, that factors that can easily be remembered are factors in increasing consumer satisfaction for their stay, so this factor needs to be maintained; (c) The research results show that customer satisfaction significantly influences consumer loyalty starting from the conformity of expectations factor because it is proven to encourage the creation of consumer loyalty at the Bluesky Pandurata Boutique Hotel. This needs to be taken into consideration by the managerial side, that the conformity of expectations is a factor that can encourage consumer loyalty, so it needs to be maintained and improved because if the hotel meets these expectations, it will continue to form a loyal attitude and can increase the number of consumers; (d) The research results show that brand image significantly influences consumer loyalty starting from the retention factor because it is proven to be able to encourage consumer loyalty at the Bluesky Pandurata Boutique Hotel. This needs to be taken into consideration by the managerial side that the retention factor is a factor that needs to be maintained because by retaining loyal consumers it can also increase the number of guests staying overnight and can increase profitability; (e) The research results show that hotel reputation significantly influences consumer loyalty starting from the hotel name factor because it is proven to be able to create consumer loyalty at the Bluesky Pandurata Boutique Hotel. This needs to be taken into consideration by the managerial side that the hotel name is a factor that needs to be maintained because when consumers want to decide to make a purchase, the name becomes an important part in providing a very good perception regarding the hotel's reputation, thereby forming a loyal consumer attitude; (f). The research results show that brand image has a significant influence on consumer loyalty at the Bluesky Pandurata Boutique Hotel. If the research results show that high consumer satisfaction is influenced by brand image on consumer loyalty, then this is a consideration for the managerial staff at this hotel to make a decision and this can be seen from the value or favorability factor; and (g) The research results show that hotel reputation has a significant influence on consumer loyalty at Bluesky Pandurata Boutique Hotel. If the research results show that high consumer satisfaction influences the hotel's reputation on consumer loyalty, then this is a consideration for the managerial team in making a decision and this can be seen from the value or factor that is easily remembered.

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