



Perception of Marketing Communication Strategy, Pricing and Customer Satisfaction Towards Hotel Anggraeni Branding Strategy

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ABSTRACT

This study focuses on evaluating how marketing communication strategies, pricing decisions, and customer satisfaction contribute to shaping the branding strategy of Hotel Anggraeni. The study adopts a quantitative methodology with a nonprobability sampling technique, and data collection is conducted through questionnaire distribution to residents of Tegal City. The regression analysis reveals that marketing communication strategies, pricing, and customer satisfaction significantly and positively affect the branding strategy, either partially or simultaneously. Overall, these independent variables explain 53.6% of the variance in the branding strategy. This finding confirms that the implementation of effective marketing communications, competitive pricing, and the strength of Hotel Anggraeni's brand image is substantially influenced by the level of customer satisfaction

INTRODUCTION

The hospitality industry in Indonesia is becoming increasingly competitive, especially in areas with high tourism and business potential. To compete, hotels need to build a strong brand image through marketing communication, pricing, and customer satisfaction. Marketing communication determines how the company's message is received by consumers, pricing affects the perception of value, and customer satisfaction reflects service quality. Appropriate pricing and promotions have a significant impact on purchasing decisions and customer loyalty. In services that are intangible, factors such as staff friendliness, facility comfort, service speed, and digital access greatly influence satisfaction. Understanding these three elements is important for developing an effective branding strategy in the hospitality industry.

LITERATURE REVIEW

Marketing Communication Strategy

Integrated marketing communications strategies address the planning, implementation, and control of persuasive communications with customers. These strategies are typically designed for advertising, personal selling, and sales promotion. Strategic issues covered include: how much funding to allocate for product promotion, how to distribute it among the chosen promotional mix, how to select media, how to design advertising copy, and how to design sales programs and effectively supervise salespeople. Specifically, six integrated marketing communications strategies are emphasized.

H1: Marketing communication strategy has a positive and significant effect on the branding strategy of Hotel Anggraeni.

Pricing

Pricing is the process of determining the monetary value of a product or service according to the benefits received by consumers. According to (Fandy Tjiptono, 2019) Price is a quality signal that influences consumer perception when evaluating a product. Prices that align with consumer expectations can create positive value perceptions and increase satisfaction. In the hotel industry, pricing strategies are implemented considering location, amenities, level of competition, and market segment. Competitive pricing has the potential to strengthen brand image and increase customer interest in repeat purchases.

H2: Pricing has a positive and significant effect on the branding strategy of Hotel Anggraeni.

Customer Satisfaction

According to Tjiptono (2019), customer satisfaction serves as a fundamental pillar in the development and execution of modern marketing strategies. Competitive success is attained when companies are able to both acquire and sustain their customer base. This requires an in-depth understanding of target consumer behavior, which must be strategically applied in the formulation, communication, and delivery of marketing programs that outperform those of competitors. A key challenge in this process is the constantly evolving nature of consumer behavior, which is affected by diverse internal and external determinants.

H3: The branding strategy of Hotel Anggraeni is positively and significantly influenced by the level of customer satisfaction.

Branding Strategy

According to (P. Fandy Tjiptono, 2019) Branding is the process of building a brand identity to create customer perception, trust, and emotional attachment to a company. Strong branding develops when consumers are able to recognize and differentiate a brand based on the value it offers. In the hospitality industry, branding is not only about the logo and name, but also about the customer experience, service quality, and consistency in delivering on brand promises. Marketing communications, pricing, and customer satisfaction are crucial factors in strengthening branding strategies to build competitive advantage.

H4: Customer satisfaction has a positive and significant effect on the branding strategy of Hotel Anggraeni.

Subsequent to the hypothesis discussion, researchers employing a quantitative approach are expected to present a contextual framework, whereas those using a qualitative approach should include a conceptual mind map.

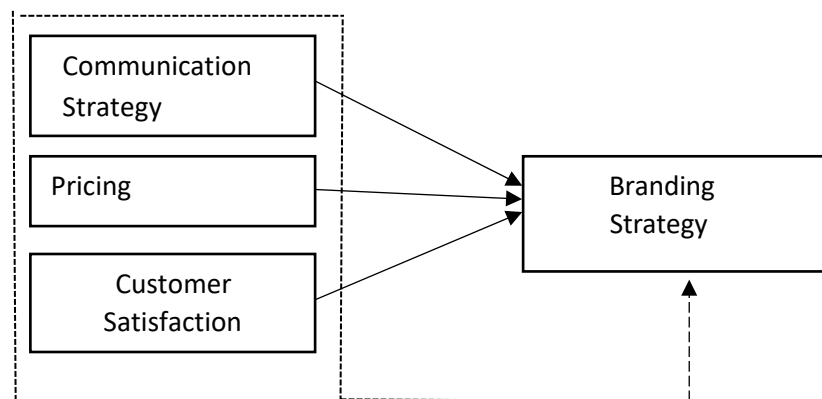


Figure 1. Conceptual Framework

METHODOLOGY

The present study adopts a quantitative research design, which is defined by the utilization of numerical data represented through measurable values and statistical figures (I. Ghozali, 2021).

RESEARCH RESULT**Multicollinearity Test Result**

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-5,177	3,998		-1,295	,200		
	Communication	,230	,127	,156	1,806	,075	,902	1,108
	Pricing	,673	,098	,575	6,885	,000	,965	1,036
	Customer satisfaction	,466	,123	,324	3,803	,000	,923	1,083
a. Dependent Variable: Branding								

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a. Dependent Variable: Branding Strategy

With reference to the multicollinearity test findings derived from the regression model and summarized in the preceding table, the data obtained that the tolerance value of Communication is 0.902, Pricing is 0.965, and Customer Satisfaction is 0.923. All tolerance values are > 0.10 . Meanwhile, the VIF value of Communication is 1.108, Pricing is 1.036, and Customer Satisfaction is 1.083. All VIF values are < 10.00 . Based on the analysis, the regression model employed in this research does not demonstrate the presence of multicollinearity.

b. Heteroscedasticity Test

The results of the heterocadestity test are shown in Figure 8 as follows:

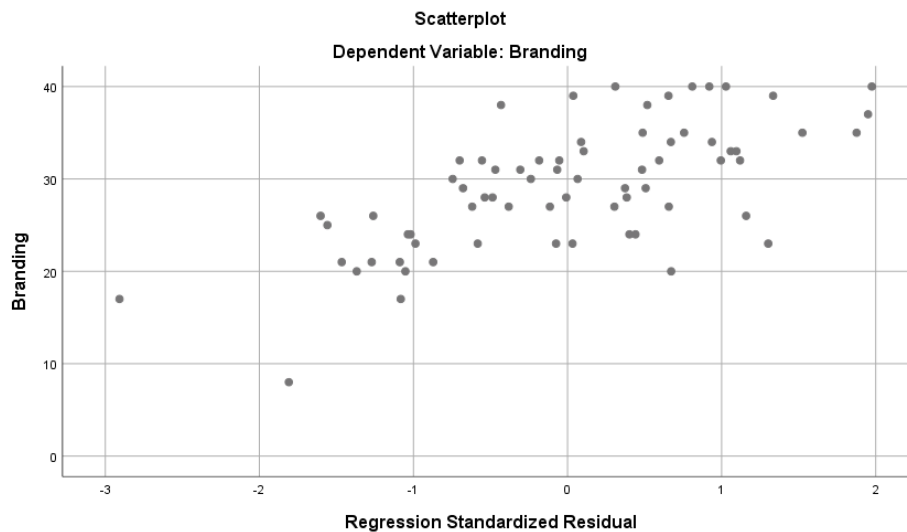


Figure 1

The heteroscedasticity test output displayed in the preceding figure reveals a random distribution of data points with no discernible pattern, where the points are positioned both above and below the zero line on the Y-axis. Accordingly, it can be inferred that the regression model is free from heteroscedasticity problem

Table. Multiple Linear Regression Analysis.

The findings of the multiple linear regression analysis are summarized in Table 3

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5,177	3,998		-1,295	,200
	Communication	,230	,127	,156	1,806	,075
	Pricing	,673	,098	,575	6,885	,000
	Customer satisfaction	,466	,123	,324	3,803	,000
a. Dependent Variable: Branding						

Partial Test (T-Test)

The t-test serves as a statistical tool to analyze whether independent variables exert a significant impact on the dependent variable. In the present study, the partial t-test is employed to examine the individual contribution of each independent variable to customer satisfaction (Y). Hypothesis testing is based on the criterion that a significance value of less than 0.05 leads to the rejection of H_0 and acceptance of H_a . The corresponding t-test results are provided in the following table

Table 4

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	- 5,177	3,998		-1,295	,200
	Communication	,230	,127	,156	1,806	,075
	Pricing	,673	,098	,575	6,885	,000
	Customer satisfaction	,466	,123	,324	3,803	,000
a. Dependent Variable: Branding						

As presented in Table 4, the findings of the t-test analysis reveal how the independent variables affect the dependent variable:

1. The variable of Marketing Communication Strategy on Branding Strategy has a t-value of 1.806 with a sig. value of $0.075 < 0.05$, meaning H_1 is accepted. There is a unidirectional relationship, so it is concluded that there is a positive influence of marketing communication strategy on Anggraeni Hotel Branding Strategy.

2. The statistical analysis indicates that pricing exerts a significant and positive effect on the branding strategy, as evidenced by a t-value of 6.885 and a significance level below 0.05, thereby supporting the acceptance of H₂.
3. Similarly, customer satisfaction is shown to have a significant positive influence on the branding strategy, demonstrated by a t-value of 3.803 with a significance value below 0.05, leading to the acceptance of H₃

SIMULTANEOUS TEST (F TEST)

The findings of the simultaneous significance test are summarized in Table 4

Table 5
F Test Results (Simultaneous Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1698,874	3	566,291	27,609	,000b
	Residual	1353,711	66	20,511		
	Total	3052,586	69			
a. Dependent Variable: Branding						
b. Predictors: (Constant), Customer Satisfaction, Pricing, Communication						

The results displayed in the preceding table demonstrate that the simultaneous significance test yields an F statistic of 27.609 with a significance value below 0.05. Accordingly, communication strategy (X1), pricing (X2), and customer satisfaction (X3) collectively have a statistically significant impact on the branding strategy of Hotel Anggraeni.

COEFFICIENT OF DETERMINATION TEST

The goodness of fit of a regression model can be assessed using the coefficient of determination, which quantifies the extent to which variations in the dependent variable are explained by the independent variables (Ghozali, 2021). This statistic represents the percentage contribution of the independent variables to the dependent variable. The coefficient of determination is reflected in the R-square value reported in the Model Summary table. The R-square value obtained from the output is then employed to compute the coefficient of determination using the formula $KP = R^2 \times 100\%$, where KP signifies the coefficient of determination and R indicates the correlation coefficient. An overview of the R-square values is provided in the table below.

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,746a	,557	,536	4,529
a. Predictors: (Constant), Customer Satisfaction, Pricing, Communication				

As shown in the preceding table, the Adjusted R Square value of 0.536 demonstrates that the regression model explains 53.6% of the variance. This shows that the variables of Marketing Communication Strategy, Pricing and

Customer Satisfaction simultaneously (together) influence the Anggraeni Hotel Branding Strategy by 53.6%. While the remaining 52.6% (obtained from 100% - 53.6% is influenced by other variables not explained in this study.

ADVANCED RESEARCH

This research is subject to limitations due to its cross-sectional approach and exclusive focus on a single hotel, potentially restricting causal inference and the broader applicability of the results. Future research should employ longitudinal designs, involve multiple hotel contexts, and incorporate objective performance indicators or additional mediating and moderating variables to provide a more comprehensive understanding of hotel branding strategies.

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