

The Effect of Integrated Marketing Communication on Image, Satisfaction and Loyalty of Hotel Guests in Makassar City

Fitriana^{1(*)}, Jeni Kamase², Ramlawati³, Zainuddin Rahman⁴

¹Universitas Fajar

^{2,3,4}Universitas Muslim Indonesia

*Corresponding Author, Email: fitrianaunifa@gmail.com

ABSTRACT

Research objectives are to examine and analyze the effects of: (1) Integrated marketing communication on image (2) Integrated marketing communication on satisfaction (3) Marketing communication on hotel guest loyalty, (4) Image on loyalty, (5) Satisfaction with loyalty, (6)) Integrated marketing communication towards loyalty through image, (7) Integrated marketing communication towards loyalty through satisfaction. This research was conducted at a 4-star hotel in Makassar City. The population of this research is hotel guests. The sample is 234 respondents. The research data were analyzed using a structural equation modeling (SEM) program. The results showed that: (1) Integrated marketing communication has a significant influence on This image shows that marketing communication that is applied directly can improve image (2) Integrated marketing communication has a significant effect on satisfaction, this shows that the higher the integrated marketing communication, the satisfaction will increase as well (3) Integrated marketing communication has a significant effect on loyalty, This shows that there is a good integrated marketing communication that will make hotel guests loyal (4) Image has a significant effect on satisfaction, this shows that image can directly create satisfaction (5) Satisfaction has a significant effect on loyalty, this shows that direct satisfaction can create loyalty (6) Integrated marketing communication has an indirect and significant effect on loyalty through images, this shows that integrated marketing communication can increase loyalty through images. (7) Integrated marketing communication has an indirect and significant effect on loyalty through satisfaction, this shows the higher the integrated marketing communication implemented by the hotel will create hotel guest loyalty through satisfaction.

Keywords – Integrated Marketing Communication, Image, Satisfaction, Loyalty

INTRODUCTION

Makassar as a city that has attractive destinations continues to experience growth in the development of the hotel sector, this can be seen in the results of the Central Statistics Agency (BPS) where the number of 3, 4 and 5 star hotels has grown, as seen in table 1 below:

Table 1. Hotel Growth in Makassar City (2016-2018)

Hotel Classification	Year		
	2016	2017	2018
3 star	27	29	39
4 star	8	7	14
5 star	2	2	4

Source: Processed by BPS. 2016-2018

In Table 1, it shows that star hotels in Makassar have experienced growth, seen in the table for the classification of 3-star hotels, which shows an increase from 2016 to 27 hotel units to 29 in 2017, meaning that there is an increase in the number of hotels by 2 new hotels and an increase in 2018 by 39 hotels, an increase of 10 new hotel units, it can be said that the need for hotel use is increasingly rapid, then in 4 star classified hotels seen in 2016 there were 8 hotels and decreased in 2017 to 7 hotels and increased drastically in 2018 to 14 hotels. Where in 2018 there were 7 new hotels built in Makassar City. And for the classification of 5-star hotels it looks quite attractive because during 2016 to 2017 there were only 2 5-star hotels in the city of Makassar, but in 2018 there were 2 additional hotels, this shows that the hotel business is increasingly competitive in the hospitality industry market.

With the growth above, it shows that there is a behavior that will change in the fulfillment of the number of rooms in 3, 4, and 5-star hotels. This is because the increasing number of hotels in Makassar City, so inevitably the company's ability to invite hotel guests is getting bigger. compete. Of course, with this, the company seeks to build loyalty to hotel guests who have carried out the lodging process at the hotel.

The growth above is supported by the increasing number of customers using hotel facilities during the last three years as shown in table 1 below:

Table 2. Number of Star Hotel Visits in Makassar City

Hotel Classification	2016		2017		2018	
	amount	Percentage (%)	amount	Percentage (%)	amount	Percentage (%)
3 star	4,313	43.13	4,172	41.72	4,628	46.28
4 star	5,471	54.71	5,425	54.25	5,133	51.33
5 star	4,901	49.01	4,762	47.62	4,969	49.69

Source: Processed by BPS. 2016-2018

In Table 2, the data shows that 3 star hotels, the number of occupancy in 2016 was 4,313 or 43.13%, in 2017 it was 4,172 or 41.72%, in 2018 it was 4,628 or 46.28%. 4 star hotels in 2016 as many as 5,471 or 54.71%, in 2017 5,425 or 54.25%, in 2018, 5,133 or 51.33%. 5 Star Hotels in 2016 as many as 4,901 or 49.01%, in 2017 as many as 4,762 or 47.62%, in 2018, 4,969 or 49.69%.

The data shows that 4-star hotels still rank first for the number of customers each year. This is a phenomenon that the high number of customers who choose to stay at 4-star hotels for various reasons is the company's attention to improve the service marketing mix, improve corporate image, increase customer satisfaction in order to maintain customer loyalty. The high occupancy rate of hotel rooms makes the hotel customers of its competitors no longer loyal to the hotel so that the company's image decreases, making customers less satisfied and moving to another hotel (1).

The phenomenon above, shows that changes in guest behavior in using hotel facilities, become the attention of researchers where the marketing communication factor should be able to provide answers to hotel guest loyalty (2). Komunikasi less integrated marketing applied by the hotel management and the application of integrated marketing communications Advertising (advertising) is a form of non-personal communication about an organization or company, products, services, and ideas that have been paid by a particular sponsor. Through advertising, companies can strive to show advantages or things that differentiate them from other companies' products or services, as well as build consumer trust so that they are willing to use the products or services that the company offers (3).

The reality of marketing communication is seen from the side. Direct marketing is a way of promotion that uses media that can directly connect marketers with consumers, such as direct mail, catalogs, telephones, so that responses from consumers can be received immediately (4). This type of media is known as direct response media. This allows for two-way, direct, and personal communication to the target market so that it can generate responses and even transactions in a short time. Therefore, direct marketing is often seen as a marketing communication activity that makes it easier for consumers to relate to communicating directly with marketers. Direct marketing involves a wide variety of activities that are not limited to direct mail delivery and mail order catalogs, but also using databases, direct selling, telemarketing, and direct response ads via direct mail, the internet, and various broadcast and print media (5).

Phenomenon seen in hotels and prospective marketing communications on the side of sales promotion. Sales promotion is a way of promotion that emphasizes sales activities to targets, both consumers and distributors, in order to create direct sales and increase sales (6). This form of marketing communication uses incentives as a sales force that is expected to persuade distributors or consumers to make purchases so that sales occur as soon as possible. The incentives here can be in the form of discounts, product samples, coupons, sweepstakes and so on. Belch and Belch (2004) mention several characteristics of sales promotion, namely 1) in this activity there is the use of incentives; 2) sales promotion is considered as an acceleration tool, namely a marketing communication tool that is used to accelerate and maximize sales; and 3) sales promotion aimed at certain target markets. Implementing the concept of marketing communication is inseparable from personal selling activities (7). Personal selling is a face-to-face promotion method that allows consumers to interact with marketers directly in order to create

sales. Through personal selling, the seller tries to influence the target market to make purchases of products or services offered by the hotel. The marketing communication media that can be used come from print media, such as newspapers and catalogs, and electronics, such as television and radio. The phenomenon seen in star hotels in the city of Makassar is personal selling in an effort to introduce and inform customers about the promotion of hotel products and facilities through personal selling. As is known, hotels rarely promote to customers and door to door, rarely promote in various trade shows, sales through agents, bazaars, through social media (Facebook, Twitter and Instagram) and do not carry out business promotions through various partnerships between companies. This lack of promotion causes integrated marketing communication activities to be less smooth and less well-known, the company image is less well known and makes customers dissatisfied with the products offered and which makes it difficult to grow the loyalty of hotel guests in the city of Makassar.

Viewing and public relations is a way of promotion related to public views about a product and creating or managing public acceptance, so that the public can receive the product (8). Therefore, it can be said that public relations activities are related to management activities in an effort to form attitudes and opinions made or adapted to the stakeholders of the organization or company. Public relations seeks to develop interests and a good public understanding of the company so that it is hoped that it can also support marketing communications for hotel products or services in the city of Makassar.

For the development of marketing of products and services, it is no less important to play a visible role and the side of Interactive Marketing (Interactive/Internet Marketing) are online activities and programs designed to engage customers or prospects and directly or indirectly increase awareness, improve image, or create sales of goods and services, marketers usually use their own websites for various communication tasks (9). The phenomenon experienced by hotels in Makassar City is related to integrated marketing communication seen from interactive marketing/ internet from the results of research information obtained, nowadays almost everyone has communication tools such as gadgets, so that many visitors who want to stay at the hotel are looking for information with fast and book a hotel room via mobile communication tools. Then this is where the task of interactive marketing communication takes the opportunity to show a good response or comments regarding comments from visitors who have stayed so that it can foster a positive image, satisfaction and loyalty of hotel guests in Makassar City.

Fulfillment of satisfaction is one of the potential competitors that the company should pay attention to does not want to lose customers. This is in line with the research of Terry Vavra (1992: 12) which shows that the success of a company in reducing the loss of its customers to only 50% per year will be able to increase the company's profit by 75% (10).

Hotel companies in reality need to improve their corporate image to grow into a thriving and advanced company. Currently, the company is experiencing a decline in its image from its competitors. The imaging that is done has not been able to provide

awareness to its customers to know and like what facilities are prepared, so they tend and believe to become regular customers of the hotel.

Customer loyalty is a very interesting issue in the marketing field. Companies are required to be able to offer goods or services with quality or services provided to consumers from time to time. Consumers who are getting smarter and more educated, will be able to position the company on the wants and needs to change very quickly, where the company strives to be more consumer-oriented, by providing customer satisfaction in order to win the competition. By providing satisfaction to customers will build customer loyalty and ultimately can create a harmonious relationship or a close relationship between customer satisfaction and loyalty to the company's products or services in the future.

Kotler and Keller (2010: 141) state that in service marketing, to maintain customer loyalty for the marketing mix, satisfaction and image, the company must maintain service purchase loyalty (repeat purchase), not be affected by other services (retention) and refer totally the existence of the company (referall) (11).

METHODOLOGY

This research was conducted using descriptive methods , quantitative analysis and explanatory research (12). Descriptive research aims to analyze data by providing interpretation of the data obtained. Quantitative research is a calculation approach that uses statistical analysis tools to test it. This research is an explanatory research which aims to explain the relationship between variables that influence each other through a quantitative approach.

The unit of analysis in this study is hotel guests who stay at four-star hotels in Makassar City. The population of this study is all hotel guests who stay at star-rated hotels in Makassar City, with a total sample of 234 respondents.

RESULTS

To find out the perception of the integrated marketing communication variable (X) in the city of Makassar, it can be seen in Table 3:

Table 3. Perception of Integrated Marketing Communication variable (X)

Variable indicator	Item / grain	Respondent's answer frequency (f) and percentage (%)									
		STS (1)		TS (2)		CS (3)		S (4)		SS (5)	
		F	%	F	%	F	%	F	%	F	%
Advertisement	X1	20	8.55	40	17.09	68	29.06	70	29.91	36	15.38
Sales promotion	X2	22	9.40	22	9.40	55	23.50	70	29.91	65	27.78
Personal Selling	X3	19	8,12	40	17.09	72	30.77	61	26.07	42	17.95
Public relations	X4	9	3.85	19	8,12	57	24.36	57	24.36	92	39.32
Direct Marketing	X5	20	8.55	48	20.51	61	26.07	64	27.35	41	17.52
Interactive	X6	14	5.98	23	9.83	42	17.95	80	34.19	75	32.05

Marketing												
Events and experiance	X7	14	5.98	24	10.26	56	23.93	88	37.61	52	22.22	

Source: Primary data processed in 2020

The findings in this study are based on Table 3, the integrated marketing communication variable assessed by the respondents, it was found that the respondents' overall assessment was in a good category. This can be seen from the seven statements related to the integrated marketing communication variable (X).

Advertising (X.1) with a statement that respondents are interested in hotels because they see or know information from advertisements, for example in the form of broadcast advertisements (tv), advertisements in print media or reviews in print media such as newspapers and magazines, radio, brochures, posters and leaflets, stickers, billboards, and the internet, the number of respondents who answered strongly disagree (STS) were 20 respondents or 8.55%, those who answered disagree (TS) were 40 respondents or 17.09%, who answered quite agree (CS) as many as 68 respondents or 29.06%, those who answered agreed (S) were 70 respondents or 29.91%, and those who answered strongly agreed (SS) were 36 people or 15.38%.

Sales promotion (X2) with the statement that respondents are attracted to hotels because they see or know information from sales promotions through coupons, premiums and prizes, price reductions, bazaars and exhibitions. There were 22 respondents who answered strongly disagree (STS) or 9.40% who answered disagree (TS) as many as 22 people or 9.40%, who answered quite agree (CS) as many as 55 people or 23.50%, who answered agreed (S) as many as 70 people or 29.91%, while those who answered strongly agreed (SS) were 65 people or 27.78%.

Personal sales (X3) with a statement that respondents are attracted to hotels because they see or know information from personal sales through sales presentations, sales meetings, incentive programs, samples, bazaars and trade shows, and sales through agents. Respondents who answered strongly disagree (STS) as many as 19 people or 8.12%, answers to disagree (TS) were 40 people or 17.09 %, answers were quite agree (CS) as many as 72 people or 30.77 %, answers agreed (S) 61 people, or 26.07% while the answers strongly agree (SS) as many as 42 respondents or 17.95 % of the total sample.

Public relations (X4) with a statement that respondents are attracted to hotels because they see or know information through speeches, seminars, annual reports, charitable donations, publications, community relations, lobbying, and community service activities. Respondents who answered strongly disagree (STS) as many as 9 people or 3.85%, 19 people or 8.12% disagree answers (TS), 57 people or 24.36% quite agreed answers (CS), 57 people or 24.36%, answers agree (S) as many as 57 people or 24.36%, while the answers strongly agree (SS) were 92 people or 39.32% of the total number of samples.

Direct marketing (X5) with a statement that respondents are attracted to hotels because they see or know information through letters , telephone or telemarketing, facsimiles, catalogs, and e-mails. Respondents who answered strongly disagree (STS) as many as 20 people or 8.55%, answers to disagree (TS) were 48 people or 20.51%, answers were quite agree (CS) as many as 61 people or 26.07%, answers agreed (S) as many as 64 people or 27.35%, while the answers strongly agree (SS) were 41 people or 17.52% of the total sample size.

Interactive marketing / internet (X6) with a statement that respondents are attracted to hotels because they see or know information through direct person-to-person conversations or through telephone communication channels, sms, chat, and social media, websites, blogs, e-mail, chat online, and online shopping. Respondents who answered strongly disagree (STS) as many as 14 people or 5.98%, 23 people or 9.83% disagree answers (TS), 42 people answered quite agree (CS) or 17.95%, agreed answers (S) as many as 80 people or 34.19%, while the answers strongly agree (SS) were 75 people or 32.05% of the total sample size.

Kegiatan-activities carried out by the parties in the event - Entertainment / Events and experiance (X7) with the statement that the respondent interested to see or know the hotel for information on the art festival, charity events, invitations, celebration and a visit or tour of the hotel. Respondents who answered strongly disagree (STS) as many as 14 people or 5.98%, 24 people or 10.26% disagree answers (TS), 56 people answered quite agree (CS) or 23.93%, agreed answers (S) as many as 88 people or 37.61%, while the answers strongly agree (SS) as many as 52 people or 22.22% of the total sample size.

To find out the perception of the image variable (Y1) in the city of Makassar, it can be seen in Table 4:

Table 4. Perception of Image Variables (Y1)

Indicator Variable	Item / item	Respondent's answer frequency (f) and percentage (%)									
		STS (1)		TS (2)		CS (3)		S (4)		SS (5)	
		F	%	F	%	F	%	F	%	F	%
Confidence	Y1.1	14	5.98	17	7,26	46	19.66	91	38.89	66	28.21
Trend	Y1.2	12	5.13	17	7,26	52	22.22	89	38.03	64	27.35
Knowledge	Y1.3	13	5,56	18	7.69	50	21.37	96	41.03	57	24.36
Awareness	Y1.4	12	5.13	9	3.85	37	15.81	86	36.75	90	38.46

Source: Primary data processed in 2020

The findings based on Table 4 image variables assessed by respondents, it was found that the overall respondents' assessments were in the good category. This can be seen from the five statements related to the company image variable (Y1).

Confidence (Y1.1) with a statement that the respondent has high confidence in the selected hotel. Respondents who answered strongly disagree (STS) as many as 14 people or 5.98%, answers to disagree (TS) were 17 people or 7.26%, answers were quite agree

(CS) as many as 46 people or 19.66%, answers agreed (S) as many as 91 people or 38.89%, while the answers strongly agree (SS) were 66 people or 28.21% of the total sample size.

The tendency (Y1.2) of the image variable states that the hotel that the respondent chooses has a good performance compared to other hotels of a similar kind. Respondents who answered strongly disagree (STS) as many as 12 people or 5.13%, 17 people or 7.26% disagree answers (TS), 52 people or 22.22% quite agree with answers, quite agreeing answers (CS) were 52 people or 22.22%, the answers agreed (S) as many as 89 people or 38.03%, while the answers strongly agree (SS) were 64 people or 27.35% of the total sample size.

Knowledge (Y1.3) of the image variable with the statement that the respondent chooses the hotel because hotel management has concern for customers. Respondents who answered strongly disagree (STS) as many as 13 people or 5.56%, 18 people or 7.69% disagree answers (TS), 50 people or 21.37% sufficiently agreed answers (CS), answers agree (S) as many as 96 people or 41.03%, while the answers strongly agree (SS) as many as 57 people or 24.36% of the total sample size.

Awareness (Y1.4) of the image variable with the statement that the respondent easily remembers the name of the hotel chosen. Respondents who answered strongly disagree (STS) as many as 12 people or 5.13%, 9 people or 3.85% disagree answers (TS), 37 people or 15.81% quite agreed answers, 37 people or 15.81%, answers agree (S) as many as 86 people or 36.75%, while the answers strongly agree (SS) were 90 people or 38.46% of the total sample size.

To find out the perception of the satisfaction variable (Y2) in the city of Makassar, it can be seen in Table 5. The findings in the study are based on Table 5, the satisfaction variable assessed by the respondents, it was found that the respondents' overall assessment was in the good category. This can be seen from the four statements declared valid and reliable related to the satisfaction variable (Y2) of hotel guests in Makassar City.

Table 5. Perception of Satisfaction Variables (Y2)

Variable indicator	Item / item	Respondent's answer frequency (f) and percentage (%)									
		STS (1)		TS (2)		CS (3)		S (4)		SS (5)	
		F	%	F	%	F	%	F	%	F	%
Amenities	Y2.1	13	5,56	16	6.84	40	17.09	98	41.88	67	28.63
Service	Y2.2	11	4.70	8	3.42	40	17.09	102	43.59	73	31.20
Management	Y2.3	10	4.27	14	5.98	65	27.78	90	38.46	55	23.50
Employee performance	Y2.4	11	4.70	12	5.13	49	20.94	108	46.15	54	23.08

Source: Primary data processed in 2020

Facility (Y2.1) from the satisfaction variable with the statement, I am satisfied with the hotel facilities. Respondents who answered strongly disagree (STS) as many as 13 people or 5.56%, answers to disagree (TS) were 16 people or 6.84%, answers were quite

agree (CS) as many as 40 people or 17.09%, answers agreed (S) as many as 98 people or 41.88%, while the answers strongly agree (SS) as many as 67 people or 28.63% of the total number of samples.

Service (Y2.2) from the satisfaction variable with the statement, I am satisfied with the services provided by the hotel. Respondents who answered strongly disagree (STS) as many as 11 people or 4.70%, answers to disagree (TS) were 8 people or 3.42%, answers were quite agree (CS) as many as 40 people or 17.06%, answers agreed (S) as many as 102 people or 43.59%, while the answers strongly agree (SS) as many as 73 people or 31.20% of the total sample size.

Hotel management (Y2.3) from the satisfaction variable with the statement, I am satisfied with hotel management. Respondents who answered strongly disagree (STS) as many as 10 people or 4.27%, 14 people or 5.98% disagree answers (TS), 65 people or 27.78% quite agree with the answer, quite agreeing answers (CS) or 27.78%, answers agree (S) as many as 90 people or 38.46%, while the answers strongly agree (SS) were 55 people or 23.08% of the total sample size.

Employees performance(Y2.4) of variable satisfaction with the statement, I am satisfied with the performance of a hotel employee. Respondents who answered strongly disagree (STS) as many as 11 people or 4.70%, 12 people or 5.13% disagree answers (TS), 49 people or 27.5% quite agreed answers (CS), answers agree (S) as many as 108 people or 46.15%, while the answers strongly agree (SS) were 54 people or 23.08% of the total number of samples.

To find out the perception of the loyalty variable (Z) in the city of Makassar, it can be seen in Table 6. The findings in this study are based on Table 6, the loyalty variable assessed by the respondents, it was found that the overall respondents' ratings were in the good category. This can be seen from the five statements related to the loyalty variable (Z) of hotel guests in Makassar City.

Table 7. Perception of Loyalty Variables (Z)

Variable indicator	Item / item	Respondent's answer frequency (f) and percentage (%)									
		STS (1)		TS (2)		CS (3)		S (4)		SS (5)	
		F	%	F	%	F	%	F	%	F	%
Repeat purchase	Z1	16	6.84	28	11.97	60	25.64	82	35.04	48	20.51
Buy off the line	Z2	11	4.70	30	12.82	53	22.65	87	37.18	53	22.65
Not affected	Z3	15	6.41	31	13.25	84	35.90	61	26.07	43	18.38
Reject	Z4	21	8.97	44	18.80	96	41.03	46	19.66	27	11.54
Recommend	Z5	13	5,56	17	7,26	59	25.21	87	37.18	58	24.79

Source: Primary data processed, 2020

Repurchase (Z1) from the loyalty variable with a statement that the respondent makes regular repeat purchases at the hotel. Respondents who answered strongly disagree

(STS) as many as 16 people or 6.84%, answers to disagree (TS) were 28 people or 11.97%, answers were quite agree (CS) as many as 60 people or 25.64%, answers agreed (S) as many as 82 people or 35.04%, while the answers strongly agree (SS) were 48 people or 20.51% of the total sample size.

Buying outside the line (Z2) of the loyalty variable with the statement that when at the hotel, respondents sometimes use other services provided. Respondents who answered strongly disagree (STS) were 11 people or 4.70%, 30 people or 12.82% disagree answers (TS), 53 people or 22.65% quite agreed answers, the answers agreed (S) as many as 87 people or 37.18%, while the answers strongly agree (SS) as many as 53 people or 22.65% of the total sample size.

Not affected (Z3) from the loyalty variable with the statement that the respondent is not affected by the pull of other hotel competition. Respondents who answered strongly disagree (STS) as many as 15 people or 6.41%, answers to disagree (TS) were 31 people or 13.25%, answers were quite agree (CS) as many as 84 people or 35.90%, answers agreed (S) as many as 61 people or 26.07%, while the answers strongly agree (SS) were 43 people or 18.38% of the total sample size.

Rejecting (Z4) from the loyalty variable with the statement that the respondent always refuses if offered to other hotels. Respondents who answered strongly disagree (STS) as many as 21 people or 8.97%, answers to disagree (TS) were 44 people or 18.80%, answers were quite agree (CS) as many as 96 people or 41.03%, answers agreed (S) as many as 46 people or 19.66%, while the answers strongly agree (SS) were 27 people or 11.54% of the total sample size.

Recommend (Z5) from the loyalty variable with a statement that the respondent always recommends the hotel to others. Respondents who answered strongly disagree (STS) as many as 13 people or 5.56%, answers to disagree (TS) were 17 people or 7.26%, answers were quite agree (CS) as many as 59 people or 25.21%, answers agreed (S) as many as 87 people or 37.18%, while the answers strongly agree (SS) were 58 people or 24.79% of the total sample size.

Discussion

The effect of integrated marketing communication on image

Based on the test results, it is known that integrated marketing communication consisting of advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive selling, and personal selling has a positive and significant effect on company image. This is in accordance with the results of the path coefficients with the original sample value of 0.651 which shows a positive number with a t-count value of 19,908 greater than the t-table value of 1.96 and a p-value of 0.032 less than 0.05, so it can be said that the integrated marketing communication variable has an effect. significant to the image variable. These results can be interpreted that the better the integrated marketing communication, the image will increase and vice versa if the integrated marketing communication is bad, the image of the hotel will be low. If seen in

Table 5.16 the results of the path coefficient testing of the hypothesis the direct effect of the integrated marketing communication variable on the image with the Public Relations indicator / public relations becomes an indicator with a cross loading or loading factor value of 0.733 in Item X4 that respondents are attracted to the hotel because they see or know information from the relationship. the public through speeches, seminars, annual reports, charitable donations, publications, community relations, lobbying and community service activities have the highest cross loading or loading factor values. This means that Public Relations / PR functions to foster good relations with the public with the aim of gaining the trust of the public so that it influences the desire of consumers to use the products, services, promotions and facilities provided by the hotel. With the fulfillment of marketing communication variables through public relations / public relations, the image of the hotel will be good and stick in the minds of consumers.

This study is in line with several previous studies that have been done by Dikdik Harjadi, Dewi F Atmasari (2017 , H acyl research shows that marketing communication integrated with five components: advertising, personal selling, sales promotion, relationship society influence positive and significant terhadap image of college private Public relations activities as a personal communication activity carried out to influence the public and change the opinion and behavior of prospective students (13).

The results of the research show that integrated marketing communication consisting of advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive selling, word of mouth marketing, and personal selling has a positive and significant effect on company image (14).

The effect of integrated marketing communication on satisfaction

From testing the research results there is a positive and significant influence between integrated marketing communication on customer satisfaction (15). This is in accordance with the results of the path coefficients with the original sample value of 0 , 544 which indicates a positive number with a t-count value of 19,345 greater than the t-table value of 1.96 and a p-value of 0.033 less than 0.05, so it can be said that the variable Integrated marketing communication has a significant effect on consumer satisfaction variables. In the table of the results of the path coefficient of testing the hypothesis the direct effect of the satisfaction variable with the service indicator being an indicator with the highest cross loading or loading factor value of 0.925 on Item Y2.2 that the respondent is satisfied with the services provided by the hotel is really needed by consumers. This means that consumers will feel satisfied if they get good service or in accordance with consumer expectations. With the fulfillment of good service, customer satisfaction will be achieved.

This research is in line with previous research conducted by Chandra Kartika , Fauzi Hidayat , and Efina Krinala. The result of his research is that marketing communication has a significant direct effect on customer satisfaction. There is a significant influence between marketing communication on customer satisfaction. The results of this study indicate that

the better the marketing communication is carried out precisely and clearly, the better the response to customers, which ultimately leads to customer satisfaction (16).

This research is not in line with previous research conducted by Elvera Bernadette Robiani, Taufiq Marwa, Zakaria Wahab. The results of this study say that the marketing communication variable has a negative effect on tourist satisfaction by -0.084 and is not significant ($0.142 > 0.05$). Hence the hypothesis is rejected. Marketing communication variables do not provide a significant contribution to increasing tourist satisfaction. These results indicate that new concepts are still needed that can improve the relationship between marketing communication and tourist satisfaction and loyalty (17).

Customer satisfaction is what the hotel wants to achieve, after consumers use a product or service, then the impression obtained according to consumer knowledge and experience about something is fulfilled will make consumers feel satisfied. All dimensions in integrated marketing communication that have been built by the hotel industry in Makassar City have a significant influence on the formation of consumer satisfaction, this means that building good customer satisfaction in the eyes of consumers has an impact on the benefits received by consumers.

The effect of integrated marketing communication on loyalty

From testing the research results, there is a positive and significant influence between integrated marketing communication on loyalty. This is in accordance with the results of the path coefficients with the original sample value of 0.225 which indicates a positive number with a t-count value of 5.181 greater than the t-table value of 1.96 and a p-value of 0.043 less than 0.05 , so it can be said that the integrated marketing communication variable has an effect. significant to the loyalty variable. These results can be interpreted that the better the integrated marketing communication, the loyalty will increase and vice versa if the integrated marketing communication is bad, the loyalty to the hotel will be low. If seen in Table 4.9, the results of the path coefficient testing of the hypothesis are the direct effect of the loyalty variable with the recommended indicator being the indicator with the highest cross loading or loading factor value of 0.812 on Item Z5. That the respondent always recommends the hotel to others has the highest cross loading or loading factor value. This means that consumer loyalty is measured by the tendency of consumers to buy or use these products or services repeatedly and then consumers will convey or recommend to others the products or services received. With the fulfillment of integrated marketing communication through recommending hotels to other people, consumers will be loyal to the product or service and reject similar products or services offered.

This research is in line with several previous studies conducted by R uth Anugrah Simangunsong (2017). The results of his research show that the dimensions of integrated marketing communication, namely sales promotion, public relations, advertising, direct marketing, personal selling, interactive marketing, events and experiences, and word of mouth are in a good category. Customer loyalty is influenced by integrated marketing communication, the more effective the implementation of integrated marketing

communication is carried out by Hotel Grand Zuri Pekanbaru to customers, it will have an effect on increasing customer loyalty (18).

This study is not in line with previous studies that have been performed by Ibrahim Ofosu Boateng, Dwamena Samuel Agyei (2020) H acyl research that the results of regression analysis showed the public relations will have a moderate relationship with customer loyalty. The hypothesis is rejected and it is concluded that public relations do not have a moderate relationship with customer loyalty in the banking industry in Ghana but the relationship is significant (19).

Loyal consumers have the characteristics of making regular purchases, buying outside the product/service line, recommending other products, showing immunity from the attractiveness of similar products from competitors (20). Consumer loyalty has an important role in a company, retaining consumers means improving financial performance and maintaining the survival of the company. This is the main reason for the hotel industry to attract and retain consumers. Loyal customers are an important asset for the hotel industry in Makassar City.

The influence of image on hotel guest loyalty

There is a positive and significant influence between image on loyalty. This is in accordance with the results of the path coefficients with the original sample value of 0.290 which indicates a positive number with a t-count value of 5.748 greater than the t-table value of 1.96 and a p-value of 0.050 greater than 0.05, so it can be said that the image variable is influential. significant to the loyalty variable. In Table 4.8, the descriptive research variable on the image variable, with the reputation indicator being the indicator with the highest cross loading or loading factor value of 0.859 on Item Y1.2 that the respondent chooses a hotel that has a good achievement/value compared to other similar hotels having a cross loading value or the highest loading factor. This means that consumers will be loyal when the hotel they choose has a good reputation compared to similar hotels. A good hotel image will increase the company's market share and increase consumer loyalty.

This research is in line with research conducted by Pornsi Pringsuwan and Pithoon Thanabordeekij (2017). H asil this study states that Brand Image and IMC have a positive and significant effect on customer loyalty WE Fitness, respondents have good loyalty to WE Fitness because of the brand image and IMC. from We Fitness through the logo, colors and language that are displayed visually so that people understand and understand what WE Fitness is saying. Therefore, a brand image is important to motivate purchases and encourage consumers to remain loyal to WE Fitness (21).

The corporate image felt by hotel guests will create a sense of satisfaction in hotel visitors which in turn can lead to customer loyalty. The good image known to hotel visitors before they spend the night at the hotel can increase the feeling of satisfaction that exists in hotel guests and can lead to being loyal to the hotel. If the image provided by the hotel to hotel guests is satisfactory, then indirectly the hotel has tried to make hotel visitors to be

loyal and consistently make repeated purchases of services without seeing other hotels or competing hotels.

The effect of satisfaction on loyalty

There is a positive and significant influence between satisfaction and loyalty. This is in accordance with the results of the path coefficients with the original sample value of 0.321 which shows a positive number with a t-count value of 5,347 greater than the t-table value of 1.96 and a p-value of 0.060 greater than 0.05, so it can be said that the satisfaction variable has an effect. significant to the loyalty variable. This can be interpreted that the better the customer satisfaction, the more customer loyalty will increase and vice versa if customer satisfaction is bad, the loyalty to the hotel will be low. In Table 4.8 the descriptive research variable on the satisfaction variable, with the service indicator being the indicator with the highest cross loading or loading factor value of 0.925 in Item Y1.2 that in general, consumers will be loyal when the services provided by the hotel match consumer expectations so that customer satisfaction is created. and customers will recommend the hotel to others with increased loyalty through customer satisfaction will increase the demand for staying at the hotel is high.

This research is in line with research conducted by Amalia Susepti Djamhur Hamid Andriani Kusumawati (2017) with the title *The Influence of Service Quality on Hotel Guest Satisfaction and Loyalty (Study of Guest Perceptions at Hotel Mahkota Plengkung, Banyuwangi Regency)*. The results of this study indicate that customer satisfaction has a significant influence on customer loyalty. This research shows that from the respondents' answers based on open questions, some respondents stated that they overall were satisfied with the experience of staying at the Grand Kalimas hotel, so that the respondents returned to stay at the hotel. Grand Kalimas, and they stated that they would share their experiences with others (22).

If the quality of service is below expectations, then the customer is not satisfied, if the quality of service exceeds expectations, then the customer will feel satisfied or happy (23). To create customer satisfaction, the posting company must create and manage a system to get a lot of customers and have the ability to retain customers. Thus, customer satisfaction does not mean giving the customer what the customer predicts the favorable position. However, the post must give what they really want, when it is needed and in what way they get it (24).

Integrated Marketing Communication towards Hotel Guest Loyalty through Images

Based on hypothesis testing and the results of examinations that have been carried out to determine the value of the indirect effect (company image mediation) that increased loyalty cannot be done directly, and with corporate image mediation which can explain the effect of integrated marketing communication on the loyalty of hotel guests in Makassar City, that the company's image based on the principle is the mediator in explaining this influence. Based on the test results, it shows the amount of indirect influence obtained from

the interaction of the coefficient value of the integrated marketing communication pathway on corporate image and the coefficient value of corporate image on hotel guest loyalty, namely $(0.651 \times 0.290) = 0.188$, so that the total effect of integrated marketing communication on hotel guest loyalty through company image is $(0.651 + 0.188) = 0.122$. This means that integrated marketing communications supported by Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Interactive Marketing, Activities carried out by the company (Events and Experiences) can increase the loyalty of hotel guests through the company's image.

This research is in line with research conducted by Mert Gürlek, Ertugrul Dü zğün, Selma Meydan Uygur (2017). The results of this study indicate that CSR affects company image and customer loyalty. The main objective of this research is to show how CSR creates customer loyalty in the hotel industry. In other words, it reveals the mechanisms underlying the relationship between CSR and customer loyalty and it is found that corporate image has a partial mediating role in the relationship between CSR and customer loyalty (25).

Integrated Marketing Communication towards Hotel Guest Loyalty through Satisfaction

Based on hypothesis testing and the results of examinations that have been carried out to determine the value of the indirect effect (mediation of customer satisfaction) that increased loyalty cannot be done directly, and by mediating customer satisfaction which can explain the effect of integrated marketing communication on the loyalty of hotel guests in Makassar City, that consumer satisfaction based on the principle is the mediator in explaining this influence. Based on the test results, it shows the amount of indirect influence obtained from the interaction of the coefficient value of integrated marketing communication on customer satisfaction and the value of the coefficient of customer satisfaction on hotel guest loyalty, namely $(0.651 \times 0.321) = 0.072$, so that the total effect of integrated marketing communication on hotel guest loyalty through satisfaction of consumers is $(0.651 + 0.072) = 0.046$. This means that integrated marketing communications supported by advertising, sales promotion, personal selling, public relations, direct marketing, interactive marketing, activities carried out by the company (events and experiences) can increase the loyalty of hotel guests through customer satisfaction.

This research is in line with research conducted by Ananda Sabil Hussein, Raditha Dwi Vata Hapsari & Ida Yulianti (2018). The results show that the role of hotel image mediation and profit value The physical environment has a positive effect on customer loyalty Social interaction has a positive effect on customer loyalty. The influence of the physical environment on customer loyalty Perceived value mediates the influence of the social environment on customer loyalty. Hotel image mediates the influence of the physical environment on customer loyalty. Hotel image mediates the influence of the social environment on customer loyalty (26).

This research is not in line with research conducted by Hengky Lumantoro (2017) entitled *The Influence of Hotel Image on Customer Loyalty: Testing Customer Satisfaction as a Mediation Variable*. The results of this study indicate that product image has a direct effect on customer loyalty and indirectly affects customer loyalty through customer satisfaction as a mediating variable. It is known that the product image variable still has a direct influence on the customer loyalty variable after previously controlling for the customer satisfaction variable, so that customer satisfaction in this study cannot be said to be perfect or complete mediation (27).

CONCLUSIONS

Based on the results of research and discussion of the Effects of Integrated Marketing Communication on Image, Satisfaction and Loyalty at Hotels in Makassar City, the following conclusions can be drawn: 1) After conducting research on the integrated marketing communication variables at hotels in the city of Makassar, it can be seen that overall integrated marketing communication has been considered good, from indicators of sales promotion, public relations, advertising, direct marketing, personal selling, interactive marketing, events and experiences. according to customer expectations. 2) After conducting research on the variable corporate image at hotels in the city of Makassar, it can be seen that overall it has been assessed as good, from the indicators of personality, reputation, value, and company identity according to customer expectations. 3) After conducting research on the variable customer satisfaction at hotels in the city of Makassar, it can be seen that overall it has been assessed as good, from the indicators of facilities provided by the hotel, services provided by the hotel, hotel management, hotel employee performance in accordance with customer expectations. 4) After conducting research on the customer loyalty variable at the hotel, it can be seen that overall it is considered good, from the indicators of consumers making repeat purchases, consumers buying outside the line, not being affected, refusing if offered by other hotels, recommending the hotel to others accordingly. with customer expectations.

SUGGESTION

Based on the research results and the above conclusions, the authors try to give some advice that may be used as contributions to the company future will come. The suggestions that can be given by the author are as follows: 1) The effect of integrated marketing communication on company image, customer satisfaction and loyalty at hotels in Makassar City seems good. In accordance with the answers of the dominant respondents who gave good responses, although there were still some who answered unfavorably. It would be better if the 4 star hotel industry in the city of Makassar further increases the implementation of integrated marketing communication activities, especially for sales promotions, gift giving, price reductions, bazaars and exhibitions when dealing with hotel guests who come. 2) It is hoped that the 4-star hotel industry in Makassar City will further

enhance the company's image by maintaining the company's personality through the quality and quantity of services provided and impressing hotel guests.

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