

## The Influence of Marketing Communications on Brand Awareness of the Grand Orchardz Hotel in Kemayoran

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**ABSTRACT:** This research was motivated by the inadequate brand awareness of Grand Orchardz Hotel Kemayoran compared to its competitors. Therefore, a marketing communication strategy is needed to increase brand awareness of Grand Orchardz Hotel Kemayoran. The aim of this research is to analyze and examine the extent to which marketing communications influence brand awareness at the Grand Orchardz Hotel in Kemayoran. This research adopted a quantitative approach, obtaining data through questionnaires distributed to 100 respondents who met two criteria: those who had stayed at the Grand Orchardz Hotel Kemayoran and those who had seen advertisements for the Grand Orchardz Hotel Kemayoran. The data analysis methods used in this research include simple linear regression analysis, correlation coefficient test, coefficient of determination test, and t-test. The results obtained from simple linear regression analysis show an X value of 0.214. This suggests that for every increase in marketing communications, there will be an associated increase in brand awareness of 0.214. Furthermore, the results of the determination coefficient test reveal an R Square value of 0.166. Therefore, it can be concluded that marketing communication variables can influence brand awareness by 16.6%, while the remaining 83.4% is influenced by other variables not included in this research.

**Keywords:** Marketing Communications, Brand Awareness, Grand Orchardz Hotel Kemayoran



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## INTRODUCTION

The tourism sector is a service-based business sector that has become a mainstay of potential development for a number of countries. Indonesia is a developing country that has potential because it has a large area and quite extensive tourist attractions. Tourism in Indonesia is one of the pillars of the Indonesian economy and is a major foreign exchange contributor. Therefore, tourism in Indonesia has a major influence on the development and development of the country. Tourism is closely related to accommodation, accommodation is something that is provided to meet needs, for example a place to stay or temporary residence for people traveling. Thus, there are many accommodation facilities, one of which is a hotel. According to Lawson in Wigati (2022:

110) hotels are accommodation facilities available to tourists, by providing various service facilities, such as room service, catering services, and other services that provide accommodation services in the form of incentives or fees (Khaerunnisa, 2022; Samalam et al., 2016; Wigati & Noviasuti, 2022).

The existence of the hotel industry is a huge attraction for tourists, hotels are one of the main tourism facilities, therefore hotels are one of the most important supporting facilities for the tourism sector. In Indonesia, the number of businesses providing hotel accommodation is relatively high. Reporting from the official website of the Central Statistics Agency (Central Statistics), bps.go.id, the number of hotel accommodation providers in Indonesia reached 29,742 hotels with 788,982 rooms. The rapid development of the hotel industry increases every year due to the large number of foreign and international investors who compete to invest their capital to operate in this industry. There are many hotel choices spread across various locations with hotel classes, ranging from one star hotels to five star hotels. The hotel industry provides accommodation services, food and beverage services for tourists and other supporting facilities, such as restaurants, swimming pools, gyms, saunas, free internet wi-fi and other facilities (Cahyono, 2018; Indahningrum et al., 2020).

In hotels, the marketing strategy used is Marketing Communications. According to Marketing Communication, it is communication carried out between producers, intermediaries, marketers and consumers. Activities to help consumers make decisions in the marketing sector and direct exchanges or transactions to make them more satisfying by making all parties aware to think, act and behave better. In general, marketing communications are designed to make consumers care, even interested in the company's products or services, generate consumer commitment or loyalty, create a positive consumer attitude towards the product, give symbolic meaning to the product or provide solutions to problems faced by consumers. Meanwhile, according to Marketing, communication is also a form of communication that aims to strengthen marketing strategies, in order to achieve wider segmentation. Consumers see things not only through the products or services offered, but also the brands they already know. Companies can communicate their brands through promotions such as in marketing communications. This promotion can take the form of advertising, sales promotions, direct sales, or public relations. By carrying out promotional activities via social media, it is hoped that this can be a major factor in increasing Brand Awareness (Firmasyah, 2020; Kusniadji & Tarumanagara, n.d.; Kusumawardani, 2013; Prasetyo, 2018).

Brand awareness is a form of awareness of a brand that is related to the strength of the brand in consumers' memories, depicted in consumers' minds, able to make consumers identify various brand elements (such as brand names, logos, symbols, characters, packaging and slogans) in various situations. According to brand awareness, consumers are able to recognize parts of a brand or recall brands that are part of a particular product category. Based on several opinions from experts, it can be concluded that brand awareness is the ability of consumers to recognize and remember a brand that is part of a certain product category. The more consumers know and remember a company's products or services, the better the impact for the company. So it can be concluded that brand awareness is an important part needed by Grand Orchardz Hotel Kemayoran (Febriani & Dewi, 2018; Krisnawati, 2016).

# The Influence of Marketing Communications on Brand Awareness of the Grand Orchardz Hotel in Kemayoran

Trisna, Sari, Sari

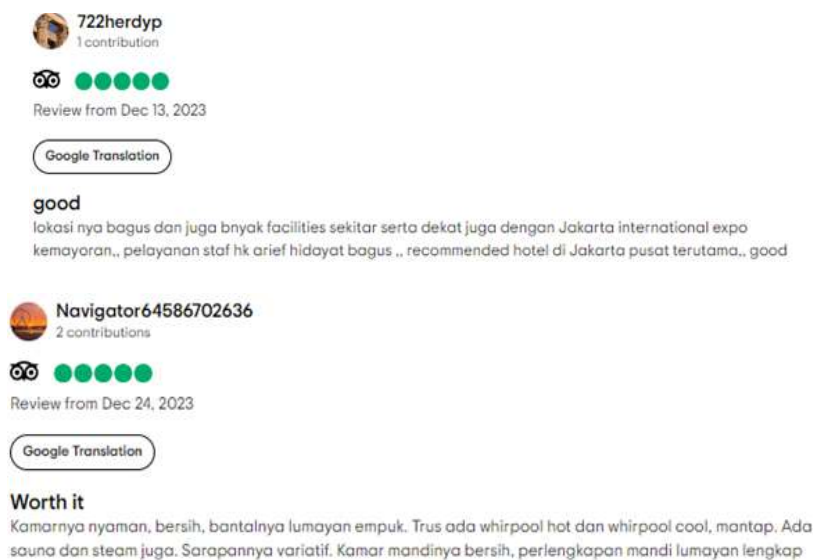
Grand Orchardz Hotel Kemayoran is a four-star hotel under the auspices of the Orchardz Hotel Group Jakarta and is still considered a new hotel. Grand Orchardz Hotel Kemayoran, which is distinctive with its gold color, has a very strategic location in Kemayoran, Central Jakarta. Grand Orchardz Hotel Kemayoran provides 207 modern, spacious and comfortable rooms equipped with attractive facilities such as health club facilities. Health club facilities, which are several health facilities such as hot water whirlpools, cold water whirlpools, steam rooms, sauna rooms, fitness and fitness centers, are also the advantages of Grand Orchardz Hotel Kemayoran. This can be proven by reviews from guests who have stayed at the Grand Orchardz Hotel Kemayoran, via the Google Review and Tripadvisor platforms.

Figure 1 Guest Review of Grand Orchardz Hotel Kemayoran



# The Influence of Marketing Communications on Brand Awareness of the Grand Orchardz Hotel in Kemayoran

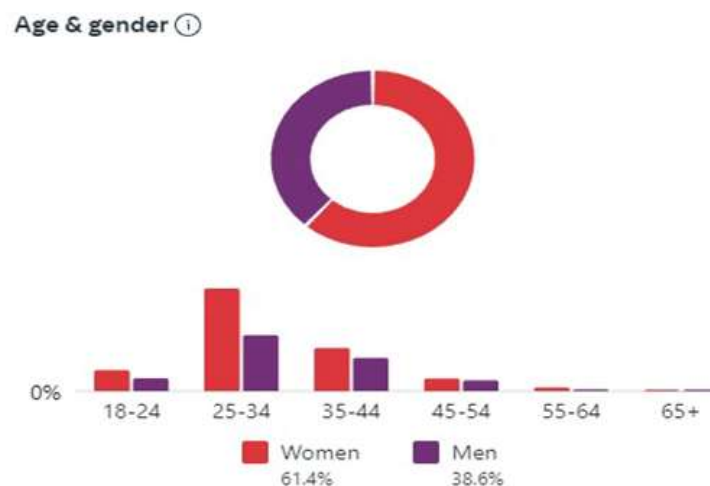
Trisna, Sari, Sari



Source: Google and Tripadvisor Reviews

Grand Orchardz Hotel Kemayoran has one Instagram account, namely @grandorchardzkemayoran which has 8,549 thousand followers and 492 posts (Grand Orchardz Kemayoran. "@grandorchardzkemayoran" 8,549 Followers on Instagram. Accessed 30 December 2023). Based on data from Instagram Grand Orchardz Hotel Kemayoran, the average age of those who watch content on Instagram Grand Orchardz Hotel Kemayoran is 25-34 years.

Figure 2 Data on Age and Gender of Instagram Viewers



Source: Instagram Grand Orchardz Hotel Kemayoran

With the data above, Grand Orchardz Hotel Kemayoran promotes many family packages that are suitable for customers to enjoy moments with their family. Apart from that, Grand Orchardz Hotel Kemayoran also uses advertising media by utilizing partner media to advertise, with the aim of increasing guests and retaining loyal guests to stay at Grand Orchardz Hotel Kemayoran. The

## The Influence of Marketing Communications on Brand Awareness of the Grand Orchardz Hotel in Kemayoran

Trisna, Sari, Sari

following are media partners who have collaborated with Grand Orchardz Hotel Kemayoran over the last six months.

**Table 1 Media Partners Collaborating with Grand Orchardz Hotel Kemayoran**

No	Name of Media Partner
1	Indonesian Business
2	Indonesian Media
3	Compass
4	Ardan Radio Bandung
5	B Radio Bandung
6	I Radio Bandung
7	Sonora Radio Jakarta
8	OZ Radio Jakarta
9	Radio Channel X Bogor

Source: Processed by researchers from various sources, 2023

Apart from using promotional media in collaboration with media partners, Grand Orchardz Hotel Kemayoran also organizes activities to attract the attention of guests. The following are several activities that have been organized by Grand Orchardz Hotel Kemayoran in the last year.

**Table 2 Activities that have been implemented**

No	Activity name	Activity Description
1	<i>Christmas Tree Lighting</i>	This event marks a special moment in welcoming the month of Christmas. By inviting children from orphanages from the Western Cape. The event began with a warm welcome from <i>HR Director</i> Grand Orchard and Coordinator of the West Tanjung Orphanage. This was followed by a series of melodious performances from the children and staff of the West Cape orphanage performing Christmas carols. Finally, it concludes with the lighting of all the charming Christmas tree lights in the hotel's magnificent lobby area to welcome the various programs inside <i>December Festive</i> .
2	<i>End of Year Celebration Media Meeting</i>	This event invites the media to eat <i>intimate evening</i> , as a form of strengthening relationships with media partners and also introducing facilities and promotions <i>end of year celebration</i> which is available at Grand Orchardz Hotel Kemayoran.
3	Talk show <i>radio</i>	Organized <i>talk show</i> on several Bandung radio stations, namely, B Radio Bandung, I Radio Bandung, and Ardan Radio Bandung to promote the Grand Orchardz Hotel Kemayoran.

## The Influence of Marketing Communications on Brand Awareness of the Grand Orchardz Hotel in Kemayoran

Trisna, Sari, Sari

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4	<i>Press Release</i>	Give <i>press release</i> to the media who have collaborated with Grand Orchardz Hotel Kemayoran, regarding promotions, activities and events held by Grand Orchardz Hotel Kemayoran.
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Source: Processed by researchers from various sources, 2023

Based on table 2, the event was organized by Grand Orchardz Hotel Kemayoran as one of the promotional activities carried out by the marketing communications department to introduce and attract the attention of new guests so that they are aware of the existence of Grand Orchardz Hotel Kemayoran. Judging from the number of followers of Grand Orchardz Hotel Kemayoran and its competitors in Table 3.

**Table 3 Comparison of Followers and Reviews**

Hotel Name	Instagram followers	Trip Advisor	Google reviews
Grand Orchardz Hotel Kemayoran	8.549	1.454	3.071
Holiday Inn Jakarta Kemayoran	11.200	1.379	9.036
ASTON City Hotel Kemayoran	9.399	85	1.858
Swiss-Belhotel Mangga Besar	12.000	670	6.631

Source: Processed by researchers from various sources, 2023 (Instagram, Trip Advisor, Google)

In reviews on Trip Advisor, the comparison of the number of review accounts on Trip Advisor for Grand Orchardz Hotel Kemayoran is higher than its competitors, but there are several platforms above such as Instagram and reviews on Google Reviews, Grand Orchardz Hotel Kemayoran is still less than other competitors.

Based on the background that has been explained, the researcher focused the research on discussing the influence of marketing communications on brand awareness at the Grand Orchardz Hotel Kemayoran. So this research uses two variables, namely: marketing communications (X) and brand awareness (Y). The research object is the customers of the Grand Orchardz Hotel Kemayoran.

The formulation of this research problem is "How big is the influence of marketing communications on brand awareness of the Grand Orchardz Hotel in Kemayoran?" Based on the problem formulation above, the aim of this research is to find out and analyze how much influence marketing communications has on the brand awareness of the Grand Orchardz Hotel in Kemayoran.

### Traveler

According to Spillane (Hardiyanto, 2018: 2) tourism is travel from one location to another, is temporary, and can be done either individually or in groups. The goal is to find harmony and

happiness through interaction with the environment, including society, culture, nature, and knowledge (Hurdawati, 2018).

### **Friendliness**

Hospitality is not just about hospitality in the narrow sense of the language (friendly). However, politeness is the complex knowledge and art of selling services, namely service with service that is full of respect and humanity in accordance with the needs of the human soul who wants to be respected and appreciated as a complete human being who has reason and wisdom (Hermawan et al., 2018).

### **Hotel**

A hotel is a place of accommodation consisting of various rooms that are rented to the general public for a certain period of time. Apart from providing a place to stay, the hotel also offers food and drink services to its guests.

### **Marketing**

According to Tjiptono and Diana (2020:3), marketing is the process of creating, distributing, promoting, and setting prices for goods, services, and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in the environment. Dynamic. Moreover, marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return (Cycle, 2017; Fandy & Diana, 2020).

### **Communication**

According to Agus M. Hardjana (2016:15) "Communication is an activity in which someone conveys a message via certain media to another person and after receiving the message then provides a response to the sender of the message." Deddy Mulyana (2015:11) "Communication is the process of sharing meaning through verbal and nonverbal behavior carried out by two or more people." Andrew E. Sikula (2017:145) "Communication is the process of transferring information, meaning and understanding from a person, place or thing to another thing, place or person." (Andi, 2016; Deddy, 2015; Jaya, 2020; Sangadji & Sopiah, 2013).

### **Marketing Communications**

According to Kotler and Keller (2016:580) Marketing Communications is a means by which companies seek to inform, create and increase consumers directly or indirectly about the products and brands they sell. In a sense, they represent the strength of the company and its brand (Kotler, 2014). They are a means by which companies can establish dialogue and build relationships with consumers. By strengthening customer loyalty, they can contribute to customer equality.

The following are the dimensions of marketing communication which are the same as the promotional dimensions according to Kotler and Keller (2016: 582), namely:

- a) Advertising (Advertising) is promoting goods, services and ideas for which the company must pay. Advertising media is in the form of print media such as newspapers, pamphlets, brochures, flyers, banners and billboards. Advertising media are electronic such as television, radio and the internet.
- b) Sales Promotion is a form of direct persuasion through the use of various incentives that can be arranged to immediately increase product purchases or increase the number of goods purchased by customers.
- c) Events and Experiences are company-sponsored activities and programs designed to create daily engagement or interactions associated with a particular brand. This takes the form of arts festivals, entertainment, charity events, and so on.
- d) Public Relations and Publicity are various programs designed to promote or protect the image of a company or its respective products. The forms include donations, charity, speeches, seminars, and so on.
- e) Direct Marketing and Database (Direct Marketing), namely the use of mail, telephone, fax, e-mail, or the internet to communicate directly with or request responses or dialogue from certain customers and prospects.
- f) Online and Social Marketing are online activities and programs designed to engage customers or prospects and directly increase awareness, improve image, or obtain sales of products and services.
- g) Mobile Marketing is a special form of online marketing that places communications and information on consumers' smartphones or tablets.
- h) Personal Selling is direct face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions, and taking orders.

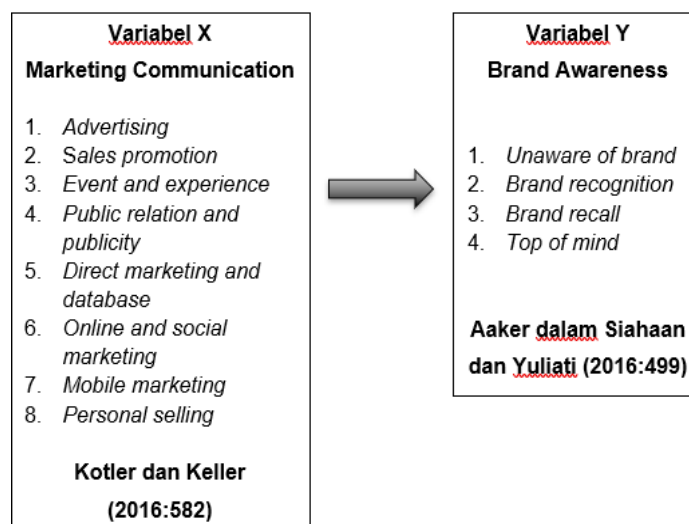
### **Brand Awareness**

Brand awareness is the ability of potential buyers to recognize or remember that a brand is part of a certain product category. The role of brand awareness in overall brand equity depends on the level of awareness achieved by the brand. According to Aaker, brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category (Siahaan & Yuliati, 2016).



## Theoretical framework

Table 4 Theoretical Framework



## METHOD

Research methods are basically scientific ways to obtain data with specific purposes and uses. Based on this, there are four key words that need to be considered, namely scientific method, data, and objectives and uses (Sugiyono, 2015).

In this research the author used a quantitative approach method. Quantitative methods can be defined as research designs based on the philosophy of positivism, used in researching certain populations and samples, using research instruments for data collection and quantitative data analysis with the aim of testing predetermined hypotheses (Sugiyono, 2016).

This type of research uses associative research with quantitative descriptive analysis, namely with the aim of finding the influence between the independent variable and the dependent variable (Sugiyono, 2014).

### Data Collection Techniques

#### 1. First date

Primary data is data obtained directly from respondents who are customers of the Grand Orchardz Hotel Kemayoran.

#### 2. Data Secondary

Secondary data is data obtained from various sources. In this research, secondary data comes from external data, in the form of books, journal articles, websites and previous research related to the problem being studied and then processed again to support the research.

## **Engineering Sampling**

### **1. Population**

Population according to Sugiyono (2018:130), population is a general area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be researched and then conclusions drawn. Population is divided into 2, namely limited population and unlimited population. And the author uses a limited population because it has a data source whose boundaries can be determined quantitatively (Riyanto & Hatnawan, 2020; Sugiyono, 2018).

In this research, researchers determined that the target population was Grand Orchardz Hotel Kemayoran customers, using the Grand Orchardz Hotel Kemayoran Instagram followers as a whole with a total of 8,549 followers.

### **2. Example**

According to Sugiyono (2018:131), the sample is part of the number and characteristics of the population. The next stage is to calculate the number of respondents who will be used as research samples. To determine the amount, researchers calculated by referring to the Slovin Formula, namely:

$$n = \frac{N}{1 + N e^2}$$

Information:

n = number of samples

N = total population

e = error tolerance limit

The total population (N) which is the number of Grand Orchardz Hotel Kemayoran followers on Instagram is 8,549 thousand, and the maximum sample error rate is 10%, so the sample size can be calculated as follows:

$$n = \frac{8.549}{1 + (8.549 \times 0.1^2)} = \frac{8.549}{86,49} = 98,843 \rightarrow 100 \text{ responden}$$

**n = 98,843 or rounded to 100 samples**

From the results of these calculations, the number of samples in this study was 100 respondents who had become customers of the Grand Orchardz Hotel Kemayoran.

## **Sampling technique**

The sampling technique used in this research was Purposive Sampling.

The criteria used to select research samples are as follows:

- 1) Customers who have stayed at Grand Orchardz Hotel Kemayoran

# The Influence of Marketing Communications on Brand Awareness of the Grand Orchardz Hotel in Kemayoran

Trisna, Sari, Sari

2) Customers who have seen advertisements for Grand Orchardz Hotel Kemayoran

The location of this research is at the Grand Orchardz Kemayoran Hotel, precisely on Jl. Rasela No.1A 12, RT.11/RW.3, Gn. North Sahari, Sawah Besar District, Central Jakarta City, Special Capital Region of Jakarta 10720.

## RESULTS AND DISCUSSION

### Descriptive Analysis

Index analysis for the answers to each variable aims to get an overview of the respondents' responses in this research, especially regarding the variables used in the research, namely marketing communication variables and brand awareness variables. In this research, an analysis technique was used by multiplying the number of Likert scale weights by the number of respondents who chose a certain answer category for each statement item. The results are summed and totaled for all respondents and then compared with the interval scale listed in the research methodology chapter so that conclusions can be drawn.

### Recapitulation of Brand Awareness Variables

The following are the results of the recapitulation of respondents' responses to the brand awareness variable:

**Table 5 Recapitulation of Average Score Values for Brand Awareness Variables**

Variable	Dimensions	Indicator	Sign	Group
<b>Brand Awareness (AND)</b>	Brand Awareness ( <i>Not Aware of the Brand</i> )	Grand Orchardz is one of the hotels from the Orchardz Hotel Group Jakarta	4.38	Very good
		Grand Orchardz is a 4 star hotel located in Kemayoran, Central Jakarta	4.47	Very good
	Brand Recognition ( <i>Brand Recognition</i> )	Grand Orchardz is already well known among the public	4.03	Good
		Grand Orchardz advertisements often appear on various social media	4.00	Good
	Remind yourself about the Brand ( <i>Brand recall</i> )	You can recognize Grand Orchardz Hotel just by looking at its logo	3.88	Good
		Can recognize the facilities at Grand Orchardz	3.89	Good
	Main Thoughts ( <i>Main Thoughts</i> )	When asked about hotels in the Kemayoran area, Grand Orchardz is the first that comes to mind	3.83	Good
		Grand Orchardz Hotel is the first choice when you want to stay	3.72	Good
Total Y			32,20	Good
Results of Recapitulation of Variable Y			4.02	

Source: Primary Data worked on by the Author, 2024

Based on the recapitulation of the assessment results on the variable dimensions of brand awareness, it is known that the average value obtained on a scale of 3.41-4.20 with a good

# The Influence of Marketing Communications on Brand Awareness of the Grand Orchardz Hotel in Kemayoran

Trisna, Sari, Sari

assessment category, with the highest value obtained with the statement indicator "Grand Orchardz is a 4 star hotel located in Kemayoran, Central Jakarta" with a value of 4.47, while the lowest average value is the statement indicator "Grand Orchardz Hotel is the first choice when you want to stay" with a value of 3.72. So on an interval scale the average result for the brand awareness variable has been determined to be 4.02. Thus it can be concluded that customers already know and know about Grand Orchardz Hotel Kemayoran well.

## Instrument Test

### 1. Validation Test

The validity test aims to test whether a research method is valid or not in the measurement process of what you want to measure. To measure validity, it can be done by correlating item scores in an indicator. Meanwhile, to determine whether the score for each statement item is valid or not, the following statistical criteria are determined:

- If  $r$  is calculated  $\geq$  table  $r$  and is positive, then the variable is valid
- If  $r$  is calculated  $\leq$   $r$  table, then the variable is invalid

In accordance with the results of calculations with the help of the SPSS for Windows version 26 program, it is known that the level of validity of the research data is as follows:

**Table 6 Validity Test Results**

Variable	Question Items	Table $r$	Count $r$	Information
<b>Marketing Communications (X)</b>	1	0,196	0,879	Legitimate
	2	0,196	0,879	Legitimate
	3	0,196	0,863	Legitimate
	4	0,196	0,793	Legitimate
	5	0,196	0,878	Legitimate
	6	0,196	0,822	Legitimate
	7	0,196	0,784	Legitimate
	8	0,196	0,837	Legitimate
	9	0,196	0,751	Legitimate
	10	0,196	0,840	Legitimate
	11	0,196	0,853	Legitimate
	12	0,196	0,839	Legitimate
	13	0,196	0,849	Legitimate
	14	0,196	0,835	Legitimate
	15	0,196	0,854	Legitimate
	16	0,196	0,834	Legitimate
<b>Brand Awareness (AND)</b>	1	0,196	0,621	Legitimate
	2	0,196	0,691	Legitimate
	3	0,196	0,880	Legitimate
	4	0,196	0,847	Legitimate
	5	0,196	0,832	Legitimate

# The Influence of Marketing Communications on Brand Awareness of the Grand Orchardz Hotel in Kemayoran

Trisna, Sari, Sari

6	0,196	0,893	Legitimate
7	0,196	0,904	Legitimate
8	0,196	0,868	Legitimate

Source: Data Processing Using SPSS Version 26 2024

Based on the results of validity testing, the results of the questionnaire calculation are r-count and then compared with the r-table. In this study, the r table value provided that  $df = (n-2)$ , number of cases =  $(100-2)$  and a significance level of 0.05, the r table value obtained in this study was 0.196.

The table shows that all variable dimensions have a correlation or r-count value that is greater than the r-table (0.196), so it can be said that all variable indicators are valid to be used as research measuring tools.

## 2. Reliability Test

The reliability test in this research is used to determine how consistent the results of the measurements carried out are. If the reliability is higher, the more stable the measuring instrument is in measuring a symptom, and conversely, if the reliability is low then the measuring instrument is unstable in measuring a symptom. Reliability testing aims to measure the level of precision, precision and accuracy of a measurement instrument.

**Table 7 Reliability Test Results for Marketing Communication Variables**

Reliability Statistics	
Alpha Cronbach	N item
.971	16

Source: Data Processing Using SPSS Version 26 2024

Based on table 7, the results of the marketing communication variable reliability test show a statistical reliability value (Cronbach alpha) of 0.971 or above 0.60. So it can be concluded that this variable can be used as a measuring tool in research because the results show reliability.

**Table 8 Reliability Test Results for Brand Awareness Variables**

Reliability Statistics	
Alpha Cronbach	N item
.931	8

Source: Data Processing Using SPSS Version 26 2024

Based on table 8, the results of the reliability test for the brand awareness variable obtained a statistical reliability value (Cronbach alpha) of 0.931 or above 0.60. So it can be concluded that this variable can be used as a measuring tool in research because the results show reliability.

## 3. Normality test

The normality test in this research is used to see whether the sample data used in the research is normally distributed or not. There are two ways to detect whether the residue is normally distributed or not, namely by graphical analysis or statistical tests. The normality test used is Kolmogorov-Smirnov:

- If the significance value is greater than 0.05, then the research data is normally distributed.

- If the significance value is less than 0.05, then the assessment data is not normally distributed.

The following are the results of the normality test with Kolmogorov-Smirnov which were processed using SPSS Version 26.

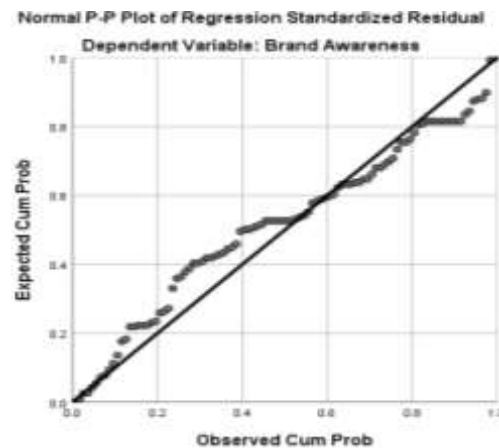
**Table 9 Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Nonstandard Residues
N		100
Parameter Normal <sup>a,b</sup>	Means	.0000000
	Std. Deviation	5.48711468
The Most Extreme Difference	Absolute	.123
	Positive	.104
	Negative	-.123
Test Statistics		.123
Asymp. Sig. (2-tail)		.001c
Mr. Monte Carlo (cancel 2)	Count.	088d
	99% Confidence Interval Lower Limit	.080
	Upper Limit	.095
A. The test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. Based on 10000 sample tables with an initial seed of 2000000.		

Source: Data Processing Using SPSS Version 26 2024

Based on table 9 above, the Monte Carlo Sig. (2-tailed) or a significance value of  $0.088 > 0.05$ , from these results it can be concluded that the data is normally distributed. Therefore, from the results of this normality test you can see a graph with a regression probability plot or P-Plot model as follows.

Figure 2 P-Plot Graph



Source: Data Processing Using SPSS Version 26 2024

Based on Figure 2, it can be seen that there are plot points distributed following the direction of the diagonal line. It can be said that the data is normal.

#### 4. Hypothesis testing

##### 1) Correlation Coefficient Test

The correlation test aims to determine the level of closeness of the relationship between variables which is expressed as a correlation coefficient ( $r$ ), the type of relationship between variables X and Y which can be positive or negative. Decision making based on:

- If the significance value is  $< 0.05$ , then it is correlated.
- If the significance value is  $> 0.05$ , then it is not correlated

Table 10 Correlation Coefficient Results

Correlation			
		Marketing Communications (X)	Brand Awareness (Y)
Marketing Communications (X)	Pearson Correlation	1	.407**
	Say. (2-squirrel)		.000
	N	100	100
Brand Awareness (Y)	Pearson Correlation	.407**	1
	Say. (2-squirrel)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Source: Data Processing Using SPSS Version 26, 2024

Based on the data results in Table 10, it can be seen that the significant value is 0.000, meaning that because this value is smaller than 0.05, it can be said to be correlated that there is a relationship between marketing communications and brand awareness. while the Pearson Correlation value is 0.407. It is known that  $(r) = 0.407$ , meaning that there is a relationship

between the variable Influence of Marketing Communications (X) on Brand Awareness (Y). (cycle, 2017)

## 2) Determination Coefficient Test ( $R^2$ )

The coefficient of determination ( $R^2$ ) test aims to see or measure the extent to which the independent variable model is able to explain variations in the dependent variable.

**Table 11 Results of Determination Coefficient**

Model Summary <sup>b</sup>				
by	R	R square	Customized R Square	Estimate error
1	.407a	.166	.157	5.515

a. Predictors: (Constant), Marketing Communications (X)

b. Variabel Dependen: Brand Awareness (Y)

Source: Data Processing Using SPSS Version 26 2024

Based on table 11, the coefficient of determination (R Square) is 0.166, which means that the influence of the Marketing Communication (X) variable on Brand Awareness (Y) is 16.6%, while the remaining 83.4% is influenced by other factors not examined in the research. This.

## 3) Simple Linear Regression Test

The test in this research uses a coefficient table based on simple linear regression analysis from using the SPSS 26 program. So the results obtained are as in the following table:

**Table 12 Simple Linear Regression Results**

Coefficient					
		Unstandardized Coefficients		Standardized Coefficient	
		STD			
by		B	error.	Beta	Cou nt.
1	(Constant)	17.944	3.280		5.470 .000
	Marketing Communications (X)	.214	.049	.407	4.409 .000

to. Variabel Depend: Brand Awareness (Y)

Source: Data Processing Using SPSS Version 26 2024

Table 12 shows a constant value of 17.944, while the b/regression coefficient value is 0.214, so the linear regression value equation can be written as follows:

$$Y=17.944 + 0.214X$$

Based on the simple linear regression equation model above, it can be concluded that if the value of the independent variable (brand awareness) is zero, then the value of the dependent variable (marketing communication) is 17.944 and if the marketing communication variable increases by 1% then the level of customer awareness will increase by 0.201 . This coefficient



is positive, so it can be said that the direction of influence of the marketing communication variable on the brand awareness variable is positive.

#### 4) T Test (Partial Test)

Compare the significant level ( $\alpha$ ) of 0.05 (5%) with the significant level t which is known directly using the SPSS 26 program. The criteria used in the t test are:

- Significant value  $t < 0.05$ . then  $H_0$  is rejected and  $H_1$  is accepted, meaning that the independent variable (X) partially influences the dependent variable (Y).
- Significant value  $t > 0.05$ . then  $H_0$  is accepted and  $H_1$  is rejected, meaning that the independent variable (X) has no effect on the dependent variable (Y).

**Table 13 T Test Results**

Coefficient					
by		Unstandardized Coefficients		Standardized Coefficient	Cou nt.
		B	STD error.	Beta	
1	(Constant)	17.944	3.280		5.470 .000
	Marketing Communications (X)	.214	.049	.407	4.409 .000

to. Variabel Depend: Brand Awareness (Y)

Source: Data Processing Using SPSS Version 26 2024

Based on table 13, the significance result is  $0.000 < 0.05$ , it can be concluded that the marketing communication variable (X) has an effect on the brand awareness variable (Y). It is known that the calculated t value is 4.409. From these values, the table value t:

Significance value/ $2 = 0.05/2 = 0.025$

Degrees of freedom (df) =  $n - 2 = 100 - 2 = 98$

So the t table value obtained is 1.983

Because the calculated t value is  $4,409 > 1,983$ , it can be said that  $H_0$  is rejected and  $H_1$  is accepted, so it can be interpreted that "there is an influence of Marketing Communication (X) on Brand Awareness (Y)".

This research uses 2 variables, namely Marketing Communication as the independent variable and Brand Awareness as the dependent variable. Data obtained through analysis using SPSS Version 26 to analyze how much influence the independent variable (Marketing Communication) has on the dependent variable (Brand Awareness) at the Grand Orchardz Hotel in Kemayoran. Based on the results of a questionnaire collected from 100 respondents.

Therefore, researchers conducted evidence to determine the magnitude of the influence of Marketing Communication on Brand Awareness at the Grand Orchardz Hotel in Kemayoran. The research results were carried out using several tests starting from descriptive analysis, validity, reliability, normality and hypothesis testing, consisting of correlation coefficient, determination

coefficient, simple linear regression analysis and partial t test, then the researcher carried out the hypothesis test as follows:

### **The Influence of Marketing Communications on Brand Awareness**

Based on the analysis of the recapitulation results on the marketing communication variable (X), it can be seen that the marketing communications of the Grand Orchardz Hotel Kemayoran have carried out marketing to customers well, so that the average result is 3.95 in the good category, while based on the analysis of the recapitulation results on the brand variable awareness (Y) can be seen that the brand awareness level of Grand Orchardz Hotel Kemayoran customers is good with an average result of 3.72 in the good category.

In this study, the researcher carried out a correlation test with the result that the significance of the relationship between the independent variable and the dependent variable was 0.000, where the value was greater than 0.05, so it could be said to be correlated, meaning that there was a relationship between the independent variable and the dependent variable.

The results of the simple linear regression test show that the X value is 0.214. This shows that every time there is an increase in marketing communications it will be followed by an increase in brand awareness of 0.214.

In hypothesis testing, it shows that the calculated t value is  $4.409 > t \text{ table } 1.983$ , with a significance result of  $0.000 < 0.05$  so it can be concluded that the marketing communication variable (X) has a significant influence on the brand awareness variable (Y). So it can be concluded that H0 is rejected and H1 is accepted, or that there is an influence of Marketing Communication on Brand Awareness at the Grand Orchardz Hotel Kemayoran.

From this discussion, this research also supports previous research conducted by Nursalim and Sofiani (2023), Yapilando (2018), Amanah and Harahap (2018), Ashari et al. (2022), and Anggraeni et al. (2022). From these five studies, the research results show that the Marketing Communication variable has a significant influence on Brand Awareness.

## **CONCLUSION**

Based on the research results in the study entitled The Influence of Marketing Communication on Brand Awareness of the Grand Orchardz Hotel in Kemayoran, it can be concluded that there is an influence between the independent variable (Marketing Communication) on the dependent variable (Brand Awareness) with a value of 0.166 or 16.6% from the coefficient of determination test (R Square), while the remaining 83.4% is influenced by factors not examined in this study.

And the results of the t test where the calculated t value is  $4.409 > t \text{ table } 1.983$ , with a significance result of  $0.000 < 0.05$  so it can be concluded that H0 is rejected and H1 is accepted which partly shows that there is an influence of Marketing Communication on Brand Awareness of the Grand Orchardz Hotel in Kemayoran .

Based on the research conclusions, suggestions that can be given are as follows:

1. Regarding the influence of marketing communication variables from the results of the recapitulation of respondents' answers, there is the highest average value in the very good category in the statement indicator "Grand Orchardz provides many discounts on special days such as the Java Jazz Festival, Happy Valentine's Day, Independence Day" and the average value -Average The lowest average in the good category is regarding "Grand Orchardz offers direct promotions to potential customers". For this reason, the author suggests that Grand Orchardz Hotel Kemayoran maintain sales promotions by providing discounts on certain days and also increase direct marketing by offering attractive promotions directly to potential customers.
2. Regarding the brand awareness variable from the results of the recapitulation of respondents' answers, there is the lowest value in the good category, namely regarding the lack of customer interest in "Grand Orchardz Hotel is the first choice when you want to stay overnight". Therefore, it is recommended that Grand Orchardz Hotel Kemayoran can maintain and increase customer satisfaction by providing the best facilities and services so that customers' interest in returning to stay at Grand Orchardz increases and even makes Grand Orchardz the main choice when they want to stay overnight.

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