

## **ABSTRACT**

*Competition in the hospitality industry in Bandung is increasing because the need for hotel accommodation is a top priority for tourists visiting Bandung. The hospitality industry in Bandung is competing to offer good hotel products, services and create a good perception of its potential customers. Therefore, a strategic strategy is needed that can increase interest in staying at a hotel. Hotel UTC is one of the 3 star hotels in the city of Bandung, however the problem faced by Hotel UTC is the lack of interest in staying with potential customers, it is felt that the Brand Personality owned by Hotel UTC Bandung is still less attractive to potential customers to stay. With the hope that through this research the researcher can find out the extent to which the Brand Personality applied by UTC Hotel Bandung affects the interest in staying, so that it can answer the problem. The purpose of this study is to determine the effect of Brand Personality on Staying Interest at UTC Hotel Bandung. The method used in this research is descriptive quantitative. The research technique used is non-probability sampling. Data were collected through a questionnaire and analyzed by simple linear regression. Based on the descriptive analysis, the value of Brand Personality is 71.39% and the value of interest in staying is 73.93%. Brand Personality has an effect of 70.2%, while 29.8% is influenced by other variables.*

**Keywords:** *Brand Personality, Interest in Staying, Purchase Intention, Hotel UTC*