

ABSTRACT

Tourism is a journey taken to travel from one place to another. Bandung City tourists continue to increase so that it has a positive impact on accommodation facilities. With so many accommodation facilities, Hotel Aston Pasteur must have high competitiveness and a strategy to maintain interest in visiting tourists. One of them is the Brand Image.

This research is a descriptive quantitative research with the method of causality, the instrument is made with a Likert scale and distributed using an online questionnaire via google form. The sample calculation using the Bernuolli formulation obtained 100 respondents with criteria who have visited or stayed at the Aston Pasteur Hotel in 2020. The variables used were Brand Image and visiting Interest variables. The data analysis technique used is Linear Regression Analysis with a confidence level of 95% or a significance of 5%. And a partial t test is carried out and see how much influence it has with the coefficient of determination.

The results of this study, Brand Image Hotel Aston Pasteur has an average percentage of 84.125% which has very good criteria, interest in visiting Aston Pasteur Hotel has an average percentage of 82.375% which has very good criteria. The U_i result of the coefficient of determination was 0.684 which means that Brand Image has an effect on visiting interest by 68.4%

Keywords: Brand Image, Visiting Interest