

**THE INFLUENCE OF INTERNAL BRANDING
TOWARDS EMPLOYEE BRAND COMMITMENT
OF FRONT LINERS IN HOTEL X**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACTTHE INFLUENCE OF INTERNAL BRANDING
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Internal branding is an old theory that only been famous this near day. The company that implements internal branding in their company had owned their name in the industry, such as Starbucks, Disney, or Apple. Internal branding itself, roughly, is the act of communicating the brand values within the company to its employees. Therefore, it becomes a new trend in the service industry, it shifted from only being money oriented to also be customer oriented. Internal branding also believed to have a strong correlation with the commitment of its employees towards the brand, because a company wants employees who are able to portray their brand in the eyes of the potential and loyal customers. From this phenomenon, the hypothesis of this research is formulated. The test that is conducted in this study is: validity, reliability, linearity test, classical assumption test, and simple linear regression. This research wanted to see the influence of internal branding towards employee brand commitment in hotel X that located in Jakarta, especially on the front line employees. Front liners are the face of a brand, they have to be committed and able to portray the brand value on their daily behavior.

Keywords: Internal Brand, Employee Brand Commitment, Front Liners



DEDICATION

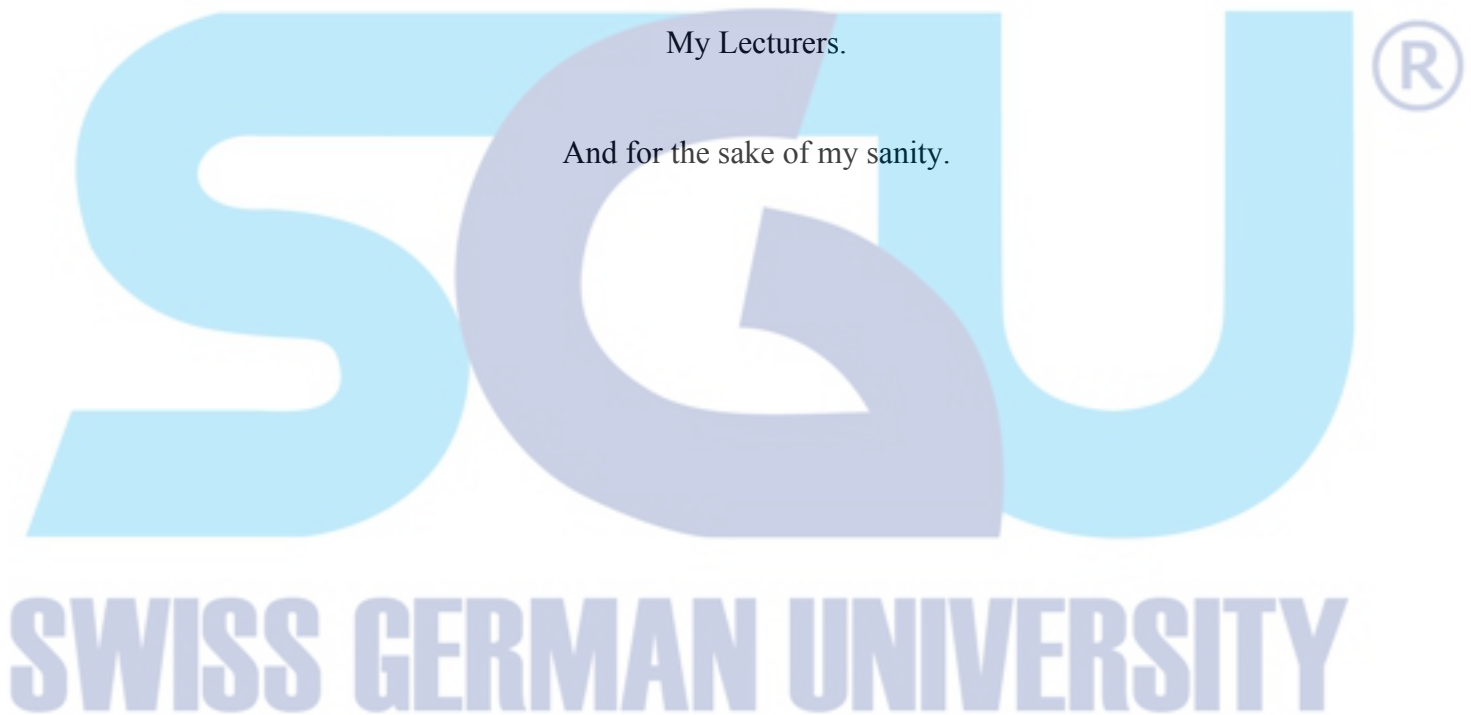
I dedicate this works for

My Parents.

My Friends.

My Lecturers.

And for the sake of my sanity.



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TABLE OF CONTENT

DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENT	7
LIST OF FIGURE	9
LIST OF TABLE	9
Chapter 1 Introduction	10
1.1. Background	10
1.2. Research Problem.....	13
1.3. Research Objectives.....	13
1.4. Significance of Study	14
1.5. Research Questions.....	14
1.6. Hypothesis	14
1.7. Thesis Structure.....	14
Chapter 2 Literature Review	16
2.1. Internal Branding	16
2.2. Elements of Internal Branding	18
2.2.1. Internal Communication	18
2.2.2. Brand Oriented Training.....	19
2.2.3. Brand Oriented Recruitment	19
2.3. Employee Brand Commitment.....	20
2.4. Dimensions of Employee Brand Commitment.....	22
2.4.1. Affective Commitment	22
2.4.2. Continuance Commitment.....	22
2.5. Front liner employee.....	22
2.3.1. Reservation Clerk.....	22
2.3.2. Receptionist.....	23
2.3.3. Telephone Operator	23
2.3.4. Concierge/Guest Relation Officer	23
2.3.5. Bellboy/Door Attendant	23
2.3.6. Waiters/Waitresses.....	23
2.6. The influence of internal branding towards front liner employee brand commitment	23
2.7. Previous Studies.....	24
2.8. Study Differences.....	29
2.9. Research Model	30
Chapter 3 Research Methodology.....	31
3.1. Scope of Study	31
3.2. Research Process	31
3.3. Research Design.....	32
3.4. Population & Sampling Method	33

3.4.1.	Population	33
3.4.2.	Sample	33
3.5.	Questionnaire Design	34
3.6.	Operational Variables	34
3.7.	Data Collection Method	36
3.8.	Validity & Reliability	37
3.8.1.	Validity	37
3.8.2.	Reliability	37
Chapter 4 Data Analysis		39
4.1	Data Source.....	39
4.1.1.	Company Profile.....	39
4.1.2.	Demographic Data.....	39
4.1.3.	Data Tabulation.....	43
4.2	Data Analysis	44
4.2.1.	Validity Test.....	44
4.2.1.	Reliability Test.....	45
4.3	Classical Assumption Test	46
4.3.1.	Normality Test.....	46
4.3.2.	Heteroscedasticity Test	47
4.3.3.	Linearity test.....	48
4.4	Research Analysis	48
4.4.1.	Simple Linear Regression	48
4.4.1.1.	Simple Linear Test.....	49
4.4.1.2.	T-test	50
4.4.1.3.	Coefficient Determination (Adjusted R Square)	51
4.4.1.4.	Chi-square Test.....	51
4.5	Hypothesis Testing.....	53
4.6	Discussion	54
Chapter 5 Conclusions and Recommendations.....		56
5.1.	Conclusions.....	56
5.2.	Recommendation	56
5.2.1.	Recommendation for Managerial Implication.....	56
5.2.2.	Recommendation for Future Research.....	57
Glossary		59
REFERENCES		60
Appendices		69
Result of Validity test.....		69
Table for Post-test Data Tabulation.....		70
T value table.....		71
Pearson Correlation Table.....		71
Questionnaire Sample		72
Curriculum Vitae.....		77