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

By

Amanda Nabila Putriyanti
11303026

BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION -
HOTEL AND TOURISM MANAGEMENT CONCENTRATION
FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES

SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No.15, Alam Sutera
Kota Tangerang, Banten 15143 - Indonesia

August 2017

Revision after thesis defense on July 20th 2017

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.

Amanda Nabila Putriyanti

_____   _____
Student   Date

Approved by:

Gemala P. Garibaldi, S.Psi, M.Bus, M.Pd

_____   _____
Thesis Advisor   Date

Dr. Nila K. Hidayat, SE., MM.

_____   _____
Dean   Date

ABSTRACT

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

By

Amanda Nabila Putriyanti

Gemala P. Garibaldi, S.Psi, M.Bus, M.Pd, Advisor

SWISS GERMAN UNIVERSITY

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

Amanda Nabila Putriyanti
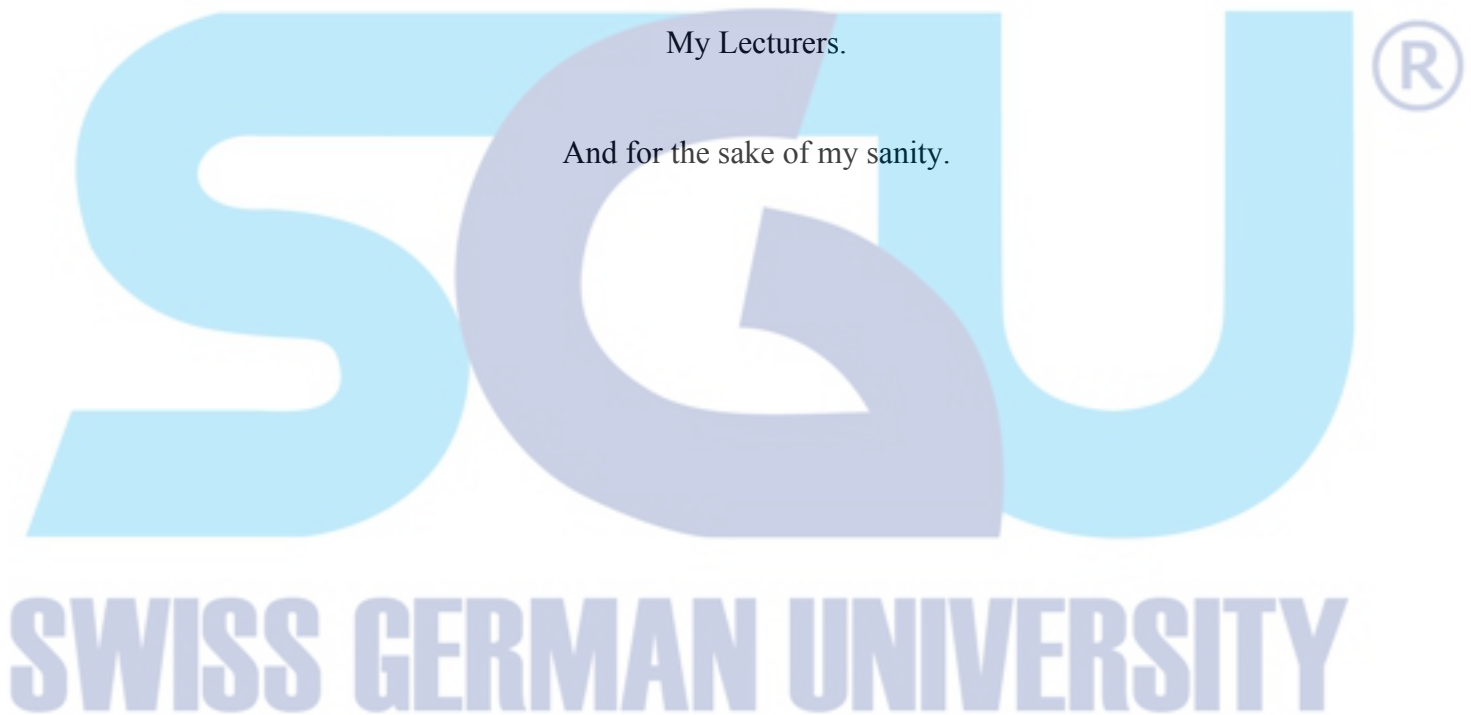
Amanda Nabila Putriyanti

DEDICATION

I dedicate this works for

My Parents.

My Friends.

My Lecturers.

And for the sake of my sanity.

ACKNOWLEDGEMENTS

First of all, I would like to thank God for allowing me to have such a bless life, up until today and no words can describe how grateful I am for the life I have now.

Secondly, I would like to give my gratitude to my parents. They're the sole reason that keeps me going no matter what. Their support can never be repaid, but I am trying my best to be the daughter that they can be proud of.

Thirdly, I would like to thank my advisor, my main dawg, Miss G! She didn't give up on me, even though I almost gave up on myself. Seriously. I couldn't thank her enough. Even though I'm her nightmare, and what I've gone through wasn't a walk in the park either, but I do believe that this is meant to be. You're the best miss.

Next, I would like to thank to all the peeps that had gone through all phases of crazy Amanda in the making of this thesis. Sebastian, Hudi, Agna, Monic, Naney, Bintang, Teressa, Sarah, Adit, Niko, Rena. You guys are the best and I am forever grateful for having you guys in my life. Thank you for not given up on me.

Especially this girl, Andini Trirahayu, who were able to keep up with me through thick and thin, up until today. Through all the mood swings and sleepless nights. Believe me when I said this, without your bawel-ness I wouldn't finish this thesis and I thank you for that. Will not ask for a better partner in crime because I already have one.

And last but not least, I would like to thank everyone whose name is not mentioned in this acknowledgement. The completion of this thesis is only possible with the help of all of you who's there for me from the very beginning.

Amanda Nabila Putriyanti

TABLE OF CONTENT

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

Amanda Nabila Putriyanti