Penerapan Social Media Influencer dalam Membangun Citra Merek di Courtyard by Marriott Bali Nusa Dua Resort

Implementation of Social Media Influencers in Building Brand Image at Courtyard by Marriott Bali Nusa Dua Resort

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Abstrak - Penelitian ini bertujuan untuk mengetahui pengaruh influencer media sosial terhadap membangun citra merek Courtyard oleh Marriott Bali Nusa Dua Resort. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan melakukan observasi dan mendistribusikan kuesioner. Populasi penelitian ini adalah pengguna Instagram yang mengikuti influencer media sosial Instagram dan Courtyard by Marriott Bali Nusa Dua Resort, dengan teknik sampling menggunakan purposive sampling dengan ukuran sampel 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linier sederhana. Hasil penelitian ini menunjukkan bahwa penerapan influencer media sosial memiliki hubungan yang kuat. Indikator pengaruh media sosial, yaitu visibilitas, kredibilitas, daya tarik, dan kekuatan, menyatakan bahwa setiap indikator memiliki peran tersendiri dalam membangun citra merek. Jika setiap indikator diterapkan secara optimal, maka akan berdampak positif pada citra merek. Namun, lebih baik mempertimbangkan kriteria kekuatan yang dimiliki karena dapat memaksimalkan jumlah audiens yang terpengaruh dan mengikuti arahan promosi yang dilakukan oleh influencer media sosial.

Kata kunci: Citra Merek, Pemasaran Digital, Instagram, Influencer Media Sosial

Abstract - This study aims to determine social media influencers' influence on building Courtyard's brand image by Marriott Bali Nusa Dua Resort. The data collection method used in this study is by conducting observations and distributing questionnaires. The population of this study was Instagram users who follow Instagram social media influencers and the Courtyard by Marriott Bali Nusa Dua Resort, with a sampling technique using purposive sampling with a sample size of 100 respondents. The data analysis technique used in this study is simple linear regression. The results of this study indicate that the implementation of social media influencers has a strong relationship. The indicators of social media influence, namely visibility, credibility, attractiveness, and power, state that each indicator has its role in building brand image. If each indicator is applied optimally, it will positively impact brand image. However, it is better to consider the power criteria that are owned because it can maximize the number of audiences who are influenced and follow the directions of the promotion carried out by social media influencers.

Keywords: Brand Image, Digital Marketing, Instagram, Social Media Influencer

INTRODUCTION

One of the media that is very close to the Indonesian people for use in digital marketing activities is social media. There were 167 million social media users in Indonesia in January 2023; social media users in Indonesia are equivalent to 60.4% of the total population in January 2023. This proves that social media is very much embedded in the lives of the Indonesian people. Digital marketing is a product and service marketing technique that is carried out using digital media (Raihany & Sawitri, 2024). Media that are commonly used for digital marketing, such as websites, online media, email promotions, video promotions, publications, web optimization, and so on (Antczak, 2024). Marketing on social media must, of course, be supported by the influence of social media influencers to maximize the promotional strategy of a brand (Prayogo et al., 2023). To compete and survive, a brand needs to be built so that it canstick and be remembered by the public and guests who come to stay (Nursalim & Sofiani, 2023). The brand value, created for business customers, indirectly enhances brand competitiveness through marketing orientation, albeit not directly (Gupta et al., 2020). Social media influencers create content on social media platforms to attract followers and influence their behaviour (Park et al., 2021). Social Media Influencers (SMI) is one of the favourite domains for many researchers because of its powerful ability to connect stakeholders (Dhingra et al., 2024). Social media influencers (SMIs) have become opinion leaders, wielding significant influence over their followers (Leung et al., 2022). The existence of social media strongly influences the audience, namely social media users, and has changed the way brands communicate with their target customers. A company collaborates with social media influencers to promote and introduce the company's brand (Handayani, 2023). Influencer marketing is based on influencers, individuals who gather devoted followers across social media platforms (Rajput & Gandhi, 2024). Instead of directly promoting new services and products to consumers, businesses prefer to promote them indirectly through social media influencers. Courtyard by Marriott Bali Nusa Dua Resort is a 5-star hotel that is trying to develop its marketing strategy through collaboration with social media influencers.

Table 1. Competitors' Instagram Followers Count

Name of Hotel	Followers Count	Name of Influencer
Sofitel Bali Nusa Dua	183rb	@agnezmo (30,5jt)
Westin Nusa Dua	52,1rb	@tasyakamila (5jt)
Melia Bali	70,2rb	@selakov (203rb)
Novotel Bali Nusa Dua	22,2rb	@namiraadzani (108rb)
Courtyard Nusa Dua	12,5rb	@diego_christ (125rb)

It can be seen from the number of followers of the Courtyard by Marriott Bali Nusa Dua Resort's Instagram account that it is still lagging behind its competitors. Courtyard by Marriott Bali Nusa Dua Resort is a hotel under the management of Marriott International. Marriott International is the number one chain company with the largest market capitalization in the world (databoks.katadata.co.id, 2023). With this, Courtyard by Marriott Bali Nusa Dua Resort involves social media influencers to build the hotel's brand image and increase its followers on its Instagram account. This is also supported by research conducted by Kurniawan (2014), which found that brand ambassadors influence brand image by 57.5%. Jin & Ryu (2020), also makes theoretical contributions to the literature on retail sales and consumer services and provides managerial implications for Instafamous-based influencer marketing and social commerce in the Web 2.0 environment. Therefore, it can be concluded that their existence can increase the number of people who know a brand. This research aims to show that social media influencers' influence impacts brand image, especially at Courtyard by Mariott Bali Nusa Dua

Resort. The author will research "Implementation of Social Media Influencers in Building Brand Image at Courtyard By Marriott Bali Nusa Dua Resort" through the background above.

Hypothesis:
Ho: The implementation of social media influencers did not significantly impact the brand image at Courtyard by Marriott Bali Nusa Dua Resort.
Ha: Implementing social media influencers positively and significantly impacts the brand image at Courtyard by Marriott Bali Nusa Dua Resort.

METHODOLOGY

This research is quantitative. Research with quantitative methods will test one or more theories by detailing specific hypotheses, then collecting data, and then getting answers that can support or even refute the hypothesis (Creswell, 2019).

The collection method is used to obtain the necessary data and is determined by the researcher's expertise to identify data needs (Syahza, 2021). The method used in this study is to conduct observations, interviews, and distribute questionnaires. Research observations were carried out directly at the beginning of the study. In addition, direct observation was also carried out at the end to revalidate the questionnaire results. The questionnaire distribution contains questions containing two variables, namely, social media influencers as the independent variable (X) and brand image as the dependent variable (Y) that the author wants to study at the Courtyard by Marriott Bali Nusa Dua Resort. Measurements using a Likert Scale of 1-5 with data interpretation from strongly agree (SS) to strongly disagree (SD). Interviews were conducted with the Marketing Manager at the Courtyard by Marriott Bali Nusa Dua Resort. This interview was to redesign the indicators on the questionnaire. The theory of this dimension was adopted from research conducted by (Hermanda et al., 2019; Wardhana, 2022). The indicators of this research can be seen in Tables 2 and 3.

The data analysis technique used in this study is simple linear regression. Simple linear regression is used to measure the magnitude of the influence of the independent variable on the dependent variable and to predict the dependent variable using the independent variable (Ghozali, 2016).

The population of this study was Instagram users who follow Instagram social media influencers and the Courtyard by Marriott Bali Nusa Dua Resort. The sampling method in this study was purposive sampling, which is included in non-probability sampling. Purposive sampling is a method of collecting sample data that is taken based on specific considerations or criteria (Sugiyono, 2020). So, in this study, only respondents who meet the following criteria can fill out the questionnaire:
1. Respondents are at least 17 years old.
2. Have seen reviews from social media influencers about Courtyard by Marriott Bali Nusa Dua Resort
3. Have or will stay and enjoy the facilities at Courtyard by Marriott Bali Nusa Dua Resort because of reviews from social media influencers

Sample determination was carried out using a sample selection technique based on the theory developed by Malhotra, namely by multiplying the number of indicators by 5, so that the number of samples obtained was 100 respondents.

Table 2. The Indicator of Social Media Influencer

Dimension	Indicator

Visibility	a. Social media influencers are known to be very popular.
	b. Social media influencers have attractive personalities.
	c. Social media influencers have a positive image that can improve the hotel's brand image.
Credibility	a. Social media influencers have the knowledge and expertise to communicate the products offered.
	b. Social media influencers can provide confidence that the promoted product is highly recommended.
	c. Social media influencers can be trusted to communicate the promotions offered.
Attractiveness	a. Social media influencers have their appeal.
	b. Social media influencers are figures who are seen as able to captivate and attract their followers to improve their brand image.
	c. Social media influencers can be trusted to communicate the promotions offered.
Power	a. Social media influencers can increase followers' desire to follow their orders.
	b. Social media influencers can influence their followers' attitudes and thoughts.

Table 3. The Indicator of Brand Image

Corporate Image	a. The brand already has good brand popularity in the community.
	b. The brand already has good credibility and international standard products and services.
	c. The brand already has a network that is spread throughout the world.
User Image	a. The brand has an attractive, memorable, and frequently promoted logo.
	b. The brand has a good image for customers as a business or leisure hotel.
	c. The brand has a good image in the perception of middle to upper-class consumers.
Product Image	a. The brand has a good image when providing products and services.
	b. The brand is easy to find because it has a strategic location, information is easily accessible, and ordering is easy.
	c. The brand provides facilities according to needs and budget.

RESULT AND DISCUSSION

Respondent Characteristic

Respondent characteristics are data obtained from distributing questionnaires to determine the identity of respondents. Respondents have four characteristics: nationality, age, gender, and occupation. Respondent characteristics based on nationality who interacted in this study were divided into 12 nationalities, including Japan, the Netherlands, Sri Lanka, Malaysia, Singapore, Germany, the United Kingdom, India, Russia, Australia, and Indonesia. Respondent characteristics based on age were classified into 4, namely 17-25 years old, 26-34 years old, 35-44 years old, and >45 years old. Respondent characteristics based on gender were divided into female and male. Respondent characteristics based on occupation were split into students, private employees, and self-employed.

Research Instrument Test

The validity test of variable X (social media influencer) has a Pearson Correlation (r-count) greater than r-table (df = N-2) with a significance level of 5%, namely 0.195. All

statements in the social media influencer variable have an r-count greater than the r-table. By comparing r-count and r-table, it can be concluded that the research instrument for the social media influencer variable has met the data validity requirements. The validity test of variable Y (brand image) has a Pearson Correlation (r-count) greater than r-table (df = N-2) with a two-way significance level test of 5%, namely 0.195. All statements in the brand image variable have an r-count greater than the r-table. By comparing r-count and r-table, it can be concluded that the research instrument for the brand image variable has met the data validity requirements. The reliability test of the research variables shows that Cronbach's Alpha on both variables, namely social media influencer (X) and brand image (Y), is greater than 0.60. Cronbach's Alpha on the social media influencer variable is 0.728, and the brand image variable is 0.707. It can be concluded that the social media influencer and brand image variables are reliable, meaning the statements are consistent and trustworthy.

Classical Assumption Test

Table 4. The Indicator of Brand Image

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters	Mean	.0000000
	Std. Deviation	1.38345870
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.077
Test Statistic		.082
Asymp. Sig. (2-tailed)		.092

Source: Processed Data, 2023

Normality test using Kolmogorov-Smirnov: The significance value after being tested with Asymp. Sig (2-tailed) of 0.092 is greater than 0.05, so it can be concluded that the residual variables are normally distributed and the regression model meets the normality assumption.

Table 5. Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
			ANOVA Table				
Brand image * SMI	Between Groups	Combined	230.605	10	23.060	12.261	.000
		Linearity	208.518	1	208.518	110.864	.000
		Deviation from Linearity	22.087	9	2.454	1.305	.246
	Within Groups		167.395	89	1.881		
	Total		398.000	99			

Source: Processed Data, 2023

The linearity test was tested with a deviation from linearity of 0.246, which is greater than 0.05, so it can be concluded that there is a linear relationship between the two variables, namely the social media influencer variable and the brand image variable.

Table 6. Heteroscedasticity Test Results

	Coefficients				
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	3.458	2.183		1.584	.116
	Social media influencer	-.047	.043	-.112	-1.112	.269

Source: Processed Data, 2023

The heteroscedasticity test using the Glejser test shows a significance value of 0.269, greater than 0.05, so it can be concluded that there is no heteroscedasticity. If there are no symptoms of heteroscedasticity, the regression model is good.

Correlation Test

Table 7. Guidelines for Interpreting Correlation Coefficients

Coefficient Interval	Relationship Level
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Moderate
0.60 – 0.799	Strong
0.80 – 0.1000	Very Strong

Source: Sugiyono, 2018

Table 8. Simple Correlation Test Results

Correlations		Social media influencer	Brand image
Social media influencer	Pearson Correlation	1	.724**
	Sig. (2-tailed)		.000
	N	100	100
Brand image	Pearson Correlation	.724**	1
	Sig. (2-tailed)	.000	
	N	100	100

Source: Processed Data, 2023

A correlation test can determine the strengths and weaknesses of the relationship between social media influencers (X) and brand image (Y). The correlation test of the research variables shows that the significance value is 0.000. If the significance value is less than 0.05, it can be concluded that there is a significant relationship between social media influencers and brand image. Then, the Pearson Correlation value of 0.724 is ranked 0.60-0.79, meaning that this shows a strong relationship between social media influencers and brand image.

Based on the social media influencer indicators, namely visibility, credibility, attractiveness, and power, it is stated that each indicator has its role in building brand image. If each indicator is implemented optimally, it will positively impact brand image. The implementation of social media influencers is measured through 4 dimensions the hotel has carried out. We will start with implementing visibility by collaborating with social media influencers with a relatively high number of Instagram followers. Implementation of credibility, collaborating with social media influencers who communicate well, are experienced in their fields, and are then supported by honest characters in delivering a promotion. Implementation of attractiveness, namely collaborating with social media influencers who have physical appeal

or appeal in offering a promotion. Implementation of power, namely collaborating with social media influencers who influence a broad audience and are expected to attract followers.

Hypothesis Test

Table 9. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.874	3.328		2.366	.020
Social media influencer	.675	.065	.724	10.385	.000

Coefficients ^{a}

a. Dependent Variable: Brand image

Source: Processed Data, 2023

The regression model used is simple linear regression because it consists of one independent variable, namely, social media influencer (X), and one dependent variable, brand image (Y). The regression coefficient value is 0.675, which means that if a social media influencer (X) increases by one unit, then brand image (Y) will increase by 0.675. This means that social media influencers can improve brand image.

Table 10. Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724	.524	.519	1.39050

Source: Processed Data, 2023

The coefficient of determination describes the variance or R Square value of 0.524, so it can be concluded that the variance of the influence of social media influencers (X) on brand image (Y) is 52.4%. In comparison, other party variables outside this study influence 47.6%.

The t-test is used to determine the significance of each regression coefficient and test the hypothesis that social media influences can significantly improve brand image.

In this study, α (significance level) is 5% (0.05), and df (degrees of freedom) is $N - k = N - 2 = 100 - 2 = 98$. The formula for determining the t-table is:

t-table = t (5%,98) = 1.660

Based on the distribution of t-table values, the t-table is at df (degrees of freedom) 98 with 0.05, so the t-table value = t (5%,98) is 1.660. The t-count value is 10.385 with a significance of 0.000, while the t-table value is 1.660 because t-count (10.385) > t-table (1.660) and the significance of t-count (0.000) <0.05, then Ho is rejected and Ha is accepted, meaning there is a significant positive influence of the social media influencer variable on brand image. Based on this, it is concluded that hypothesis Ho is rejected, and Ha is accepted, so that social media influencers have a positive and significant effect on brand image at Courtyard by Marriott Bali Nusa Dua Resort, meaning that social media influencers can build brand image at Courtyard by Marriott Bali Nusa Dua Resort. This is due to the increasingly strong application of social media influencers to promote Courtyard by Marriott Bali Nusa Dua Resort. Social media influencers can help a brand build a brand image because they are one of the social media marketing tactics used to spread information related to the company, and they are the best way to improve the brand image.

The results of this study are supported by research conducted by (Kurniawan, 2014), which states that visibility, credibility, attractiveness, and power of a brand ambassador have a significant positive effect on brand image by 57.5%.

Discussion

Generally, social media influencers who are well-known and widely influential are chosen, thus drawing public attention to the product being marketed. After assessing the influencer's popularity, the next step is to examine their category. The goal of selecting social media influencers based on their popularity is to reach a wider audience, enabling efficient marketing. This can increase social media engagement for Courtyard by Marriott Bali Nusa Dua Resort, impacting the hotel's brand image. In July, Courtyard by Marriott Bali Nusa Dua Resort collaborated with @aldi_pradana, which has 22.7 thousand followers.

Credibility is a set of perceptions about a source's advantages, so that it is accepted or followed by the audience (Serman & Sims, 2023). A social media influencer chosen by Marriott Bali Nusa Dua must have extensive knowledge and experience in their field and an honest character when delivering a promotion. Social media influencer @aldi_pradana, has the advantage of being a travel enthusiast & food reviewer who always shares content about hotel or restaurant recommendations. Social media can be seen in Figure 1.
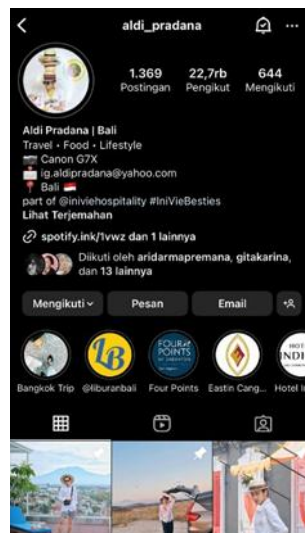

Figure 1. The Sosial Media Influencer
Source: Profile Profil @aldi_pradana, Instagram 2023

A social media influencer must highlight their unique appeal to attract the audience to pay attention to the promotions they market (Barari et al., 2025; Holiday et al., 2021). The social media influencers selected by Marriott Bali Nusa Dua Resort are well-known and widely influential among the public, and they can support the brand in getting more public attention. Social media influencer @aldi_pradana, has a character in promoting a place with happy and pleasant facial expressions and voice, it can be seen in Figure 2. Credibility and attitude foster positive behavioral responses toward the influencer (Belanche et al., 2021).

Figure 1. The Sosial Media Influencer
Source: Profile Profil @aldi_pradana, Instagram 2023

Figure 2 shows Aldi's joyful expression, accompanied by a voiceover intonation that reflects his feelings. It is hoped that the audience can feel Aldi's joy throughout the content. Indirectly, the audience is interested and develops a sense of trust in what Aldi conveys, through reality or similarities, when they were at the Courtyard by Marriott Bali Nusa Dua Resort. This is also supported by research conducted by Rajput & Gandhi (2024), that the study on social media, marketing, and consumer behavior in India has significant contributions.

CONCLUSION

Based on the results of the correlation test of the research variables, the significance value is 0.000, so the significance value is less than 0.05. It can be concluded that there is a significant relationship between social media influencers and brand image. Then the Pearson Correlation value of 0.724 is ranked 0.60-0.79, which shows a strong relationship between social media influencers and brand image. This indicates that the relationship between social media influencers to building brand image is very strong if the hotel wants to implement it in its marketing strategy. The results of the t-test show that the R Square value is 0.524.

Based on the results of this study, the author has several suggestions to convey. For managing the Courtyard by Marriott Bali Nusa Dua Resort hotel, it is better to maintain and improve cooperation with social media influencers to build the brand image at the Courtyard by Marriott Bali Nusa Dua Resort. Based on the indicators of social media influencers, namely visibility, credibility, attractiveness, and power, each indicator has its role in building brand image. The power variable must be improved further. Because it can maximize the number of audiences affected and follow the orders of promotions carried out by social media influencers, it is essential to make the brand better known and improve the hotel's brand image. Choosing a well-known social media influencer who has a vast influence among the community can support the brand image of Courtyard by Marriott Bali Nusa Dua Resort to get more public attention. Then, how strong is the influence of a social media influencer that can attract his followers?

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