

## *The Emergent of Brand Image in hotel industry - Does it influence Company Performance? : A Literature Review*

### **ABSTRACT**

The positive impact of brand image on business performance at service industries have been proven in different research context. However, a current knowledge of brand image in national hotel brand that effect business performance as a whole, remain uncertain.

Based on the brand image theories, this study reviewed extant studies about the impact of brand image of national hotel (brand attributes, benefits, marketing communication campaigns, packaging, slogans, company logo) on business performance (financial and non- financial perspective), directly and indirectly.

**Keywords:** national brand image, business performance, hotel industry.

### **Introduction:**

The concept of brand image more prominent and is of particular concern , both for academics and business practitioners , particularly those related to the level of global competition is increasingly competitive and cannot be avoided . Theories about the brand has been going on since the eighteenth centuries in Europe and then evolved as the rapid growth of the advertising industry in the media at that time (Hampf and Repo, 2011) . Along the way, the new century 20's role and presence of the brand is increasingly becoming a major concern as the business competition (Susanto & Wijanarko; 2004), to link the role of the brand with relationships theories ( Brodie et al ., 2002 , Gummesson , 2002) . Post ( 2008) , Kapferer (2008 ) and Keller (2008 ) also confirmed the statement of the importance of the strategic role of a brand for a variety of companies.

In a hierarchy of branding, brand image plays an important role in the development of a brand because the brand image concerns the reputation and credibility of the brand. The concept of brand image has become a very important part related to consumer purchasing decisions after