

ANALYZE THE KNOWLEDGE BENEFIT, NETWORKING BENEFIT,
AND SELF-ESTEEM BENEFIT ON INTENTION TO JOIN
A PROFESSIONAL MEMBERSHIP ASSOCIATION: A STUDY OF HIMPUNAN
HUMAS HOTEL (H3) INDONESIA

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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ABSTRACT

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Professional associations play an important role in supporting professional development, networking, and industry collaboration. This study examines the influence of Knowledge Benefit, Networking Benefit, and Self-Esteem Benefit on hospitality Public Relations and Communications professionals' intention to join Himpunan Humas Hotel (H3) Indonesia. A mixed-method approach was employed, combining a quantitative survey of hospitality PR and Communications professionals in Indonesia with qualitative interviews involving senior hospitality industry leaders to enrich the findings.

The results show that Networking Benefit and Self-Esteem Benefit have significant positive effects on intention to join H3 Indonesia, while Knowledge Benefit does not significantly influence membership intention. Among the three predictors, Self-Esteem Benefit is the strongest determinant, indicating that professional recognition, credibility, and a sense of belonging are key motivations for joining a professional association. The qualitative findings reinforce the importance of networking opportunities, collaboration, and meaningful membership value. This study contributes to the understanding of membership behavior in professional associations and provides practical recommendations for strengthening H3 Indonesia's membership strategy through enhanced networking, professional recognition, and industry collaboration.

Keywords: Professional Association, Membership Intention, Networking Benefit, Self-Esteem Benefit, Knowledge Benefit, Hospitality Public Relations, H3 Indonesia.



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DEDICATION

“I dedicate my thesis to my beloved family. A special feeling of gratitude to my loving parents, Papi Syamsir Alam and Mama Rukmini Syam, whose words of encouragement and push for tenacity ring in my ears.”

"This thesis is also dedicated to my someone special, who has been a constant source of unconditional support and whose good examples have taught me to work hard for what I want."



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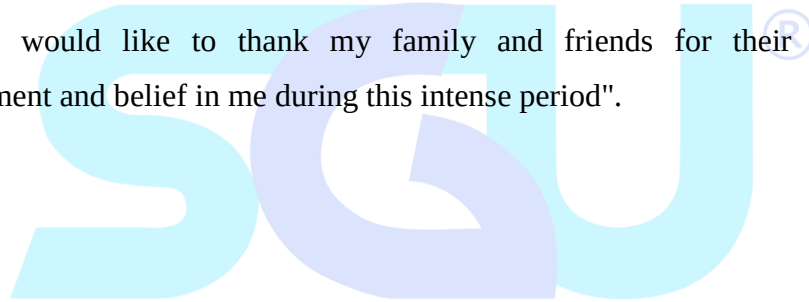


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