

SUSTAINABLE MARKETING STRATEGIES TO REVITALIZE WYNDHAM CASABLANCA JAKARTA FOLLOWING REBRANDING-INDUCED DECLINE

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STATEMENT BY THE AUTHOR

I, Indra Budiman, hereby declare that the work presented herein is original work done by me and has not been published or submitted elsewhere for the requirement of a degree program. Any data, literature, or work by others cited within this thesis has been duly acknowledged and is listed in the reference section.

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ABSTRACT

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Rebranding is widely regarded as a strategic mechanism for strengthening competitiveness, repositioning market perception, and improving hotel performance. However, rebranding does not automatically generate positive customer-based outcomes when the new brand promise is not fully supported by consistent service delivery, digital readiness, and value creation. This research examines Wyndham Casablanca Jakarta, a five-star hotel that was rebranded from The Park Lane Jakarta to Wyndham Casablanca Jakarta in 2019. The rebranding elevated customer expectations through association with an international hotel brand, yet the hotel continued to experience post-rebranding performance challenges, particularly in relation to guest perception, service consistency, digital experience, and perceived value.

The research is theoretically anchored in two complementary co-brand lenses: Customer-Based View and Expectation–Disconfirmation Theory. Customer-Based View explains that sustainable hotel performance is created when the hotel consistently develops and delivers customer-recognized value across the guest journey. Expectation–Disconfirmation Theory explains how guests evaluate whether the actual hotel experience confirms or disconfirms the expectations created by the Wyndham brand. The findings show that Service Delivery Excellence and Perceived Value have positive and statistically significant unique direct associations with Customer-Based Hotel Performance, whereas Brand Promise Fulfilment and Digital Customer Experience show positive but statistically insignificant unique direct associations. Perceived Value emerges as the strongest predictor, indicating that guests primarily evaluate the hotel based on whether the overall benefits received justify the price paid. The findings suggest that post-rebranding revitalization should not rely

only on brand affiliation or digital presence. Instead, Wyndham Casablanca Jakarta should strengthen its capability to create customer value through consistent service delivery, credible product quality, meaningful guest benefits, and integrated physical and digital touchpoints. A total of 122 valid responses were analyzed using SPSS through descriptive statistics, validity and reliability testing, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient determination.

The findings show that Service Delivery Excellence and Perceived Value have positive and statistically significant unique direct associations with Customer-Based Hotel Performance, whereas Brand Promise Fulfilment and Digital Customer Experience show positive but statistically insignificant unique direct associations. Among all variables, Perceived Value emerges as the strongest predictor, indicating that guests evaluate the hotel primarily based on whether the total benefits received justify the price paid. The regression model explains 73.5% of the variation in Customer-Based Hotel Performance, demonstrating strong explanatory power.

The research concludes that post-rebranding revitalization at Wyndham Casablanca Jakarta should not rely solely on brand affiliation or digital presence. Instead, sustainable improvement should focus on strengthening perceived value, improving service delivery excellence, aligning brand promise with actual guest experience, and enhancing digital touchpoints as support enablers. The findings provide practical managerial recommendations for restoring customer satisfaction, loyalty intention, revisit intention, hotel preference, and positive word-of-mouth in the post-rebranding context.

Keywords: *rebranding; customer-based view; expectation–disconfirmation theory; brand promise fulfilment; service delivery excellence; digital customer experience; perceived value; customer-based hotel performance.*

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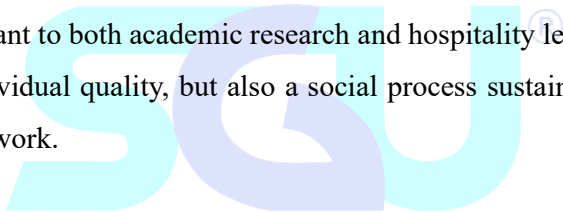


DEDICATION

This thesis is dedicated to my family, whose unwavering support, patience, and understanding have made it possible for me to balance my professional responsibilities with my academic journey. Their encouragement has given me the strength to continue this work with focus, integrity, and determination, despite the demands of leadership in the hospitality industry.

I would also like to express my sincere gratitude to my professors, colleagues, and close friends for their guidance, encouragement, and support throughout this process. Their insights have reminded me of the importance of reflective practice, ethical leadership, and continuous learning, all of which are central to this thesis and to the Recognition of Prior Learning framework within which it was developed.

Lastly, I extend my appreciation to everyone who stood by me during periods of professional and personal pressure. Their support has reinforced an important belief that is highly relevant to both academic research and hospitality leadership: resilience is not only an individual quality, but also a social process sustained by trust, shared purpose, and teamwork.



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