

**THE IMPACT OF VISUAL COMMUNICATION DESIGN
ON CUSTOMER RETENTION THROUGH
CUSTOMER EXPERIENCE IN THE HOTEL INDUSTRY**

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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

THE IMPACT OF VISUAL COMMUNICATION DESIGN ON CUSTOMER RETENTION THROUGH CUSTOMER EXPERIENCE IN THE HOTEL INDUSTRY

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Many hotels still struggle to keep their regular Free and Independent Traveler (FIT)/ public guests in the competitive hotel industry. As business hotel, their public guests are considered low during Covid19 outbreak. Responding to the situation, it is crucial for a hotel to retain their existing customers. A hotel needs to be different among the competitors by providing better experience to develop the retention. The retention itself can be supported by hotel promotion or marketing activities. In the hotel industry it is common to promote a hotel through visual information or Visual Communication Design. Therefore, this research analyzed how Visual Communication Design (VCD) impacts on Customer Retention (CR) through Customer Experience (CE) in the hotel industry. 265 respondents in this quantitative research are regular FIT guests from 3 hotel brands of Accor in Tangerang, Indonesia. The finding of this study showed that CR is significantly impacted by VCD through CE as an intervening variable. The study also found that both VCD and CE has significant impact on CR directly.

Keywords: Visual Communication Design, Customer Experience, Customer Retention, Hotel Industry.



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DEDICATION

Special feeling of gratitude to my loving parents, sisters, brother and partner, whose words of encouragement keep me upbeat throughout the process. Thank you for everyone who contributed to this project.

To all of you and to my dear nation, Indonesia, this thesis is dedicated.



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