

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA, SERVICE QUALITY, AND PHYSICAL FACILITIES ON BRAND IMAGE AT ROSA HOSTEL BANDAR LAMPUNG

By:

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This study aims to analyze the influence of social media, service quality, and physical facilities on the brand image of Rosa Hostel in Bandar Lampung. The research background arises from the increasing occupancy rate of Rosa Hostel throughout 2024, along with a rise in customer complaints, which highlights the need to strengthen brand image through effective social media management, service improvement, and adequate facilities.

A quantitative approach was employed using a survey method with a five-point Likert scale questionnaire distributed to 100 respondents, who were guests of Rosa Hostel. Data were analyzed through multiple linear regression with the assistance of SPSS version 25. The results indicate that social media, service quality, and physical facilities have a positive and significant effect on brand image, both partially and simultaneously. Among the three, physical facilities showed the most dominant influence. These findings emphasize the importance of digital strategy management, consistent service delivery, and facility enhancement in strengthening the positive brand image of Rosa Hostel in the eyes of consumers.

Keywords: *Social media, Service Quality, Physical Facilities, Brand Image, Hostel*