

ABSTRAK

Endah Dwi Indriyani (1005700), “Penciptaan *Corporate Image* Aerowisata Grand Hotel Preanger Sebagai Eco Hotel Melalui Strategi *Green Marketing*” (Survei pada tamu yang menginap di Aerowisata Grand Hotel Preanger Bandung), di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos, S.Pd., MM dan Oce Ridwanudin, SE., MM.

Dewasa ini ukuran kinerja di berbagai industri mengacu pada orientasi lingkungan, dimana perusahaan mulai menerapkan isu-isu lingkungan sebagai salah satu strategi pemasarannya tak terkecuali pada industri perhotelan. Bukti nyata adanya dampak perkembangan dalam industri perhotelan yakni bermunculannya *eco hotel*. Strategi tersebut tentu akan berdampak kepada citra perusahaan yang menjalankannya. Penelitian ini bertujuan untuk memperoleh temuan mengenai pengaruh strategi *green marketing* terhadap penciptaan *corporate image*. Objek penelitian ini yakni Aerowisata Grand Hotel Preanger yang merupakan *eco hotel*. Variabel bebas dalam penelitian ini adalah *green marketing* (X) dengan variabel terikat yaitu *corporate image* (Y). Adapun jenis penelitian ini adalah deskriptif dan verifikatif dan metode pengembangan *cross section method* dengan teknik sampling *systematic* dan *stratified random sampling*. Teknik analisa yang digunakan adalah *path analysis* dengan bantuan program SPSS 20 didapat R-Square sebesar 45,40%. Dan sisanya yakni 55,60% dipengaruhi oleh adanya faktor pembentuk citra perusahaan lainnya yang tidak diteliti dalam penelitian ini. Berdasarkan hasil penelitian melalui analisis jalur terdapat pengaruh yang signifikan baik secara simultan maupun parsial dari dimensi *green product innovation*, *green performance*, maupun *green alliances* dalam menciptakan *corporate image* yang terdiri dari *common product, attributes, benefits or attitudes, people and relationship, value and programs*, dan *corporate credibility*.

Kata Kunci : *Green Marketing, Corporate Image, Aerowisata Grand Hotel Preanger Bandung, Eco Hotel*

ABSTRACT

Endah Dwi Indriyani (1005700), “Creating Corporate Image Aerowisata Grand Hotel Preanger as Eco Hotel Through Green Marketing Strategy (Survey to the guest at Aerowisata Grand Hotel Preanger Bandung) under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos, MM dan Oce Ridwanudin, SE., MM.

Today the measure of performance in a variety of industries refers to the orientation of the environment, which the company began implementing environmental issues as one of marketing strategy especially in the hospitality industry. Tangible evidence of the impact of developments in the hospitality industry namely the emergence of eco hotel. The strategy will certainly have an impact on the image of the company running it. This research aims to obtain findings on the effect of green marketing strategies towards the creation of corporate image. The object is Aerowisata Grand Hotel Preanger which is an eco hotel. The independent variable in this research is a green marketing (X) with the dependent variable is the corporate image (Y). The type of this research is descriptive and verification and cross section method development methods with systematic sampling technique and stratified random sampling. Is an analytical technique used path analysis with SPSS 20 obtained R-Square of 45.40%. And the remaining 55.60% is influenced corporate image by another factors not examined in this research. Based on the results of research through path analysis a significant difference either simultaneously or partially from the dimensions of green product innovation, green performance, and green alliances in creating a corporate image consisting of common products, attributes, benefits or attitudes, people and relationships, values and programs , and corporate credibility.

Keyword : Green Marketing, Corporate Image, Aerowisata Grand Hotel Preanger Bandung, Eco Hotel