Unlocking Natra Bintan's Brand Image: The Power of SEO in Digital Marketing

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Abstract: Brand image reflects a person's beliefs, ideas, and impressions of an entity. This includes impressions, impressions, and feelings that the public has towards certain companies, objects, individuals, or institutions. The primary objective of this research was to investigate the correlation between digital marketing strategies utilizing search engine optimization (SEO) and the brand image of Natra Bintan. This study employed a quantitative methodology with a causal associative approach. A total of 267 respondents were surveyed using a Likert scale, with the majority falling within the age range of 21 to 45 years old. The data was analyzed using Partial Least Square Structural Equation Modeling. The results of the study show that F counts with sig. 0,000 < 0,05, then digital marketing through SEO variable has a significant influence on brand image. Next, R Square is 0.545. This means that digital marketing through SEO affects brand image by 54.5%. This study found that digital marketing through search engine optimization (SEO) is an important factor in increasing brand image Natra Bintan.

Keywords: Digital Marketing, Brand Image, Search Engine Optimization.

INTRODUCTION

In the dynamic modern era, many companies are focusing on brand image to stand out in the eyes of consumers (Foroudi, 2019). Fierce competition and constantly evolving technology encourage companies to strengthen their brand image, especially for consumers who are active on the internet (Dwivedi et al., 2021). Brand image refers to people's perceptions of a company or product, and external factors can influence it (Ansary & Nik Hashim, 2018). According to (Kotler & Caslione, 2009) brand image reflects a person's beliefs, ideas, and impressions of an entity. This includes...
impressions, impressions, and feelings that the public has towards certain companies, objects, individuals, or institutions (Hacker et al., 2020).

Natra Bintan, a Tribute Portfolio Resort, is a 5-star hotel on Bintan Island, located in the Lagoi Tourism Area and surrounded by tropical gardens. The hotel features a restaurant, the largest swimming pool in Southeast Asia, and various other facilities. Its Glamorous Camping (Glamping) concept attracts many tourists. The combination of glamping and a giant swimming pool is a magnet for visitors, adding to the appeal and specialty of the vacation experience in Bintan. Increasingly fierce competition forces companies to work harder to maintain a positive image and understand consumer needs (Dam & Dam, 2021).

<table>
<thead>
<tr>
<th>No</th>
<th>Hotel’s Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Highland Park Resort Bogor</td>
</tr>
<tr>
<td>2</td>
<td>Maribaya Glamping Tent</td>
</tr>
<tr>
<td>3</td>
<td>Natra Bintan, a Tribute Portfolio</td>
</tr>
<tr>
<td>4</td>
<td>Bali Beach Glamping</td>
</tr>
<tr>
<td>5</td>
<td>The Anmon Resort</td>
</tr>
<tr>
<td>6</td>
<td>Jawa Jiwa G-Land</td>
</tr>
<tr>
<td>7</td>
<td>La Cocoteria Ecolodge</td>
</tr>
</tbody>
</table>

Sourced by: Traveloka.com

Based on data from traveloka.com, it is explained that there are several hotels that adapt the glamping concept. This makes a challenge for Natra Bintan in maintaining the band image when there are many hotels that apply the glamping concept. The number of competitors with similar concepts is a challenge for Natra Bintan to remain different. A strong brand image helps attract potential guests by emphasizing the uniqueness of the hotel compared to others (Manhas & Tukamushaba, 2015).

To thrive in today’s digital age, businesses must have marketers who can adapt to new trends, particularly by embracing digital marketing (Melović et al., 2020). This strategy is essential for companies to stay relevant in the current era (Smilansky, 2017). Marketers with a thorough understanding of digital marketing techniques and their implementation—whether through websites, email, mobile devices, or interactive TV—are indispensable (Ištvanić et al., 2017). Digital marketing, which relies on the internet and digital platforms, has transformed how companies connect with their customers (Bala & Verma, 2018). Platforms such as mobile phones, websites, social media, email, and SEO are all part of digital marketing (Yasmin et al., 2015).

Figure 1. Searched by Google "Glamping Resort in Bintan"

To enhance the hotel’s brand image, companies can utilize various strategies to ensure their websites rank higher in search engine results, particularly on platforms like Google (Setiawan et al., 2020). One effective
approach is Search Engine Optimization (SEO), which focuses on boosting the visibility of organic (unpaid) search results to enhance brand image, attract quality website traffic, and safeguard the brand’s reputation (Koivisto, 2015). SEO is a significant contributor to revenue and Return on Investment (ROI), as online searches often play a crucial role in the buyer’s journey (Yashoda, 2018). SEO requires a collaborative effort involving digital marketing expertise (Goenawan et al., 2023).

SEO offers considerable benefits for content websites, including an increase in backlinks, search traffic, and leads, along with greater authority and a more robust brand presence (Goulas, 2018). A content website serves as a platform that streamlines the marketing process. In its evolution, content websites are designed to offer clear and easily understandable information to customers, delivering added value through content focused on specific topics with low complexity (as noted by Roberson, 2021). SEO assists companies in maintaining a position on the first page of search results, as mentioned by Google (2010) and (Rutanen, 2017) thereby attracting more customers and enhancing brand image.

Based on the impact of digital marketing strategies, particularly SEO techniques toward brand image, this research to understand about the influence of SEO practices within digital marketing on the formation and perception of brand image, analyzing factors such as search engine. However, this research focuses to explore the link between the use of search engine optimization (SEO) in digital marketing and its influence on the hotel’s brand image (Chen & Sénéchal, 2023). Where guests usually have more trust in familiar brands and tend to choose their products over lesser-known brands (Liem, 2019). To attract new customers, digital marketing strategies such as SEO will help build a strong brand image (Indumathi, 2018). By understanding the importance of SEO and digital marketing, companies will maintain and improve their visibility online, support their brand image, and keep the loyalty guests (Nuseir, 2016).

LITERATUR REVIEW

Brand Image

Companies want to create a favorable perception of their products in the minds of their customers because a customer’s perception of a brand is known as its brand image. Marketing strategies can establish a positive brand image by forging a strong mental association between a brand and its appearance in the minds of consumers (Mabkhot et al., 2017). A significant method to measure a customer’s attitude toward a brand and if they have a positive relationship with it is by looking at its image.

By looking for ways to measure brand image, managers can ascertain both desired and unwanted brand image. They can then take action to address these connections in their branding strategy. Thus, from a managerial standpoint, understanding how customers perceive brands is essential for efficient brand management (Plumeyer et al., 2019).

When creating a brand identity for a product, the brand image plays a vital role in the overall brand knowledge. It can be said that brand image influences how consumers perceive the brand and the emotions that arise from those perceptions. As a result, a strong, positive brand image can give businesses a significant advantage in the competitive market (Hien et al., 2020).
image can foster a deep connection between customers and the brand, while also serving as a gauge to assess the effectiveness of a company’s actions in preserving its positive reputation, whether for its customer base or for other businesses that rely on it.

**Digital Marketing**

The process of promoting brands online and through other digital communication channels is known as online or digital media marketing. This covers a wide range of communication channels, such as text, multimedia, social media, and email (Stephen, 2018). It may be argued that the cultural, economic, and social shifts we have witnessed at the beginning of the twenty-first century have been most influenced by the online world. According to López García (2019) consumers are the target of Internet tactics and the center of economic activity.

The explosion of technology has altered the way that consumers see corporate initiatives. From the age of reading about the day’s events in the morning newspaper to receiving instant results with updates from social media, people’s perceptions have been formed by a technology-based bubble, whose access is limited to a digital platform (Ghotbifar et al., 2017). The adoption of social media platforms, cellular technology, and electronic word-of-mouth (eWOM) in digital marketing has changed global interaction and advertising practices. The area of marketing has advanced as a result of the consequences of intense international competition on various industries through new technologies. These elements change customer behavior and visitor thought processes in place of the conventional marketing and advertising strategies (Ahmed, 2021).

Digital marketing is the process of promoting brands or products through one or more electronic media platforms. It differs greatly from traditional marketing in that it uses methods and channels that enable real-time campaign analysis and identification of what is and is not working (Kaur, 2017).

**Search Engine Optimization**

Search Engine Optimization (SEO) is a method that leverages search algorithms to improve the ranking of web pages or websites, thereby increasing the likelihood of users accessing them. Since the advent of search engines, the primary objective of websites has been to enhance their value and attract more visitors by achieving higher rankings in search results. This objective is achieved through "Search Engine Optimization (SEO)," which encompasses the various preparations and strategies implemented to achieve this goal (Patil et al., 2013).

All organizations, regardless of their profit status, strive to stand out by leveraging optimization strategies (McMahon & Griffy-Brown, 2009). SEO not only enhances user-centric design and online consumer value but also fosters cost-effectiveness, brand value (Kucuk, 2011), and a deeper understanding of what online customers are seeking. This understanding is crucial because online researchers rely heavily on search engines to find information, making it essential for marketers to grasp this concept to effectively engage with potential customers and capitalize on the current trend of online engagement (Spais, 2010).

To boost the visibility and profitability of their websites, companies must comprehend and adapt to SEO
strategies and the underlying algorithms that drive them. This understanding enables businesses to enhance the discoverability of their online presence and ultimately generate value (Kritzinger and Weideman, 2013; Kucuk, 2011; Lim, 2009). However, search engines provide users with search results, they do not offer any insight into the credibility of the companies behind the websites that appear on those results pages. This lack of transparency is significant because buyer trust is a crucial consideration for online consumers (Ma et al., 2010; Ma et al., 2012; Sen, 2005).

**RESEARCH METHODS**

**Research Strategy**

This research uses quantitative methods with a causal associative approach. According to Sugiyono (2018) states that, "Causal associative research is research that aims to find the relationship between one variable and another variable that has a causal relationship". This study uses a quantitative approach because the data used to analyze the relationship between variables is expressed in numbers, and the survey method is research using a questionnaire as one of the research tools conducted on large and small populations, but the data studied is data from samples taken from these populations, so that relative incidence, distribution, and relationships between variables, sociological and psychological (Sugiyono, 2018). In this case, this research intends to describe and explain the effect of digital marketing through search engine optimization (SEO) on Natra Bintan's Brand Image.

**Measurement**

In the data collection process, researchers distributing questionnaires to Natra Bintan guests with screening, then the data is processed into information that aims to find out someone's opinion about something. One of the scales that is often used in the preparation of questionnaires is the Likert interval scale. Each participant's assessment is evaluated on a scale where Strongly Agrees are assigned a score of 5, Agree are scored as 4, Neutral responses as 3, Disagrees as 2, and Strongly Disagrees as 1. The total score for an individual is computed by adding up the points for all potential responses (Gay, Mills, & Airasian, 2009). The Likert scale is formed by aggregating the defining elements (Michalopoulou & Symeonaki, 2017).

**Population and Sample**

Population obtained from the number of guests who booked rooms through the natra bintan website in the last 6 months. In this study the population was 800 people, with the determination of the sample based on the type of probability sampling used was proportional random sampling, to the opinion of Slovin (Umar, 2011: 78) at 5%. from the calculation results obtained a sample of 267 people Based on the predetermined population.

**Research Object**

The research object is the independent variable of digital marketing through search engine optimization (X) on the brand image variable (Y). Based on research Hasna (2023) stated that a company’s website is very decisive in maintaining the brand image of a company. This research used the unit of analysis is Natra Bintan guests who already visited the website and stayed at Natra Bintan.

**Sampling Methods**

The sampling method in this study was purposive sampling. According to Creswell (2014) recommends deliberate
selection when identifying participants who could offer valuable insights into your research inquiry. Purposive sampling entails choosing participants based on the belief that they may bring meaningful contributions to your analysis. The questionnaire can be in the form of closed and open questions and is distributed to samples or respondents, namely visitors who have visited the Natra Bintan website, a Tribute Portfolio Resort.

**Profil Respondent**

The data analysis technique used is SmartPLS 3, which involves structural equation modeling. The demographic characteristics of the respondents are as follows: 46% of the respondents were male, while 54% were female. The majority of the respondents fell within the age range of 17-25 years (15%), followed by 26-35 years (63%), 35-45 years (54%), and >45 years (2%). In terms of education, 0% of the respondents held a junior high school diploma, 16% held a senior high school diploma, and 94% held a bachelor’s degree.

The author has taken ethical considerations into account, ensuring the anonymity of respondents and providing clear research objectives. All data collected was systematically processed and analyzed to ensure accuracy and validity. The study aims to contribute to the hospitality sector’s understanding of the impact of digital marketing through search engine optimization on brand image. Respondents were asked to rate their level of agreement on each statement, ranging from 'strongly agree' to 'strongly disagree'.

**FINDING**

**Research Instruments**

To assess the measurement model, the study conducted a validity and reliability test using a reflective measurement model. The results, as depicted in Figure 1 and Table 1, provide insights into the outer loading, indicator reliability, composite reliability, average variance extracted (AVE) scores, and Cronbach Alpha values, all of which are essential indicators of the model’s construct validity and reliability.

![Figure 1](image)

Figure 1 illustrates the summary of the measurement model used in the study. The results indicate that the outer loadings for all indicators exceed 0.7, and the average variance extracted (AVE) for all constructs is above 0.5, meeting the threshold for construct validity (Hair et al., 2017). This section presents the measurement model, which aims to examine the relationship digital marketing through search engine optimization (SEO).
The study's measurement model assessment revealed that the constructs of Digital Marketing through Search Engine Optimization (SEO) and Brand Image in Natra Bintan, a Tribute Portfolio Resort, demonstrated excellent internal consistency reliability, with Cronbach's Alpha values of 0.955 and 0.959, respectively. The composite reliability values for both constructs were above 0.70, indicating acceptable internal consistency. Furthermore, all item loadings were found to be acceptable, ranging from 0.713 to 0.884, which supports the indicator reliability of the measurement model. The average variance extracted (AVE) values for both constructs were above 0.50, indicating sufficient convergent validity. These results suggest that the measurement model used in the study is reliable and valid for assessing the relationship between digital marketing through SEO and brand image.

The study evaluated the discriminant validity of the measurement model by conducting an HTMT analysis. The results, as presented in Table 3, indicate that the HTMT values do not suggest a discriminant validity issue, as they are below the threshold of 0.85, which is the accepted criterion for discriminant validity.

The study employed a structural model or path analysis to evaluate the influence of Digital Marketing through Search Engine Optimization (SEO) on Brand Image at Natra Bintan, a Tribute Portfolio Resort. The results, presented in Table 3, include path coefficients, T-statistic, and significance levels of the hypotheses, which were tested using bootstrapping. The path coefficients were deemed acceptable if their significance level was at least 95% of the confidence level.
The second evaluation in the PLS-SEM analysis involves a structural modeling or path analysis to test the proposed hypotheses. Table 4 presents the structural model, including path coefficients, T-statistic, and significance levels of the hypotheses. Digital marketing through search engine optimization (SEO) ($\beta = 0.738; t = 19.906$) positively affected brand image in Natra Bintan. The path coefficients are deemed acceptable if their significance level is at least 95% of the confidence level.

**Table 5. Factor of The Research Model**

<table>
<thead>
<tr>
<th>Digital Marketing through SEO</th>
<th>$f2$ Brand Image</th>
<th>Effect Size</th>
<th>$R^2$</th>
<th>$Q^2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.196</td>
<td>substantial</td>
<td>0.545</td>
<td>0.383</td>
<td></td>
</tr>
</tbody>
</table>

Notes: $f2$ values of 0.02 = weak; 0.15 = moderate; >0.35 = substantial

The study's findings are presented in Table 5, which includes the effect size, coefficient of determination, and predictive relevance of the proposed model. The results indicate that digital marketing through search engine optimization (SEO) has a substantial effect on brand image, with an $R^2$ value of 0.545, indicating a medium predictive model. The $Q^2$ value of 0.383 for brand image suggests that digital marketing through SEO is a predictor of brand image at Natra Bintan. This study demonstrates the importance of digital marketing through SEO in enhancing brand image, highlighting its role in the digital marketing measurement model.

The study's hypothesis posits that digital marketing through search engine optimization (SEO) has a significant impact on the brand image of Natra Bintan Resort. This assumption is rooted in the idea that the hotel’s digital marketing efforts through SEO can shape its brand image. By implying that the hospitality industry should prioritize enhancing the brand image of hotels like Natra Bintan Resort through strategic digital marketing initiatives.

**DISCUSSION**

The Influence of Digital Marketing through Search Engine Optimization (SEO) toward Brand Image Natra Bintan.

The Hypothesis proposed a causal relationship between digital marketing through search engine optimization (SEO) and brand image. This was based on the belief that digital marketing through search engine optimization (SEO) enhances the brand image Natra Bintan. The results showed a positive effect of digital marketing through search engine optimization (SEO) on brand image Natra Bintan. ($\beta = 0.759, t= 21.111, p=0.000$), The findings support the hypothesis that digital marketing through search engine optimization (SEO) positively influences brand image. Furthermore, this digital marketing through search engine optimization (SEO) significantly impacted brand image Natra Bintan. This suggests that higher levels of digital marketing through search engine optimization (SEO) will lead to higher brand image Natra Bintan. These findings align with the research conducted by (Hasna, 2023) stated that a company’s website is very decisive in maintaining the brand image of a company.

According to Alexander (2021) explained that Search Engine Optimization (SEO) is a technique used to increase website traffic by improving a website’s visibility and ranking on search engines, thereby attracting more visitors. Search Engine
Optimization (SEO) enhances the likelihood of customers stumbling upon a website, thereby increasing its online visibility and accessibility (Mandal & Joshi, 2017). When consumers search for something online, they tend to trust organic search results more (Baye et al., 2016). Advertisers, in turn, strive to increase their website's visibility by manipulating search engine rankings through techniques known as Search Engine Optimization (SEO), in an effort to appear higher in search engine results pages (SERPs) (Putri, 2021).

CONCLUSION

In addition, this research explored the complex relationships between brand image and digital marketing strategies, particularly search engine optimization (SEO), within the hotel industry. The study aimed to advance our understanding of these dynamics by empirically investigating their effects on brand image and identifying their relative importance. The results of this research offer valuable insights and practical recommendations for both academic researchers and marketing professionals in the hospitality sector.

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Furthermore, this study enriches the existing literature by situating the research within the Indonesian hotel industry, thereby filling a knowledge gap on the importance of brand image dynamics for hotel companies. The research highlights the crucial role of digital marketing in shaping the relative significance of brand image for hotels, underscoring its impact on the industry.

In summary, this research significantly advances our understanding of brand image by providing empirical evidence of the impact of digital marketing through search engine optimization (SEO) on brand image in the hotel industry. The study's findings have broader implications for the marketing department, offering practical recommendations that hotels can use digital marketing through SEO to enhance their brand image, thereby increasing the likelihood of attracting guests and influencing their choice of hotel.

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