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Analysis of The Influence of Digitalization Implementation in Marketing Programs and Neuro-Marketing Adaption on Brand Perception in The Tourism Industries

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari adaptasi neuromarketing dan pemasaran digital terhadap persepsi atas merek khususnya pada industri perhotelan di Indonesia. Penelitian ini menggunakan metodologi kualitatif dengan pendekatan eksploratif-deskriptif. Hasil dari penelitian menunjukkan bahwa adaptasi neuromarketing dan penerapan digitalisasi dalam pemasaran efektif dalam meningkatkan citra merek dan pengalaman pelanggan di sektor perhotelan. Dengan menggunakan neuromarketing dan digital marketing, manajemen hotel dapat mengidentifikasi dengan cepat reaksi konsumen terhadap materi kampanye dan promosi yang disampaikan oleh manajemen hotel, pemasaran digital juga memungkinkan seorang prospektif pelanggan memiliki pengalaman yang lebih mendalam dan berkesan terhadap pelayanan yang diberikan hotel meskipun belum pernah menggunakan jasa dari hotel.

Kata Kunci: *Perhotelan, Pelayanan, Digital Marketing, Neuromarketing*

Abstract

The purpose of this study is to analyze the effect of neuromarketing adaptation and digital marketing on brand perception, especially in the hospitality industry in Indonesia. This study uses a qualitative methodology with an explorative-descriptive approach. The results of the study indicate that neuromarketing adaptation and the application of digitalization in marketing are effective in improving brand image and customer experience in the hospitality sector. By using neuromarketing and digital marketing, hotel management can quickly identify consumer reactions to campaign and promotional materials delivered by hotel management, digital marketing also allows a prospective customer to have a deeper and more memorable experience of the services provided by the hotel even though they have never used the services of the hotel.

Keyword: *Hospitality, Service, Digital Marketing, Neuromarketing*

INTRODUCTION

In recent years, significant advances in neuroscience have opened up new opportunities for its application in various sectors. The combination of neuroscience, psychology, and marketing has given birth to a new branch known as neuromarketing. This allows marketing professionals to better understand and predict consumer behavior more accurately based on scientific data about how the brain works. Neuromarketing is now an area that reflects a major transformation in the marketing world (Tannady et al., 2023). This approach not only provides new insights into how consumers think and make decisions, but also changes the way companies manage their brands. By utilizing neuroscience techniques, marketers can develop more effective strategies to reach and influence consumers. This shift in consumer understanding is also driving innovation in brand management (Naim, 2024). By understanding more deeply the consumer's thought process, companies can develop brands that are more relevant and attractive to their target market. The integration of neuroscience with marketing has changed the way we view marketing, from being merely an art and intuition to a science based on data and scientific research (Hadiyati et al., 2023).

Neuromarketing now provides sophisticated tools that allow marketers to gain more accurate information about consumers (Dasuki, 2021). By analyzing consumers' preferences, behaviors, and tastes by studying their neural activity, neuromarketing provides deep insights into how consumers make decisions (Warsiman et al., 2024). This discipline allows for a clearer understanding of why consumers choose one brand over another, how their brains respond to sensory stimuli, and what attracts their attention and evokes their emotions. With this deeper understanding, companies can develop more

effective and relevant marketing strategies (Calen et al., 2021). Neuromarketing helps uncover aspects that were previously difficult to measure, such as emotional responses to advertising or the visual appeal of a product. This information is invaluable to world-class brands, who have successfully used neuromarketing to strengthen their relationships with consumers and increase their competitiveness in the market (Latif et al., 2023). Today, global marketers are increasingly using neuromarketing to explore its vast potential. Despite the numerous achievements, the path of neuromarketing development remains lengthy and brimming with opportunities for further innovation. Future predictions predict that neuromarketing will play an increasingly large role in understanding and influencing consumer behavior as technology and research methods continue to develop (Tannady & Dewi, 2024).

Modern consumers seek innovation and unique experiences that will leave a lasting impression, making today's challenges for brands and companies increasingly complex (Sudarmayasa et al., 2022). They want interactions that not only meet their needs but also provide strong positive emotions. In this context, creating unique and meaningful experiences becomes crucial to the success of a brand. The tourism sector is a clear example of the need for such innovation. In this industry, consumers are not just looking for a service or product but also an experience that can evoke deep and lasting emotions (Alimin & Marco, 2023). Tourism requires a creative and innovative approach to designing experiences that can create strong and positive memories. In an effort to build memories that will accompany consumers for a lifetime, the tourism sector must continuously innovate in the way it presents and brings experiences to life for tourists (Alimin & Jocelyn, 2024). By creating emotional and unforgettable moments, companies in this sector can build stronger relationships with consumers and ensure that their brands remain relevant and memorable over time (Fadillah, 2022).

Today, marketing is a very dynamic world full of change and innovation, where technological growth is accelerating and more specific knowledge is paving the way for new forms of interaction with consumers. In this development, brands seek to communicate with consumers in every possible way, taking advantage of the increasing amount of information available (Ikhsan et al., 2024). The primary goal of marketing is to understand consumers' deepest needs and desires in order to create more effective and personalized strategies. Marketers are constantly trying to understand what is on the minds of consumers in order to anticipate their wants, needs, and preferences (Lau et al., 2024). The consumer's mind has now become more complex to understand because their

preferences are not only very specific, but also constantly changing with the emergence of new trends and technological developments (Astuti et al., 2024). In this context, marketing must adapt to rapid changes and understand that consumer wants and needs are not static. Brands need to continue to innovate to stay relevant and meet the increasingly high and diverse expectations of consumers (Uhai et al., 2024). By leveraging technology and in-depth data analysis, marketing seeks to better understand consumers and create experiences that are truly in line with what they want.

METHOD

This study employs a qualitative methodology, utilizing an exploratory-descriptive approach to accomplish its stated objectives. This study, through an in-depth analysis of relevant literature, identifies and develops a deeper understanding of the topic under study. In addition, to enrich the data obtained from the literature review, this study also utilizes secondary basic information obtained through interviews. The interviews were designed to elicit additional insights from experts or practitioners in relevant fields, thereby providing a broader and deeper context for the research findings. By combining bibliographic analysis and interviews, this study seeks to provide a comprehensive picture of the topic discussed. Overall, this study's methodological approach enables the researcher to delve into intricate concepts and generate a comprehensive and detailed analysis. This approach ensures that the study does not only focus on theory but is also supported by practical insights generated from field experience, so that the results of the study can make a significant contribution to understanding the issues being studied.

RESULT AND DISCUSSION

Neuromarketing approaches have proven effective in improving brand image perception, particularly in the context of hotel services. By leveraging insights from neuromarketing analysis, hotels can better understand how consumers react to the various sensory and emotional stimuli they create. This knowledge allows hotels to design more immersive and memorable experiences for guests, which in turn strengthens their brand image in the minds of consumers. In practice, neuromarketing helps hotels create environments that not only meet the functional needs of guests but also stimulate strong emotional bonds through the use of elements such as signature scents, appropriate lighting, soothing music, and attractive visual design. All of this contributes to a more positive overall experience and enhances guests' perceptions of the hotel brand. As a

result, hotels can increase customer loyalty by implementing the right neuromarketing strategies, position their brands as the top choice in a competitive market, and significantly improve their service image in the eyes of consumers.

The close relationship between the sense of smell and the emotional center of the brain, as well as memory, serves as evidence. Scent can directly affect the part of the brain that manages feelings and memories, creating a strong emotional bond. Because of the ability of smell to link odors to emotional experiences and memories, it has unique potential in marketing. In the context of marketing, the application of smell analysis demonstrates that this technique can be an effective tool for communicating abstract aspects of a brand. The scent not only conveys concrete information but can also touch emotions and evoke deep associations in the minds of consumers. This allows olfactory marketing to convey brand messages that are difficult to describe with words or images.

The connection of the sense of smell to emotions and memories is a major advantage in forming a product or service's brand image in the minds of consumers. This ability to directly affect the emotional and memory centers of the brain allows brands to create deep and memorable associations. This makes olfactory marketing an effective tool for strengthening brand identity and enhancing the overall consumer experience. The importance of addressing sensory marketing strategies with a neuromarketing approach is increasingly evident, as this approach provides invaluable insights into understanding consumers. By utilizing neuromarketing techniques, such as analyzing brain responses and physiological reactions to sensory stimuli, marketers can gain in-depth information about how consumers respond to and interact with specific sensory elements. The neuromarketing approach allows for the development of more targeted and effective marketing strategies focused on creating experiences that match consumers' preferences and emotional needs. Thus, sensory marketing strategies supported by neuromarketing not only enhance brand image, but also build stronger and more sustainable relationships between brands and consumers.

The concepts of neuromarketing and olfactory marketing have a high degree of complementarity, which has grown rapidly in recent years. Neuromarketing, which leverages knowledge about how the brain responds to stimuli, provides a scientific framework for understanding how consumers respond to sensory elements, including scent. Olfactory marketing, which focuses on using scent to influence consumer perception and emotion, fits well with neuromarketing principles that link sensory stimuli to emotional responses and memory. Both concepts have evolved over time, along with

advances in technology and an increased understanding of how the brain works. Moving forward, technological developments and further research in neuromarketing and olfactory marketing will continue to expand our understanding of the relationship between smell and emotion. By continuing to leverage advances in neuroscience and sensory technology, companies can develop increasingly sophisticated and targeted marketing strategies, harnessing the power of smell to create more memorable and immersive brand experiences.

Neuromarketing offers a fantastic opportunity to understand the emotional impact of olfactory stimuli on brand perception. By utilizing neuromarketing techniques, such as monitoring brain activity and physiological responses to various aromas, marketers can gain deep insights into how odors affect consumers' emotions and perceptions of brands. This information allows companies to design more effective marketing strategies that not only attract attention but also motivate consumers to form strong emotional bonds with the brand. A carefully designed scent can create an emotionally engaging experience, increase brand appeal, and strengthen customer loyalty. By understanding and applying the results of neuromarketing research, companies can develop more focused strategies to build long-term relationships with customers, harnessing the power of olfactory stimuli to strengthen brand image and create more immersive and memorable experiences.

The study's findings indicate that the development of olfactory strategies in the hospitality sector is more concentrated at the corporate level. This means that olfactory marketing companies are not only offering aroma-related services but also developing comprehensive strategies to build and strengthen the hotel brand image. Targeting more abstract and broad aspects of the brand, these strategies aim to create a consistent and comprehensive sensory experience for hotel guests. Strategically selected and applied scents serve to influence how guests associate with and identify a hotel's brand or service. They not only add physical comfort but also build deep emotional connections. In this way, olfactory marketing companies help hotels create a strong and memorable brand image in the minds of guests. A distinctive scent integrated into the hotel experience can strengthen brand identity, increase customer loyalty, and create a more holistic and memorable experience for each guest who stays.

In particular, the tourism sector is an interesting area for applying olfactory marketing strategies focused on brand image. In this context, the hospitality sector is at the forefront of olfactory marketing development, showing great potential for future growth. This strategy is used not only to improve the guest experience but also to build

and strengthen the hotel's overall brand image. Strategically designed aromas create deep emotional connections, strengthen brand identity, and add value to the guest experience. Thus, olfactory marketing strategies have the power to enrich the brand image of a hotel by creating a comprehensive and memorable sensory experience. By integrating distinctive aromas into every aspect of the guest experience, hotels can build stronger relationships with customers, increase loyalty, and leave a lasting and positive impression that supports their brand image.

Major brands that use corporate scents in their hotel facilities do so not only to enhance the guest experience but also to build customer loyalty, strengthen their brand identity, and differentiate themselves from competitors. Strategically applied scents can create a pleasant and consistent atmosphere, adding value to the guest experience and making the brand more memorable. The results of this scent strategy are not only verified by the companies that implement them, but also through the testimonials and opinions of travelers, both during and after their stay. A positive sensory experience helps build a strong emotional connection with the guest, strengthens the brand impression, and increases the likelihood of customers returning. As a result, a variety of hotel brands have adopted this scent strategy to strengthen their image in the minds of their guests and spread their brand values. A strategically applied signature scent not only creates a memorable experience but also builds emotional bonds and memories that can strengthen customer loyalty and differentiate the brand in a competitive market.

CONCLUSION

The analysis results show that neuromarketing, specifically olfactory marketing, has become an effective tool for enhancing brand image and customer experience in the hospitality sector. By leveraging insights from neuromarketing, hotels can understand how consumers react to various sensory and emotional stimuli. This knowledge allows them to design more immersive and memorable experiences, strengthen their brand image, and increase customer loyalty. A carefully designed scent can create a deep emotional bond and influence consumer perceptions of the brand. In practice, olfactory marketing strategies in the hospitality sector are more corporate-oriented. Olfactory marketing companies develop comprehensive strategies, including the creation of signature scents, to build brand image and create a consistent and comprehensive guest experience. Strategically applied scents help build customer loyalty and differentiate hotels from competitors. Thus, the implementation of olfactory marketing strategies supported by

neuromarketing can enrich the consumer experience, strengthen brand identity, and increase customer appeal and loyalty in a competitive market.

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