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*Corresponding author: Abdinus Telaumbanua, Department of Management, Faculty of Economic, Prodi, Universitas Nias, Sumatera Utara, Indonesia.

E-mail: abdi.tel04@gmail.com

DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

The Influence of Social Media Advertising on Guest Decisions: Case Study from Hotels in Gunungsitoli City, Indonesia

Abdinus Telaumbanua¹, Maria Magdalena Bate'e², Emanuel Zebua³, Otanius Laia⁴

^{1,2,3,4} Department of Management, Faculty of Economics, Universitas Nias, Sumatra Utara, Indonesia. Email: abdi.tel04@gmail.com¹, maria.batee82@gmail.com², emanuel.zeb@gmail.com³, otaniuslaia027@gmail.com⁴

Abstract: Currently, advertising development is progressing very rapidly. The progress in advertising development is accompanied by increasingly tight competition between producers of goods or services who use advertising services to inform about the products or services they produce. Advertising is a special form of communication that fulfills marketing functions. Social media is a means that allows users to present themselves or communicate with various texts, images, videos, and form social bonds virtually. This research aims to discover how social media advertising influences guests' decisions when choosing a hotel in Gunungsitoli. The research method used is quantitative with a survey approach; researchers also use questionnaires in data collection. Researchers tested the hypothesis using multiple regression analysis techniques, and the calculations were assisted by utilizing the software program SPSS (Statistical Program for Social Science) version 26. This research found that the social media advertising variable (X) hypothesis was accepted and partially positively and significantly influenced guest decisions. (Y) Choose a hotel in the city of Gunungsitoli. Then this research also found that Media Advertising (X) had an influence of 0.500 or 50% on the guest's decision to choose a hotel in the city of Gunungsitoli. Meanwhile, the other 50% is influenced by different factors.

Keywords: Social Media Advertising, Hotel, Marketing Management.

1. INTRODUCTION

In the modern era, humans can do various activities. With internet technology, humans can do many things such as socializing, greeting distant or close friends, reading books, obtaining multiple information, and even shopping online. The development of technology has changed the way of interaction in marketing communications from face-to-face (conventional) to screen-to-face (internet marketing). This has led to an increase in internet and social media users in Indonesia, which has increased interest in shopping online. According to Mulyana & Deny (2020), "The internet in the current digital era can be convenient, easy, and efficient amid busy daily routines. A marketing communication strategy is needed in marketing a product, either online (screen-to-face) or conventional marketing (face-to-face). "With the right marketing communication strategy, companies can avoid ineffective and inefficient promotional losses. Internet marketing is a tool as an intermediary for marketing communications, which is currently widely used by social media to introduce products or services, one is by utilizing media as a promotional tool (Mulyana & Deny, 2020). Currently, the development of advertising is experiencing very rapid progress. The progress of advertising development is accompanied by increasingly tight competition between producers of

goods or services who use advertising services to inform about the products or services they produce. Advertising is a form of exceptional communication that fulfills the marketing function.

To carry out the marketing function, what must be done in advertising activities must be more than just providing information to the public. As we know, social media is a means that allows users to present themselves or communicate with various texts, images, videos, and form social bonds virtually. Social media is a powerful means to operate or promote products or services. So that all people who use social media can see, get to know, and be interested in using the goods or services displayed.

Napitupulu et al. (2021) argue that some examples of digital marketing include websites, social media, YouTube, and advertisements on search engines such as Google. From this opinion, it can be concluded that many social media users create promotional opportunities through online advertising. This form of social media advertising is also called advertising, and it has recently experienced very rapid development. In the increasingly advanced digital era, social media has become one of the practical tools in promoting products and services.

One industry that has felt the benefits of the development of social media is the hospitality industry. Hotels worldwide use social media to expand their reach, attract potential guests, and influence consumer decisions to book accommodation. The forms of advertising media information today are diverse, ranging from print, radio, television, and social media advertisements. Social media has a significant influence and even attracts the public's attention to continue using it, and not only that, but social media is also a subject for research, one of which is a study conducted by Hamdani (2022), which proves that customer decisions choose Sharia Hotels in Bandung by 3.51%. This is aligned with research by Dewi et al. (2020), which revealed that promotion through social media has a positive and significant effect on the decision to stay at The Bali Dream Villa Resort & Spa Hotel. Social media as a marketing tool has offered tremendous benefits to hotels in various destinations. Social media advertising provides an opportunity to introduce hotel facilities, display tempting photos and videos, provide positive reviews and testimonials from previous guests, and provide special offers to social media followers. All of these can influence the perception and decisions of potential hotel consumers in fulfilling consumer behavior.

From the description above, the influence of social media advertising can increase visitor interest in the Nias Palace Hotel, Libi Hotel, and Mega Hotel. Based on the background described above, the author is interested in conducting a study entitled "The Influence of Social Media Advertising on Guest Decisions to Choose Hotels in Gunungsitoli City".

1.1. Problem Formulation

1. Do social media ads affect guests' choice of a Hotel in Gunungsitoli?
2. How much influence do social media ads have on guests' decisions in choosing a Hotel in Gunungsitoli City?
3. What are the factors in social media advertising that most influence guests' decisions in choosing a hotel in Gunungsitoli City?

1.2. Research Objectives

From the formulation of the problem above, the objectives of this research are as follows:

1. To find out how social media advertising affects guests' decisions in choosing a hotel in Gunungsitoli.
2. To find out how much influence social media advertising has in choosing a hotel in Gunungsitoli.

3. To find out which hotels in Gunungsitoli are the most chosen by guests.

2. RESEARCH METHODS

The type of research used in this study is associative research using quantitative methods. According to Sugiyono (2019), quantitative research is defined as a research method based on positivism, used to research a specific population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

2.1. Research Variables

According to Sugiyono (2019). Variables are everything in any form that the researcher determines to be studied so that information about it is obtained; then conclusions are drawn. Based on the experts' opinions above, it can be concluded that a research variable is an object in the form of data collected through a research subject that has been determined by the researcher to be studied, so that information can be obtained that can be drawn. According to Sugiyono (2019), the independent variable symbolized by the letter X is a variable that affects or is the cause of the change or the emergence of a dependent variable. According to Sugiyono (2019), the dependent variable symbolized by the letter Y is a variable that is influenced or a result, because of the existence of an independent variable. The variables used in this study are Variable X (Free) and Variable Y (Bound), namely Guest Decision.

2.2. Population and Sample

According to Sugiyono (2020), population is a generalization area consisting of objects or subjects with specific qualities and characteristics that the researcher determines to be studied, and then conclusions are drawn. Based on the opinions of the above experts, it can be concluded that the population is an entire research subject with specific characteristics. The population studied in this study was 200 people from Nias Place Hotel, Libi Hotel, and Gunungsitoli City Mega Hotel.

2.3. Sample

According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population. The samples used were the Guests of Hotel Nias Place, Hotel Libi, and Hotel Mega. The sampling in this study is: To measure the minimum sample needed, the researcher uses the Slovin Formula with an error rate of 10%, as follows:

$$n = \frac{N}{1 + N.e^2}$$

Information:

N = Sample size

N = Population Size

e² = Standard Error or percent inaccuracy allowance due to

Sampling errors are still tolerated or desired, as much as 10%.

2.4. Research Instruments

In this study, a questionnaire will be distributed to all respondents, consisting of several alternative answer options, which can use the Likert Scale to measure the level of agreement or disagreement of respondents to specific questions, where each option has the following weights:

2.5. Data and data collection techniques

Primary data is a data source that directly provides data to data collectors. The researcher collects the data directly from the first source or where the object of the study was conducted. Secondary data is a data source that does not directly provide data to the data collector, for example, through other people or documents.

2.6. Data Analysis Techniques

Data Analysis systematically searches for and compiles data from observations, questionnaires, and documentation. The questionnaire is an efficient data collection technique if the researcher knows precisely what variables will be measured and what can be expected from the respondents.

2.7. Test Instrument

The Validity Test is used to measure the validity of a questionnaire. A questionnaire is valid if the questions reveal something that the questionnaire will measure. Reliability means having a trustworthy nature. Reliability is how consistently the measuring tool can provide the same results when measuring the same thing and subject. This analysis determines the extent to which data measurements can give relatively consistent results or are not different if re-measured on the same topic, so consistency or measuring tools (questionnaires) can be known.

2.8. Hypothesis Testing

1. Simple Linear Regression

The analysis method used in the study is a simple linear regression analysis. A simple linear regression analysis is a linear relationship between an independent variable (X) and a dependent variable (Y). Simple Linear Regression equations mathematically expressed by:

$$Y = a+bx$$

Description:

- Y = Regression line Bound variable
- a = Constant (intercept), intersection with the vertical axis
- b = Constant Regress (slope)
- X = Free Variable/Predictor

2. Coefficient of Determination

The Coefficient of Determination can be determined by squaring the coefficient of correlation. From the example of a research case, the determination coefficient is $r^2 = 0.90$. This value means that

90% of the independent variable /predictor X can explain/explain the dependent variable/Response Y, and 10% can explain the other variables.

3. T-test

The T-statistical test shows how far the influence of one explanatory variable alone explains the variation of the dependent variable. In this case, does the social dimension variable of social media advertising affect the Guest Decision variable? This study was conducted by looking at Quick Look and comparing the T-statistical value with the critical point according to the table with a level of $\alpha = 5\%$. As a basis for decision-making, the following testing criteria can be used:

- a. If $T_{\text{count}} > T_{\text{table}}$ and the significance level $< \alpha (0.05)$, the independent variable individually affects the dependent variable.
- b. If $T_{\text{count}} < T_{\text{table}}$ and the level of significance $> \alpha (0.05)$, then the independent variable individually does not affect the dependent variable.

3. RESULTS AND DISCUSSION

3.1. Reliability Test

The reliability test was carried out to measure valid questionnaires by looking at the level of consistency of the questionnaire to be trusted and relied on by researchers in continuing their research. A questionnaire is reliable if a person's answers to statements are consistent or stable over time (Ghozali, 2018, p. 45). The Cronbach Alpha coefficient is > 0.70 . The question is declared reliable, or a construct or variable is declared reliable. On the other hand, if the Cronbach Alpha coefficient < 0.70 , the question is declared unreliable. The results of the reliability test with the help of SPSS version 26 are shown in Table 1:

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.832	35

3.2. Normality Test

According to Ghozali (2018), the normality test was conducted to test whether the regression model of independent and dependent variables had a normal distribution. The statistical test results will decrease if the variables are not distributed normally. This test used SPSS version 26 and the Kolmogorov-Smirnov and PLOT normality test formulas. The results can be seen in the one-sample table of Kolmogorov-Smirnov based on decision-making using the asymp sign. Assuming a probability > 0.05 indicates that the regression model is usually distributed.

3.3. Multicollinearity Test

According to Ghozali (2018), the multicollinearity test aims to test whether the regression model finds a correlation between independent variables. If each variable has a tolerance value of > 0.100 or equal to a VIF value < 10.00 , then the variable does not indicate multicollinearity.

3.4. Heteroscedasticity Test

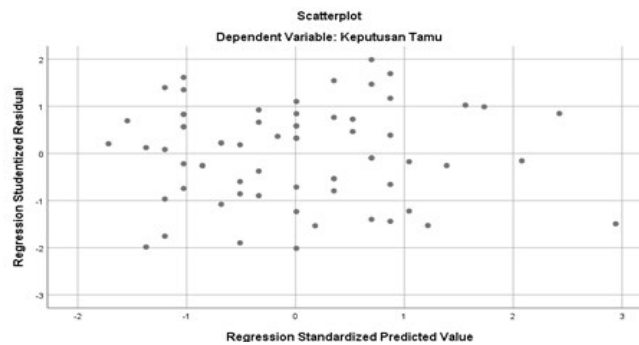


Figure 1. Heteroscedasticity Test Results

3.5. Discussion

The results of the research that has been carried out previously using the help of SPSS version 26 can be concluded as follows:

3.6. The Effect of Social Media Advertising on Guests' Decision to Choose a Hotel in Gunungsitoli City

Advertising is a method or means to promote products, services, or brands to the broader community, namely the audience, where the goal is to encourage audience interest in the product, service, or brand. According to Fandy Tjiptono (2015), advertising is a form of indirect communication based on information on the advantages of a product that is arranged in such a way as to create a pleasant feeling that changes a person's mind to make a purchase. Guest decisions are a series of processes that start with consumers recognizing their problems, looking for information about specific products or brands, and evaluating the product or brand and how well each alternative can solve their problems, leading to a purchasing decision. According to Fandy Tjiptono in Elvi and Florentina (2022), a decision is defined as a conscious evaluation or assessment concerning the performance of a product, whether it is good or not, and whether the product in question is suitable for its purpose or use. Meanwhile, according to Kotler in Ovidani & Wahju (2020), satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product being considered against the expected performance (results). Based on the data test results of the variable influence of social media advertising on guest decisions to choose hotels in the city of Gunungsitoli, the results obtained were with a T-count value of $T\text{-count } 1.838 > T\text{-table } 1.669$. The T-count value obtained was 1.838, which is greater than the T-table value of 1.669, which means it has a positive influence and a significant value of $0.001 < 0.05$. The significant value obtained was 0.001, much smaller than 0.05, so it can be concluded that "social media advertising is accepted that partially has a positive and significant influence on guest decisions to choose hotels in the city of Gunungsitoli". This aligns with research by Dewi et al. (2020), which revealed that promotion through social media has a positive and significant effect on the decision to stay at The Bali Dream Villa Resort & Spa Hotel. This proves that social media advertising can influence guests' decisions to choose hotels in Gunungsitoli.

3.7. The Influence of Social Media Advertising on Guests' Decision to Choose a Hotel in Gunungsitoli City

An advertisement is a message that offers a product shown to the public through a medium. Let us look at its function and purpose. It is essentially a form of communication; the function of

advertising is to convey information about the product to the masses to form an understanding of the audience towards the product (Putra, 2018). Advertising aims to persuade consumers to buy the product or service offered. Based on the data processing results from samples obtained from respondents who visited the Nias Palace Hotel, LIBI Hotel, and Mega Hotel, a strong relationship was found between social media advertising and guests' decisions. This is also proven by testing the coefficient of determination (R^2) calculation, which obtained $R^2 = 0.500$ or 50.0%, which means that the guest's decision to choose is influenced by social media advertising. The remaining 50.0% is due to other factors not examined in this study. Social media advertising factors influence guest decisions when choosing a hotel in Gunungsitoli City.

3.8. Social Media Advertising Factors That Most Influence Guests' Decision to Choose a Hotel in Gunungsitoli City

Social media is an online platform that interacts with online technology, changing communication from one-way to interactive or two-way communication. Social media provides sites, services, and tools that allow everyone to talk, express themselves, and share with others on the Internet. Ardiansah and Maharani (2021) explain that social media is a means that facilitates interaction between users with a two-way communication nature. Guest decisions are a process that starts with recognizing problems by consumers, searching for information about specific products or brands, and evaluating the product or brand to determine how well the existing alternatives can solve the problem. The consumption stage is part of the consumer decision-making process, where consumers decide to buy and use a product or service. Hospitality refers to a person's decision to stay at a hotel. Customers' choices when choosing a hotel are significant for continuing the hotel management cycle because customers are considered valuable assets.

4. CONCLUSION

Based on the results of the study and discussion entitled The Influence of Social Media Advertising on Guest Decisions to Choose Hotels in Gunungsitoli, it can be concluded that the results of this study are as follows: There is an influence of social media advertising (X) on guest decisions to choose hotels in the city of Gunungsitoli (Y) in using the DANA application. This is indicated by the T-count value of T-count $1.838 > T\text{-table } 1.669$ and a significant value of $0.001 < 0.05$, it can be concluded that the hypothesis of the social media advertising variable (X) is accepted and partially has a positive and significant influence on guest decisions to choose hotels in the city of Gunungsitoli. Based on the research that has been done, it is known that Media Advertising (X) has an influence of 0.500 or 50% on guests' decisions to choose hotels in the city of Gunungsitoli. At the same time, other factors influence the other 50%.

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