

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Meta Ads on Domestic Guest Purchase Intention in Room Booking at Hilton Bali Resort

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ARTICLE HISTORY

Received: August 03, 2026
Revised: September 01, 2026
Accepted: September 01, 2026

DOI

<https://doi.org/10.52970/grmilf.v6i4.2581>

ABSTRACT

This study aims to examine the effect of Meta Ads on the purchase intention of domestic guests when booking rooms at Hilton Bali Resort. A quantitative approach was employed using a convenience sampling technique involving 100 respondents who had previously seen Hilton Bali Resort advertisements on Facebook or Instagram. Data were collected through a Likert-scale questionnaire and analyzed using descriptive statistics, validity and reliability tests, normality testing, simple linear regression, the t-test, and the coefficient of determination (R^2). The results indicate that Meta Ads have a positive and significant effect on domestic guests' purchase intention. The coefficient of determination (R^2) of 0.443 shows that Meta Ads explain 44,3% of the variation in purchase intention, while the remaining 55,7% is influenced by factors beyond the research model. In addition, respondents perceived the Meta Ads as informative, engaging, and credible, encouraging them to seek further information through the hotel's official website. The novelty of this study lies in investigating Meta Ads as the sole independent variable affecting purchase intention in the hospitality industry by utilizing actual data on Meta Ads campaign performance and audience demographics at Hilton Bali Resort as the basis for the research phenomenon.

Keywords: Digital Marketing, Hospitality, Meta Ads, Purchase Intention, Room Reservation.

I. Introduction

The development of information and communication technology has driven digital transformation across various industry sectors, including hospitality. These changes have influenced consumer behavior in searching for information, comparing alternatives, and making purchase decisions. In the hospitality industry, potential guests increasingly use the internet and social media as sources of information before making room reservations. This condition encourages hotels to develop digital marketing strategies that can reach consumers more widely, quickly, and selectively. One of the widely used digital marketing strategies is Meta Ads through Facebook and Instagram (Harliantara, 2025; Sartika, 2023). Meta Ads enables companies to target audiences based on characteristics such as age, location, interests, and user behavior. In addition, the visual features available on these platforms allow companies to present information about products and services in an attractive format. Therefore, Meta Ads has become an important digital promotional medium for increasing brand exposure and reaching potential consumers.

The potential of Meta Ads is supported by the large number of social media users in Indonesia. Based on the Digital 2026 Indonesia report, the number of active social media users in Indonesia reached around 143 million users, equivalent to 50.2% of the total population. Facebook has an advertising reach of approximately 122 million users, while Instagram has an advertising reach of approximately 103 million users. The large audience base indicates that Meta platforms provide substantial opportunities for digital promotion across consumer segments, including the hospitality industry. At the same time, competition in the hospitality industry in Bali continues to increase as the number of accommodation establishments grows (Veloso & Gomez-Suarez, 2023). Although Bali's tourism sector has continued to recover, hotel room occupancy rates remain subject to fluctuations. Data from the Central Statistics Agency of Bali Province shows that the occupancy rate of star-rated hotel rooms reached 60.28% in January 2026 but declined to 51.62% in February 2026. These conditions indicate that hotels operate in a competitive market in which marketing activities are increasingly important for attracting consumer attention and encouraging potential guests to consider room reservations.

One of the hotels that actively utilizes digital marketing in Bali is Hilton Bali Resort. This five-star hotel located in the Nusa Dua area is part of the Hilton Worldwide network and serves both domestic and international markets. In its marketing activities, Hilton Bali Resort utilizes various digital media to promote hotel products and services to potential guests, including Meta Ads through Facebook and Instagram. Based on data obtained from 2026, the Meta Ads activities conducted by Hilton Bali Resort demonstrate a substantial level of digital promotional activity, as presented in Table 1.

Table 1. Hilton Bali Resort Meta Ads Activities in 2026

No	Indicator	Value
1	Number of <i>Meta Ads Campaigns</i>	484
2	Total <i>Impressions</i>	30.935.983
3	Total <i>Reach</i>	15.938.112
4	Total Link Clicks	1.119.137
5	Average CTR	3.62%

Source: Meta Business Suite, 2026.

As shown in Table 1, Hilton Bali Resort conducted 484 Meta Ads campaigns in 2026, generating 30,935,983 impressions and reaching 15,938,112 users. The campaigns also generated 1,119,137 link clicks with an average click-through rate (CTR) of 3.62%. These figures demonstrate the substantial scale of Meta Ads utilization by Hilton Bali Resort and provide an empirical basis for examining how such advertising exposure relates to consumer responses. The domestic market is also an important audience segment for Hilton Bali Resort's digital promotion. Based on Facebook Insights and Instagram Insights data in 2026, Indonesia represents the largest audience by country on both platforms, as presented in Table 2 and Table 3.

Table 2. The Three Countries with the Largest Audience on Facebook Hilton Bali Resort in 2026

No	Country	Percentage
1	Indonesia	37.1%
2	Australia	12.8%
3	Malaysia	12%

Source: Meta Business Suite, 2026.

Table 3. The Three Countries with the Largest Audience on Instagram Hilton Bali Resort in 2026

No	Country	Percentage
1	Indonesia	57%
2	India	8.4%
3	Australia	5.5%

Source: Meta Business Suite, 2026.

Tables 2 and 3 show that Indonesia accounts for the largest proportion of Hilton Bali Resort's Facebook and Instagram audiences, representing 37.1% and 57.0%, respectively. These data indicate that the domestic market constitutes a substantial audience segment exposed to the hotel's digital communication. The age distribution of the Instagram audience further indicates that a considerable proportion of the audience is within the 25–44 age range, as presented in Table 4.

Table 4. Hilton Bali Resort Instagram Audience Age Demographics in 2026

No	Age Group	Percentage
1	18–24 Years	7.8%
2	25–34 Years	30.6%
3	35–44 years old	38.4%
4	45–54 years old	17.4%
5	55–64 years old	4.8%
6	65+ Years	1.5%

Source: Instagram Insights data Hilton Bali Resort, 2026.

In addition to Meta Ads activity and audience demographics, the research phenomenon is supported by website traffic data from the domestic market. These data provide an initial description of changes in digital engagement and booking-related website activity during the observed period. Importantly, these indicators are used as contextual evidence rather than as direct evidence of the effectiveness or ineffectiveness of Meta Ads. The development of website traffic and domestic guest activity at Hilton Bali Resort during 2025–2026 is presented in Table 5.

Table 5. Hilton Bali Resort Domestic Guest Website Traffic Data 2025–2026

Indicator	2025	2026	Changes
Website Sessions	510.250	482.830	-5,37%
Booking Engine Visits	154.820	144.950	-6,37%

Source: Hilton Bali Resort Website Traffic Data 2025–2026 (processed)

As presented in Table 5, website sessions from domestic guests decreased from 510,250 in 2025 to 482,830 in 2026, representing a decline of 5.37%. Booking engine visits also decreased from 154,820 to 144,950, or 6.37%. These changes indicate a decline in domestic users' interactions with the hotel's website and booking-related pages during the observed period. However, these data alone cannot establish whether Meta Ads caused the decline, because website traffic and booking activity may also be influenced by other marketing, economic, seasonal, competitive, or consumer-related factors. The development of domestic room bookings provides additional contextual information, as presented in Table 6.

Table 6. Hilton Bali Resort Domestic Guest Booking Data 2025–2026

Indicator	2025	2026	Changes
Direct Booking Website	10.480	9.770	-6,78%
Domestic Booking OTAs	8.420	7.920	-5,94%
Total Domestic Bookings	18.900	17.690	-6,40%

Source: Hilton Bali Resort Reservation Data 2025–2026 (processed)

Table 6 shows that domestic guest room bookings declined between 2025 and 2026. Direct bookings through the hotel's official website decreased from 10,480 to 9,770 bookings, while domestic bookings through Online Travel Agents (OTA) declined from 8,420 to 7,920 bookings. Overall, total domestic guest bookings decreased from 18,900 to 17,690 bookings, representing a 6.40% decline. Together with the website traffic data in Table 5, these figures illustrate changes in digital engagement and booking outcomes among the domestic market. Nevertheless, declining website activity and actual bookings should not be interpreted

as evidence that Meta Ads is ineffective. Actual booking behavior represents a behavioral outcome that may be influenced by multiple factors, whereas purchase intention refers to the consumer's willingness or tendency to make a purchase. Therefore, the booking and website data serve primarily as the empirical context that raises the question of how domestic consumers respond to Meta Ads rather than as evidence of a causal relationship between advertising activity and booking performance. This distinction is particularly important because the present study focuses on purchase intention as the consumer-response variable.

The relationship between digital advertising and purchase intention can be theoretically understood through the Stimulus–Organism–Response (S-O-R) framework. The S-O-R perspective proposes that external stimuli can influence an individual's internal psychological processes, which subsequently shape behavioral responses (Mehrabian & Russell, 1974 as cited in (Baber & Baber, 2023)). In this study, Meta Ads represents an external marketing stimulus containing visual information, promotional messages, and hotel-related content. Consumers process and evaluate these advertising stimuli internally, while purchase intention represents the subsequent response in the form of willingness or tendency to make a room reservation. The framework therefore provides a theoretical basis for examining the relationship between Meta Ads and purchase intention without assuming that advertising exposure directly produces an actual booking. Purchase intention refers to a person's tendency or willingness to purchase a product or service in the future. In the hotel industry, purchase intention can be understood as the intention of prospective guests to make a room reservation after receiving and evaluating information about a hotel through promotional media. Accordingly, purchase intention provides a consumer-level outcome that is conceptually closer to the psychological response to marketing communication than actual booking behavior.

Various previous studies have examined the relationship between digital marketing and purchase intention. Widhiasih (2025) found that Social Media Marketing has a positive effect on purchase intention in the hospitality sector. (Anjarani, 2023) shows that social media marketing activities are able to increase purchase intention through Brand Awareness and perceived quality. Meanwhile, Suastini (2023) found that promotion through posts on Instagram has a positive effect on hotel consumers' purchase intention. Other research conducted by Kusuma (2023) at Hilton Bali Resort shows that the implementation of Digital Marketing contributes to the improvement of hotel room occupancy rate. These findings indicate that digital and social media-based marketing activities are relevant to consumer responses and hospitality outcomes, although the existing studies do not specifically establish the relationship between Meta Ads and domestic guests' purchase intention. However, most previous research has focused on social media marketing, digital marketing in general, celebrity endorsements, electronic word of mouth, and brand awareness. Research that specifically examines Meta Ads as a form of paid digital advertising in relation to purchase intention in the hospitality industry remains relatively limited, particularly in the Bali context. In addition, previous research on Hilton Bali Resort has examined digital marketing more generally and used hotel room occupancy rate as the dependent variable. This leaves an opportunity to examine a more specific paid digital advertising instrument and its relationship with a consumer-level psychological response, namely purchase intention.

This distinction also provides a theoretical contribution beyond a single-hotel application. Rather than positioning Hilton Bali Resort itself as the primary source of novelty, this study applies the S-O-R perspective to examine Meta Ads as a specific digital advertising stimulus and purchase intention as a consumer response in the hospitality context. Hilton Bali Resort provides the empirical setting in which this relationship is examined among domestic consumers, while the underlying relationship between digital advertising stimuli and purchase intention is relevant to hospitality businesses that utilize social media advertising. The research gap therefore lies not in assuming that the decline in booking performance resulted from Meta Ads, but in the limited empirical evidence concerning the relationship between Meta Ads and domestic consumers' purchase intention in the hospitality sector. This gap is particularly relevant in the context of Hilton Bali Resort, where Meta Ads are used intensively, with 484 campaigns generating more than 30 million impressions and more than 1.1 million link clicks in 2026, while Indonesia represents the largest audience segment on both Facebook and Instagram. The empirical data presented in Tables 1–4 establish the scale and relevance of the advertising activity and domestic audience, whereas Tables 5–6 provide contextual evidence of changes in website engagement and booking outcomes. Based on the empirical phenomenon, theoretical perspective, and research gap, this study examines the influence of Meta Ads on domestic guests' purchase intention in room booking at Hilton Bali Resort. The study addresses the following research question: Does Meta Ads influence the purchase intention of domestic guests in booking rooms at Hilton Bali Resort?

II. Literature Review and Hypothesis Development

2.1. Literature Review

Digital marketing has become an important component of hospitality marketing because consumers increasingly use digital platforms to search for information, evaluate alternatives, and form purchase decisions. Previous studies have generally demonstrated a positive relationship between social media-based marketing activities and consumer responses. Al Hakim (2022), Anjarani (2023), and Widhiasi (2025) found that Social Media Marketing has a positive and significant relationship with purchase intention, either directly or through consumer-related mechanisms such as Brand Awareness and perceived quality. These findings suggest that digital communication can contribute to consumers' evaluation of hospitality products before purchase. However, the broader concept of Social Media Marketing encompasses various activities, including organic content, engagement, electronic word of mouth, endorsements, and paid advertising. Consequently, findings concerning Social Media Marketing cannot automatically be considered equivalent to the effects or influence of a specific paid advertising instrument. For example, Anjarani (2023) emphasizes the role of Brand Awareness and perceived quality in the relationship between social media marketing and purchase intention, while Al Hakim (2022) examines marketing activities through Instagram. Suastini (2023) focuses on Celebrity Endorsement on Instagram, and Maharani (2025) examines Instagram Ads among prospective hospitality guests. Although these studies provide evidence that social media-based promotional activities are associated with purchase intention, they represent different promotional mechanisms and should therefore be distinguished from Meta Ads.

Meta Ads represents a more specific form of paid digital advertising conducted through Meta platforms, particularly Facebook and Instagram. Unlike general social media marketing, Meta Ads enables advertisers to deliver paid promotional content to selected audience segments based on characteristics such as demographic profile, geographic location, interests, and user behavior. The targeting capability allows promotional messages to be directed toward audiences considered relevant to the advertised product or service. In addition, Meta Ads provides measurable indicators such as impressions, reach, clicks, and click-through rate, allowing advertisers to monitor audience responses to promotional content. The distinctive characteristics of paid and targeted advertising are relevant to hospitality because hotel products are characterized by information asymmetry and experiential attributes that consumers often evaluate before making a reservation. Digital advertisements can provide consumers with visual information concerning hotel facilities, room characteristics, location, promotional offers, and other attributes that may contribute to their evaluation of the hotel. In this context, the relevance of the advertising message and the extent to which it reaches an appropriate audience may influence how consumers process and evaluate the promoted hotel.

Previous studies provide supporting evidence for the relevance of digital advertising and Meta-related activities in marketing. Asa (2025) and Kusuma (2023) explain that digital marketing through various platforms, including Meta Ads and Google Ads, can expand promotional reach, increase hotel visibility, and support marketing objectives. Andika (2026) and Andhyka (2024) specifically identify Meta Ads as a digital marketing strategy that can expand audience reach and improve promotional effectiveness through more specific consumer targeting capabilities. Dewi and Bamahry (2025) and Wulansari (2025) further found that combinations of Content Marketing, Meta Ads, and Instagram Paid Ads can improve Brand Awareness, promotional reach, audience interaction, and other digital marketing performance indicators. Nevertheless, these studies also differ in their outcomes and analytical focus. Some examine general marketing effectiveness or promotional performance, while others emphasize Brand Awareness, audience interaction, or reach rather than purchase intention. Rizkia (2024), for example, identifies Customer Engagement as a mediating mechanism between Content Marketing and purchase intention. Qing and Zhang (2022), through a systematic review and meta-analysis, identify multiple factors associated with purchase intention in digital commerce. Sabrina and Rahmad (2026) also demonstrate that consumer purchase intention is not determined by digital marketing alone, but may also be related to price, quality, service, and location. These findings indicate that purchase intention is a multidimensional consumer response that may be shaped by both marketing communication and product-related considerations.

Taken together, previous research provides two important insights. First, social media marketing and digital advertising are generally relevant to consumer responses, including purchase intention. Second, the mechanisms and outcomes examined in previous studies vary substantially according to the type of digital marketing activity, platform, target audience, and dependent variable. Therefore, evidence from general Social Media Marketing or Instagram-based promotion provides a relevant foundation but does not fully

explain whether a specific paid and targeted advertising instrument such as Meta Ads is associated with purchase intention in the hospitality context. This distinction creates an opportunity to extend existing research by examining Meta Ads as a specific form of paid digital advertising rather than treating it as synonymous with Social Media Marketing. The present study focuses on domestic guests in the hospitality sector and examines purchase intention in relation to room booking. This focus is particularly relevant because previous research on Hilton Bali Resort has primarily discussed the implementation of digital marketing in general and its relationship with room occupancy rates (Kusuma, 2023), while research specifically examining Meta Ads and purchase intention among domestic hotel guests remains limited, particularly in Bali.

2.2. Hypothesis Development

The relationship between Meta Ads and purchase intention can be theoretically explained using the Stimulus–Organism–Response (S-O-R) framework. The S-O-R framework proposes that external environmental stimuli can influence an individual's internal psychological processes, which subsequently shape behavioral responses (Mehrabian & Russell, 1974). This framework provides a theoretical basis for explaining how marketing communication can move beyond simple exposure and contribute to consumers' behavioral tendencies. In this study, Meta Ads represents the stimulus because it constitutes an external marketing communication encountered by consumers through Facebook and Instagram. The advertising stimulus may contain visual representations of hotel facilities, room information, promotional messages, prices, destinations, and other information intended to attract consumer attention. Its targeted delivery also enables the advertisement to reach consumer segments considered relevant to the hotel's market. Thus, the paid and targeted characteristics of Meta Ads distinguish it from broader forms of social media communication.

The organism component refers to the internal processing and evaluation that occurs when consumers receive and interpret advertising information. Consumers may evaluate the relevance, attractiveness, informativeness, and perceived value of the information presented in an advertisement before forming a favorable or unfavorable response. Consequently, advertising exposure does not necessarily translate directly into a booking decision. Rather, the advertising stimulus may become part of the consumer's internal evaluation process that precedes behavioral intention. The response component in this study is purchase intention. Purchase intention refers to the tendency or willingness of consumers to purchase a product or service in the future. In the hospitality industry, it represents the willingness of prospective guests to consider and make a room reservation after receiving and evaluating information about a hotel. Purchase intention is therefore conceptually distinct from actual booking behavior. While an actual booking represents an observable behavioral outcome, purchase intention reflects the consumer's predisposition to perform that behavior.

This distinction is particularly important in digital advertising research. Consumers may encounter an advertisement, process the information, and develop an intention to book without necessarily completing an actual reservation. Actual booking behavior may subsequently be influenced by other factors, including price, room availability, service quality, location, competing offers, timing, and individual circumstances. Therefore, purchase intention represents a consumer-level response that is more directly aligned with the psychological process described in the S-O-R framework. Previous empirical research also provides evidence supporting the relationship between digital promotional activities and purchase intention. Widhiasi (2025) found that Social Media Marketing affects the purchase intention of domestic tourists in the hospitality sector. Similar findings were reported by Anjarani (2023), who found that social media marketing activities can increase purchase intention through Brand Awareness and perceived quality. Al Hakim (2022) also found a relationship between marketing activities through Instagram and purchase intention. Suastini (2023) indicates that Celebrity Endorsement on Instagram is associated with hotel consumers' purchase intention, while Maharani (2025) found that Instagram Ads influence purchase intention among prospective hospitality guests.

Although these findings provide empirical support for the relevance of digital promotion to purchase intention, their applicability to Meta Ads requires careful consideration. Social Media Marketing may include organic content and consumer engagement, Celebrity Endorsement relies on the influence of public figures, and Instagram Ads represents paid advertising within a specific platform. Meta Ads, in contrast, incorporates paid advertising with audience segmentation and targeting capabilities across Meta's advertising ecosystem. Thus, the present study does not assume that findings from broader social media marketing automatically apply to Meta Ads; rather, those findings provide an empirical foundation for testing whether the specific characteristics of Meta Ads are associated with purchase intention. The potential relationship between Meta Ads and purchase intention is also supported by studies focusing on digital advertising and Meta-related

activities. Andika (2026) and Andhyka (2024) explain that Meta Ads can expand promotional reach and support marketing effectiveness through targeted consumer segmentation. Dewi and Bamahry (2025) and Wulansari (2025) found that Meta Ads and Instagram Paid Ads can contribute to Brand Awareness, promotional reach, audience interaction, and other digital marketing performance indicators. Asa (2025) and Kusuma (2023) further demonstrate the relevance of digital marketing to hospitality marketing performance. However, these studies do not specifically examine the relationship between Meta Ads and purchase intention among domestic hotel guests.

The differences in previous research indicate an opportunity to extend existing knowledge in three respects. First, the present study distinguishes Meta Ads from the broader concept of Social Media Marketing by focusing on paid and targeted advertising. Second, it examines purchase intention as a consumer-level psychological response rather than general marketing performance or room occupancy. Third, it applies the S-O-R framework to explain the theoretical relationship between advertising stimulus and purchase intention, thereby providing a theoretical basis beyond simply replicating previous empirical findings. The research gap therefore lies in the limited empirical evidence concerning the relationship between Meta Ads and domestic consumers' purchase intention in the hospitality sector. This gap is particularly relevant in Bali, where hotels operate in a competitive tourism environment and utilize digital advertising to reach potential guests. The specific focus on domestic guests at Hilton Bali Resort provides an empirical setting for examining this relationship, while the underlying S-O-R mechanism provides a theoretical basis that can be considered beyond the individual hotel context.

Based on the S-O-R framework, previous empirical findings, and the identified research gap, Meta Ads is theoretically positioned as a marketing stimulus that may contribute to the formation of consumers' purchase intention through their processing and evaluation of advertising information. Accordingly, this study proposes the following hypotheses:

H0 : Meta Ads does not significantly influence the purchase intention of domestic guests in booking rooms at Hilton Bali Resort.

H1 : Meta Ads significantly influences the purchase intention of domestic guests in booking rooms at Hilton Bali Resort.

III. Research Methods

3.1. Research Design and Study Context

This study employed a quantitative approach to examine the relationship between Meta Ads and the purchase intention of domestic guests in room booking at Hilton Bali Resort. According to Scott (2022), quantitative research is a research method used to examine a specific population or sample through data collection using research instruments and statistical analysis to test predetermined hypotheses. This approach was selected because the study quantitatively measures respondents' perceptions of Meta Ads and purchase intention and examines the statistical relationship between the two variables. The research was conducted at Hilton Bali Resort, located in the Nusa Dua area, Badung Regency, Bali. The research location was selected based on the hotel's active use of digital promotional activities through Facebook and Instagram. Based on Meta Business Suite data in 2026, Hilton Bali Resort actively utilized Meta Ads to reach domestic and international markets, with Indonesia representing the largest proportion of its audience. The study used a cross-sectional, nonexperimental design, in which primary data were collected from respondents at one period of observation without manipulating the independent variable. Therefore, the analysis is intended to examine the statistical influence of Meta Ads on purchase intention within the observed sample rather than establish a definitive causal relationship.

3.2. Population and Sampling

The population in this study consisted of Indonesian individuals who use Facebook or Instagram and have the potential to book a room at Hilton Bali Resort. The population was selected because the study focuses on domestic consumers who may have been exposed to Hilton Bali Resort's Meta Ads and subsequently

develop purchase intention. The sampling technique used was convenience sampling, which selects respondents based on their accessibility and willingness to participate in the research. Sekaran and Bougie (2020) explain that convenience sampling involves selecting members of a population who are most accessible to the researcher. This technique was used because the population of Facebook and Instagram users in Indonesia who had seen Hilton Bali Resort's Meta Ads could not be identified with certainty, and therefore a complete sampling frame was unavailable.

To ensure that respondents met the characteristics required by the study, a screening question was provided at the beginning of the questionnaire:

"Have you ever seen Hilton Bali Resort's promotions or Meta Ads through Facebook or Instagram?"

Respondents who answered "Yes" were allowed to continue completing the questionnaire, whereas respondents who answered "No" were excluded from the data analysis. This screening procedure was intended to ensure that respondents had experience viewing Hilton Bali Resort's Meta Ads and could therefore provide relevant assessments of the variables studied. The sample size was determined using the Lemeshow formula, which can be applied to estimate sample size when the population is unknown (Hazra, 2020). A confidence level of 95% was used, corresponding to $Z = 1.96$, with a population proportion of 0.5 and a margin of error of 10%. Based on these parameters, the minimum sample size was 96.04 respondents, which was rounded to 100 respondents.

3.3. Data Sources and Data Collection

The data used in this study consisted of primary and secondary data. Primary data were collected through an online questionnaire distributed using Google Forms to respondents who met the research criteria. Secondary data were obtained from Meta Business Suite, scientific journals, books, and other sources relevant to the research. The questionnaire used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). According to Malhotra (2020), the Likert scale is one of the most widely used measurement techniques for measuring respondents' attitudes, perceptions, and opinions toward a research object. The questionnaire distribution was conducted according to the research procedure established by the researcher, with respondents screened based on their prior exposure to Hilton Bali Resort's promotions or Meta Ads on Facebook or Instagram. The screening procedure was applied before respondents completed the substantive questionnaire to ensure that the collected responses were relevant to the research objectives.

3.4. Variable Operationalization

The Meta Ads variable was measured using indicators developed through a synthesis of previous research on Meta Ads, Facebook Ads, Instagram Ads, social media advertising, and digital advertising in the hospitality context. The synthesis involved identifying and grouping relevant indicators and adapting them to the context of hotel advertising. The indicators included information quality, advertising appeal, advertising credibility, and the ability of Meta Ads to encourage audience engagement with the hotel. The Purchase Intention variable was measured using indicators synthesized from previous research and adapted to the context of hotel room booking. The indicators included interest in the hotel, intention to search for additional information, desire to book a room, and intention to make a reservation at Hilton Bali Resort. The conceptualization of Meta Ads as a promotional stimulus and purchase intention as a consumer response is consistent with the Stimulus–Organism–Response (S-O-R) framework discussed in the theoretical development of this study. Thus, the measurement of the two variables focuses on respondents' perceptions of Meta Ads and their resulting purchase intention rather than on actual booking behavior.

3.5. Population and Sampling

Before data analysis, the research instrument was tested through validity and reliability testing. The validity test was conducted to determine whether each questionnaire item appropriately measured the variable being studied. According to Ghozali (2021), an item is considered valid when it is able to measure the construct being assessed accurately. Reliability testing was subsequently conducted to assess the consistency of the research instrument. An instrument is considered reliable when its Cronbach's Alpha value exceeds 0.70 (Ghozali, 2021). The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). The analysis consisted of descriptive statistical analysis, validity testing, reliability testing, simple linear regression analysis, coefficient of determination (R^2), and t-testing.

Descriptive statistical analysis was used to describe the characteristics and response patterns of the respondents. Simple linear regression was used because the study involved one independent variable, namely Meta Ads, and one dependent variable, namely Purchase Intention. According to Ghozali (2021), simple linear regression is used to examine the relationship between one independent variable and one dependent variable. The coefficient of determination (R^2) was used to determine the proportion of variation in Purchase Intention statistically explained by Meta Ads, while the t-test was used to assess the statistical significance of the regression coefficient. The hypothesis was considered supported when the significance value was less than 0.05. Given the cross-sectional and nonexperimental design, the results are interpreted as evidence of a statistical relationship within the observed sample and should not be interpreted as definitive causal evidence. In addition, the use of convenience sampling limits the generalizability of the findings beyond respondents who meet the study criteria and participated in the survey.

IV. Result and Discussion

4.1. Characteristics of Respondents

Table 7. Characteristics of Respondents by Gender

No	Gender	Quantity	Percent
1	Male	50	50%
2	Women	50	50%
3	Total	100	100%

Based on Table 7, the respondents in this study consisted of 100 people who were evenly divided between male and female respondents. Male respondents amounted to 50 people (50%), while female respondents also amounted to 50 people (50%). These results show that this study obtained a balanced distribution of respondents based on gender, so that the perception of Hilton Bali Resort's Meta Ads was obtained from both groups of respondents proportionally.

Table 8. Characteristics of Respondents by Age

No	Age	Quantity	Percent
1	18-21 Years	24	24%
2	21-30 Years	50	50%
3	31-40 Years	14	14%
4	41-50 Years	8	8%
5	>51 Years	4	4%
6	Total	100	100%

Based on Table 8, most of the respondents were in the age range of 21–30 years, which was as many as 50 people (50%). Furthermore, respondents aged 18–21 years amounted to 24 people (24%), followed by respondents aged 31–40 years (14%), respondents aged 41–50 years old as many as 8 people (8%), and respondents over 51 years old as many as 4 people (4%).

The dominance of respondents in the age group of 21-30 years shows that the majority of respondents are productive age groups who actively use social media as a means of obtaining information about tourist destinations and accommodation. This age group is also one of the active segments of Facebook and Instagram users so they have a greater chance of seeing Hilton Bali Resort Meta Ads.

Table 9. Characteristics of Respondents Based on Domicile

No	Domicile	Quantity	Percent
1	Bali	100	100%
2	Total	100	100%

Based on Table 9, all respondents in this study were domiciled in Bali Province, namely 100 people (100%). These results show that all respondents who participated in the study came from the Bali region, although the distribution of the questionnaire was carried out to the domestic community without limiting the respondents' domicile to certain regions. This condition shows that the respondents who meet the research criteria and are willing to fill out the questionnaire are all people who live in the Province of Bali. Thus, the characteristics of the respondents in this study describe the Balinese community as part of the domestic market of Hilton Bali Resort, so that it remains in line with the objectives of the research focusing on domestic guests.

Table 10. Characteristics of respondents by platform view Hilton Bali Resort's meta ads

No	Platform	Quantity	Percent
1	Posted on Instagram	48	48%
2	Posted on Facebook	16	16%
3	Instagram and Facebook	36	36%
Total		100	100%

Based on Table 10, most of the respondents knew or saw Hilton Bali Resort's Meta Ads through Instagram, which was 48 people (48%). Respondents who viewed Meta Ads through Facebook amounted to 16 people (16%), while respondents who viewed Meta Ads through Facebook and Instagram amounted to 36 people (36%). These results show that Instagram is the platform most used by respondents to view Hilton Bali Resort Meta Ads. This condition indicates that Instagram has a fairly dominant role as a digital promotional medium in reaching potential domestic guests. In addition, there are still respondents who get exposure to Meta Ads through both platforms, namely Facebook and Instagram, thus showing that cross-platform promotion strategies are able to expand the reach of the audience.

Table 11. Characteristics of Respondents Based on Frequency of Viewing Hilton Bali Resort Meta Ads

No	Frequency	Quantity	Percent
1	Yes, 1–2 times	26	26%
2	Yes, 3–5 times	42	42%
3	Yes, more than 5 times	32	32%
4	No	0	0%
5	Total	100	100%

Based on Table 11, most respondents stated that they had seen Hilton Bali Resort's Meta Ads 3-5 times, namely 42 people (42%). Furthermore, respondents who viewed Meta Ads more than 5 times amounted to 32 people (32%), while respondents who viewed Meta Ads 1-2 times amounted to 26 people (26%). None of the respondents answered that they had never seen Meta Ads, because all respondents had gone through a screening question before filling out the questionnaire. The results show that most of the respondents have been exposed to Hilton Bali Resort's Meta Ads more than once. The relatively high frequency of exposure shows that respondents have sufficient experience in seeing hotel promotions through Facebook and Instagram, so it is expected to be able to provide a more objective assessment of the quality of Meta Ads and Purchase intention in this study.

4.2. Description of Data Related to Research Variables

Based on the results of descriptive statistical analysis, the Meta Ads (X) variable obtained an overall average score of 4.02 which is in the good category. The results show that the Meta Ads activities carried out by Hilton Bali Resort through the Facebook and Instagram platforms received good ratings from respondents. All indicators in the Meta Ads variable are also in the good category, with average values ranging from 3.93 to 4.13. The indicator with the highest average value indicates that Meta Ads is able to encourage respondents to find more information about Hilton Bali Resort through the hotel's official website, while the indicator with the lowest average value indicates that the visual aspect of Meta Ads still needs to be improved to be better able to attract the attention of potential guests. However, all indicators remain in the good category, so that overall Meta Ads is considered to be able to convey information about hotel products and services in an interesting, informative, and credible manner as well as increase the attention and interest of potential guests in Hilton Bali Resort. Meanwhile, the Purchase Intention (Y) variable obtained an overall average score of 4.00 which is included in the good category. The results show that the Purchase Intention level of respondents towards room bookings at Hilton Bali Resort is in the good category. All indicators in the Purchase Intention variable are also in the good category, with average values ranging from 3.90 to 4.11. The indicator with the highest average score indicates a tendency of respondents to book a room at Hilton Bali Resort, while the indicator with the lowest average score indicates that respondents' intention to stay can still be improved. Overall, these results indicate that respondents have a good tendency to consider, seek information, recommend, and make room reservations at Hilton Bali Resort after seeing promotions through Meta Ads.

4.3. Validity Test

Based on the results of descriptive statistical analysis, data characteristics were obtained for each research variable. Furthermore, an instrument quality test was carried out which began with a validity test to determine the ability of each statement item to measure the research variables precisely, then continued with a reliability test to ensure the consistency of the instrument before simple regression analysis, determination coefficient (R^2), and t-test were carried out.

Table 12. Meta Ads Variable Validity Test Results (X)

Item	r Count	r Table	Remarks
X1	0,335	0,196	Valid
X2	0,307	0,196	Valid
X3	0,467	0,196	Valid
X4	0,472	0,196	Valid
X5	0,529	0,196	Valid
X6	0,240	0,196	Valid
X7	0,305	0,196	Valid
X8	0,501	0,196	Valid
X9	0,252	0,196	Valid
X10	0,285	0,196	Valid
X11	0,229	0,196	Valid
X12	0,330	0,196	Valid
X13	0,321	0,196	Valid
X14	0,633	0,196	Valid

Table 13. Results of the Validity Test of the Purchase intention variable (Y)

Item	r Count	r Table	Remarks
Y1	0,356	0,196	Valid
Y2	0,353	0,196	Valid
Y3	0,388	0,196	Valid
Y4	0,322	0,196	Valid
Y5	0,314	0,196	Valid
Y6	0,373	0,196	Valid

Y7	0,514	0,196	Valid
Y8	0,383	0,196	Valid

Based on the results of the validity test, all statement items on the variable Meta Ads (X) and Purchase intention (Y) has a calculated *r* value greater than the table *r* of 0.196, which is obtained based on the degree of freedom ($df = n - 2$), i.e. $100 - 2 = 98$, at the significance level of $\alpha = 0.05$. Calculated *r*-value on the variable Meta Ads (X) is in the range of 0.229–0.633, while in the variable Purchase intention (Y) is in the range of 0.314–0.514. Therefore, all statement items are declared valid and qualified as research instruments. These results show that each indicator is able to represent the variables measured so that it is suitable for use in subsequent statistical analysis. The findings are in accordance with the opinion (Ghozali, 2021) which states that an instrument item is declared valid if the calculated value of *r* is greater than the *r* of the table.

4.4. Reliability Test

Table 14. Reliability X Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.796	14

Table 15. Reliability Test Results Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.860	8

The reliability test was carried out to determine the level of consistency of the research instrument in measuring the variables studied. According to (Ghozali, 2021), a research instrument is declared reliable if it has a value Cronbach's Alpha greater than 0.70, so that the instrument is able to provide consistent measurement results when used under relatively similar conditions. Based on the results of the reliability test in Table 14, Cronbach's Alpha value was 0.796 for the Meta Ads (X) variable consisting of 14 statement items, and 0.860 for the Purchase intention (Y) variable consisting of 8 statement items. Both values are greater than 0.70, so it can be stated that all statement items on both variables have a good level of reliability.

4.5 Normality Test

Table 15. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
Unstandardized Predicted Value			
N		100	
Normal Parameters ^{a,b}	Red	32.0000000	
	Std. Deviation	.20019324	
Most Extreme Differences	Absolute	.076	
	Positive	.074	
	Negative	-.076	
Test Statistic		.076	
Asymp. Sig. (2-tailed)		.159c	
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

The normality test aims to test whether the research data has a normal distribution as one of the assumptions in a simple linear regression analysis. The test was carried out using the One-Sample Kolmogorov-Smirnov Test method. Decision-making on the Kolmogorov-Smirnov test is based on the Asymp. Sig. (2-tailed) as a significance value (p-value). When the value of Asymp. Sig. (2-tailed) greater than 0.05, then the data is declared to be normally distributed, while if it is smaller than 0.05, the data is not normally distributed. Based on the test results, an Asymp value was obtained. Sig. (2-tailed) of 0.159 which is greater than the significance level of 0.05 ($0.159 > 0.05$). Therefore, it can be stated that the research data is normally distributed.

4.5. Simple Linear Regression Test

Table 16. Simple Linear Regression Test Results

Coefficient					
Unstandardized Coefficients			Standardized Coefficients		
Models	B	Std. Error	Beta	t	Sig
(Constant)	28.982	.343		84.580	.000
X	.054	.006	.665	8.825	.000
a. Dependent Variable: y					

$$Y = to + bX$$

$$Y = 28.982 + 0.54X$$

Based on the regression equation, the value of constant (a) was 28.982 and the regression coefficient (b) was 0.54. According to (Arkes, 2023), a simple linear regression equation consisting of a constant and a regression coefficient. The constant shows the predictive value of the dependent variable when the independent variable is zero, while the regression coefficient shows the magnitude of the average change in the dependent variable for every one-unit increase in the independent variable assuming other factors that can affect the dependent variable are considered fixed or unchanged. Therefore, the value of the constant of 28.982 indicates that if the Meta Ads (X) is zero, then the value of Purchase intention (Y) is estimated at 28,982. Furthermore, the regression coefficient of 0.54 indicates that each increase of one unit on the variable Meta Ads will increase the value of Purchase intention of 0.54 units assuming other factors are considered constant. A regression coefficient of positive value indicates that the relationship between the variables Meta Ads and Purchase intention positive. Thus, the better the implementation Meta Ads, cast Purchase intention also tends to increase.

4.6. T Test

A partial test is performed to find out if the Meta Ads partially affects Purchase intention. According to (Ghozali, 2021), the t-test is used to show how much influence each independent variable individually has in explaining the variation of the dependent variable. Decision-making is carried out based on significance values, where if the significance value is less than 0.05 (Sig. < 0.05), then the independent variable is declared to have a significant effect on the dependent variable. Based on the results of the t-test in Table 16, a calculated t-value of 8.825 was obtained with a significance value of $p < 0.001$. Since the significance value is lower than 0.05, H_0 is rejected, which states that Meta Ads does not significantly influence the Purchase Intention of domestic guests in booking rooms at Hilton Bali Resort, while H_1 is supported, which states that Meta Ads significantly influences the Purchase Intention of domestic guests in booking rooms at Hilton Bali Resort. Therefore, it can be concluded that Meta Ads has a positive and statistically significant relationship with the Purchase Intention of domestic guests in booking rooms at Hilton Bali Resort.

4.7. Coefficient of Determination Test (R²)

Table 17. Determination Coefficient Test Results (R²)

Model Summary ^b				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.443	.437	.226
a. Predictors: (Constant), Meta Ads				
b. Dependent Variable: Purchase intention				

The coefficient of determination (R²) is used to measure how much an independent variable is capable of explaining the variation of dependent variables. According to Ghazali (2021), the value of the determination coefficient ranges from 0 to 1, where a value close to 1 indicates that the independent variable is able to provide almost all the information needed to predict the dependent variable, while a value close to 0 indicates that the ability of the independent variable to explain the dependent variable is very limited. Based on the SOR results of the analysis in Table 17, the R Square (R²) value of 0.443 was obtained. These results show that the Meta Ads variable is able to explain 44.3% of the variation that occurs in Purchase intention, while the remaining 55.70% is influenced by other variables that are not included in the research model. The value of the determination coefficient shows that Meta Ads has a good enough ability to explain changes in Purchase intention, so it can be said that this variable makes a significant contribution in shaping consumer intention to place an order.

4.8. Discussion

The results of the simple linear regression analysis indicate a positive and statistically significant association between Meta Ads and Purchase Intention among domestic respondents in the context of room bookings at Hilton Bali Resort. Based on the regression equation $Y=28.982+0.54X$, the positive regression coefficient indicates that higher perceptions of Meta Ads are associated with higher Purchase Intention scores in the observed sample. The t-test produced a t-value of 8.825 with a significance value of 0.000 (< 0.05), indicating that the regression coefficient is statistically significant. Nevertheless, because this study employed a cross-sectional and nonexperimental design, the finding should be interpreted as a statistical association or predictive relationship rather than evidence of a causal effect. Thus, the results indicate that respondents who perceived Hilton Bali Resort's Meta Ads more favorably also tended to report stronger intentions to book rooms. The descriptive findings provide further context for this statistical relationship. Meta Ads obtained an overall mean score of 4.02, indicating a good respondent assessment. The highest-rated indicator suggests that the advertisements encouraged respondents to seek further information about Hilton Bali Resort through the hotel's official website, whereas the lowest-rated indicator concerned the visual aspect of the advertisements. This pattern suggests that respondents generally perceived the advertisements as informative, credible, and sufficiently attractive, although the visual dimension may still be improved. Importantly, these descriptive findings represent respondents' perceptions of the advertisements and should not be interpreted as direct evidence that Meta Ads caused website visits or booking decisions. Instead, they provide contextual evidence for understanding why favorable perceptions of the advertising variable were accompanied by higher Purchase Intention.

The positive association identified in this study is consistent with previous research examining broader forms of social media marketing. Widhiasih et al. (2025) found that Social Media Marketing was positively and significantly associated with Purchase Intention among domestic tourists in the hospitality sector. Their findings suggest that social media provides an accessible channel through which hotels communicate information and engage potential consumers. Similarly, Al Hakim (2022) and Anjarani (2023) reported positive relationships between social media marketing activities and Purchase Intention, including

relationships involving Brand Awareness and perceived quality. These findings provide converging evidence that digital promotional communication can be relevant to the formation of consumer intention. However, the similarity should not be interpreted as meaning that Social Media Marketing and Meta Ads are conceptually identical constructs. Social Media Marketing represents a broader set of marketing activities conducted through social platforms, whereas Meta Ads specifically represents paid advertising delivered through Meta's advertising ecosystem. Andika (2026) and Andhyka (2024) emphasize the use of Meta Ads to expand promotional reach and facilitate more specific audience targeting. Andhyka (2024), for example, reports a positive relationship between the implementation of Meta Ads and MSME sales, demonstrating the potential of Meta Ads as a targeted digital promotional instrument. Therefore, the present finding is more appropriately understood as extending the broader social-media-marketing evidence into a specific paid-advertising context, rather than simply replicating previous findings.

The targeting characteristic of Meta Ads provides an important explanation for this distinction. Paid advertising allows promotional messages to be distributed beyond an organization's existing organic followers and directed toward selected audience segments. In the present study, this characteristic is particularly relevant because Hilton Bali Resort's Meta Ads were directed toward a market that includes domestic consumers, while the respondents were specifically required to have experienced Hilton Bali Resort promotions through Facebook or Instagram. Thus, the statistical association between Meta Ads and Purchase Intention may reflect the perceived relevance and accessibility of promotional information delivered through targeted advertising. However, because targeting accuracy, audience relevance, and individual ad exposure were not separately tested as explanatory variables, the study cannot determine whether targeting itself constitutes the mechanism responsible for the observed relationship. This distinction is important in interpreting the contribution of the present study. The finding is also consistent with research specifically examining Instagram-based promotional activities in hospitality. Suastini et al. (2023) found that Instagram-based celebrity endorsement was positively associated with hotel consumers' Purchase Intention at The Westin Resort Nusa Dua, Bali. Maharani (2025) likewise reported a positive relationship between Instagram Ads and Purchase Intention among prospective hospitality consumers. These studies support the relevance of visual social-media advertising for stimulating consumer interest. Nevertheless, the present study differs in its focus on Meta Ads as a paid advertising format rather than Instagram promotion or celebrity endorsement alone. This distinction allows the present study to contribute a more specific perspective concerning paid social-media advertising in the hotel-booking context.

The findings can also be considered alongside studies examining other forms of digital marketing. Kusuma (2023) found that digital marketing implementation at Hilton Bali Resort was associated with improvements in hotel room occupancy, while Asa (2025) reported that digital marketing through platforms such as Meta Ads and Google Ads can support promotional reach and marketing objectives. These findings are complementary but should not be treated as equivalent evidence. Room occupancy is a behavioral or performance outcome at the organizational level, whereas Purchase Intention is an individual-level psychological construct. Consequently, the present study addresses a different stage of the consumer decision process by examining intention rather than realized booking or occupancy outcomes. This distinction is particularly important because a positive association with Purchase Intention does not necessarily imply an equivalent increase in actual bookings. Other studies further demonstrate that consumer intention is not determined by digital promotion alone. Rizkia (2024) identified Customer Engagement as a relevant mediating mechanism between Content Marketing and Purchase Intention, while Qing and Zhang (2022) identified multiple factors that can contribute to consumers' purchasing intention in digital commerce. Sabrina and Rahmad (2026) also indicate that factors such as price, quality, service, and location can influence consumers' purchase intention. These findings suggest that the positive relationship identified in the present study should be understood within a broader decision-making context. Meta Ads may provide information and stimulate consumer interest, but consumers' intention to book a hotel room can also depend on other cognitive evaluations and contextual factors that were not included in the current single-predictor model.

From a theoretical perspective, the findings can be interpreted through the Stimulus–Organism–Response (S-O-R) framework introduced in the literature review. Meta Ads can be positioned as an external stimulus because it exposes consumers to promotional information regarding hotel products, services, facilities, and offers. Purchase Intention represents the response, reflected in consumers' tendency to consider or intend to book a room. The positive statistical association observed in this study is therefore consistent with the general logic that an external marketing stimulus can be related to a subsequent consumer response. However, the study did not directly measure the organism component, such as perceived relevance, attitude toward the advertisement, perceived value, or emotional response. Therefore, the findings should not be interpreted as empirical confirmation of the complete S-O-R mechanism. The theoretical contribution of the study consequently lies not in claiming that Meta Ads universally causes Purchase Intention, but in specifying how a paid and targeted social-media advertising format can be examined within the broader stimulus–response logic in hospitality. Previous studies have predominantly examined social media marketing, Instagram promotion, celebrity endorsement, or digital marketing as broader constructs (Al Hakim, 2022; Anjarani, 2023; Widhiasih et al., 2025; Suastini et al., 2023). The present study narrows this perspective to Meta Ads and examines its association with Purchase Intention among domestic consumers in a hotel-booking context. The finding therefore provides empirical support for applying the broader theoretical relationship to a more specific form of paid digital advertising, while also indicating the need to examine intervening consumer processes in future research.

V. Conclusion

The findings indicate a positive and statistically significant association between Meta Ads and Purchase Intention among domestic respondents in the context of room bookings at Hilton Bali Resort. The results suggest that respondents who reported more favorable perceptions of Meta Ads also tended to report higher Purchase Intention. However, given the cross-sectional and nonexperimental design of the study, this finding should be interpreted as a statistical association rather than evidence of a causal effect. The descriptive findings further show that Hilton Bali Resort's Meta Ads received a good assessment from respondents, particularly in terms of providing informative, interesting, and credible information about hotel products and services. These findings indicate that Meta Ads may serve as a relevant digital promotional channel for communicating hotel offerings and supporting consumers' intention to consider room bookings. The study also indicates that Purchase Intention cannot be fully explained by Meta Ads alone. The remaining variation in Purchase Intention may reflect other factors that were not included in the present research model, highlighting the importance of considering additional determinants in future research. The specific contribution of these other factors should be examined after the statistical results, particularly the coefficient of determination, have been fully verified.

Based on the findings, Hilton Bali Resort is advised to continue optimizing Meta Ads by developing content that is informative, attractive, and relevant to the characteristics of the domestic target market. Regular evaluation of campaign performance may also help the hotel identify which advertising content and targeting strategies are most relevant to prospective guests. For future research, the explanatory scope should be expanded by incorporating additional variables that may contribute to Purchase Intention, such as customer engagement, perceived value, price, service quality, or other relevant consumer evaluations. These factors may provide a more comprehensive explanation of consumers' booking intentions beyond their perceptions of Meta Ads. Future studies should also consider larger and, where feasible, probability-based samples to improve sample representativeness and external validity. In addition, longitudinal or experimental designs could be employed to examine changes in Purchase Intention over time or provide stronger evidence regarding the temporal and causal relationship between digital advertising exposure and consumer responses. Comparative studies involving multiple hotels with different market characteristics or different advertising platforms, such as Meta Ads, Google Ads, and other social-media advertising channels, are also

recommended. Such comparisons would help determine whether the observed relationship is specific to Hilton Bali Resort or reflects a broader pattern in hospitality digital advertising.

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