

Mengungkap Kunci Pemilihan Hotel di Indonesia : Bagaimana Peran Social Media Interaction Terhadap Visit Intention dan Behavioural Engagement = Revealing the Key to Hotel Selection in Indonesia: The Role of Social Media Interaction on Visit Intention and Behavioural Engagement

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Abstrak

Penelitian ini bertujuan untuk mengetahui bahwa social media interaction dapat mempengaruhi konsumen dalam memilih hotel. Media sosial telah menjadi alat pemasaran yang sangat efektif di industri perhotelan, mempengaruhi keputusan konsumen melalui berbagai interaksi dan konten yang disajikan. Penelitian ini menggunakan metode kuantitatif dengan mengumpulkan data melalui survei yang melibatkan responden yang aktif menggunakan media sosial untuk mencari informasi tentang hotel. Analisis data dilakukan dengan menggunakan metode Structural Equation Modeling (SEM) dan software SmartPLS. Penelitian ini mengungkapkan bahwa social media interaction memiliki pengaruh positif signifikan terhadap pilihan hotel oleh konsumen di Indonesia melalui tiga faktor utama: source credibility, homophily, dan content quality. Dalam hasilnya terlihat bahwa source credibility dan homophily terbukti berperan penting dalam meningkatkan visit intention dan behavioural engagement, namun untuk content quality belum dapat memediasi hubungan antara social media interaction dengan visit intention, walaupun demikian content quality tetap penting untuk meningkatkan behavioural engagement. Hasil serta saran lebih lanjut dibahas dalam penelitian ini.

.....This study aims to determine that social media interaction can influence consumers in choosing a hotel. Social media has become a very effective marketing tool in the hospitality industry, influencing consumer decisions through various interactions and content presented. This research uses quantitative methods by collecting data through surveys involving respondents who actively use social media to find information about hotels. Data analysis was carried out using the Structural Equation Modeling (SEM) method and SmartPLS software. This study reveals that social media interaction has a significant positive influence on hotel choice by consumers in Indonesia through three main factors: source credibility, homophily, and content quality. The results show that source credibility and homophily prove to play an important role in increasing visit intention and Behavioural engagement, but content quality has not been able to mediate the relationship between social media interaction and visit intention, although content quality is still important to increase behavioural engagement. Further results and suggestions are discussed in this study.