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## Digital impressions: Evaluating Instagram's influence on hotel brand awareness in Bali

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### Abstract

This research assess the impact of Instagram on the brand awareness of hotels in Bali, with a specific emphasis on its implications for policy-making in the hospitality sector. The study aims to understand how Instagram marketing strategies influence digital perceptions and brand retention among consumers, offering insights that can guide policy decisions in the hospitality industry. Utilizing purposive sampling, the research encompassed 99 participants. Data was garnered through a structured questionnaire employing a Likert scale, assessing responses to 13 distinct statements. Analytical methodologies included classical assumption tests, rudimentary linear regression, determination of coefficients, and t-tests, all facilitated via SPSS Version 23 for Windows. Empirical results reveal that Instagram's marketing initiatives exert a pronounced effect on hotel brand awareness in Bali, as evidenced by a t-value of 15.096 surpassing the threshold of 1.984. A substantial 70.10% of brand cognizance was attributed to Instagram marketing, underscoring its potent influence. This investigation holds significance for policy formulation in the hospitality sector, digital promotional strategies, and brand evolution. Distinctively, this research quantitatively highlight Instagram's role as a pivotal digital promotional instrument, specifically in relation to Bali's hotel industry. It proffers empirical validation of Instagram's prowess in creating digital perceptions and augmenting brand cognizance, thereby enriching the corpus of knowledge pertinent to policy-making and marketing stratagems in the hospitality sector.

**Keywords:** Instagram, digital, brand awareness, hospitality, policy

### Introduction

In the competitive landscape of the hospitality industry, brand awareness stands as a critical determinant of success. It acts as a mediator in consumers' purchasing intentions, which are often formed through word-of-mouth communications (Adnyani & Pitanatri, 2017; Alves *et al.*, 2016; Martins *et al.*, 2018; Mostafa, 2013) <sup>[1, 2, 27, 29]</sup>. In this regard, brand awareness can be understood as a brand's ability to come to a consumer's mind, especially when the consumer is considering a category of product or service. This becomes the brand's ability to be the top-of-mind choice when a consumer is considering booking accommodation.

One of the pivotal factors that influence brand awareness is marketing communication. In an era where digital platforms are increasingly becoming the norm for interactions between businesses and consumers, open and engaging marketing communication strategies are essential (Drus & Khalid, 2019; Kathuria *et al.*, 2020; Pitana & Pitanatri, 2016) <sup>[13, 21, 32]</sup>. These strategies, aimed to promote or sell a hotel's services, are evolving in line with the rapid advancement of technology. Digital marketing, therefore, is not merely a trend but a fundamental shift in how businesses communicate with potential customers.

Social media channels have emerged as significant players in this new landscape (Királová & Pavličeka, 2015; Liu *et al.*, 2020; Pitanatri, 2019) <sup>[24, 26, 32]</sup>. According to data from We Are Social, a global socially-led creative agency, social media is a common and growing channel of communication in the hospitality industry. By the end of 2023, it is estimated that there will be 4.76 billion social media users worldwide, representing 59.4% of the global population. Instagram, with its visually engaging platform and 1.45 billion monthly active users as of 2022, is particularly noteworthy.

In this vibrant and evolving context, hotels in Bali employs a multi-channel marketing strategy, including print, electronic, and social media. Notably, Instagram is used not just as a marketing tool but as a means of building and nurturing brand awareness.

The visual nature of Instagram, with its emphasis on images and videos, allows the hotel to craft a specific digital impression, showcasing the unique experiences it offers to guests (Andayana & Pitanatri, 2023; Gon, 2020) <sup>[3, 7]</sup>. However, despite its longstanding presence and marketing efforts, many faces challenges. The competition is tough, making it challenging to feature in the 'Top Ten Best Hotels' list on TripAdvisor, a notable absence given the platform's influence on travelers' decisions.

This situation, where a well-established hotel with a comprehensive marketing strategy still finds itself struggling in terms of online prominence, forms the impetus for this research. The study aims to evaluate how effectively Instagram, as a part of the hotel's digital marketing strategy, influences the brand awareness of Hotels in Bali. It seeks to unpack the relationship between the digital impressions created by the hotel's Instagram activities and the actual brand awareness among potential customers.

This study addresses the notable contrast between a hotel's active use of Instagram for marketing and its absence from an important industry ranking. This situation presents a key research question: How effectively does Instagram marketing boost brand awareness for hotels in Bali? Additionally, is there a clear relationship between how much guests interact with a hotel's Instagram posts and the hotel's overall recognition in the market? These questions are not just theoretical; it raises from the practical issue of a hotel that has adopted digital marketing but hasn't seen a matching increase in its online presence. This research will examine if the frequency of Instagram posts by the hotel is linked to how much guests engage with these posts and the hotel's broader brand visibility, exploring how social media can serve as a powerful tool for both marketing and establishing a hotel's identity in the digital world.

While extensive research exists on the broad impacts of social media marketing on brand awareness, specific, establishment-focused studies are limited, particularly in the hospitality sector. Studies that explore the specific effects of Instagram, a platform driven by visual content, on hotel brand awareness are even rarer. Furthermore, the current literature often does not clearly quantify the relationship between the frequency and quality of Instagram posts and the resulting engagement and brand awareness of hotels. Therefore, this study focuses on a central research question: What is the impact of Instagram social media marketing on the brand awareness of hotels in Bali?

## 2. Theoretical Background

### 2.1 Digital and Social Media Marketing

Digital Marketing is a broad term that encompasses various promotional techniques employed to reach customers through digital technology. It is also a prevalent form of marketing utilized to promote products or services and engage consumers through digital channels (Minghetti & Buhalis, 2010) <sup>[28]</sup>. Digital Marketing, is the promotion of products or services using digital technology, primarily on the internet, including mobile phones. Digital marketing encompasses all marketing efforts that utilize electronic devices or the internet. Furthermore, digital marketing is defined as the utilization of various tactics and digital channels to connect with customers where they predominantly spend their time, including websites, digital advertising, and online brochures (Pitana & Pitanatri, 2016) <sup>[32]</sup>.

This strategy is not just about reaching a vast audience but about reaching the right individuals — those who are most likely to become customers. The core of this strategy revolves around the astute deployment of a myriad of tactics and channels, each meticulously crafted to engage customers where they most frequently interact and consume content. This engagement is not confined to the well-trodden paths of websites, digital advertising platforms, and online brochures, but extends into the realms of social media, email marketing, search engine optimization (SEO), and content marketing, among others.

An essential facet of digital marketing is its ever-evolving nature, adapting to the shifts in consumer behavior and preferences. The current digital landscape sees a significant emphasis on personalization, with strategies such as targeted advertisements and personalized email campaigns playing pivotal roles in forging connections with customers. Moreover, analytics and data-driven insights stand as the backbone of digital marketing, aiding businesses in understanding their audience's preferences and behaviors in depth, and fine-tuning their strategies accordingly. This approach ensures a higher ROI compared to traditional marketing methods, by focusing on delivering a personalized and interactive experience to each user. Digital marketing also fosters a two-way communication channel, encouraging customers to engage, share their views, and thus foster a community around a brand. Through forums, reviews, and social media engagements, customers can directly communicate with brands, an interaction that not only builds trust but also provides businesses with invaluable feedback and insights.

On the other hand, social media serves as a vessel for the evolution of science and technology, indirectly influencing societal culture and habits. Social media presents marketers with an expansive set of instruments to connect with their target audience in a personal and interactive manner (Garrido-Moreno *et al.*, 2018; Gil-Soto *et al.*, 2019) <sup>[14, 16]</sup>. It acts as a tool for two-way communication or interaction involving videos, photos, and written content distributed through the internet. One of the defining advantages of social media is its capability for interactive two-way communication, and the convenience it offers its users to access a plethora of information without geographical or other barriers (Liu *et al.*, 2020) <sup>[26]</sup>. Social media marketing can be described as the act of promoting diverse business content in various ways to social media users. This activity is executed to find the precise formula for disseminating essential information that can steer business exposure and increase traffic (Pitanatri & Pitana, 2019) <sup>[33]</sup>. Through social media marketing, businesses can converse and interact with their followers on these platforms. Such personal interactions can instil a sense of loyalty among followers and potential customers (Pitanatri & Wiarti, 2022) <sup>[22]</sup>.

Social media marketing is the endeavour of utilising social media to convince consumers of the value of a company, its products, and services. It encompasses marketing that leverages online communities, social networking, and blog marketing (Perrin, 2015) <sup>[31]</sup>. Marketing via social networking platforms offers vast access in the dissemination of information. The challenge in marketing on social media lies in managing information aptly and ensuring it yields benefits for both the company and the consumers (Bolton *et al.*, 2013) <sup>[5]</sup>.

The benefits of social media marketing for its users are manifold. It provides marketers not only the opportunity to showcase their products or services but also to listen to customer grievances and suggestions. Furthermore, social media marketing simplifies the task for marketers to identify potential groups that can bolster their social media following, thereby enhancing the appeal of their social media accounts (Christou, 2015; Királová & Pavlíčka, 2015) <sup>[9, 24]</sup>. By employing social media marketing strategies, businesses can also reduce their promotional costs.

Social media marketing aids in increasing social media traffic, which is instrumental in augmenting the allure customers have towards a particular product or service on offer (Gil-Soto *et al.*, 2019; Kim *et al.*, 2015) <sup>[16, 23]</sup>. Moreover, it can significantly diminish a considerable portion of marketing expenses. Social media marketing is a strategy utilised by businesses that capitalise on online networks.

## 2.2 Instagram

Instagram is an application that facilitates its users in uploading content in the form of photos and videos. It holds potential to be exploited as a medium for promotion and marketing of services, products, or corporate branding (Garrido-Moreno *et al.*, 2018) <sup>[14]</sup>. Introduced in 2010 as a smartphone application, Instagram was conceived to facilitate the easy sharing and viewing of photos and videos among its users. While it originally began as a straightforward photo-sharing platform, it has evolved to become a formidable force in the business world, offering brands a potent channel for marketing and spearheading a wave of innovative entrepreneurship. Essentially, Instagram is a social media powerhouse, designed explicitly for smartphone utilization, which enables users to share visual narratives with a global audience (Drus & Khalid, 2019) <sup>[13]</sup>. Today, it stands as a pivotal tool in the business marketing arsenal, assisting companies in enhancing their market reach and engagement."

In the field of destination and hotel marketing, Instagram has become a crucial tool that significantly shapes how potential tourists view and imagine a place. The platform's emphasis on photos and videos matches perfectly with the tourism industry's need to showcase the visual allure of destinations and the ambiance of accommodations. Through Instagram, destinations and hotels can vividly present what prospective travelers can anticipate, capturing their interest with images of stunning landscapes or detailed views of hotel interiors. This visual storytelling aligns well with the industry's goal to attract visitors by creating compelling, inviting images.

One of the prominent advantages of Instagram is its real-time engagement capability. Through features like stories and live sessions, destinations can provide an immersive snapshot into live events, festivals, or even real-time climatic conditions. On the other hand, hotels can use these features to offer glimpses into guest experiences, special events, or even behind-the-scenes glimpses, creating a sense of intimacy and immediacy with the audience.

The platform's rise has also seen the emergence of travel influencers whose reviews and posts significantly sway their followers' travel choices. Destinations and hotels are recognising the potential of these influencers, collaborating with them to amplify their reach and leverage the trust and

credibility these influencers have with their audience. This symbiotic relationship not only enhances the image of the destination or hotel but also provides influencers with content and experiences to share with their followers (Giglio *et al.*, 2019) <sup>[15]</sup>.

The spontaneous sharing of experiences, photos, and videos by tourists offers a treasure trove of organic testimonials. This user-generated content, brimming with genuine experiences and unfiltered views, brings a level of authenticity that can't be achieved with traditional marketing material. By resharing and acknowledging such content, destinations and hotels can foster trust and authenticity in their brand image (Andayana & Pitanatri, 2023) <sup>[3]</sup>. Furthermore, the precision of Instagram's advertising platform allows destinations and hotels to execute marketing campaigns that are acutely tailored to specific demographics. Such granularity ensures that promotional content reaches those most likely to be interested, ensuring both efficiency and effectiveness in marketing efforts.

Above all, Instagram transcends its role as a mere marketing platform. It provides destinations and hotels with the means to weave a narrative, to engage in real-time, and to build a community of enthusiasts. This continual interaction and engagement foster a sense of loyalty, transforming casual followers into brand ambassadors and advocates, further enhancing the image and allure of the destination or hotel.

## 2.3 Brand Awareness

Branding plays a crucial role in differentiating and defining a product or service in the vast market landscape. At its core, a brand transcends the confines of a mere name, term, or symbol. The essence of a brand envelops the entirety of what a company brings to the table, setting it apart from other players in a particular product category (Christou, 2015; Hornikx & Hendriks, 2015) <sup>[9, 19]</sup>. This embodiment is not only in tangible offerings but also in the consistent values and ethos upheld and disseminated by its custodians, spanning marketers to frontline employees. In a more tangible sense, a brand takes on the role of an identifier, whether through its name, design, or emblematic symbol, paving the way for consumers to distinguish and connect with a specific product or service (Bell, 2008; Greco & Polli, 2020) <sup>[4, 18]</sup>.

Given this foundational understanding of what constitutes a brand, the natural progression is to ascertain the extent of its resonance and recall among its intended audience. This leads us to the concept of brand awareness. Intricately woven into the consumer psyche, brand awareness delineates the prominence a brand holds in a consumer's mind. When a consumer ponders over a particular product category, the ease with which a brand surfaces to their consciousness epitomises the brand's strength and recognition (Lazarevic, 2012) <sup>[25]</sup>.

In the highly competitive landscape of the hotel industry, brand awareness emerges as a pivotal factor that can significantly influence consumer choices and preferences (Mostafa, 2013) <sup>[29]</sup>. In an era where customers have a plethora of options to choose from, it becomes imperative for hotels to carve out a distinctive identity that not only resonates with the audience but also evokes a sense of trust and reliability. Brand awareness is not just a marketing strategy; it is an ongoing relationship-building process. Brand awareness in the hotel industry can be fostered through various avenues, including personalized services,



unique amenities, and memorable experiences that leave a lasting impression on guests. Leveraging social media platforms and online reviews can also play a crucial role in enhancing a hotel's visibility and reputation. By sharing positive experiences and reviews, satisfied customers become brand ambassadors, thereby extending the hotel's reach and influence. A hotel's brand awareness is closely tied to its identity, which encompasses its values, culture, and the stories it shares (Huang *et al.*, 2022; Oliveira & Panyik, 2015) [20, 30]. Hotels with a well-defined brand strategy often find themselves at an advantageous position, being able to connect with their audience on a deeper level, fostering loyalty and encouraging repeat business.

Brand awareness extends beyond mere recognition. It is about building an emotional bond, characterized by a sense of belonging and a promise of consistent quality and service (Correia Leal & Ferreira, 2020) [10]. This emotional connection can be a powerful tool in fostering a loyal customer base, with guests returning time and again, drawn by the unique attributes and the comforting familiarity that the brand offers.

### 3. Methodology

#### 3.1 Contextualising the study

In recent times, the pervasive influence of social media marketing, particularly through platforms such as Instagram, on brand awareness has garnered substantial attention in the academic and business landscapes. Situating itself firmly within this dynamic landscape, the present study unravels the depths of this influence, with a focused lens on the hospitality sector in Bali.

This study leverages a quantitative research approach, which intends to delineate the intricate relationship between Instagram social media marketing and brand awareness, thereby facilitating a deeper understanding of the dynamics at play. This study exemplifies ten distinguished hotels in Bali: Mercure Bali Nusa Dua, Nusa Dua Beach Resort, Holiday Inn Resort, Hotel Santika Siligita Bali, Ibis Styles Bali, The Royal Santrian, Alaya Resort Ubud, Gita Maha Hotel, MaxOne Hotel, and Ramayana Candidasa. The central objective remains to unravel the intricacies of how Instagram social media marketing shapes brand awareness within the unique context of these select establishments, offering a nuanced understanding that is grounded in specific, real-world applications and phenomena.

#### 3.2 Research design, method and materials

##### 3.2.1 Research design

This study adopts a quantitative research approach, a methodology that primarily leans on numerical data and statistical analysis to investigate the existing patterns and relationships between defined variables, in this case, Instagram social media marketing and brand awareness.

By employing a quantitative approach, the research seeks to provide objective measurements and analysis of the targeted phenomena, aiming to construct a precise understanding grounded in empirical evidence. This methodology allows for a structured and resolute examination of the relationships and trends revolving around Instagram marketing strategies and their potential impacts on enhancing brand awareness.

To facilitate this, the research will leverage structured instruments such as surveys and questionnaires, populated with closed-ended questions to gather quantifiable data from

a substantial sample size. These tools will be designed to elicit responses that can be statistically analyzed to derive meaningful insights and conclusions.

Consequently, this research gives rise to the following hypotheses:

**Ho:** Instagram marketing does not significantly affect brand awareness.

**Ha:** Instagram marketing has a significant effect on brand awareness

##### 3.2.2 Sources of data

The research leverages two primary tools for data collection: literature review and questionnaires. Insights into the impact of Instagram social media marketing on brand awareness were garnered through the dissemination of questionnaires to 99 respondents. These questionnaires were circulated via Google Forms, shared through social media outlets such as WhatsApp and Instagram from April to June 2023. Complementing the questionnaire data, the researcher undertook a document study to gather secondary data, which encompassed metrics like the growth in the number of followers and engagement rate levels on the Instagram accounts under study.

##### 3.2.3 Study participants, sampling design and sample size

In this study, the population consists of individuals who followed Instagram social media account from the respective hotels from July to December 2022, totalling more than 11,600 active accounts. The sampling method utilized in this study is purposive sampling, a strategy that entails selecting participants based on predefined criteria. In this context, the participants must satisfy the following conditions:

- a) Have visited Bali.
- b) Maintain an active Instagram account.
- c) Are active followers of the selected hotels' Instagram accounts"?

The sampling process involves selecting a representative subset of the larger audience who interact or engage with the Instagram platforms of the selected hotels. This sample chosen through a systematic method to ensure a fair representation, thereby enabling a valid inference about the larger population. Utilizing Slovin's formula for determining the sample size resulted in a figure of 99.1, which was rounded down to 99, establishing the total respondent pool for this study. The research employs two categories of variables: independent and dependent. The independent variable, also termed as the predictor or explanatory variable, orchestrates changes in the dependent variable. Conversely, the dependent variable, sometimes referred to as the response or outcome variable, undergoes changes influenced by the independent variable. In the context of this research, Instagram social media marketing (X) functions as the independent variable, while Brand Awareness (Y) serves as the dependent variable.

##### 3.2.4 Data analysis procedure

Upon the completion of data collection, the study will proceed with data analysis, utilizing SPSS to conduct a series of tests including regression analysis, coefficient of determination, and t-test analyses. These techniques will aid

in understanding the magnitude and direction of the relationships between Instagram social media marketing strategies and brand awareness. The analysis will be grounded in statistical theories to ensure validity and reliability in the findings.

**1. Linear Regression Analysis**

The regression equation can be used to predict how high the value of the dependent variable will be when the value of the independent variable is manipulated (changed). Linear regression analysis is used to determine whether there is an influence of Instagram social media marketing on hotel brand awareness. The formula to obtain the regression estimation equation is as follows:

$$y = \beta_0 + \beta_1 x + \epsilon$$

Where:

Y: Dependent variable (brand awareness)

$\beta_0$ : Y-intercept (constant term)

$\beta_1$ : Slope coefficient (represents the change in the dependent variable for a one-unit change in the independent variable)

x: Independent variable (Instagram social media marketing strategies)

$\epsilon$ : Error term (represents unobserved factors affecting the dependent variable)

**2. Coefficient of Determination Analysis**

The coefficient of determination analysis, often denoted as  $R^2$ , is a significant statistical tool utilized to quantify the extent to which variations in the dependent variable can be explained by the independent variable(s) (Ghozali, 2013). It is fundamentally used to evaluate the performance and predictive power of a regression model.

The outcome of this analysis is usually expressed in percentages, illustrating the portion of total variation in the dependent variable that is explained by the model. The  $R^2$  value operates within a confined range delineated by the following boundaries:

$$0 < R^2 < 1$$

**The limits imply**

- An  $R^2$  value of 0 indicates no explanatory power, meaning that the model does not explain any of the variability in the dependent variable.
- An  $R^2$  value close to 1 signifies a high explanatory power, indicating that the model explains a large portion of the variability in the dependent variable.

**Below is the interpretation of the r value with its level of relationship**

**Table 1:** Interpretation of Coefficient of Determination Values

| No. | Coefficient of Determination | Level of Influence |
|-----|------------------------------|--------------------|
| 1.  | 0% - 19.9%                   | Very Weak          |
| 2.  | 20% - 39.9%                  | Weak               |
| 3.  | 40% - 59.9%                  | Moderate           |
| 4.  | 60% - 79.9%                  | Strong             |
| 5.  | 80% - 100%                   | Very Strong        |

Source: (Creswell, 2019)

The value of the coefficient of determination can be

calculated through the following formula:

$$R^2 = \frac{\text{Total Sum of Squares (SST)}}{\text{Sum of Squares of Regression (SSR)}}$$

Where

- Total Sum of Squares (SST) is the sum of the squared differences between the observed values and the mean value of the dependent variable.
- Sum of Squares of Regression (SSR) represents the sum of the squared differences between the predicted values and the mean value of the dependent variable.

Mathematically, it can also be expressed as:

$$R^2 = 1 - \frac{\text{Total Sum of Squares (SST)}}{\text{Sum of Squares of Regression (SSR)}}$$

Where:

- Sum of Squares of Error (SSE) is the sum of the squared differences between the observed values and the predicted values derived from the model.

The  $R^2$  value derived from the analysis serves as a robust indicator of the model's efficacy. In the context of this study, analyzing the  $R^2$  value would offer critical insights into how effectively the variations in brand awareness (dependent variable) can be attributed to shifts in Instagram social media marketing strategies (independent variable).

Furthermore, it helps in establishing the reliability and validity of the regression model by showing how well the selected independent variables explain the variation in the dependent variable.

**t-test**

In statistical analysis, the t-test is a fundamental method utilized to determine whether there is a significant relationship between an independent variable and a dependent variable. Conducted partially, this test allows for a focused examination of the variables in question. In this context, the significance level is set at 5%, establishing the threshold for determining the statistical significance of the observed relationship with the following criteria:

- a. If the calculated t-value is less than the table t-value then the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_a$ ) is rejected (meaning there is no significant influence between variable X and variable Y).
- b. If the calculated t-value is greater than the table t-value then the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted (indicating there is a significant influence between variable X and variable Y).

**4. Results and Discussions**

The questionnaire distribution was conducted from March 5th to June 18, 2023. The questionnaire was distributed to 115 respondents, resulting in 99 valid questionnaire responses suitable for analysis. In the following sections, a series of analytical methods will be applied to the valid dataset to extrapolate meaningful insights and understandings. These methods encompass validity and reliability testing, linear regression analysis, coefficient of

determination ( $R^2$ ) analysis, and t-test analysis.

**4.1 Validity and Reliability testing**

**4.1.1 Social Media Marketing (X)**

To ensure quality of questionnaire, validity and reliability test was conducted. Validity testing was performed to ensure that the questionnaire accurately measures what it is intended to measure, ensuring its relevance and

appropriateness for the research objectives. On the other hand, reliability testing was conducted to ensure the consistency and stability of the questionnaire results over time. By undertaking both of these tests, we aimed to produce a questionnaire that is both trustworthy and representative of the population being studied, minimizing potential biases and errors in the data collection process. Results can be shown at the following tables.

**Table 2: Social Media Marketing (X)**

|                        |                     | Correlations |        |        |         |         | Social Media Marketing |
|------------------------|---------------------|--------------|--------|--------|---------|---------|------------------------|
|                        |                     | X1           | X2     | X3     | X4      | X5      |                        |
| X1                     | Pearson Correlation | 1            | ,617** | ,675** | ,540**  | -,239*  | ,861**                 |
|                        | Sig. (2-tailed)     |              | ,000   | ,000   | ,000    | ,017    | ,000                   |
|                        | N                   | 99           | 99     | 99     | 99      | 99      | 99                     |
| X2                     | Pearson Correlation | ,617**       | 1      | ,457** | ,542**  | -,100   | ,805**                 |
|                        | Sig. (2-tailed)     | ,000         |        | ,000   | ,000    | ,326    | ,000                   |
|                        | N                   | 99           | 99     | 99     | 99      | 99      | 99                     |
| X3                     | Pearson Correlation | ,675**       | ,457** | 1      | ,488**  | -,210*  | ,786**                 |
|                        | Sig. (2-tailed)     | ,000         | ,000   |        | ,000    | ,037    | ,000                   |
|                        | N                   | 99           | 99     | 99     | 99      | 99      | 99                     |
| X4                     | Pearson Correlation | ,540**       | ,542** | ,488** | 1       | -,409** | ,766**                 |
|                        | Sig. (2-tailed)     | ,000         | ,000   | ,000   |         | ,000    | ,000                   |
|                        | N                   | 99           | 99     | 99     | 99      | 99      | 99                     |
| X5                     | Pearson Correlation | -,239*       | -,100  | -,210* | -,409** | 1       | -,139                  |
|                        | Sig. (2-tailed)     | ,017         | ,326   | ,037   | ,000    |         | ,170                   |
|                        | N                   | 99           | 99     | 99     | 99      | 99      | 99                     |
| Social Media Marketing | Pearson Correlation | ,861**       | ,805** | ,786** | ,766**  | -,139   | 1                      |
|                        | Sig. (2-tailed)     | ,000         | ,000   | ,000   | ,000    | ,170    |                        |
|                        | N                   | 99           | 99     | 99     | 99      | 99      | 99                     |

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
 \* . Correlation is significant at the 0.05 level (2-tailed).

In the table presented, the relationships between different pairs of variables (X1, X2, X3, X4, X5, and Social Media Marketing) are quantified using Pearson correlation coefficients. These coefficients can range from -1 to +1, wherein a +1 denotes a perfect positive linear correlation, -1 denotes a perfect negative linear correlation, and 0 represents the absence of a linear relationship.

**Positive Correlations**

- X1 shares strong positive correlations with X2, X3, X4, and Social Media Marketing. Notably, it exhibits the strongest correlation with Social Media Marketing, characterized by a coefficient of 0.861.
- X2, X3, and X4 are positively and strongly correlated with each other and with Social Media Marketing, signifying substantial linear relationships among them.

**Negative Correlations**

- X5 predominantly exhibits weak negative correlations with the other variables, with an exception in its relationship with X4, where it has a moderate negative correlation, evidenced by a coefficient of -0.409.

**Significance of Correlations**

- The majority of the correlations are significant at the 0.01 level (two-tailed), suggesting a very low likelihood that these correlations have arisen by chance.
- A few correlations, designated with an asterisk (\*), are significant at the 0.05 level (two-tailed), indicating a low, yet slightly higher probability of occurring by chance compared to those significant at the 0.01 level.

**Table 3: Social Media Marketing (X)**

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 99 | 100,0 |
|                         | Excluded <sup>a</sup> | 0  | ,0    |
|                         | Total                 | 99 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

All 99 cases were valid and none were excluded, indicating a 100% retention rate in the dataset

**Table 4: Social Media Marketing (X)**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| ,698                   | 5          |

The Cronbach's alpha value is 0.698 for a set of 5 items. This statistic gives an indication of the internal consistency or reliability of the scale being used. Generally, a Cronbach's alpha value above 0.7 is considered acceptable. Here, the value is slightly below 0.7, suggesting that the reliability of the scale is borderline acceptable. It might be beneficial to review the items in the scale to see if any improvements can be made to increase reliability.

**4.1.2 Brand Awareness (Y)**

The following table showcases the Pearson correlation coefficients, which indicate the strength and direction of the linear relationships between different pairs of variables.

**Table 5: Brand Awareness (Y)**

|                 |                     | Correlations |        |        |        |        |        |        |        |                 |
|-----------------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|-----------------|
|                 |                     | Y1           | Y2     | Y3     | Y4     | Y5     | Y6     | Y7     | Y8     | Brand Awareness |
| Y1              | Pearson Correlation | 1            | ,556** | ,394** | ,518** | ,394** | ,584** | ,443** | ,452** | ,738**          |
|                 | Sig. (2-tailed)     |              | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   | ,000            |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |
| Y2              | Pearson Correlation | ,556**       | 1      | ,450** | ,559** | ,529** | ,555** | ,253*  | ,427** | ,740**          |
|                 | Sig. (2-tailed)     | ,000         |        | ,000   | ,000   | ,000   | ,000   | ,012   | ,000   | ,000            |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |
| Y3              | Pearson Correlation | ,394**       | ,450** | 1      | ,489** | ,450** | ,555** | ,586** | ,427** | ,740**          |
|                 | Sig. (2-tailed)     | ,000         | ,000   |        | ,000   | ,000   | ,000   | ,000   | ,000   | ,000            |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |
| Y4              | Pearson Correlation | ,518**       | ,559** | ,489** | 1      | ,559** | ,638** | ,475** | ,394** | ,798**          |
|                 | Sig. (2-tailed)     | ,000         | ,000   | ,000   |        | ,000   | ,000   | ,000   | ,000   | ,000            |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |
| Y5              | Pearson Correlation | ,394**       | ,529** | ,450** | ,559** | 1      | ,480** | ,503** | ,427** | ,740**          |
|                 | Sig. (2-tailed)     | ,000         | ,000   | ,000   | ,000   |        | ,000   | ,000   | ,000   | ,000            |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |
| Y6              | Pearson Correlation | ,584**       | ,555** | ,555** | ,638** | ,480** | 1      | ,457** | ,455** | ,810**          |
|                 | Sig. (2-tailed)     | ,000         | ,000   | ,000   | ,000   | ,000   |        | ,000   | ,000   | ,000            |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |
| Y7              | Pearson Correlation | ,443**       | ,253*  | ,586** | ,475** | ,503** | ,457** | 1      | ,154   | ,653**          |
|                 | Sig. (2-tailed)     | ,000         | ,012   | ,000   | ,000   | ,000   | ,000   |        | ,127   | ,000            |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |
| Y8              | Pearson Correlation | ,452**       | ,427** | ,427** | ,394** | ,427** | ,455** | ,154   | 1      | ,640**          |
|                 | Sig. (2-tailed)     | ,000         | ,000   | ,000   | ,000   | ,000   | ,000   | ,127   |        | ,000            |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |
| Brand Awareness | Pearson Correlation | ,738**       | ,740** | ,740** | ,798** | ,740** | ,810** | ,653** | ,640** | 1               |
|                 | Sig. (2-tailed)     | ,000         | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   |                 |
|                 | N                   | 99           | 99     | 99     | 99     | 99     | 99     | 99     | 99     | 99              |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

A close examination of the table reveals a predominance of strong positive correlations between many variables and Brand Awareness. Y6 exhibiting the strongest correlation ( $r = 0.810$ ), followed closely by Y4 ( $r = 0.798$ ). The variables Y1, Y2, and Y5 also showcase strong positive correlations with Brand Awareness, all having a correlation coefficient of 0.740. Y7 and Y8 have moderate positive correlations with Brand Awareness, with coefficients of 0.653 and 0.640, respectively. Y7 also has the weakest correlation with Y8 ( $r = 0.154$ ), which is not statistically significant as the p-value (0.127) is greater than 0.05.

Drawing upon the statistical significance illuminated in the table, it is evident that a vast majority of the correlation coefficients stand significant at the stringent 0.01 level (2-tailed), signifying a minuscule probability of these correlations occurring by mere chance. This is a testimony to the substantial and meaningful relationships harbored by these variables. Concurrently, a handful maintain significance at the 0.05 level (2-tailed), still representing a controlled low probability of random occurrence, thereby preserving the integrity and intentionality of these correlations.

**Table 6: Brand Awareness (Y)**

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 99 | 100,0 |
|                         | Excluded <sup>a</sup> | 0  | ,0    |
|                         | Total                 | 99 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

The total number of cases assessed in the research equates

to 99, illustrating that this number of responses or data points were collected and considered for analysis. This indicates a considerable sample size that promises to provide a substantial foundation for the analysis. All 99 cases were valid and none were excluded, indicating a 100% retention rate in the dataset

**Table 7: Brand Awareness (Y)**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| ,877                   | 8          |

The Cronbach's alpha value presented in the table is 0.877, which is a crucial indicator of the internal consistency and reliability of the scale used to measure brand awareness in the study. In the realm of research, a Cronbach's alpha value above 0.7 is generally regarded as acceptable, indicating a good level of reliability. The obtained value of 0.877 surpasses this benchmark considerably, demonstrating an excellent level of internal consistency among the items on the scale. This suggests that the items are coherently grouped and reliably measure the brand awareness construct, providing a rich and nuanced understanding of the brand awareness landscape.

The reliability statistics in Table 1.5 reflect a high degree of internal consistency, showcased by a Cronbach's alpha value of 0.877 across 8 items. This not only underscores the reliability and validity of the research instrument but also promises a depth of understanding in the analyses and conclusions that will follow, grounded in a dataset characterized by high reliability and a well-rounded exploration of the various facets of brand awareness.



**4.2. Linear Regression Analysis.**

Linear regression analysis stands as a pivotal statistical method employed in the fields of social sciences, to predict the outcome of a dependent variable based on the value of one or more independent variables. In the context of this

research, it is used to examine and quantify the relationship between Instagram social media marketing (independent variable) and brand awareness (dependent variable) within the selected hotels in Bali. The results of the linear regression analysis can be seen in Table 1.4 below:

**Table 8: Coefficients<sup>a</sup>**

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                        | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)             | 10,603                      | 1,603      |                           | 6,616  | ,000 |
|       | Social Media Marketing | 1,391                       | ,079       | ,873                      | 17,594 | ,000 |

a. Dependent Variable: Brand Awareness

A simple linear regression analysis examines the linear relationship between the independent variable, social media marketing (X), and the dependent variable, brand awareness (Y). This analysis aims to discern the direction of the relationship between the independent and dependent variables, whether it is positive or negative, and to predict the value of the dependent variable when there's a change in the independent variable. The regression equation is represented as:

$$y = \beta_0 + \beta_1x + \epsilon$$

$$y = 10.603 + 1.391x$$

**Interpreting the above regression equation, we deduce**

1. The constant value of 10.603 suggests that when the value of social media marketing (X) is zero, the brand awareness (Y) is positively valued at 10.603.
2. The regression analysis yielded a coefficient of 1.391 for the social media marketing variable (X), denoting a direct, positive relationship with brand awareness. Specifically, a unit increase in social media marketing efforts results in a 1.391 unit enhancement in brand awareness. This research delineated the dynamics between Instagram social media marketing and brand awareness, revealing an average score of 4.22 for the former, classifying it within the excellent range (4.21 – 5.00 interval). This score reflects the effectiveness of the hotel management's marketing endeavors on Instagram, characterized by the dissemination of attractive and informative content pertaining to its offerings including rooms, restaurants, and other amenities. The proactive engagement with the audience, manifested through timely responses to comments and direct messages, has played a pivotal role in this success. However, to further this efficacy, it is recommended to uphold a regular cadence of updates showcasing recent developments and guest experiences at the hotel, fostering a deeper engagement with the audience. The brand awareness variable (Y) recorded an average score of 4.29, underscoring the respondents' substantial familiarity with the hotel's products, thereby indicating a potent brand presence in the market."

**Coefficient of determination (R<sup>2</sup>)**

In this research, the R<sup>2</sup> value is aimed to understand the goodness of fit of the regression model, giving an estimate of how well the Instagram marketing strategies explain the variation in brand awareness among the selected hotels in Bali. By evaluating the R<sup>2</sup> value, the research aims to derive a model that efficiently explains the impact of Instagram

marketing strategies on brand awareness, helping in the strategizing of effective marketing policies. The results of the Coefficient of determination can be seen in Table 1.5 below:

**Table 9: Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,873 <sup>a</sup> | ,761     | ,759              | 1,05347                    |

a. Predictors: (Constant), Social Media Marketing  
b. Dependent Variable: Brand Awareness

**R (Correlation Coefficient)**

The R value represents the correlation coefficient, which gives us an indication of the strength and direction of the relationship between the independent and dependent variables. In this case, the R value is 0.873. An R value of 0.873 suggests a very strong positive correlation between social media marketing and brand awareness. This means that as the intensity or efficacy of social media marketing increases, there is a strong tendency for brand awareness to also increase.

**R<sup>2</sup> (Coefficient of Determination)**

The R<sup>2</sup> value is 0.761, which is the square of the R value. The R<sup>2</sup> value represents the proportion of variance in the dependent variable (brand awareness) that can be explained by the independent variable (social media marketing). An value of 0.761 means that approximately 76.1% of the variability in brand awareness can be explained by social media marketing. This is a substantial percentage, indicating that the regression model has a high explanatory power and that social media marketing is a significant predictor of brand awareness. The remaining 23.9% is influenced by other variables not examined in this study.

The results from the model summary table indicate a strong positive relationship between social media marketing and brand awareness. The high R and R<sup>2</sup> values signify that social media marketing is a substantial predictor of brand awareness, successfully explaining a large portion (76.1%) of the variability in brand awareness.

This finding underscores the pivotal role that social media marketing plays in enhancing brand awareness for hotels in Bali. It serves as empirical evidence supporting the strategic deployment of social media marketing initiatives to foster brand awareness, thereby providing a solid foundation for businesses, especially in the context of the selected hotels in Bali, to invest in and optimize their social media marketing strategies to enhance brand visibility and recognition.

**t-test**

Within the framework of the present study, Table 1.6



delineates the coefficients that are central to understanding the intricate relationship between social media marketing and brand awareness. The table categorizes both the

unstandardized and standardized coefficients, presenting them alongside pertinent metrics such as standard errors, t-values, and significance levels.

**Table 10:** Coefficientsa

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                        | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)             | 10,603                      | 1,603      |                           | 6,616  | ,000 |
|       | Social Media Marketing | 1,391                       | ,079       | ,873                      | 17,594 | ,000 |

a. Dependent Variable: Brand Awareness

Referring to Table 1.6 the calculated t-value is 17.594 with a significance level of 0.000, which is less than 0.05. Consequently, the null hypothesis (H0) is rejected in favor of the alternative hypothesis (H1). This suggests that social media marketing has a significant positive influence on brand awareness among the Generation Z market segment at hotels in Bali. Therefore, Hypothesis 1 (H1) is accepted. The analysis results indicate a  $\beta_1$  value of 0.662, a t-value of 15.096, and a significance level of  $0.000 < 0.05$ . This implies that social media marketing positively and significantly affects brand awareness, thus supporting the acceptance of the first hypothesis (Ha). This shows that improved social media marketing will likely enhance brand awareness, a critical metric in hotel marketing that can be used as a measure of a hotel's position and popularity. With strong brand awareness, the hotel is expected to become top of mind for consumers, especially when considering accommodations in Bali.

**5. Conclusion and implications**

The primary objective of this study was to evaluate the influence of Instagram social media marketing on brand awareness on hotels in Bali. The findings from this research present significant insights into the relationship between social media marketing strategies and brand awareness in the context of the hotel industry.

The study revealed an average score of 4.22 for the Instagram social media marketing variable. This score places the hotel's Instagram social media marketing strategies in the 'excellent' category, suggesting that the hotel's efforts to promote its brand via Instagram are highly effective. These findings align with previous research by Briliana (2019; Kaul *et al.*, (2015); Perrin, (2015) [6, 22, 31], which has consistently demonstrated the capacity of well-executed social media strategies to enhance brand visibility and consumer engagement.

One of the notable findings was the low average score associated with the statement concerning feeling part of a community with shared interests when following the hotel's Instagram account. This suggests an area for improvement; the hotel could potentially foster a stronger sense of community among its followers by regularly sharing content that features guests' activities and experiences. This is consistent with findings from earlier research by Buhalis & Law (2008), which highlights the importance of engaging content in stimulating interaction and engagement on social media platforms.

The study found an average score of 4.29 for the brand awareness variable, indicating a high level of brand awareness among respondents, particularly in relation to the hotel's products and services. This is significant, as brand awareness has been identified as a critical precursor to purchasing decisions (Chemli *et al.*, 2020) [8]. It is a key

indicator of a hotel's market position and is integral to building a sustainable competitive advantage.

The high average score associated with the statement regarding the reliability of information shared on the hotel's Instagram account. This suggests that respondents view the hotel's Instagram account as a trustworthy source of information. This study's findings are in line with prior research, which has found a significant positive relationship between social media marketing and brand awareness. For example, research by (Bolton *et al.*, 2013; Christou, 2015; Kathuria *et al.*, 2020) [5, 9] all found that Instagram social media marketing significantly influences brand awareness.

Results suggest that, even though hotels in Bali generally executed an effective Instagram marketing strategy, there are specific areas where further refinement could yield substantial benefits. For example, fostering a sense of community among followers and consistently showcasing guest experiences in posts could potentially enhance engagement rates and, by extension, brand awareness. The hotel could consider strategies such as user-generated content campaigns, where guests are encouraged to share their own photos and experiences using a specific hashtag related to the hotel.

**Limitations and future research directions**

One of the limitations of this study is the restricted geographical scope. The sample was drawn exclusively from followers of the Instagram account of the selected hotels for this study. As such, the findings may not be generalizable to other hotels or different geographic locations. This could potentially limit the broader applicability of the study's conclusions. Another limitation is the cross-sectional nature of the study. The data were collected at a single point in time, which makes it challenging to ascertain causal relationships or track changes over time. This design does not account for possible fluctuations in social media marketing effectiveness or brand awareness over different seasons or years. Additionally, the study relied heavily on self-reported data through questionnaires. Such data is subject to various forms of bias, including social desirability bias, where respondents may have been inclined to answer in a way that they perceive as favorable. Finally, the study did not consider other potential influencers of brand awareness, such as other marketing channels (e.g., print media, other social media platforms), word-of-mouth, and competitor actions, which are all likely to have an impact on the brand awareness of the hotel.

**Future Scope of the Study**

Given the limitations of the current study, future research could consider expanding the geographical scope to include a more diverse range of locations and hotel types. This

would allow for comparisons between different markets and could provide more generalizable insights into the effects of Instagram social media marketing on brand awareness.

Longitudinal studies could also be beneficial. By collecting data at multiple points over time, future research could more accurately track changes in social media marketing effectiveness and brand awareness, helping to establish causal relationships. Future studies could also employ a mixed-methods approach, combining quantitative data from surveys with qualitative data from interviews or focus groups. This would allow for a more comprehensive understanding of the nuances involved in social media marketing and brand awareness.

Moreover, future research could also explore the effects of other marketing channels on brand awareness, to understand how Instagram marketing strategies interact with other promotional efforts. It would also be beneficial to investigate the impact of competitors' social media strategies on a hotel's brand awareness. Finally, considering the rapid evolution of social media platforms and consumer behavior, continuous research in this area is essential. New platforms are emerging, and user engagement with these platforms is dynamic. As such, ongoing studies that consider the latest trends and platforms would be valuable to ensure that marketing strategies remain effective in an ever-changing digital landscape.

#### Conflict of Interest and Ethical Standards

There exists no conflict of interest with the current organisation and no unethical practices followed during the study.

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