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The effect of social media marketing toward purchase intention of domestic tourists at Indigo Bali Seminyak Beach Hotel

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ABSTRACT

Purchase intention is a key factor that influences consumers in making purchasing decisions. One strategy that has proven effective in increasing purchase intention is social media marketing. Hotel Indigo Bali Seminyak actively utilizes social media platforms, particularly Instagram and Facebook, to promote its brand and engage with potential customers. This study aims to examine the effect of the hotel's social media marketing efforts on the purchase intentions of domestic tourists. The research used a combination of documentation and survey methods, with questionnaires distributed to 90 domestic tourist respondents. The data were analyzed using validity and reliability tests, classical assumption testing, and simple linear regression. The results show that social media marketing has a significant and positive impact on purchase intention. These findings highlight the importance of maintaining an active and engaging presence on social media, as it can strongly influence consumer interest and behavior. For hospitality businesses, investing in strategic social media campaigns can be a valuable tool in attracting and converting potential customers.

Keywords: Purchase intention, social media marketing, domestic tourists

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INTRODUCTION

The tourism industry is closely linked to the hospitality sector, as hotels provide service and accommodation to support the smooth operation of tourism in Indonesia. Therefore, hotels are a crucial type of accommodation whose sustainability needs to be considered, especially in Bali. In 2020, the average occupancy rate of star-rated hotels in Bali was 15.62%, which dropped to 13% in 2021 due to the impact of the COVID-19 pandemic on the global economy, including Bali (Badan Pusat Statistik, 2022). Consequently, purchase intention becomes an

important factor to enhance, as it measures consumers' tendency to buy products and services (Qing & Jin, 2022). Purchase intention is influenced by expectations and perceptions, making it a significant factor in predicting consumer purchasing behavior

Before the purchase process occurs, consumers go through several stages, known as the Hierarchy of Effects. One of the most well-known models of this theory is AIDA, which describes the steps consumers take in response to marketing efforts. These steps include Attention, Interest, Desire, and Action, leading to a purchase decision (Baber, 2022). These stages illustrate how consumers are initially made aware of a product, become interested in it, develop a desire to own it, and finally decide to make a purchase. Understanding these stages is essential for marketers to design effective strategies that move potential consumers through each phase. By aligning marketing efforts with these psychological stages, businesses can more effectively influence consumer behavior and increase purchase intention.

Product or service development, particularly in marketing communication, can increase the attractiveness of a product or service, thereby enhancing consumer purchase intention (Heimonen, 2018). Marketing communication refers to marketing activities that involve spreading information to influence or persuade potential or existing consumers to accept, purchase, and remain loyal to a company's products (Melati, 2020). One of the most popular marketing communication methods today is social media marketing. Social media marketing has a stronger influence on purchase intention than consumer trust in social networking sites (Manzoor et al., 2020). By providing information through social media marketing, consumers gain informational satisfaction, which significantly impacts their purchase intention (Kusumo et al., 2021). The higher the level of social media marketing activity, the greater the purchase intention among consumers (Cleo & Sopiah, 2021). According to Kim & Ko (2010), in their study titled "*Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention*", social media marketing consists of five key aspects: Entertainment, Customization, Trendiness, Interaction, and Word of Mouth.

Social media has been deeply integrated into the lives of millions worldwide, drawing the attention of marketers (Manzoor et al., 2020). In Indonesia, 191.4 million people actively use social media, spending an average of 3 hours and 17 minutes daily (Riyanto, 2022). This has led many industries, including hospitality, to shift their marketing efforts to social media platforms, as they are considered more effective and efficient than offline marketing. According to the Most Used Social Media Platforms survey conducted by We Are Social Hootsuite in February 2022, the three most popular social media platforms in Indonesia are WhatsApp, Instagram, and Facebook. Although WhatsApp ranks first, it is primarily used for communication rather than marketing. Thus, the survey suggests that Instagram and Facebook are the most suitable platforms for marketing hotel products and services.

Hotel Indigo Bali Seminyak Beach, a five-star hotel in Seminyak, utilizes Instagram and Facebook for marketing, as these platforms are the most popular among Indonesians. The hotel has 39.8K followers on Instagram and 47,285 likes on its Facebook Fan Page, demonstrating its active presence on these platforms. Additionally, Instagram audience insights show that 47.1% of the hotel's Instagram followers (approximately 18,745 out of 39,800) are from Indonesia. Similarly, 35,688 people who liked the hotel's Facebook Fan Page are from Indonesia. This data highlights the phenomenon that Indonesian consumers (domestic tourists) are highly active on the hotel's Instagram and Facebook pages. Through these two social media platforms, Hotel Indigo Bali Seminyak Beach targets consumers under 30 years old on Instagram and those above 30 years old on Facebook. This targeted approach helps the hotel engage with potential customers and increase purchase intention, particularly among the domestic market during the pandemic.

Previous research on the relationship between social media marketing and purchase intention has produced mixed results. For instance, Dewi et al. (2024) found that content created by the marketing department increased bookings at Hotel The One Legian Kuta. Putra and Sastika (2020) identified a notably positive relationship between social media marketing and consumers' intentions to make a purchase. Juliantini et al. (2021) also found that social media promotion influenced 26.7% of local tourists' intention to visit a resort in Pemuteran. However, other studies, such as Putra & Aristana (2020), reported no significant effect, highlighting the inconsistency in findings across different contexts. While these studies provide valuable insights, few have specifically examined the influence of social media marketing on domestic tourists' purchase intention in five-star hotels in Bali, particularly through widely used platforms like Instagram and Facebook. Furthermore, previous research often does not account for how targeted social media strategies—such as segmenting audiences by age group—might influence effectiveness. Therefore, this study seeks to address that gap by investigating whether the social media marketing activities of Hotel Indigo Bali Seminyak Beach, which actively engages domestic consumers on Instagram and Facebook, have a measurable impact on their purchase intention.

Given the mixed findings in previous research and the strong domestic engagement on Hotel Indigo Bali Seminyak Beach's social media, this study aims to explore whether the hotel's social media marketing effectively influences purchase intention, specifically within the domestic market.

LITERATURE REVIEWS

Social Media Marketing

Social media marketing refers to the strategic use of digital platforms such as blogs, microblogs, and social networking sites to promote awareness, build recognition, and influence consumer behavior toward a brand, product, organization, or individual—either explicitly or subtly (Santoso, 2017). Furthermore, Kim and Ko (2010) emphasize that social media marketing facilitates interactive communication between brands and users. This bidirectional engagement not only fosters a sense of connection and understanding but also serves to dispel misconceptions and strengthen brand equity by enabling open dialogue and information sharing with the public.

In measuring the variable of social media marketing, this study adapts the indicators used in the research by Kim & Ko (2010). Social media marketing is divided into five dimensions: entertainment, interaction, trendiness, customization, and word of mouth. Entertainment refers to the enjoyment and fun derived from experiences on social media. Interaction describes users contributing to social media platforms to meet like-minded individuals, interact, and discuss specific products or brands. Trendiness facilitates the rapid spread of information. Customization refers to the degree to which a service is adapted to align with the specific needs and preferences of individual users. Meanwhile, word of mouth facilitates interpersonal communication among online consumers, enabling them to exchange brand-related information directly.

Purchase Intention

Purchase intention is the driving force or intrinsic motivation that encourages individuals to pay spontaneous, natural, easy, and selective attention to a product and ultimately make a purchasing decision (Laksamana, 2018). According to Qing and Jin (2022), purchase intention is the stage where consumers form their choices among several brands in their consideration set and ultimately make a purchase decision based on their preference.

From these definitions, it can be concluded that purchase intention is the stage where consumers develop an interest in a product or service, which triggers their desire to buy based on various considerations. Before the purchasing process occurs, consumers go through several stages known as the Hierarchy of Effects. The most well-known model of this theory is AIDA (Attention, Interest, Desire, Action). Attention is the stage where the public becomes aware of the product or service through promotional efforts. Interest arises when consumers become attracted to the product due to successful promotional campaigns. Desire is marked by a strong urge to purchase and try the product or service. Action is the final stage, where consumers who have gone through the previous stages finally decide to buy the product.

Instagram

Instagram is a social networking service based on photography (Atmoko, 2012). It is also considered a social media platform that allows users to share news or information in the form of photos or videos, becoming more popular with the introduction of Instagram Stories. According to Atmoko, Bambang Dwi (2012:28), the key features of Instagram as a social media platform include hashtags, location tags (geotags), the ability to follow other users, sharing features, likes, comments, and mentions.

Facebook

According to Dwivedi et al. (2021), Facebook is one of the platforms that should be utilized for online marketing. Facebook can be used for marketing purposes, interacting with customers or target markets, and as a medium for promoting products or businesses. Muwafik (2020:57) explains that Facebook provides many advantages in the business world, including serving as a bridge for beginners to start a business, helping to identify and determine target consumers, enabling fast and effective information sharing, being a low-cost advertising platform, reaching a broad audience and consumers, creating and enhancing brand awareness, directly connecting businesses with consumers, allowing for direct customer feedback, and being a useful tool for market research in business communication.

METHODS

This study is quantitative research aimed at testing specific theories by examining the relationships between variables, which are represented by numerical data and analyzed using statistical procedures (Sugiyono, 2015). The variables measured in this study are social media marketing (X) and purchase intention (Y).

The research is conducted at Hotel Indigo Bali Seminyak Beach, with the population consisting of followers of the hotel's social media accounts from Indonesia, whether they have stayed at the hotel or not. The sample is determined using the purposive sampling method with Hair's formula, resulting in 90 respondents.

This study utilizes both primary and secondary data sources to support its analysis. Primary data is collected through an online questionnaire distributed via Google Forms, using a Likert scale for measurement. Secondary data is obtained from journals, books, statistics on social media users in Indonesia in 2022, and follower data from the social media accounts of Hotel Indigo Bali Seminyak Beach.

The data collection techniques include questionnaires and document studies. The data were analyzed using a descriptive quantitative method, which involved multiple stages, including tests for validity and reliability, classical assumption checks, simple linear regression analysis, t-tests, and evaluation of the coefficient of determination.

$$Y = a + bX$$

Notes:

Y = "Response Variable or Dependent Variable"

X = "Predictor Variable or Independent Variable"

a = "Constant"

b = "Regression coefficient (slope)"

RESULTS AND DISCUSSION

Results

TABLE 1. RESPONDENTS CHARACTERISTICS BASED ON THE SURVEY RESULTS

Characteristics	Number	Percentage
Gender		
Male	47	52%
Female	43	48%
Age		
<21 years	9	10%
21-31 years	50	56%
31-40 years	27	30%
>40 years	4	4%
Occupation		
Private Employee	38	42%
Government Employee	4	4%
Entrepreneur	31	35%
Students	17	19%

[Source: Respondent Data Tabulation, 2022]

Table 1 presents the characteristics of respondents based on gender, age, and occupation. Among the 90 respondents, 47 (52%) are male, while 43 (48%) are female. This may be due to the tendency of males to communicate less directly, leading them to use social media more dominantly for interactions.

Regarding age distribution, the largest proportion of respondents—accounting for 56% or 50 individuals—belongs to the 21–30 age category. This age range is considered part of the millennial generation, which is known for its frequent use of social media in daily life.

Regarding occupation, the highest number of respondents are private-sector employees, with 38 individuals (42%). Meanwhile, government employees make up the smallest group, with only 4 respondents (4%).

Classic Assumption Test

a. Normality Test

The normality test aims to assess whether the dataset originates from a population that follows a normal distribution. In this study, the Kolmogorov–Smirnov test was employed to evaluate normality. According to the SPSS output, the two-tailed significance value is 0.200. Since a significance level exceeding 0.05 indicates normal distribution, it can be concluded that the data in this study satisfies the assumption of normality.

b. Linearity Test

The linearity test is conducted to examine whether a linear relationship exists between the independent and dependent variables. The results indicate a significance value of 0.316 for the "Deviation from Linearity," which exceeds the threshold of 0.05. This suggests that a linear relationship is present. Therefore, it can be inferred that social media marketing has a linear effect on the purchase intention of domestic tourists at Hotel Indigo Bali Seminyak Beach.

c. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the variance of residuals from one observation to another is equal or not. Based on the test results, the scatterplot output regression shows an irregular distribution. This can be observed from the plot that does not form a specific pattern, appearing to be spread out, which indicates that heteroscedasticity does not occur.

TABLE 2. RESULTS OF SIMPLE LINEAR REGRESSION ANALYSIS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.986	1.055		.935	.353
SOCIAL MEDIA MARKETING	.775	.024	.960	32.086	.000

a. Dependent Variable: PURCHASE INTENTION

[Source: SPSS Output Version 25]

Referring to Table 2, the constant value (a) is recorded at 0.986, while the regression coefficient (b) is 0.775. This yields the following simple linear regression equation:

$$Y = 0.986 + 0.775X$$

Accordingly, the relationship between social media marketing (X) and purchase intention (Y) can be interpreted as follows:

1. The constant value of 0.986 indicates that when the social media marketing variable is absent or held at zero, the predicted value of purchase intention is 0.986.
2. The regression coefficient of 0.775 signifies that for each 1% increase in social media marketing, purchase intention is expected to rise by 0.775 units, assuming other variables remain constant.

The simple linear regression equation shows a positive coefficient, indicating a significant positive relationship between social media marketing and purchase intention. This suggests that as social media marketing activities increase, purchase intention tends to increase as well. However, this result should be interpreted as a correlation rather than definitive causation.

T Test

The t-test is used to examine how significantly the independent variable, social media marketing, influences the dependent variable, purchase intention, on a partial basis. Based on Table 2, the t-value obtained is greater than the t-table value ($32.086 > 1.666$). The significance level obtained is 0.00, which falls below the threshold of 0.05, indicating statistical significance. Conclusively, the social media marketing variable significantly influences purchase intention among domestic tourists at Hotel Indigo Bali Seminyak Beach.

Determination Coefficient Analysis

TABLE 3. RESULTS OF THE COEFFICIENT OF DETERMINATION ANALYSIS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960 ^a	.921	.920	1.747

a. Predictors: (Constant), SOCIAL MEDIA MARKETING

b. Dependent Variable: PURCHASE INTENTION

[Source: SPSS Output Version 25]

The coefficient of determination (R^2) is employed to assess the extent to which the independent variable—social media marketing—affects the dependent variable, namely purchase intention. As shown in Table 3, the R^2 value is 0.921, or 92.1%. This indicates that 92.1% of the variance in purchase intention can be attributed to social media marketing, whereas the remaining 7.9% is explained by other variables not included in this research. The high R^2 value reflects a strong influence of social media marketing on purchase intention.

Discussion

Based on the research findings on the influence of social media marketing on purchase intention among domestic tourists at Hotel Indigo Bali Seminyak Beach, it is evident that the hotel's Instagram and Facebook accounts serve as essential platforms for interaction and communication with the audience. These platforms not only allow users to express their opinions but also enable them to share content related to the hotel, thereby increasing visibility and engagement. This behavior reflects the interactive aspect of social media marketing, which plays a crucial role in enhancing brand recognition and strengthening customer relationships. According to Kim and Ko (2010),

interactive communication through social media builds a stronger connection between brands and users, contributing to brand equity. Thus, the ability of Hotel Indigo to foster such interactions on its social media platforms demonstrates the strategic value of digital engagement in the hospitality industry.

In addition to interactivity, user feedback indicated that the content on the hotel's Instagram and Facebook pages often lacks freshness and may not align with current trends. Trendiness, as highlighted by Kim and Ko (2010), is a key dimension of effective social media marketing, as it helps maintain relevance and captures audience interest in real-time. The perception of outdated content suggests a need for the hotel to continuously adapt and innovate its digital marketing strategies to stay competitive. When content is aligned with ongoing trends and current consumer interests, it increases the chances of creating meaningful connections with audiences. Therefore, regularly updating social media content to reflect the latest travel and lifestyle trends is vital for sustaining audience engagement and enhancing purchase intention.

With respect to consumer behavior, the hotel's social media marketing efforts have been found to be effective in attracting attention and stimulating interest among domestic tourists. These outcomes are closely linked to the concept of purchase intention, which involves the psychological process wherein consumers develop an interest in a product or service and eventually form the intention to purchase (Laksamana, 2018; Qing & Jin, 2022). The hotel's ability to create attractive and engaging content on social media supports each stage of the AIDA model—namely attention, interest, desire, and action. Promotional content that successfully captures interest and generates emotional appeal can move audiences closer to the decision-making phase. This demonstrates that well-executed social media strategies can play a central role in influencing consumer purchase decisions.

Instagram, with its visually driven content and interactive features such as stories, hashtags, and geotags, has proven to be a powerful platform for hospitality marketing (Atmoko, 2012). It enables the hotel to showcase its unique experiences and aesthetics in a way that resonates with modern travelers. Similarly, Facebook offers valuable functions for businesses, such as direct communication, content sharing, and targeted advertising, making it an effective tool for reaching and engaging diverse consumer segments (Dwivedi et al., 2021; Muwafik, 2020). Both platforms serve complementary roles in expanding the hotel's digital footprint and building brand awareness among prospective guests. When strategically utilized, these platforms can create a seamless promotional experience that encourages consumer interest and interaction.

Overall, the findings suggest that social media marketing has a strong and meaningful impact on purchase intention. The consistent patterns observed in consumer engagement indicate that the hotel's use of digital platforms contributes significantly to shaping perceptions and encouraging interest in its offerings. As emphasized by Santoso (2017), the strategic use of social media can influence consumer behavior either directly or subtly, depending on how effectively the content is designed and delivered. For Hotel Indigo Bali Seminyak Beach, maintaining an engaging, interactive, and trend-conscious social media presence is essential to fostering customer interest and driving purchase decisions. Moving forward, aligning marketing efforts with consumer expectations and digital behavior trends will be crucial for sustaining a competitive advantage.

CONCLUSIONS AND SUGGESTION

Conclusions

In light of these findings, it can be concluded that social media marketing plays a significant role in shaping the purchase intentions of domestic tourists at Hotel Indigo Bali Seminyak Beach. The use of platforms such as Instagram and Facebook have proven effective in capturing consumer attention, stimulating interest, and encouraging engagement with the brand. These platforms support not only the dissemination of information but also the development of emotional connections and user-driven promotion through content sharing. The influence of social media marketing on consumer behavior is both substantial and evident, reinforcing its value as a strategic tool in hospitality marketing. While other factors may also contribute to purchase intention, the role of social media marketing emerges as a dominant influence within the context of this study.

Suggestion

The study suggests that the management of Hotel Indigo Bali Seminyak Beach should tailor their Instagram and Facebook content to better engage their predominantly under-30 audience by incorporating more interactive features such as polls, reels, behind-the-scenes stories, and user-generated content campaigns. These strategies can help boost engagement and strengthen brand connection among younger users. Furthermore, given the low percentage of civil servants among their followers, the hotel could design targeted social media ads and sponsored posts specifically highlighting meeting and event packages for government-related functions. Collaborating with government agencies or hosting small-scale public sector events could also increase visibility and attract this underrepresented segment.

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