International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Facilities And Social Media (Instagram) On The Decision To Stay At Hermes Palace Hotel Medan

Helpitaria Br Tarigan[1], Dian Purnama Sari[2]

[1,2]Sekolah Tinggi Ilmu Manajemen Sukma Medan

Corresponding Author : tariganhelpitaria@gmail.com[1],
dianpurnamasari047@gmail.com[2]

Abstract

This study aims to analyze the influence of facilities and Instagram social media on the decision to stay at Hermes Palace Hotel Medan. Using a quantitative method with a total sampling technique, questionnaires were distributed to 80 respondents who were guests using the facilities and followers of the hotel's official account. Data analysis used multiple linear regression with the assistance of SPSS. The t-test results showed that partially, facilities had a positive and significant effect on the decision to stay. Instagram social media also had a positive and significant effect partially, even becoming the most dominant variable. The F-test results confirmed that both variables simultaneously had a significant effect on the decision to stay with an influence contribution of 62%. Management is advised to optimize graphic information signboards and enhance the visualization of aesthetic facilities through interactive content on Instagram.

Keywords: Facilities, social media (Instagram), and decision to stay

INTRODUCTION

A hotel is defined as a commercial entity that provides lodging, catering, and additional facilities in one building to meet public needs (Napu et al., 2023). The strategic step taken is presenting monthly special offers ranging from room promos, catering packages, to event packages to maintain its position among competitors.

Based on consumer behavior theory, this step or intention is highly influenced by how consumers perceive the marketing stimuli they receive (Aqillah et al., 2025). According to the theory (Kotler & Armstrong, 2018), the decision to stay is the final stage where consumers actually make a transaction after going through a deep evaluation

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

process. In the hotel context, this decision is highly influenced by the guests' perception of what they receive and see before making a reservation (Irawan et al., 2024).

Table 1.1. Hotel Room Occupancy Rate (TPK) in Indonesia (2023-2025)

Month	2023	2024	2025
January	44.86	46.72	48.38
February	47.83	49.45	47.21
March	46.26	43.41	33.56
April	41.37	47.14	46.98
May	49.03	54.03	48.28
June	53.67	54.69	49.98
July	54.63	56.36	52.79
August	52.46	54.85	50.51
September	53.02	54.68	50.16
October	53.02	55.67	52.84
November	56.72	54.96	53.89
December	59.74	58.06	56.12
Total	51.12	52.56	49.26

Source: BPS, 2026

According to the findings (Putri & Susanti, 2025), facilities and social media promotion are proven to have a significant impact on the decision to stay at Langkisau Resort, Pesisir Selatan Regency. The formula is simple where facilities are used, photographed, and shared (Wouters & Groen, 2024), so the hotel will remain visible amid fierce competition.

Facilities include all physical infrastructure such as room planning, equipment, lighting, to supporting facilities such as swimming pools and internet access (Manurung & Bahri, 2023a). Findings (Juniartha et al., 2024) show that room facilities have a positive effect on the decision to stay at Amerta Sari Hotel.

Reported from Trip.com as a solid four-star accommodation choice in the heart of North Sumatra, Hermes Palace Hotel Medan offers highly capable functional facilities with its category score at 7.7 and cleanliness and location aspects reaching 8.4.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

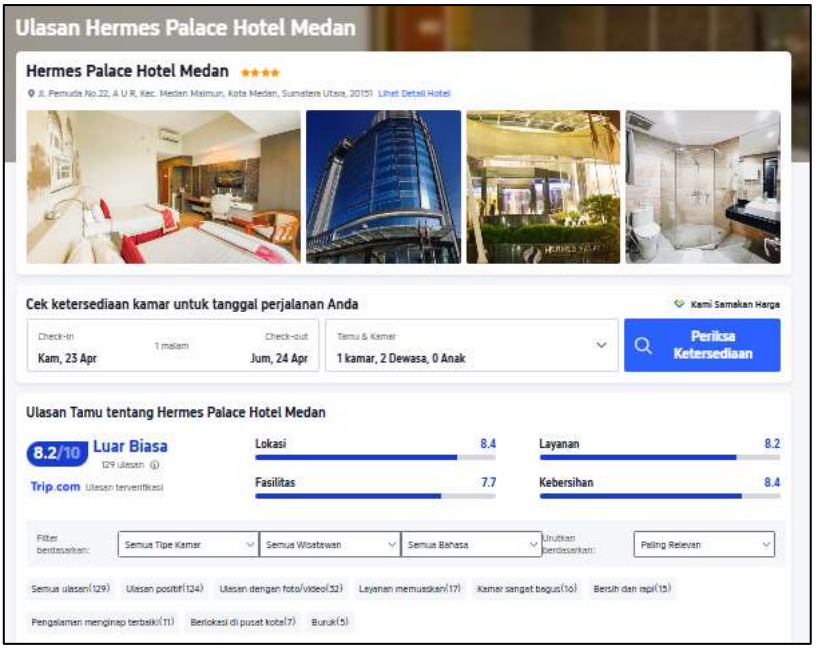


Figure 1. Hermes Palace Hotel Medan Reviews
Source: Trip.com, 2026

At the initial stage, facilities have a positive and significant effect in driving prospective guests' decision to stay (Sofi & Wira, 2023). Furthermore, the availability of facilities partially also becomes a determining factor in maintaining customer loyalty to continue staying (Nadeak & Yudhira, 2023). The findings of this study indicate that the facility variable has a real contribution in determining guest satisfaction at Karlita Hotel Tegal City (Kafarila, 2022).

Research (Yanto et al., 2026) shows a 70.5% correlation between the use of this platform and an increase in brand awareness, while (Anggrean & Wijoyo, 2024) confirms that its visual appeal is the main trigger for the decision to stay. By October 2025, Instagram consolidated its dominance in Indonesia with an 82.4% penetration rate, surpassing Facebook (81.0%), YouTube (80.3%), and TikTok (78.4%); this strategic advantage proves that the integration of visual aesthetics and social interaction makes it the most effective instrument to build customer loyalty organically (Sandyana et al., 2025).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

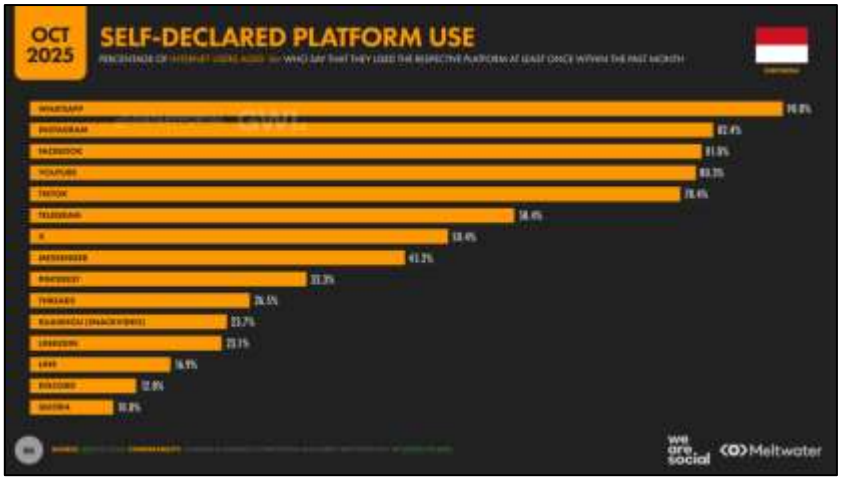


Figure 2. Social Media Usage Rating in Indonesia
Source: We Are Social & Melwater, 2026

Utilizing a base of 10.8 thousand followers on the official Instagram account, Hermes Palace Hotel Medan optimizes social media as an image-building instrument through authentic visual narratives; this strategy is in line with the findings (Alfando et al., 2023) that service quality and digital efficiency are the main determinants of guest satisfaction.



Figure 3. Official Account Page @hermespalacehotelmedan]
Source: Official Instagram Account @hermespalacehotelmedan

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Research conducted by (Permatasari & Prawitasari, 2025) shows that social media marketing has a positive and significant influence on consumers' decisions to stay at The Kayon Resort Hotel. Findings (Danendra et al., 2024) confirm that the use of Instagram social media provides a positive and significant contribution in determining guests' decision to stay at The Jayakarta Bali Beach Resort & Spa. Based on the findings (Hamdani, 2022), there is a positive correlation between the intensity of social media use and the decision to stay. In line with (Tuti & Dwiyanti, 2021) which also proves a positive and significant influence of social media marketing on the decision to stay.

Findings in the research (Ro'son et al., 2023) indicate that facilities partially have no effect on the decision to stay and reveal that the availability of facilities is not a determining factor influencing consumer decisions at Toraja Heritage Hotel. Conversely, findings (Gitama et al., 2023) conclude that social media does not have a significant influence on consumer purchasing decisions.

METHOD

This research is located at Hermes Palace Hotel Medan and is planned to take place from March 13 to the end of June 2026. This research uses a quantitative method approach, where the data collected will be processed in the form of numbers and analyzed using statistics to test the predetermined hypotheses.

The population in this study are people who have visited the Hermes Palace Hotel Medan Instagram account, have used hotel facilities, and have a decision to stay with a total of 80 people. The entire population of 80 people is fully involved in this study through a total sampling technique. This approach is commonly applied to research with limited populations, namely less than 100, to ensure the obtained data thoroughly represents field conditions (Sugiyono, 2023).

Data collection was carried out directly from respondents through the distribution of structured questionnaires to measure the variables of Facilities, Social Media, and Decision to Stay using closed answer options based on a Likert scale. Operationally, the Facilities variable is measured through indicators of room planning, equipment/furniture, lighting and color, and graphically delivered messages (Nadeak & Yudhira, 2023). The Social Media variable includes online community, interaction, sharing of content, and accessibility (Maheswari et al., 2024). Meanwhile, the Decision to Stay variable is measured by product choice, brand choice, visit time, and confidence to stay (Kotler & Armstrong, 2018).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Validity refers to the extent to which the instrument is able to measure what it is supposed to measure precisely and accurately, where a valid instrument will produce data that is representative of the original phenomenon (Ramadhan et al., 2024). Statistically, validity is fulfilled if the r-count value > r-table. The reliability test measures the consistency of the measurement results if retesting is carried out, using the Cronbach's Alpha method assisted by SPSS software with a minimum threshold standard of 0.60 as an indicator that the instrument is reliable (Kusumastuti et al., 2024).

The data that has been collected will be analyzed using descriptive statistical analysis and multiple linear regression analysis to determine the influence of the independent variables (Facilities and Social Media) on the dependent variable (Decision to Stay).

RESULTS AND DISCUSSIONS

A. Respondent Characteristics

A descriptive analysis of 80 respondents was conducted to provide a comprehensive overview of the sample profile based on four main characteristics: gender, age, occupation, and reasons for staying at Hermes Palace Hotel Medan.

Table 2. Respondent Characteristics

No.	Characteristics	Category	Percentage
1	Gender	Male Female	66.25% 33.75%
2	Age	17-25 years 26-30 years 36-45 years	42.5% 48.75% 8.75%
3	Occupation	Student/University Student Private Employee Civil Servant (PNS) Entrepreneur	32.5% 55% 3.75% 8.75%
4	Reason for Staying	Out of Town Duty	6.25%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

No.	Characteristics	Category	Percentage
		Family Party/Wedding Holiday	17.5% 76.25%

Based on the data gathered, the decision to stay at Hermes Palace Hotel Medan is significantly dominated by males, indicated by the percentage of male respondents reaching 66.25%. Furthermore, from the age aspect, consumer dynamics are absolutely dominated by the productive and young age groups. The accumulation of the 17 to 30 years age group breaking through the 91.25% mark provides strong confirmation that the main target market of this hotel is Millennials and Gen Z. This group is highly sensitive to visual trends, so their decision to stay is most likely stimulated by how hotel facilities are represented through digital content. Holiday purposes became the most dominating motivation with a massive percentage of 76.25%. The appeal of facilities packaged aesthetically and promoted through Instagram social media becomes the main trigger moving the interest of these urban tourists.

B. Descriptive Analysis

Table 3. Recapitulation of Respondent Answers for the Facilities Variable (X1)

Research Variable	Indicator	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Average
Facilities (X1)	X1.1	0	0	2	33	45	80	4.54
	X1.2	0	0	3	28	49	80	4.58
	X1.3	0	1	2	31	46	80	4.53
	X1.4	0	0	8	27	45	80	4.46
Percentage		**0%**	**0.31%**	**4.69%**	**37.2%**	**54.8%**		**4.53**

Based on Table 3, respondents' perception of the Facilities variable (X1) is overall rated as Very Good, with a total average of 4.53. Indicator X1.2 became the indicator with the highest average of 4.58, indicating that this facility dimension provides maximum satisfaction for consumers.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 4. Recapitulation of Respondent Answers for the Social Media Instagram Variable (X2)

Research Variable	Indicator	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Average
Social Media Instagram (X2)	X2.1	1	2	4	30	43	80	4.40
	X2.2	1	0	4	28	47	80	4.50
	X2.3	0	1	3	31	45	80	4.50
	X2.4	0	0	4	33	43	80	4.49
Percentage		**0.63%**	**0.94%**	**4.69%**	**38.13%**	**55.6%**		**4.47**

Based on Table 4, the Social Media Instagram variable (X2) is overall rated as Very Good by respondents, with a total average of 4.47. The highest values were achieved by indicators X2.2 and X2.3 with an average of 4.50 each, indicating that the content, information, or visual aspects presented through the hotel's Instagram are considered very attractive and informative.

Table 5. Recapitulation of Respondent Answers for the Decision to Stay Variable (Y)

Research Variable	Indicator	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Average
Decision to Stay (Y)	Y1.1	0	1	3	32	44	80	4.49
	Y1.2	0	0	5	28	47	80	4.53
	Y1.3	0	0	3	33	44	80	4.51
	Y1.4	0	2	1	29	48	80	4.54
Percentage		**0%**	**0.94%**	**3.75%**	**38.1%**	**57.19%**		**4.52**

Based on Table 4.4, the Decision to Stay variable (Y) overall falls into the very high category with a total average of 4.52. Indicator Y4 is the indicator with the highest average of 4.54, which shows the presence of a dominant factor that is most convincing to consumers in making the decision to stay.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

C. Validity and Reliability Test Results

Table 6. Validity Test Results

No.	Statement	r-count	r-table	Description
Facilities (X1)				
1	Facility 1	0.476	0.3	Valid
2	Facility 2	0.591	0.3	Valid
3	Facility 3	0.558	0.3	Valid
4	Facility 4	0.503	0.3	Valid
Social Media Instagram (X2)				
1	Social Media Instagram 1	0.546	0.3	Valid
2	Social Media Instagram 2	0.743	0.3	Valid
3	Social Media Instagram 3	0.722	0.3	Valid
4	Social Media Instagram 4	0.598	0.3	Valid
Decision to Stay (Y)				
1	Decision to Stay 1	0.877	0.3	Valid
2	Decision to Stay 2	0.914	0.3	Valid
3	Decision to Stay 3	0.851	0.3	Valid
4	Decision to Stay 4	0.886	0.3	Valid

Based on the data in Table 6, all statement items for the variables Facilities (X1), Social Media Instagram (X2), and Decision to Stay (Y) show an r-count value greater than 0.3. This proves that all instruments used in this study are declared valid.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 7. Reliability Test Results

No	Variable	Cronbach's alpha Value	Conclusion
1	Facilities (X1)	0.833	Consistent
2	Social Media Instagram (X2)	0.871	Consistent
3	Decision to Stay (Y)	0.904	Consistent

Through the attainment of Cronbach's Alpha figures above 0.60 for each variable, the research questionnaire is declared reliable.

D. Multiple Linear Regression Results

Table 8. Coefficient Results

Model	Unstandardized Coefficients (B)	Unstandardized Coefficients (Std. Error)	Standardized Coefficients (Beta)	t	Sig.
1 (Constant)	2.845	1.460		1.949	.055
Facilities	.304	.102	.274	2.979	.004
Social Media (Instagram)	.543	.086	.583	6.349	.000

Based on the data from Table 4.7, the multiple linear regression equation can be arranged as follows: Y = 2.845 + 0.304X1 + 0.543X2

1. The Constant value is 2.845. This means that if the Facilities (X1) and Social Media Instagram (X2) variables are constant or equal to zero, the value of the Decision to Stay variable (Y) is 2.845 units.
2. The regression coefficient for the Facilities variable is 0.304. This means that for every 1 unit increase in the quality of the Facilities variable, the Decision to Stay (Y) will increase by 0.304 units.
3. The regression coefficient for the Social Media Instagram variable is 0.543. This means that every 1 unit increase in the effectiveness of promotion or management of Social Media Instagram will increase the Decision to Stay (Y) by 0.543 units.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

E. Coefficient of Determination (R^2)

Table 9. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788	.620	.611	1.366

Based on the coefficient of determination test results in Table 9, an R Square value of 0.620 was obtained. This indicates that the ability of the independent variables consisting of Facilities (X1) and Social Media Instagram (X2) in explaining or influencing the variation of the dependent variable Decision to Stay (Y) is 62%, which is included in the strong category. Meanwhile, the remaining 38% is explained by factors or other variables outside the regression model.

F. Hypothesis Testing Results

Table 10. F-Test (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	234.949	2	117.475	62.931	.000
Residual	143.738	77	1.867		
Total	378.688	79			

Based on the simultaneous testing results (F-Test) in Table 4.9, it is known that the F-count value obtained is 62.931 with a significance figure of 0.000. Through the statistical comparison, the F-count > F-table (62.931 > 3.12) and the significance value is smaller than 0.05 (0.000 < 0.05). It can be concluded that the Facilities (X1) and Social Media Instagram (X2) variables simultaneously provide a positive and significant influence on the Decision to Stay (Y).

Based on the analysis results, the t-count value for the Facilities variable is 2.979. Through statistical comparison, t-count > t-table (2.979 > 1.991) and is supported by a significance value smaller than 5% (0.004 < 0.05). This proves that partially, Facilities have a positive and significant influence on the Decision to Stay.

The t-count value for the Social Media Instagram variable is 6.349. Through statistical comparison, t-count > t-table (6.349 > 1.991) and is reinforced with a

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

significance value below 0.05 (0.000 < 0.05). This indicates that partially, Social Media Instagram has a positive and significant influence on the Decision to Stay.

a. The Influence of Facilities on the Decision to Stay

Based on the partial hypothesis testing results (t-Test), the Facilities variable (X1) is proven to have a positive and significant influence on the Decision to Stay (Y) at Hermes Palace Hotel Medan. This is indicated by the t-count value of 2.979 which is greater than the t-table value of 1.991, as well as the significance value which is below the 5% real level, namely 0.004 (0.004 < 0.05). The positive regression coefficient value of 0.304 indicates that every 1 unit increase in the quality of hotel facilities will increase the intensity of the decision to stay by 0.304 units assuming other variables are constant. Descriptive findings also support this result, where the recapitulation of respondents' answers gave a "Very Good" rating with a total average of 4.53.

This research result is in line with the theory stating that facilities are the physical infrastructure and company means that interact directly with customer experience, so optimal management becomes a vital instrument in preventing customer migration to competitors (Manurung & Bahri, 2023). Empirically, this finding strengthens previous research which concluded that facilities have a positive and significant effect on the decision to stay at Madani Hotel Medan (Sofi & Wira, 2023). However, the results of this study successfully break the inconsistency of previous research at Toraja Heritage Hotel which previously stated that facilities partially had no effect on the decision to stay (Ro'son et al., 2023).

b. The Influence of Social Media (Instagram) on the Decision to Stay

Through partial testing (t-Test), the Social Media Instagram variable (X2) was found to have an independent positive and significant influence on the Decision to Stay (Y) at Hermes Palace Hotel Medan. The statistical facts show the t-count value for this variable is very dominant, namely 6.349 (far exceeding the t-table of 1.991) with an absolute significance level of 0.000 (0.000 < 0.05). The regression equation produces a positive coefficient of 0.543, which means the effectiveness of visuals and promotion on Instagram provides a greater driving force towards the decision to stay compared to the physical facility variable.

Theoretically, this discovery supports the concept that defines social media as an ecosystem of persuasion that utilizes psychological triggers (prompts), motivational reinforcement, and the ease of digital transaction processes. Instagram functions as a

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

digital front door for hotels to showcase their functional value (Wouters & Groen, 2024). The characteristics of respondents dominated by Millennials and Gen Z (91.25% are in the 17-30 age range) reinforce why digital visualization on Instagram becomes the most effective stimulus in triggering the decision to stay for these urban tourists. This acquisition is fully supported by previous research confirming the positive and significant contribution of Instagram social media to guests' decision to stay (Danendra et al., 2024), and successfully refutes the inconsistency of study results stating that social media does not have a significant influence on consumer purchasing decisions (Gitama et al., 2023).

c. The Influence of Facilities and Social Media (Instagram) on the Decision to Stay

Based on the simultaneous hypothesis testing results (F-Test), it was found that the Facilities (X1) and Social Media Instagram (X2) variables together provide a positive and significant influence on the Decision to Stay (Y) at Hermes Palace Hotel Medan. This statistical decision is taken upon obtaining a massive F-count value of 62.931, which is much greater than the F-table of 3.12.

Based on the Coefficient of Determination (R^2) analysis presented in the model summary table, a figure of 0.620 was obtained. This value falls into the strong relationship category according to the criteria. This means that the contribution or capability of variation from the integration of the Facilities and Social Media Instagram variables in explaining or boosting the Decision to Stay is 62%.

The synergy of these simultaneous testing results proves the alignment of a comprehensive modern marketing concept, according to the consumer decision-making route theory (Kotler & Armstrong, 2018). Capable hotel facilities act as functional products forming actual satisfaction value (hard product), while Instagram social media acts as an active conversion channel and image builder through authentic visual narratives (soft marketing). The unidirectional relationship of these two independent variables is proven to be the most crucial strategy for Hermes Palace Hotel Medan management to optimize room occupancy and maintain business sustainability.

CONCLUSION

Based on the empirical findings regarding the relationship between hotel facilities and the effectiveness of Instagram social media in stimulating guests' decision to stay at Hermes Palace Hotel Medan, the facility variable has a positive and significant partial effect on the decision to stay, which is proven by the t-count value (2.979) > t-table

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

(1.991) and a significance value smaller than 0.05 (0.004 < 0.05). The quality of furniture and physical completeness in the classic-modern rooms proved to be the most satisfying indicator for consumers. The social media (Instagram) variable also has a positive and significant partial effect on the decision to stay, showing a very dominant t-count value of 6.349 (6.349 > 1.991) with an absolute significance of 0.000 (0.000 < 0.05). The effectiveness of visualization, responsive interaction, and content distribution on the official account @hermespalacehotelmedan proved to have a greater driving force compared to the physical facility variable. Furthermore, the facilities and Instagram social media variables simultaneously provide a positive and significant influence on the decision to stay, based on the acquisition of a massive F-count value of 62.931 (62.931 > F-table 3.12) with a significance level of 0.000 (0.000 < 0.05).

Based on these results, hotel management is advised to give more attention to the indicator of graphically delivered messages by updating or clarifying directional signs, facility symbols, and visual information in the hotel area so guests can more easily reach all available facilities. The Sales & Marketing division is advised to actively build emotional bonds with followers, such as holding interactive quizzes and responding to reviews more interactively to improve the online community indicator. Management is also advised to creatively package physical facilities into "Instagramable" digital assets by arranging aesthetic lighting in public spaces like the lobby, restaurant, and ballroom to trigger User Generated Content. Considering the respondent characteristics are dominated by Millennials and Gen Z (91.25% aged 17–30 years) with the main reason for staying being a holiday (76.25%), the Instagram content strategy must continue to prioritize visual appeal through short video contents via Reels, staycation promotions, and the provision of Flash Sale features with clear Call to Action (CTA) buttons to facilitate the direct booking process.

REFERENCES

Alfando, S., Sri Rezeki, & Desma Erica Maryati Manik. (2023). Analysis of Customer Satisfaction Through Service Quality and Digital Payment in the Tourism Industry. *Proceeding International Business and Economics Conference (Ibec)*, *2*(1), 158–167. https://doi.org/10.47663/ibec.v2i1.105

Aqillah, K., Virnanda, R., & Sari, D. P. (2025). Pengaruh Kualitas Produk dan Pelayanan Terhadap Keputusan Pembelian. *Journal of Trends Economic and Accounting Research*, *6*(1), 77–84. https://doi.org/10.47065/jtear.v6i1.2065

Danendra, P. R., Sabudi, I. N. S., Adyatma, P., & Diwyarthi, N. D. M. S. (2024). Pengaruh

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Sosial Media Instagram terhadap Keputusan Menginap di The Jayakarta Bali Beach Resort & Spa. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, *3*(4), 388–397. https://doi.org/10.55123/sosmaniora.v3i4.4190

Gitama, G. N. D. P., Fariza, M., Kartika, I., & Amroni. (2023). Pengaruh Kualitas Produk, Harga, dan Media Sosial Terhadap Keputusan Pembelian. *Jurnal Digital of Imformation Technology (DIGIT)*, *13*(2), 154–167. https://www.jurnaldigit.org/index.php/DIGIT/article/view/352

Hamdani, A. R. T. (2022). Pengaruh Produk dan Media Sosial Terhadap Keputusan Menginap Pada Hotel Syariah di Bandung, Jawa Barat Ayu Rakhmi Tiara Hamdani. *Journal of Research on Business and Tourism*, *2*(2), 95–108.

Juniartha, I. M. E., Sinaga, F., & Paramita, P. D. Y. (2024). Pengaruh Kualitas Pelayanan dan Fasilitas Kamar Terhadap Keputusan Menginap. *PARIS (Jurnal Pariwisata Dan Bisnis)*, *3*(9), 1457–1462. https://doi.org/https://doi.org/10.22334/paris.v3i9

Kafarila, D. H. (2022). Pengaruh Pelayanan , Produk dan Fasilitas Terhadap Kepuasan Tamu yang Menginap di Hotel Karlita Kota Tegal. *Gemawisata: Jurnal Ilmiah Pariwisata*, *18*(3), 167–177.

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). London: Pearson Education.

Kusumastuti, S. Y., Nurhayati, Faisal, A., Rahayu, D. H., & Hartini. (2024). *Metode Penelitian Kuantitatif: Panduan Lengkap Penulisan Untuk Karya Ilmiah Terbaik* (Septriano & Efitra (eds.); 1st ed.). PT. Sonpedia Publishing Indonesia.

Maheswari, A. A. I. A., Gavryla, A., Latupeirissa, J. J. P., & Paramartha, I. G. N. D. (2024). Efektivitas Komunikasi Pemasaran Melalui Sosial Media Sebagai Upaya Untuk Meningkatkan Occupancy. *Open Journal Systems*, *18*(10), 2643–2656. https://binapatria.id/index.php/MBI

Manurung, E. H., & Bahri, S. (2023a). (Indo) Pengaruh Kualitas Pelayanan, Fasilitas dan Harga Terhadap Tamu Kepuasan Menginap di Hotel Hermes Palace Medan. *Jurnal Ekonomi*, *12*(3), 1028–1035. http://ejournal.seaninstitute.or.id/index.php/Ekonomi

Manurung, E. H., & Bahri, S. (2023b). The Affect of Quality Service, Facilities and Price on Guest Satisfaction Staying at Hotel Hermes Palace Medan. *Jurnal Ekonomi*, *12*(3), 1028–1035. http://ejournal.seaninstitute.or.id/index.php/Ekonomi

Nadeak, J. A., & Yudhira, A. (2023). Analisa Pengaruh Fasilitas dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Menginap di Mikie Holiday Resort dan Hotel Berastagi. *Jurnal Ilmiah Akuntansi Keuangan Dan Bisnis*, *3*(2), 50–62.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Napu, D. M., Yamini, E. A., Nurhidayat, W., Salean, F. J., Prianka, W. G., Rifai, M. S. A., Baswarani, D. T., Novianto, U., Fadlina, S., Desmantyo, P. S., Darsana, I. M., Dirgantara, A. R., Sinaga, F., & Margarena, A. N. (2023). *Pengantar Bisnis Pariwisata: Perhotelan, Food and Beverage Service dan Pengembangan Destinasi Wisata* (M. A. Wardana (ed.)). Penerbit Intelektual Manifes Media.

Permatasari, K. A. R., & Prawitasari, P. P. (2025). Pengaruh Social Media Marketing, Influencer, Dan Online Customer Review Terhadap Keputusan Menginap Di Hotel The Kayon Resort. *Jurnal Bina Bangsa Ekonomika*, *18*(1), 804–810. https://doi.org/10.46306/jbbe.v18i1

Putri, F., & Susanti, R. (2025). Pengaruh Fasilitas dan Promosi Media Sosial Terhadap Keputusan Menginap di Langkisau Resort Kabupaten Pesisir Selatan. *Journal of Fillgap in Management and Tourism*, *3*(2), 460–469.

Ramadhan, M. F., Siroj, R. A., & Afgani, M. W. (2024). Validitas dan Reliabilitas. *Journal of Education*, *6*(2), 10.967-10.975.

Ro'son, A., Rambulangi, A. C., & Limbongan, M. E. (2023). Pengaruh Faktor Harga, Fasilitas, Lokasi dan Kualitas Pelayanan Terhadap Keputusan Konsumen untuk Menginap di Toraja Heritage Hotel. *Transformasi: Journal of Economics and Business Management*, *2*(4), 1–11.

Sandyana, B. M. K., Murdana, I. M., & Ariyogi, D. (2025). Peran Media Sosial Instagram dalam Promosi Hotel The White Bay Lombok Kuta Mandalika. *Journal of Responsible Tourism*, *5*(1), 121–136. https://stp-mataram.e-journal.id/JRT

Sofi, K. L., & Wira, T. S. (2023). The Effect of Service Quality, Facilities and Location on The Decision to Stay at Madani Hotel. *Jurnal Ekonomi*, *12*(3), 760–766. https://doi.org/10.54099/ijlpg.v2i1.546

Sugiyono. (2023). *Metode Penelitian Pendekatan kuantitatif, kualitatif, dan R&D* (Sutopo (ed.); 3rd ed.). Penerbit Alfabeta.

Tuti, M., & Dwiyanti, M. (2021). Pengaruh Social Media Marketing Terhadap Keputusan Menginap Melalui Citra Merek. *Jurnal Inspirasi Bisnis & Manajemen*, *5*(2), 149–

Wouters, B., & Groen, J. (2024). *Online Influence: Dongkrak Hasil Penjualan Online Melalui Riset Kebiasaan Konsumen* (A. N. Andini & W. Yoevestian (eds.)). Penerbit PT Elex Media Komputindo.

Yanto, R. T. Y., Setiani, T., & Azzahara, C. (2026). Peranan Promosi Media Sosial Instagram dalam Meningkatkan Brand Awareness di Hotel Savoy Homann. *Jurnal Bisnis Dan Pemasaran*, *16*(1), 39–45.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.