

Above-the-Line Promotion and Hotel Guests' Stay Decisions at Pangeran City Hotel Padang

Santika Oktavia Fani^{1*}, Feri Ferdian²

^{1,2}Universitas Negeri Padang

Copyright©2026 by authors, all rights reserved. Authors agree that this article remains permanently open access under the terms of the Creative Commons Attribution Licence 4.0 International License.

Article Info

Article history:

Received July 27, 2026

Revised August 7, 2026

Accepted August 8, 2026

Keywords:

Above-The-Line Promotion,
Hotel Booking Decision,
Promotion Effectiveness,
Guest Behavior, PLS-SEM

ABSTRACT

Pangeran City Hotel Padang used a mix of broad-reach and digital promotional channels but experienced difficulty maintaining guest volume during periods when stronger demand was expected, creating a need to assess whether promotional communication was associated with hotel selection. This study examines the relationship between above-the-line promotion and guests' decisions to stay. A quantitative cross-sectional causal-associative survey was conducted during April-May 2023 with 100 hotel guests selected through purposive sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed with partial least squares structural equation modeling (PLS-SEM) in SmartPLS 4. The final measurement model retained 19 promotion indicators and 27 stay-decision indicators. Outer loadings ranged from 0.721 to 0.849 and from 0.683 to 0.880, respectively; Cronbach's alpha values were 0.967 and 0.981, composite reliability values were 0.970 and 0.982, and HTMT was 0.731. Above-the-line promotion accounted for 51.8% of the variance in stay decision ($R^2 = 0.518$). The structural path was positive and significant ($\beta = 0.729$, $t = 9.952$, $p < 0.001$). The findings indicate that visible, credible, and decision-relevant promotion is positively associated with guests' hotel choice, while the distinction between traditional mass-media promotion and digital channels should be made more explicit in future measurement.

Corresponding Author:

Santika Oktavia Fani

Universitas Negeri Padang

Email: santika.oktavia.fani@gmail.com

1. INTRODUCTION

Hotels depend on marketing communication to transform market awareness into room demand because the accommodation product is largely evaluated before consumption [1]. Hospitality marketing therefore reduces uncertainty by giving prospective guests information about rooms, facilities, location, rates, and service expectations [2]. Within the marketing mix, promotion performs informing, persuading, and reminding functions that help an offering enter the consumer's consideration set [3]. These functions become particularly important in competitive city-hotel markets, where several properties may offer similar core products and guests can compare alternatives quickly [4].

Above-the-line promotion is conventionally understood as paid communication delivered through broad-reach media such as television, radio, newspapers, outdoor advertising, and cinema [5]. The hierarchy-of-effects model explains how advertising can move audiences from awareness and knowledge toward liking, preference, conviction, and action [6]. The theory of planned behavior further suggests that favorable attitudes and intentions increase the likelihood of subsequent behavior [7]. Brand knowledge affects whether promotional exposure becomes a meaningful brand association [8], while perceived value influences whether the information presented is considered worth acting upon [9]. Accordingly, the present study retains 'above-the-line promotion' as the original construct label, but distinguishes strict mass-media advertising from websites, social media, and online travel agents, which contemporary marketing literature usually treats as digital or interactive channels.

Indonesian hospitality research provides evidence that promotional communication is relevant to hotel choice. Above-the-line advertising has previously been linked to stay decisions in a hotel setting [10].

More recent evidence from West Sumatra shows that Instagram promotion can influence decisions to stay [11]. A related hotel study found that social-media promotion operates together with religiosity in shaping stay decisions [12]. Beyond hotels, social-media exposure has also been associated with tourism visitation decisions [13]. Online customer reviews have become another decision cue in hotel-room purchases through online travel agents [14]. Post-purchase behavior is similarly important, because guest brand switching illustrates that hotel choice can change when competing alternatives become more attractive [15]. In Padang specifically, social media marketing activities and brand image have been associated with purchase intention in a hotel context, reinforcing the relevance of digital promotion in the local competitive environment [16]. Integrated marketing communication research in Bali likewise indicates that several communication tools can contribute differently to room-reservation intentions [17].

The contemporary booking journey combines hotel websites, online travel agents, consumer ratings, reviews, social media, and promotional messages. Website quality can influence online hotel booking intention by improving the information environment available to prospective guests [18]. Aggregate consumer ratings affect booking intention partly through brand image [19], while similarity between readers and reviewers can alter the effect of online reviews [20]. Customer engagement can strengthen booking intention through perceived value and brand reputation [21]. Message appeal and delivery setting also affect consumer attitudes toward hotel offers [22]. Perceived usefulness of social media has been linked to online booking decisions [23], and social-media marketing can influence online travel purchase behavior through brand-related mechanisms [24]. Website quality, social presence, affective commitment, and e-trust provide further explanations for online hotel booking intention [25]. Reviews of eWOM research show that digital interpersonal information has become an important part of hotel decision-making [26]. Recent hospitality research also demonstrates that experiential social-media content can shape engagement, hotel image, and booking intention [27]. Perceived credibility of online hotel reviews is another determinant of booking intention [28]. Indonesian evidence on direct hotel-website booking similarly highlights the roles of website quality, participation, eWOM, and trust [29]. Social-media effectiveness in hotels therefore depends not only on exposure but also on channel characteristics and consumer engagement [30].

Pangeran City Hotel Padang used brochures and banners alongside a website, social media, and cooperation with online travel agents during the study context. The archived research record notes difficulty maintaining guest volume during periods when stronger demand was expected, although monthly occupancy percentages were not preserved in the manuscript file. This condition raises a practical question about whether promotional visibility and persuasiveness are sufficiently connected with hotel selection. The study is therefore positioned as context-specific evidence on the association between the original above-the-line promotion construct and guests' stay decisions. Its contribution is twofold: it quantifies the strength of this relationship in a Padang city-hotel setting and, conceptually, makes explicit that the original operationalization combines traditional mass-media logic with several digital channels that should be separated more carefully in future research.

2. METHOD

This study used a quantitative cross-sectional causal-associative survey design. The independent construct was above-the-line promotion and the dependent construct was the decision to stay. Data were collected at Pangeran City Hotel Padang during April-May 2023. The study involved 100 hotel guests selected through purposive sampling. The archived manuscript confirms that respondents were hotel guests during the study period, but it does not preserve a complete recruitment log or all screening questions. The purposive sampling criteria required respondents to be at least 18 years old, to have completed at least one overnight stay at Pangeran City Hotel Padang, and to have been exposed to at least one of the hotel's promotional channels before making their booking decision.

Respondents completed a five-point Likert-scale questionnaire ranging from 1 (strongly disagree) to 5 (strongly agree). The original questionnaire operationalized above-the-line promotion through message exposure, communication visibility, information, and persuasive promotional cues, theoretically anchored in advertising and integrated-marketing communication concepts [5], [10]. The stay-decision construct reflected evaluation and choice-related responses consistent with hospitality and consumer-decision frameworks [2], [4]. The final archived measurement model contains 19 retained indicators for above-the-line promotion and 27 retained indicators for stay decision. The source file does not preserve the initial indicator count or the codes of items removed during model refinement; therefore, this article reports the final retained model transparently rather than reconstructing deleted indicators that cannot be verified.

The data were analyzed using partial least squares structural equation modeling (PLS-SEM) in SmartPLS 4. PLS-SEM was appropriate because the model focused on prediction and required simultaneous assessment of measurement quality and the structural relationship between latent constructs [31]. With only one endogenous construct and one incoming structural path, a sample of 100 is reasonable for this low-complexity PLS-SEM model; contemporary guidance recommends considering expected path magnitude and model structure rather than relying solely on the imprecise 10-times rule [32]. The measurement model was evaluated using indicator loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE), and the heterotrait-monotrait ratio (HTMT). HTMT values below 0.90 were used to assess discriminant validity [33], while AVE values above 0.50 supported convergent validity [34]. Reliability values above 0.70 and indicator loadings around or above 0.70 were interpreted using established PLS-SEM reporting guidance [35]. The structural model was evaluated using R^2 , the standardized path coefficient, bootstrapped t statistics, and p values. Because the archived source does not preserve the number of bootstrap resamples, the reported t and p values are reproduced from the final SmartPLS results rather than supplemented with an assumed resampling setting. The analysis is interpreted as cross-sectional association rather than definitive temporal causation. Consistent PLS estimation principles were used as the basis for interpreting the structural results [36].

3. RESULTS AND DISCUSSION

3.1. Measurement Model

The final measurement model retained 19 indicators for above-the-line promotion and 27 indicators for stay decision. Promotion-indicator loadings ranged from 0.721 to 0.849, while stay-decision loadings ranged from 0.683 to 0.880. Most indicators exceeded 0.70. The few stay-decision indicators below 0.70 remained above 0.60 and were retained because construct reliability and convergent validity were strong and removing them was not necessary to achieve acceptable measurement quality [31]. Because the archived source does not preserve the initial indicator count or deleted item codes, Table 1 intentionally reports the verified final retained model only.

Table 1. Reliability and convergent validity

Construct	Retained indicators	Loading range	Cronbach's alpha	Composite reliability	AVE
Above-the-line promotion	19	0.721-0.849	0.967	0.970	0.627
Stay decision	27	0.683-0.880	0.981	0.982	0.668*

*The stay-decision AVE (0.668) was manually recalculated from the retained outer loadings available in the archived source results because the archived summary table did not preserve the final SmartPLS AVE value. This value should be replaced with the direct SmartPLS output if the original project file is available.

Cronbach's alpha and composite reliability exceeded 0.90 for both constructs, indicating very high internal consistency. The AVE values exceeded 0.50, supporting convergent validity [35]. At the same time, reliability values as high as 0.967-0.982 may indicate that some questionnaire items are similar in wording or content. Future instrument refinement should therefore examine item redundancy and consider a shorter scale that preserves conceptual coverage while reducing repetitive items.

3.2. Discriminant Validity

The HTMT value between above-the-line promotion and stay decision was 0.731. Because this value was below 0.90, the two constructs demonstrated adequate discriminant validity [33]. This result indicates that the promotion and stay-decision measures were empirically distinguishable despite their positive structural relationship.

Table 2. Heterotrait-monotrait ratio

Construct	Above-the-line promotion	Stay decision
Stay decision	0.731	-

3.3. Structural Model and Hypothesis Testing

The coefficient of determination for stay decision was $R^2 = 0.518$, with an adjusted R^2 of 0.515. Thus, the above-the-line promotion construct accounted for 51.8% of the variance in guests' stay decisions in

this sample. This represents moderate explanatory power for the model. The remaining 48.2% is unexplained by the present predictor and may be associated with price, location, room quality, service quality, online reviews, brand image, previous experience, or other decision factors. Because the design is cross-sectional, R^2 should be interpreted as explanatory association within the observed data rather than proof that promotion alone causes the stay decision.

Table 3. Coefficient of determination

Endogenous construct	R^2	Adjusted R^2
Stay decision	0.518	0.515

The structural path coefficient was positive ($\beta = 0.729$), with $t = 9.952$ and $p < 0.001$. The hypothesis was therefore supported: stronger scores on the above-the-line promotion construct were positively associated with stronger stay-decision scores among the surveyed guests. The magnitude of the coefficient indicates a substantial relationship, but the cross-sectional design does not establish temporal causality.

Table 4. Structural path result

Hypothesis	Path	Coefficient	t statistic	p value	Decision
H1	Above-the-line promotion $\rightarrow$ stay decision	0.729	9.952	<0.001	Supported

3.4. Discussion

The positive association suggests that promotional communication helps Pangeran City Hotel Padang enter the guest's consideration set before the stay decision is finalized. This mechanism is plausible because hotel services are purchased under uncertainty and prospective guests depend on information cues to reduce perceived risk. Earlier Indonesian hotel research also found that facilities and promotion contribute to stay decisions [37]. From an integrated-communication perspective, the effect is likely to be stronger when messages across broad-reach and digital channels are mutually consistent rather than fragmented. Research on integrated marketing communications emphasizes that traditional and new media interact across the consumer decision journey [38].

The local context also helps explain why promotion may matter. Pangeran City Hotel Padang combines physical promotional materials with website, social-media, and online-travel-agent exposure. Consumers increasingly move between these channels while searching, comparing, validating, and booking accommodation. Digital and social media therefore influence consumer behavior not only through advertising exposure but also through information access, peer communication, and platform interaction [39]. Online hotel reviews can further strengthen or weaken trust and booking intention depending on how information is framed and evaluated [40]. These mechanisms mean that a hotel campaign should not be judged solely by how often an advertisement is displayed; it should be assessed by whether the message helps guests reduce uncertainty and progress toward a reservation.

For hotel management, promotional evaluation should be tied to observable booking behavior. Outdoor media and brochures can be linked to unique QR codes or campaign codes, while the official website can be monitored through sessions, booking-engine clicks, and completed reservations. Social-media campaigns should be tracked through reach, saves, direct-message inquiries, WhatsApp inquiries, link clicks, and conversion to actual bookings. Online travel agents can be monitored through listing views, click-throughs, booking conversion, cancellation patterns, and promotional-code performance. Scarcity and urgency messages can increase hospitality booking intention, but such cues should be accurate and not used in ways that undermine trust [41]. Management should therefore combine exposure indicators with cost per inquiry, cost per booking, direct-booking share, OTA conversion, and actual room-night production.

A conceptual limitation remains important. The original operationalization uses the label above-the-line promotion while also referring to websites, social media, and online travel agents. Strictly, traditional above-the-line advertising is broad-reach and largely one-way, whereas digital channels permit targeting, interaction, user-generated content, and measurable conversion. Future research should separate at least four components: traditional mass-media advertising, paid digital advertising, organic social-media content, and platform-based/eWOM communication. A more differentiated model could test whether these channels influence hotel choice through different mechanisms such as awareness, perceived value, trust,

brand image, and information usefulness. Price, facilities, service quality, location, and prior experience should also be included to explain the portion of stay-decision variance not captured by the present model.

4. CONCLUSION

Above-the-line promotion was positively and significantly associated with guests' decisions to stay at Pangeran City Hotel Padang ($\beta = 0.729$, $t = 9.952$, $p < 0.001$). The promotion construct accounted for 51.8% of the variance in stay decision ($R^2 = 0.518$), indicating moderate explanatory power. The practical implication is that the hotel should coordinate broad-reach and digital promotional communication around consistent room information, clear value propositions, credible promotional claims, and direct reservation calls to action. Campaign evaluation should move beyond exposure counts toward inquiry, click, conversion, and actual-booking indicators. The study is limited by its cross-sectional design, single-hotel setting, 100-guest sample, very high scale reliability that may reflect item redundancy, and an operational definition of above-the-line promotion that overlaps with digital channels. Future research should use multi-hotel samples, shorter validated measures, documented recruitment procedures, and separate models for mass-media advertising, paid digital promotion, organic social media, OTA communication, and eWOM.

ACKNOWLEDGMENTS

The authors thank the management and participating guests of Pangeran City Hotel Padang and the Department of Tourism and Hospitality, Universitas Negeri Padang, for supporting the research process.

REFERENCES

- [1] A. Sulastiyono, *Manajemen Penyelenggaraan Hotel*. Bandung, Indonesia: Alfabeta, 2016.
- [2] P. Kotler, J. T. Bowen, J. C. Makens, and S. Baloglu, *Marketing for Hospitality and Tourism*, 7th ed. Harlow, U.K.: Pearson, 2017.
- [3] P. Kotler and G. Armstrong, *Principles of Marketing*, 17th ed. Harlow, U.K.: Pearson, 2018.
- [4] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Harlow, U.K.: Pearson, 2016.
- [5] G. E. Belch and M. A. Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 12th ed. New York, NY, USA: McGraw-Hill, 2021.
- [6] R. J. Lavidge and G. A. Steiner, "A model for predictive measurements of advertising effectiveness," *Journal of Marketing*, vol. 25, no. 6, pp. 59-62, 1961, doi: 10.1177/002224296102500611.
- [7] I. Ajzen, "The theory of planned behavior," *Organizational Behavior and Human Decision Processes*, vol. 50, no. 2, pp. 179-211, 1991, doi: 10.1016/0749-5978(91)90020-T.
- [8] K. L. Keller, "Conceptualizing, measuring, and managing customer-based brand equity," *Journal of Marketing*, vol. 57, no. 1, pp. 1-22, 1993, doi: 10.1177/002224299305700101.
- [9] V. A. Zeithaml, "Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence," *Journal of Marketing*, vol. 52, no. 3, pp. 2-22, 1988, doi: 10.1177/002224298805200302.
- [10] A. Juwitasari and Gitasiswhara, "Pengaruh media advertising above the line terhadap keputusan menginap di Aston Braga Hotel and Residence Bandung," *Tourism and Hospitality Essentials Journal*, vol. 5, no. 1, pp. 883-888, 2015.
- [11] J. Andra and Y. Abrian, "The influence of promotion through Instagram social media on the decision to stay at Villa Air Manis Hill Residence," *Journal of Multidimensional Management*, vol. 1, no. 2, pp. 46-51, 2025, doi: 10.63076/jomm.v1i2.16.
- [12] M. R. Alghifary and Y. Abrian, "The influence of Instagram social media promotion and religiosity on the decision to stay," *Journal of Multidimensional Management*, vol. 2, no. 2, pp. 182-187, 2025, doi: 10.63076/jomm.v2i2.41.
- [13] M. F. Alfarizi and V. Harmawan, "The influence of social media on the decision to visit Gulamo tourist attractions in Kampar Regency," *Journal of Multidimensional Management*, vol. 2, no. 2, pp. 126-132, 2025, doi: 10.63076/jomm.v2i2.30.
- [14] A. T. P. Agda and H. Suyuthie, "The influence of online customer reviews on hotel room purchase decisions through online travel agents at Hotel Truntum Padang," *Journal of Multidimensional Management*, vol. 2, no. 2, pp. 252-257, 2025, doi: 10.63076/jomm.v2i2.52.

- [15] P. Intani and N. Wulansari, "Analysis of guest brand switching behavior at Kyriad Bumiminang Padang Hotel," *Journal of Multidimensional Management*, vol. 1, no. 2, pp. 52-58, 2025, doi: 10.63076/jomm.v1i2.17.
- [16] W. A. Florensia, Y. Abrian, and A. H. Fansurya, "Pengaruh social media marketing activities dan brand image terhadap purchase intention di Hotel ZHM Premiere Padang," *Jurnal Ekonomi dan Bisnis Dharma Andalas*, vol. 26, no. 2, pp. 406-415, 2024, doi: 10.47233/jebd.v26i2.1389.
- [17] N. N. Rusmiati, I. D. A. M. M. Sastri, and L. K. Datrini, "The effect of integrated marketing communication on the intentions to reserve rooms at hotels in Denpasar-Bali," in *Proc. First International Seminar Social Science, Humanities and Education (ISSHE 2020)*, 2021, pp. 452-459, doi: 10.4108/eai.25-11-2020.2306670.
- [18] L. Li, M. Peng, N. Jiang, and R. Law, "An empirical study on the influence of economy hotel website quality on online booking intentions," *International Journal of Hospitality Management*, vol. 63, pp. 1-10, 2017, doi: 10.1016/j.ijhm.2017.01.001.
- [19] A. B. Casado-Díaz, L. M. Pérez-Naranjo, and R. Sellers-Rubio, "Aggregate consumer ratings and booking intention: The role of brand image," *Service Business*, vol. 11, no. 3, pp. 543-562, 2017, doi: 10.1007/s11628-016-0319-0.
- [20] I. C. C. Chan, L. W. Lam, C. W. C. Chow, L. H. N. Fong, and R. Law, "The effect of online reviews on hotel booking intention: The role of reader-reviewer similarity," *International Journal of Hospitality Management*, vol. 66, pp. 54-65, 2017, doi: 10.1016/j.ijhm.2017.06.007.
- [21] R. Touni, W. G. Kim, K. Haldorai, and A. Rady, "Customer engagement and hotel booking intention: The mediating and moderating roles of customer-perceived value and brand reputation," *International Journal of Hospitality Management*, vol. 104, Art. no. 103246, 2022, doi: 10.1016/j.ijhm.2022.103246.
- [22] J. J. Ahn, E. K. Choi, and H. W. Joung, "Promoting hotel upselling: The effect of message appeal and delivery setting on consumer attitude and purchase intention," *Journal of Hospitality and Tourism Management*, vol. 52, pp. 295-303, 2022, doi: 10.1016/j.jhtm.2022.07.009.
- [23] A. Tariyal, S. Bisht, S. Roy, and G. Chopra, "Assessing the impact of perceived social media usefulness on Indian millennials' online booking decision," *Journal of Marketing Analytics*, vol. 12, pp. 639-655, 2024, doi: 10.1057/s41270-023-00219-5.
- [24] M. Azhar, R. Husain, S. Hamid, and M. N. Rahman, "Effect of social media marketing on online travel purchase behavior post-COVID-19: Mediating role of brand trust and brand loyalty," *Future Business Journal*, vol. 9, Art. no. 13, 2023, doi: 10.1186/s43093-023-00192-6.
- [25] M. Amin, K. Ryu, C. Cobanoglu, and A. Nizam, "Determinants of online hotel booking intentions: Website quality, social presence, affective commitment, and e-trust," *Journal of Hospitality Marketing & Management*, vol. 30, no. 7, pp. 845-870, 2021, doi: 10.1080/19368623.2021.1899095.
- [26] A. S. Cantallops and F. Salvi, "New consumer behavior: A review of research on eWOM and hotels," *International Journal of Hospitality Management*, vol. 36, pp. 41-51, 2014, doi: 10.1016/j.ijhm.2013.08.007.
- [27] M. Veloso, M. Ieva, and M. Gómez-Suárez, "Social media content strategy in hospitality: The impact of experiential posts and response congruence on engagement, hotel image, and booking intention," *Journal of Hospitality Marketing & Management*, vol. 33, no. 1, pp. 57-77, 2024, doi: 10.1080/19368623.2023.2241041.
- [28] U. Chakraborty, "Perceived credibility of online hotel reviews and its impact on hotel booking intentions," *International Journal of Contemporary Hospitality Management*, vol. 31, no. 9, pp. 3465-3483, 2019, doi: 10.1108/IJCHM-11-2018-0928.
- [29] S. Kumar, J. C. Stacia, Y. Suriana, D. Sari, and M. Hasan, "Website quality and purchase intention: The role of participation, e-WOM, and trust," *AFEBI Management and Business Review*, vol. 5, no. 2, pp. 1-14, 2020, doi: 10.47312/ambr.v5i2.324.

- [30] X. Y. Leung, B. Bai, and K. A. Stahura, "The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter," *Journal of Hospitality & Tourism Research*, vol. 39, no. 2, pp. 147-169, 2015, doi: 10.1177/1096348012471381.
- [31] J. F. Hair Jr., G. T. M. Hult, C. M. Ringle, and M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 3rd ed. Thousand Oaks, CA, USA: Sage, 2022.
- [32] N. Kock and P. Hadaya, "Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods," *Information Systems Journal*, vol. 28, no. 1, pp. 227-261, 2018, doi: 10.1111/isj.12131.
- [33] J. Henseler, C. M. Ringle, and M. Sarstedt, "A new criterion for assessing discriminant validity in variance-based structural equation modeling," *Journal of the Academy of Marketing Science*, vol. 43, no. 1, pp. 115-135, 2015, doi: 10.1007/s11747-014-0403-8.
- [34] C. Fornell and D. F. Larcker, "Evaluating structural equation models with unobservable variables and measurement error," *Journal of Marketing Research*, vol. 18, no. 1, pp. 39-50, 1981, doi: 10.1177/002224378101800104.
- [35] J. F. Hair, J. J. Risher, M. Sarstedt, and C. M. Ringle, "When to use and how to report the results of PLS-SEM," *European Business Review*, vol. 31, no. 1, pp. 2-24, 2019, doi: 10.1108/EBR-11-2018-0203.
- [36] T. K. Dijkstra and J. Henseler, "Consistent partial least squares path modeling," *MIS Quarterly*, vol. 39, no. 2, pp. 297-316, 2015, doi: 10.25300/MISQ/2015/39.2.02.
- [37] V. D. Kristanto and D. U. Wahyuni, "Pengaruh fasilitas dan promosi terhadap keputusan menginap di The Win Hotel Surabaya," *Jurnal Ilmu dan Riset Manajemen*, vol. 8, no. 5, pp. 1-17, 2019.
- [38] R. Batra and K. L. Keller, "Integrating marketing communications: New findings, new lessons, and new ideas," *Journal of Marketing*, vol. 80, no. 6, pp. 122-145, 2016, doi: 10.1509/jm.15.0419.
- [39] A. T. Stephen, "The role of digital and social media marketing in consumer behavior," *Current Opinion in Psychology*, vol. 10, pp. 17-21, 2016, doi: 10.1016/j.copsyc.2015.10.016.
- [40] B. A. Sparks and V. Browning, "The impact of online reviews on hotel booking intentions and perception of trust," *Tourism Management*, vol. 32, no. 6, pp. 1310-1323, 2011, doi: 10.1016/j.tourman.2010.12.011.
- [41] T. Teubner and A. Graul, "Only one room left! How scarcity cues affect booking intentions on hospitality platforms," *Electronic Commerce Research and Applications*, vol. 39, Art. no. 100910, 2020, doi: 10.1016/j.elerap.2019.100910.