

The Influence of Promotion Through Instagram Social Media on the Decision to Stay at Villa Air Manis Hill Residence

Juli Andra¹, Youmil Abrian²

^{1,2}Hospitality Management, Universitas Negeri Padang

Copyright©2024 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 January 7, 2025

Revised January 23, 2025

Accepted January 24, 2025

Keywords:

promotion,
social media,
stay.

ABSTRACT

This research began with discovering the occupancy rate of Villa Air Manis Hill Residence rooms that did not reach the target. This study aims to determine the influence of Instagram social media on the decision to stay at Villa Air Manis Hill Residence. This type of research is quantitative research with a causal associative method. The population in this study consisted of guests staying at Villa Air Manis Hills Residence, with a sample of 130 people. The data collection technique used was to distribute questionnaires. The instrument test used validity and reliability tests. Data processing and analysis were used to tabulate and describe data. The analysis requirements test used normality, homogeneity, and linearity tests. The research hypothesis testing used simple regression analysis. The results of this study are 1) Villa Air Manis Hill Residence's social media promotion shows a sufficient category with a percentage of 63.2%, 2) The decision to stay at Villa Air Manis Hill Residence shows a sufficient category with a percentage of 67.6%, 3) The influence of social media promotion variables on the decision to stay is 15.2% with a significance value of $0.00 < 0.05$ thus X affects Y.

Corresponding Author:

Youmil Abrian

Hospitality Management, Universitas Negeri Padang

abrian.yomil@fpp.unp.ac.id

1. INTRODUCTION

Utilizing valuable natural resources and human involvement play important roles in tourism development [1]. West Sumatra consists of 19 districts and cities and has a lot of tourism potential. One of the areas that develops tourism is the city of Padang, which many tourists visit. Accommodation is needed to support tourist trips. Accommodation is built and operated commercially, providing lodging services filled with various services [2]. One of the types of lodging that can be rented and used is a villa.

Villas offer residential services, with each having 2 bedrooms and other facilities almost the same as in a hotel. [3]. What distinguishes villas from hotels is that the service provided to guests is private, meaning that one villa officer will serve one Villa during the guest's stay. One of the villas in Padang City is the Air Manis Hill Residence Villa, located in Gado-Gado Hill next to the paragliding tourist destination in Padang Selatan District, Padang City.

Villa Air Manis Hill Residence offers two different sea views, introducing guests to the beauty of Air Manis Beach and the green Gado-Gado Hill to create a stunning natural panorama seen from a height. Villa Air Manis Hill Residence is located in the middle of the peak of the road to Air Manis Beach. It was

built in 1999 and officially opened in 2000 by Erick Kamerun, the owner of the Villa. The facilities include four rooms: a swimming pool, a living room with a balcony, and a garden.

Villa Air Manis Hill Residence offers beautiful and private accommodation. Its design is natural, using rigid building materials, especially stone, wood, and glass. Purchasing decisions are part of consumer behavior; individuals, groups, and organizations sort, buy, and use goods, services, ideas, or experiences, and how needs are met [4].

The results of interviews that researchers have conducted with the villa management regarding occupancy have not met the target of 50%, but can still help smooth operations. To meet the sales target management sets, promotional activities must be carried out to help increase sales.

Campaign refers to a paid user relationship or limited-duration sales program that provides real value to a product or brand. [5]. Promotion consists of 4 types, namely: 1) advertising, 2) sales promotion, 3) personal selling, 4) publicity [4]. In today's digital era, advertising in various media, one of which is the use of social media.

Social media is a tool customers use to share text, image, audio, and video information with other people and businesses. Social media is an integral part of sales for companies, and One social media is Instagram, an application for sharing images and videos [6]. Instagram also encourages many users to come to the business world to introduce their products [7].

Villa Air Manis Hill Residence has utilized Instagram features as a promotional medium. Has its appeal in terms of a different atmosphere from other villas. In posts on Instagram, there are still a few views and likes. So that there is a lack of interaction between account owners and followers. When promoting on Instagram, the management is less active in paying attention to the content presented and less responding to consumer comments on posts; in this case, it can provide positive things from Instagram users.

2. METHOD

This type of research is quantitative, using the causal relationship method. Causal relationship research aims to find the relationship between one variable and another variable that has a causal relationship, with independent variables (variables that influence) and dependent (influenced) [8]. The variables of this study consist of independent variables (X) and dependent variables (Y). Independent variables (independent variables) influence or cause changes or appearance of dependent variables (dependent). Dependent variables (related) are variables that are influenced or the result of the presence of independent variables [8]

The population in this study consisted of guests staying at Villa Air Manis Hills Residence who knew about promoting Villa Air Manis Hills Residence through Instagram and social media, with a sample of 130 people. The generalization area consists of objects with specific sizes and properties determined by the researcher, which were studied, and conclusions were drawn. The sample is part of the population and characteristics [8]. The research uses primary and secondary data. Data collection techniques include indirect communication, such as distributing questionnaires to guests staying at the Air Manis Hill Residence villa.

The instrument test uses validity tests and reliability tests. The steps to analyze data are data tabulation and data description. This study's analysis requirement tests are the normality, homogeneity, and linearity tests. Data analysis for hypothesis testing uses linear regression analysis.

3. RESULTS AND DISCUSSION

3.1. Result

From the results of research conducted on guests at Villa Air Manis Hill Residence Padang. This research was conducted on 130 guests with 11 statement items from 4 indicators for the social media promotion variable and 13 statement items from 5 indicators for the Staying Decision variable. In addition, each respondent's answer was assessed on a Likert scale. The data was analyzed using the SPSS program.

3.1.1. Description Characteristics Respondents

Table 1. Characteristics Respondents Based on Type Sex

No	Gender	Frequency (People)	Percentage (%)
1	Man	76	58.46
2	Woman	54	41.54
Total		130	100

Based on the table above, male respondents were 58.46% and female respondents were 41.54%.

Table 2. Respondent Characteristics Based on Visit Frequency

No	Frequency Visit	Frequency (People)	Percentage (%)
1	1 time	68	52.31
2	2 times	39	30
3	>2 Times	23	17.69
Total		130	100

Based on the table above, we can see the data on the characteristics of respondents based on the frequency of visits, it was found that respondents who visited once were 52.31%, respondents who visited twice were 30%, and respondents who visited > 2 times were 17.69%.

3.1.2. Description of Research Data

Social media advertising variable data were collected through 11 statements that had been tested for validity and reliability. The statements were then distributed to 130 respondents.

Table 3. Description of Social Media Promotion Variable Data

Statistics		
Promosi_Media_Sosial		
N	Valid	130
	Missing	0
Mean		34.78
Median		35.00
Mode		37
Std. Deviation		5.075
Variance		25.756
Range		27
Minimum		24
Maximum		51
Sum		4521

Data on social media promotion variables were obtained from 11 statements given to 130 respondents, obtaining a mean score of 34.78, median 35.00, mode 37, std. Deviation 5.075, variance 25.756, range 27, minimum score 24, and maximum score of 51, and a total score of 4521. The data on the decision to stay variable were collected using 13 statements that were tested for validity and reliability. The statements were then distributed to 130 respondents.

Table 4. Description of Staying Decision Variable Data

Statistics		
Keputusan_Menginap		
N	Valid	130
	Missing	0
Mean		43.94
Median		43.00
Mode		42
Std. Deviation		4.116
Variance		16.942
Range		25
Minimum		31
Maximum		56
Sum		5712

Data on the decision variable to stay consists of 13 statements given to 130 respondents, obtained a Mean score of 43.94, Median 43.00, Mode 42, Std. Deviation 4.116, Variance 16.942, Range 25, Minimum 31, Maximum 56 and a total score of 5712.

3.1.3. Hypothesis Testing

Table 5. Significance Value

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	332.954	1	332.954	23.005	.000 ^a
	Residual	1852.553	128	14.473		
	Total	2185.508	129			

a. Predictors: (Constant), Promosi_Media_Sosial

b. Dependent Variable: Keputusan_Menginap

The calculated F score is 23.005 with sig. $0.000 < 0.05$. It is concluded that there is a significant influence between social media promotion (X) on the decision to stay (Y).

Table 6. Regression Coefficient of Variable X against Y

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	54.947	2.319		.000
	Promosi_Media_Sosial	.317	.066	.390	.000

a. Dependent Variable: Keputusan_Menginap

From the table above, it can be seen that the t value for sig is 4.796. $0.000 < 0.05$, proving that the social media advertising variable has a significant effect on the determination to stay. So the hypothesis of this study is that H_a is accepted and H_o is rejected. In addition, the magnitude of the regression coefficient between the social media advertising variable on the determination to stay must be determined. Then it can be seen in the results of the following equation:

$$Y = a + bX_1$$

$$Y = 54,947 + 0,317X$$

Then the regression coefficient is obtained at 0.317 with a sig. score of $0.000 < 0.05$. When there is an increase, it will have an impact on increasing the decision to stay.

Table 7. Coefficient of Determination (R Square)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390 ^a	.152	.146	3.804
a. Predictors: (Constant), Promosi_Media_Sosial				
b. Dependent Variable: Keputusan_Menginap				

The R Square value is 0.152, meaning that the influence of the social media promotion variable on the certainty of staying at Villa Air Manis Hill Residence is 15.2%, while 84.8% is influenced by other factors.

3.2. Discussion

3.2.1. Social Media Promotion

Promotion variables on social media show a sufficient category with a percentage of 63.2%. Furthermore, the context indicator is included in the sufficient category with a percentage of 62.8%, the communication indicator is included in the sufficient category with a percentage of 68.8%, the collaboration indicator is included in the sufficient category with a percentage of 59.4%, and the connection indicator is included in the sufficient category with a percentage of 61.8%. Based on the results of the respondent achievement level (TCR) assessment, it can be concluded that overall social media promotion is in the sufficient category because there are still some guests who give low ratings. This is in accordance with the opinion of Warren & Keegan (2017) who said: "Advertising refers to a time-limited, paid consumer communication program that increases the real score of a product. Advertising is a communication method that explains and convinces potential customers about products and services with the aim of attracting attention, educating, remembering and convincing potential consumers [9].

3.2.2. Decision to Stay

The decision variable to stay is included in the sufficient category with a percentage of 67.6%. Furthermore, the indicator of need recognition is included in the good category with a percentage of 70%, the information search indicator is included in the sufficient category with a percentage of 65.4%, the alternative evaluation indicator is included in the sufficient category with a percentage of 66.8%, the purchasing decision indicator is included in the sufficient category with a percentage of 65.6%, the post-purchase behavior indicator is included in the good category with a percentage of 69.4%. This shows that the overall decision to stay is included in the sufficient category with a percentage of 67.6%, meaning that guests are quite satisfied with the promotion that the villa has done. Furthermore, the guest's decision to decide on a place to stay will first consider by looking at promotions on social media carried out by the hotel or lodging. Purchasing decisions are part of consumer behavior, how individuals, groups and organizations select, buy, use, and how goods, services, ideas or experiences meet their needs and desires [4]. Purchasing decisions are "decisions influenced by economic, financial, technological, political, cultural, product, price, location, promotion, physical evidence, people, and processes. It guides the consumer's attitude to manage all the information and form conclusions to draw from the answers that arise in purchasing [9].

3.2.3. The Influence of Social Media Promotion on Stay Decisions

Based on the results of hypothesis testing using simple linear regression analysis, the calculated F score was 23.005 with sig. 0.000 < 0.05. So there is a significant influence between the social media promotion variable (X) on the decision to stay variable (Y). Furthermore, a t score of 4.796 was obtained with a sig. 0.000 < 0.05, there is a significant influence of the social media promotion variable on the certainty of staying. So the hypothesis of this study is that H_a is accepted and H_o is rejected. Then the R square score was obtained as much as 0.152, meaning that the influence of the social media promotion variable on the certainty of staying at Villa Air Manis Hill Residence is 15.2% while 84.8% is influenced by other factors.

The impact of social media varies, but what usually happens is that information from social media influences the certainty of consumer purchases [10]. Advertising on social networks is one of the factors that influences the certainty of purchase, so it can be said that the better the advertising on social networks, the more certainty of purchase will increase.

4. CONCLUSION

The social media promotion of Villa Air Manis Hill Residence shows a sufficient category with a percentage of 63.2%. The decision to stay at Villa Air Manis Hill Residence shows a sufficient category with a percentage of 67.6%. The influence of the social media promotion variable on the decision to stay is 15.2% while 84.8% is influenced by other factors such as internal and external factors.

ACKNOWLEDGEMENTS

Our thanks go to the team at Villa Air Manis Hill Residence for their cooperation and valuable inputs. Furthermore, we appreciate the support of our colleagues and the Hospitality Management at Universitas Negeri Padang, who have made significant contributions towards the completion of this research.

REFERENCES

- [1] P. Poerwanto and Y. Shambodo, "Revolusi industri 4.0: Googelisasi industri pariwisata dan industri kreatif," *Journal of Tourism and Creativity*, vol. 4, no. 1, pp. 59–72, 2020.
- [2] A. R. Arief, *Pengantar Ilmu Perhotelan dan Restoran*, 1st ed. Yogyakarta: Graha Ilmu, 2005.
- [3] M. Erna, *Industri Perhotelan*. [Katalog dalam terbitan (KDT)], 2016.
- [4] P. Kotler and G. Armstrong, *Prinsip-prinsip Pemasaran*, 13th ed., vol. 1. Jakarta: Erlangga, 2016.
- [5] W. J. Keegan, "Multinational marketing: the headquarters role," in *International Business*, pp. 175–180, Routledge, 2017.
- [6] P. Kotler and K. L. Keller, *Manajemen Pemasaran*, 12th ed., vol. 1 & 2. Jakarta: PT. Indeks, 2016.
- [7] Nisrina, *Bisnis Online: Manfaat Media Sosial Dalam Meraup Uang*. Yogyakarta: Kobis, 2015.
- [8] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Bandung: Alfabeta, 2019.
- [9] B. Alma, *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta, 2013.
- [10] S. Nurgiyanto, "Pengaruh Strategi Promosi Melalui Sosial Media Terhadap Keputusan Pembelian GASKIN yang di Mediasi Word of Mouth Marketing," 2014.