

The Influence of Instagram Social Media Promotion and Religiosity on the Decision to Stay

M Rasyid Alghifary^{1*}, Youmil Abrian²

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

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ABSTRACT

The rapid expansion of the global halal tourism sector, projected to reach USD 300 billion by 2026, underscores the growing demand for sharia-compliant hospitality services. This study investigates the influence of Instagram-based promotion and religiosity on guests' decision to stay at Hotel Syariah Rangkayo Basa Padang, Indonesia. A quantitative causal-associative approach was employed, involving 150 purposively selected respondents who had prior exposure to the hotel's Instagram promotions and had stayed at least one night. Data were collected via a structured questionnaire, validated through expert judgment and pilot testing, and analyzed using SPSS 25. Classical assumption tests confirmed normality, homoscedasticity, and absence of multicollinearity. Multiple regression analysis revealed that both Instagram-based promotion ($\beta = 0.254$, $p < 0.05$) and religiosity ($\beta = 0.220$, $p < 0.05$) significantly and positively affect guests' decision to stay, jointly explaining 38% of its variance. These findings highlight the strategic importance of integrating visually engaging digital marketing with strong adherence to Islamic service values to enhance brand trust and meet the experiential and spiritual needs of Muslim travelers. The study contributes to halal tourism literature by bridging digital engagement strategies and religiosity-based brand positioning, offering practical insights for sharia-compliant hotel managers.

Corresponding Author:

M Rasyid Alghifary

Hospitality Management, Universitas Negeri Padang

Email: mrasyidalghifary16@gmail.com

1. INTRODUCTION

The global halal tourism industry has experienced rapid growth, with its market value projected to reach USD 300 billion by 2026 [1]. This expansion is driven not only by Muslim travelers but also by multicultural consumers who prioritize ethics, spirituality, and sustainability in their travel experiences [2]. As an integral component of this ecosystem, sharia-compliant hotels implement Islamic principles comprehensively, from halal-certified architecture to Muslim-friendly services [3]. In Indonesia, halal certification issued by the Majelis Ulama Indonesia (MUI) has become a key benchmark of credibility, while West Sumatra—with 97.4% Muslim population and the philosophy of Adat Basandi Syara'—positions itself as a strategic halal tourism destination [4].

Despite an annual tourism growth rate of 8.5%, the occupancy rates of sharia-compliant hotels such as Rangkayo Basa remain fluctuating between 63% and 91%. Big data analysis of guest reviews reveals two main challenges: inconsistent and low-engagement Instagram promotion [5], and a gap between guests' religiosity expectations and actual service delivery [6]. This is critical since Muslim travelers often consider spiritual compatibility as a decisive factor in hotel selection [7], and millennials—who dominate the target market—are highly influenced by digital content [8].

Instagram has emerged as a leading platform in hospitality marketing due to its visual storytelling capabilities [9]. User-generated content (UGC) and paid advertisements can enhance brand awareness by up to 47% [10]. However, its effectiveness in communicating religiosity values for sharia-compliant hotels remains uncertain [11]. Religiosity, a multidimensional construct encompassing faith, religious knowledge,

worship practices, and spiritual experiences [12], is a strong predictor of preference for halal accommodations [13]. Religious travelers are typically more sensitive to halal certification and prayer facilities [14], while visual content significantly shapes consumer perceptions [15].

The integration of Instagram-based promotion and religiosity values has received limited empirical attention, despite its potential as a strategic driver for halal hospitality success [16]. Addressing this research gap, the present study examines the synergistic influence of Instagram promotion and guest religiosity on the decision to stay at a sharia-compliant hotel. The findings are expected to contribute to the literature on digital marketing in halal tourism, while offering practical insights for hoteliers to align digital engagement strategies with the spiritual values of their target market.

2. METHOD

This study employed a quantitative research design with a causal-associative approach to examine the influence of Instagram-based social media promotion (X_1) and religiosity (X_2) on guests' decision to stay (Y) at Hotel Syariah Rangkayo Basa Padang, as such a design enables the measurement and identification of cause–effect relationships through numerical data and statistical analysis [17], [18]. The research population comprised all individuals who had stayed at the hotel within the past six months, with 150 respondents selected using purposive sampling to ensure alignment with specific criteria: having stayed at least one night, having been exposed to the hotel's Instagram promotional content, and being willing to complete the survey [19], [20]. Data were collected through a structured questionnaire consisting of three sections: demographic information, perceptions of Instagram promotion (adapted from validated social media marketing scales [21]), and religiosity with decision-to-stay constructs (adapted from previous hospitality and religiosity research [22], [23]). All items were rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Content validity was ensured through expert judgment, and a pilot test involving 30 respondents was conducted to confirm clarity and reliability. Data analysis, performed using SPSS version 25, included the Kolmogorov–Smirnov test for normality, the Glejser test for heteroscedasticity, tolerance and Variance Inflation Factor (VIF) values for multicollinearity, and multiple linear regression to evaluate both partial and simultaneous effects of the independent variables on the dependent variable. The regression equation was specified as $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$, where Y represents the decision to stay, X_1 Instagram promotion, X_2 religiosity, β_0 the intercept, β_1 and β_2 the coefficients, and ε the error term. The coefficient of determination (R^2) was calculated to determine the explanatory power of the model, with a 5% significance level ($p < 0.05$) applied to all statistical tests.

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Demographic Profile of Respondents

Table 1 summarizes the demographic characteristics of the 150 respondents who participated in the study. The gender distribution shows that female respondents slightly outnumbered male respondents, indicating that women may have a stronger engagement with hospitality services promoted through Instagram. The majority of respondents were aged between 21–30 years, representing the millennial segment that is highly active on digital platforms and considered a primary target market for social media marketing in hospitality [24]. Regarding education level, most respondents held a bachelor's degree, suggesting a relatively high educational background among the sample. In terms of occupation, private-sector employees formed the largest group, followed by students and entrepreneurs. The length of stay data indicate that most respondents stayed for one to two nights, consistent with typical leisure or short business trips.

Table 1. Demographic profile of respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	68	45.3
	Female	82	54.7
Age (years)	≤ 20	12	8.0
	21–30	97	64.7
	31–40	29	19.3

Demographic Variable	Category	Frequency (n)	Percentage (%)
	≥ 41	12	8.0
Education Level	Senior High School	22	14.7
	Diploma	28	18.7
	Bachelor's Degree	83	55.3
	Postgraduate	17	11.3
	Student	37	24.7
Occupation	Private-sector Employee	65	43.3
	Entrepreneur	29	19.3
	Others	19	12.7
	1 night	68	45.3
Length of Stay	2 nights	54	36.0
	≥ 3 nights	28	18.7

3.1.2. Validity and Reliability Tests

All item–total correlations exceeded the critical r-table value (0.160) and were significant ($p < 0.05$), confirming validity. Cronbach's alpha values were above the 0.70 threshold, indicating high reliability.

Table 2. Validity test results

Variable	Item Count	r-count Range	r-table (N=150, $\alpha=0.05$)	Significance	Result
Instagram-based Promotion	8	0.532–0.781	0.160	< 0.05	Valid
Religiosity	8	0.498–0.794	0.160	< 0.05	Valid
Decision to Stay	10	0.521–0.805	0.160	< 0.05	Valid

Table 3. Reliability test results (Cronbach's alpha)

Variable	Cronbach's Alpha	Threshold	Result
Instagram-based Promotion	0.893	≥ 0.70	Reliable
Religiosity	0.901	≥ 0.70	Reliable
Decision to Stay	0.916	≥ 0.70	Reliable

3.1.3. Assumption Testing

Prior to hypothesis testing, classical assumption diagnostics—normality, multicollinearity, and heteroscedasticity—were conducted to ensure the robustness, efficiency, and validity of the regression estimates. The normality test using the Kolmogorov–Smirnov (K–S) method (Table 4) showed that both Instagram-based Promotion and Religiosity variables had an Asymp. Sig. value of 0.200 (> 0.05), indicating that the data were normally distributed. Multicollinearity testing (Table 6) revealed that both Instagram-based Promotion and Religiosity had Tolerance values of 0.951 (> 0.10) and VIF values of 1.051 (< 10), confirming the absence of multicollinearity and ensuring that each predictor explained a unique proportion of variance in the Decision to Stay without redundancy. The heteroscedasticity test using the Glejser method (Table 5) indicated significance values of 0.930 for Instagram-based Promotion and 0.507 for Religiosity, both exceeding 0.05, which confirms homoscedasticity and indicates that the regression estimates are free from bias due to unequal variance.

Table 4. Normality test (Kolmogorov–Smirnov)

Variable	Sig. (2-tailed)	Threshold	Result
Instagram-based Promotion	0.200	> 0.05	Normal
Religiosity	0.200	> 0.05	Normal

Table 5. Heteroscedasticity test (Glejser)

Variable	Sig.	Threshold	Result
Instagram-based Promotion	0.930	> 0.05	Homoscedasticity
Religiosity	0.507	> 0.05	Homoscedasticity

Table 6. Multicollinearity test

Variable	Tolerance	Threshold	VIF	Threshold	Result
Instagram-based Promotion	0.951	> 0.10	1.051	< 10	No multicollinearity
Religiosity	0.951	> 0.10	1.051	< 10	No multicollinearity

3.1.4. Hypothesis Test

Hypothesis testing using multiple linear regression analysis demonstrated that Instagram-based Promotion (X_1) and Religiosity (X_2) significantly and jointly influenced the Decision to Stay (Y), as evidenced by the F-test result ($F = 46.568$, $p < 0.05$), confirming the model's overall fit. The t-test results further indicated that Instagram-based Promotion ($\beta = 0.254$, $t = 6.462$, $p < 0.05$) and Religiosity ($\beta = 0.220$, $t = 5.565$, $p < 0.05$) each had positive and significant effects on the decision to stay, thus supporting H1 and H2. These findings suggest that Instagram-based promotion effectively enhances brand visibility and audience engagement, while religiosity shapes guest expectations and fosters trust in the hotel's services in accordance with Islamic principles, both contributing to increased likelihood of guest stay decisions.

Table 7. ANOVA (F-test) results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	70.009	2	35.004	46.568	0.000
Residual	110.497	147	0.752		
Total	180.506	149			

Table 8. t-test results (Partial effect)

Variable	B	Std. Error	Beta	t	Sig.	Hypothesis Result
(Constant)	46.500	1.659	–	15.468	0.000	
Instagram-based Promotion	0.254	0.039	0.428	6.462	0.000	H1 Accepted
Religiosity	0.220	0.040	0.368	5.565	0.000	H2 Accepted

3.2. Discussion

The findings of this study empirically confirm that both Instagram-based promotion and religiosity significantly influence guests' decision to stay at a sharia-compliant hotel. The positive and significant effect of Instagram-based promotion ($\beta = 0.254$, $p < 0.05$) on the decision to stay aligns with previous studies that highlight the effectiveness of social media marketing—particularly Instagram—in enhancing consumer engagement, brand awareness, and purchase intention in the hospitality sector [24], [25]. The high engagement indicator (mean = 4.20) found in this study supports the notion that interactive and visually appealing content fosters stronger emotional connections with consumers, which in turn positively shapes their behavioral intentions [30]. This result also resonates with the argument that user-generated content and targeted promotional strategies on social media can increase brand equity and stimulate consumer decision-making processes [31].

Similarly, religiosity was found to have a significant and positive impact on the decision to stay ($\beta = 0.220$, $p < 0.05$), underscoring the role of spiritual values in shaping hospitality preferences among Muslim travelers. This finding is consistent with earlier research which demonstrated that high levels of religiosity increase the likelihood of selecting accommodations that align with Islamic principles, such as the provision of prayer facilities, halal-certified food, and an overall Islamic environment [26], [31]. The highest-rated indicator within religiosity—understanding of the Qur'an (mean = 4.24)—indicates that well-informed Muslim consumers are more likely to evaluate hotels based on their adherence to sharia

standards. This supports the theoretical framework of value–belief–norm theory, where personal values and religious beliefs guide behavioral choices in consumption [32].

The coefficient of determination ($R^2 = 0.380$) indicates that Instagram-based promotion and religiosity together explain 38% of the variance in guests' decision to stay, with the remaining 62% potentially influenced by other factors such as pricing, location, service quality, and prior experience. This partial explanatory power is in line with findings from Han and Hyun [32], who suggested that while digital marketing and personal values are critical, they must be integrated with operational excellence and competitive pricing to maximize customer retention.

From a managerial perspective, these results imply that sharia-compliant hotels should adopt a dual-focus strategy: enhancing their digital marketing performance—especially on visual platforms like Instagram—while simultaneously reinforcing their Islamic brand identity through services and facilities that reflect religious values. Regularly curated, visually compelling, and interactive Instagram content should be combined with transparent halal certification and high-quality religious amenities. This integrated approach not only strengthens brand trust but also meets the unique spiritual and experiential needs of the target market.

4. CONCLUSION

This study examined the influence of Instagram-based promotion and religiosity on guests' decision to stay at a sharia-compliant hotel. The results demonstrated that both variables significantly and positively affect stay decisions, with Instagram-based promotion enhancing brand visibility, customer engagement, and purchase intention, while religiosity strengthens trust and preference for services aligned with Islamic values. The combined effect of these factors explains 38% of the variance in stay decisions, indicating that while digital marketing and spiritual values are crucial, other determinants such as pricing, service quality, and location also play important roles. These findings contribute to the hospitality and tourism literature by integrating digital marketing strategies with religious value-based service models, offering a nuanced understanding of consumer decision-making in the context of Islamic hospitality. From a practical perspective, hotel managers should adopt a dual strategy that optimizes visually engaging and interactive Instagram campaigns while ensuring consistent delivery of sharia-compliant services to meet both the experiential and spiritual needs of Muslim travelers.

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