Bisma: Jurnal Bisnis dan Manajemen

THE ROLE OF E-WOM, PRICE, SOCIAL MEDIA MARKETING, AND HOTEL ATTRIBUTES TO CATCH INTENTION TO STAY IN HOTELS

Gusti Ayu Agustina Riski
Akademi Komunitas Manajemen Perhotelan Indonesia, Bali

Abstract

This study aims to find the influence of E-WOM, price, social media marketing, and hotel attributes on intention to stay at hotels in Bali. This quantitative study uses primary data from a questionnaire distributed to 152 respondents using purposive sampling. The data were processed using multiple linear regression analysis. The results of this study indicate that E-WOM, price, and social media marketing influence the interest in staying both partially and simultaneously. Based on these findings, it is hoped that entrepreneurs in the accommodation business will continuously improve e-WOM, compete with appropriate prices, and pay attention to digital marketing through social media, which is now a primary reference for stay decisions in today's digital era.

Keywords: electronic word of mouth, price, social media marketing, intention to stay

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh E-WOM, harga, pemasaran media sosial, dan atribut hotel terhadap niat menginap di hotel-hotel di Bali. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan data primer dari hasil kuesioner yang disebarkan kepada 152 responden dengan teknik purposive sampling. Data diolah menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa E-WOM, harga, pemasaran sosial media berpengaruh terhadap minat menginap baik secara parsial maupun secara simultan. Dari temuan ini maka diharapkan pengusaha yang bergerak di bidang bisnis penginapan untuk senantiasa mengingkatkan eWOM, memenangkan persaingan harga yang sesuai, serta memperhatikan pemasaran digital melalui sosial media yang kini menjadi rujukan utama keputusan untuk menginap di era digital.

Kata Kunci: *electronic word of mouth, intention to stay, price, social media marketing*

Akademi Komunitas Manajemen Perhotelan Indonesia, Indonesia
Jl. Kubu Gn., Dalung, Kec. Kuta Utara, Mangupura Badung, Bali 80361
agustina.riski@mapindo.ac.id

Introduction

The tourism sector in Indonesia has a positive impact on other industrial sectors, such as the creative industry, transportation, and tourist accommodation. The lodging industry, or lodging services as one form of support for tourist accommodation, has also experienced development along with the increasing tourism, business, and transportation sectors. According to the Horwath HTL report, in 2024, the hotel sector in Bali recorded the highest performance with a significant increase in occupancy rates and average daily rates (ADR), which contributed to an increase in revenue per available room (RevPAR) of 14% (horwathhtl.com, 2024). In line with that, the number of domestic tourists also remained excellent, with more than 10 million visitors, while international arrivals reached 6.3 million, surpassing pre-pandemic levels. Various lodging services in Bali, a province widely known worldwide as a tourist destination offering many tourist attractions, have now expanded not only in the Kuta and Legian areas. After the pandemic, the Canggu area has become a new favorite destination besides Ubud, Jimbaran, and other cities in Bali. The lodging industry in Indonesia continues to grow, as indicated by the many lodging places such as hotels, apartments, and guest houses. The large number of hotels and lodgings makes the lodging industry business increasingly competitive, so they each have strategies to increase the number of visitors and achieve optimal profits through increasingly massive but easily accessible marketing strategies, such as digital and internet-based media. Various methods are used to increase consumer awareness and interest in visiting lodging places, which requires companies in the lodging service sector to pay attention to factors that can increase consumer interest.

Interest, in this context, is the intention to stay, which is an individual's attitude in the form of a desire for an object that will have the drive or strength to behave to obtain the object. (A. Ahmad et al., 2021). Intention to stay is a desire to stay in a place; interest in staying will arise if someone has been influenced by the quality and information of a place to stay. (Nimri et al., 2020). Consumer intention to stay will determine the number of purchases from a place to stay; the visitor's interest in staying, the greater the sales of a place to stay, and the greater the profits obtained. The number of consumers in the lodging industry can be seen from the occupancy rate.

Consumer interest in visiting a lodging service is undoubtedly caused by several factors, one of which is electronic word of mouth (E-WOM), as stated in the research results of Husna & Agustiani (2022); E. E. K. Kim & Lee (2015); Lundin (2021); Putra et al (2021); Yan et al (2016). E-WOM is a marketing communication process of enthusiastic and continuous exchange of information between prospective consumers, consumers, or former consumers about a product, service, brand, or company that is available to everyone and institutions via the internet (Ismagilova et al., 2020). Meanwhile, according to Hennig-Theurau et al. in research by Tanjung et al. (2022)E-WOM contains positive or negative statements made by consumers, potential consumers, or former consumers regarding a service available to everyone via the internet. Prospective tourists looking for accommodation today usually look for references and information about the hotel they will visit through easily accessible media such as the internet, websites, and social media. Hotels in Bali are currently also widely connected to various applications to market their service products, such as Traveloka, Agoda, Booking.com, Pegipegi, Tiket.com, and so on. From these various media platforms, prospective visitors will find many reviews about the facilities, comfort, and experiences available in various types of accommodation. The ratings on the travel agent platform reflect that visitors feel that what they get at the Hotel in Bali meets their expectations.

H_1: EWOM influence Intention to stay

Price is also a factor that can increase consumer interest in visiting a place to stay. Several studies support the influence of price variables on interest in visiting, namely, research conducted by VV. The results of these studies state that price significantly affects intention to stay. Price is the currency value that consumers will exchange for a product or service to obtain the benefits and functions of the product or service, which is comparable to the exchange value (Kotler & Armstrong, 2018, p. 151). The

prices of various accommodation services in Bali hotels are also quite varied. Here, prospective visitors can compare prices from various hotel references with the value they want to get. Although the prices are comparable, some facilities or services are unavailable, like in hotels, for example, the provision of breakfast, room cleaning services, etc. Accommodation services at hotels with set prices usually include various facilities and services. Usually, prospective visitors will choose a hotel with the most competitive price, the most affordable, according to quality and benefits, and provide appropriate value, as reviewed from the value of various aspects chosen by prospective consumers. Some choose because of considerations of distance, location, area of place, facilities, and so on.

H_2: Price influence Intention to stay

Another factor that can attract consumers to stay at a lodging is social media marketing, which is supported by research before (Damayanti et al., 2024; Dewi et al., 2022; Tuti & Dwiyanti, 2022). The study's results stated that social media marketing positively and significantly influences Intention to stay. Social media marketing is the activity that utilizes technology from social media, software, and channels to communicate, create, send, and find offers that have value for an organization. (Solomon & Tuten, 2017). The large number of social media users in Indonesia and the significant increase have created an opportunity for hotels in Bali to increase the number of visitors by promoting through social media. Hotels in Bali are connected to various social media platforms, both official from the lodging party and affiliated with famous influencers. In addition, hotels in Bali are promoted through online applications such as Traveloka, Agoda, Pegipegi, and tiket.com.

H_3: Social Media Marketing influences Intention to stay

Another factor that is related to attracting consumer intention to stay, besides these three factors, is a hotel attribute that supports the findings of previous research before (N. F. Ahmad et al., 2017; Mohd Noor et al., 2014; Pranata & Andreani, 2019; Sharma & Chen, 2023). The study stated that hotel attributes

significantly positively affect intention to stay. According to Lewis, hotel attributes are the facilities and services a hotel offers, which help consumers choose a particular product compared to other products. (Saksana & Thio, 2019). Consumers can assess hotel attributes before they stay. These attributes are usually found in the content section or on the accommodation travel agent. Consumers who will stay usually look for information about the attributes of the accommodation offered, and then they will assess the attributes according to what is needed or not. These hotel attributes will be a consideration for consumers when choosing an accommodation. With the superior attributes owned, the opportunity to increase consumer interest in staying will also be greater. Various complete room facilities include large room sizes, the availability of AC, TV, kitchen, and refrigerator, and additional services such as swimming pools, parking lots, playgrounds, and others that consumers can use while staying at the hotel in Bali.

H_4: Hotel Attribute influence Intention to stay

The conceptual framework of this research is drawn in the picture below.
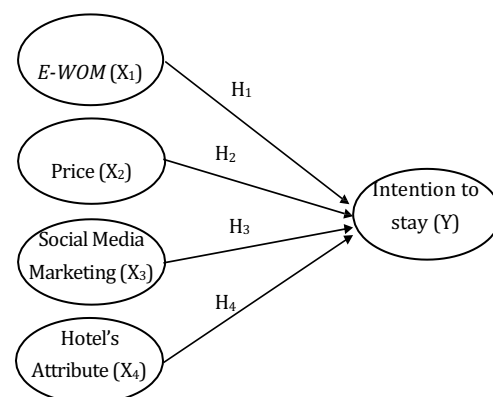
Figure 1. Conceptual Framework

Method

This quantitative study explains causal relationships between several variables through hypothesis testing (Arikunto, 2010). This research tests and proves the effect of independent variables on dependent variables. The independent variables of this research are e-WOM, price, social media marketing, and hotel attributes, while the dependent variable

is Intention to stay. The analysis tool used is multiple regression analysis, and the data collection instrument uses a questionnaire. The population of this study consisted of respondents aged 17 years and over who were interested in visiting accommodations in Bali and who often used social media to search for reference material for hotels or accommodations. The following table contains indicators of variable measurement in this study.

Table 1. Variables Measurements

Variable	Indikator
Intention to stay is a desire to stay in a place for some time. The indicator is referred to by visit intention from (S. Kim & Jun, 2016; Wulandari et al., 2021)	Transactional interest: the tendency of consumers to buy a hotel accommodation service in Bali Referential interest: the tendency of someone to recommend a hotel accommodation service in Bali to others. Preferential interest: the preference for hotel accommodation services in Bali compared to other product/service choices. Explorative interest: I have always been interested in looking for information on hotel accommodation services in Bali.
E-WOM is a positive or negative statement that has a persuasive nature. The indicator is referred to as (Lin et al., 2013)	E-WOM quality is the quality of the content of reviews about accommodation services in Bali hotels that consumers read and are easy for consumers to understand. E-WOM quantity is the number of comments posted about accommodation services in Bali hotels in the eyes of consumers. The sender's expertise is the reviewer's expertise when making honest reviews about accommodation in Bali hotels. Product involvement, which is a review of all complete service products of an accommodation service in Bali hotels
Price is the currency value that can be exchanged for products or services. The indicator is taken from the theory of (Kotler et al., 2018)	Price affordability, the hotel accommodation services in Bali are pretty affordable. Price suitability with quality, the price of hotel accommodation services in Bali is determined by the quality of service visitors receive. Price suitability with benefits, the price of hotel accommodation services in Bali is based on the benefits that will be obtained. Price competitiveness, hotel accommodation services throughout Bali are pretty competitive.
Social media marketing is a marketing activity that utilizes social networks with various conveniences offered. The indicator uses references from (Fariz & Widodo, 2017)	Context, information in social media marketing can be well understood by consumers. Communication, the communication model created in social media marketing is exciting. Collaboration is the cooperation between the company's social media account and users. Connection: Social media marketing can improve relationships with consumers.
Hotel attributes are components of hotel services and facilities influencing consumers to choose lodging services. Research from (N. F. Ahmad et al., 2017) was used in selecting indicators	Physical facility attributes are attributes measured based on hotel rooms and lobbies. Service attributes are measured based on the services provided by the hotel. Comfort attributes are attributes measured based on the accessibility and strategic location of the hotel. Image attributes are measured based on the design and theme of the hotel's decoration.

Results and Discussion

Instrument Test (Validity and Reliability)

Table 2 below contains the values of the research data's validity and reliability calculation results.

Table 2. Validity Test Results

Variable Indicator		Validity Test			
		r. value	r. table	Sign.	Info.
E-WOM (X1)	(X1.1)	0,693	0,159	0,000	Valid
	(X1.2)	0,512	0,159	0,000	Valid
	(X1.3)	0,763	0,159	0,000	Valid
	(X1.4)	0,623	0,159	0,000	Valid
Price (X2)	(X2.1)	0,537	0,159	0,000	Valid
	(X2.2)	0,545	0,159	0,000	Valid
	(X2.3)	0,540	0,159	0,000	Valid
	(X2.4)	0,394	0,159	0,000	Valid
Social Media Marketing (X3)	(X3.1)	0,346	0,159	0,000	Valid
	(X3.2)	0,381	0,159	0,000	Valid
	(X3.3)	0,615	0,159	0,000	Valid
	(X3.4)	0,737	0,159	0,000	Valid
Hotel Attribute (X4)	(X4.1)	0,540	0,159	0,000	Valid
	(X4.2)	0,548	0,159	0,000	Valid
	(X4.3)	0,385	0,159	0,000	Valid
	(X4.4)	0,565	0,159	0,000	Valid
Intention to stay (Y)	(Y1.1)	0,448	0,159	0,000	Valid
	(Y1.2)	0,606	0,159	0,000	Valid
	(Y1.3)	0,427	0,159	0,000	Valid
	(Y1.4)	0,320	0,159	0,000	Valid

Source: Data analysis, 2024

The result of the r-value of all variables is greater than the table r value, which is 0.159, and the significance value of all variables is 0.000. This means that all statement items from the E-WOM, price, social media marketing, hotel attributes, and intention to stay variables fulfill the validity criteria, where the calculated r-value is greater than the r-table and the significance value is less than 0.05. In addition, Cronbach's Alpha value of all variables exceeded the Rule of Thumb, which is 0.60. This means that all instruments from E-WOM, price, social media marketing, product attributes, and

intention to stay can be said to be reliable and have met the reliability requirements.

Table 3. Reliability Test Results

Variable	Reliability Test		
	Alpha Cronbach	Alpha Critical Standards	Information
E-WOM	0,746	0,60	Reliable
Price	0,632	0,60	Reliable
Social Media Marketing	0,668	0,60	Reliable
Hotel Attribute	0,651	0,60	Reliable
Intention to stay	0,618	0,60	Reliable

Source: Data analysis, 2024

Classic Assumption Test

Table 4. Normality, Multicollinearity, and

Heteroscedasticity Test

Variable	Normality Test	Multicollinearity Test		Heteroscedasticity Test
		Tolerance	VIF	Significancy
E-WOM	0,055	0,983	1,017	0,053
Price		0,842	1,187	0,765
Social Media Marketing		0,721	1,386	0,392
Hotel's Attribute		0,801	1,248	0,357

Kolmogorov-Smirnov Z; Asymp. Sig. (2-tailed)

Source: Data analysis, 2024.

All the results fulfilled the requirements according to justification so that the data can be normally distributed, with no multicollinearity or heteroscedasticity.

The classical assumption test aims to determine whether the BLUE (Best Linear Unbiased Estimator) is the best model or not by using:

1) Normality test to test whether the residual value generated from the regression is distributed or not using the Kolmogorov-Smirnov method. If the significance value is >0.05, then the data is normally distributed (Priyatno, 2014).
2) A multicollinearity test to determine whether or not there is a correlation between independent variables. If the VIF value <10 and the tolerance value >0.10, then it is stated that there is no multicollinearity (Priyatno, 2014).

3) A heteroscedasticity test is used to test whether there is inequality of variance in the regression model from one observation to another. Priyatno, (2014) States that if the significance value in the Glejser test is ≥ 0.05, then the regression model does not experience heteroscedasticity; if the significance value in the Glejser test is ≤ 0.05, then heteroscedasticity occurs.

Multiple Linear Regression Analysis and t-Test

Multiple linear regression analysis aims to determine the linear influence between two or more independent variables and one dependent variable. This study has four independent variables: E-WOM, price, social media marketing, and hotel attributes, and one dependent variable, namely interest in visiting. Meanwhile, the t-test determines whether the independent variables significantly affect the dependent variable. If t count> t table and significance <0.05, then Ho is rejected and Ha is accepted. (Priyatno, 2014)

Table 5. Multiple Linear Regression

Analysis and t-Test Result

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	B	t. value	Sig.
(Constant)	2.786	1.646	-	1.692	0.093
E-WOM	0.191	0.072	0.180	2.638	0.009
1 Price	0.206	0.069	0.221	3.004	0.003
Social Media Marketing	0.183	0.064	0.226	2.847	0.005
Hotel's Attribute	0.24	0.064	0.284	3.762	0

Source: Data analysis, 2024

Based on the table above, all the hypotheses are accepted, and the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 2.786 + 0.191\,X_1 + 0.206\,X_2 + 0.183\,X_3 + 0.240\,X_4 + e$$

Influence of E-WOM on Intention to Stay

The study results indicate that the E-WOM variable positively and significantly affects

Intention to stay. This is in line with research conducted by Samuel et al. (2014) that E-WOM has a persuasive, logical nature and is based on facts related to a product or service, so that it will positively impact purchasing interest. Consumers make reviews on the internet, which is important for E-WOM. Good quality reviews and a large quantity of information will provide detailed information as a consideration for visiting an inn or hotel. Suppose the reviews written by consumers are easy to understand and are packaged with an attractive appearance. In that case, prospective consumers will be able to easily understand the contents of the review, which will later create confidence and interest in choosing a hotel in Bali. The quantity of reviews is also something that prospective consumers consider. The fewer reviews given, prospective consumers still have doubts about choosing a hotel in Bali because of the lack of information. However, if the number of reviews is large, prospective consumers will get more information from various reviews, creating a desire to stay at a hotel in Bali. Quality, quantity, and a good understanding of information about an accommodation can increase interest in staying at a Hotel in Bali. Prospective consumers will assume that the comments posted are fairly accurate information. These results are similar to previous research by E. E. K. Kim & Lee (2015), Lundin (2021), Putra et al. (2021), and Yan et al. (2016). Consumers will first look for accommodation recommendations from consumers who have enjoyed the hotel. After collecting various information, consumers will be interested in staying at an accommodation that has positive reviews and avoiding an accommodation that has negative reviews. Husna & Agustiani (2022) also confirmed that good E-WOM will increase intention to stay.

The Influence of Price on Intention to Stay

The result of this research indicates that the price variable has a positive influence on Intention to stay. In other words, consumers will be interested in staying at an inn by considering the currency's value sacrificed for the function or benefits received. Price is an important thing that someone considers before choosing an accommodation service. If all consumers can reach the price offered and fit the quality or benefits obtained by consumers, the interest in staying will also increase. Based on the results of respondents' answers to each indicator, each has a high perception value, where respondents gave a high score for each questionnaire statement. This shows that most respondents have the same opinion that the prices offered by hotel accommodation services in Bali are based on consumer expectations and can be accepted by consumers, which will affect increasing interest in staying at hotels in Bali. This is in line with previous research. (Asty et al., 2021; Hilman & Kristiawan, 2023; Irwansyah, 2017; Trijaya, 2023), which states that the intention to stay will increase if the price is more appropriate. Furthermore, research findings by Dwiyanti et al. (2022) confirm that consumers will not pay more if the facilities obtained are not commensurate with the money spent. If the price offered is too high with poor facilities, it will cause a decrease in consumer interest in staying, while if the price is set too low with good facilities, it will reduce the company's profits.

The Influence of Social Media Marketing on Intention to Stay

This study reveals that social media marketing significantly and positively influences intention to stay, particularly for hotels in Bali. Social media serves as a strategic promotional tool that, when used accurately, enhances market targeting and attracts consumer interest. Clear, engaging, and easy-to-understand content or advertisements on platforms like Instagram or Facebook play a key role in influencing consumer behavior. Conversely, unclear or lengthy messages tend to reduce interest. The uniqueness and attractiveness of the content significantly affect intention to stay, as interesting posts are more likely to captivate potential customers. Furthermore, collaboration with social media users, such as actively responding to comments or messages, helps build deeper consumer relationships. This interaction increases the intention to stay as it provides more clarity and fosters trust. Maintaining strong relationships with current and potential consumers is essential in sustaining and increasing consumer interest. The findings align with prior research by Damayanti et al (2024), Dewi et al (2022), and

Tuti & Dwiyanti (2022). All of these confirm the effectiveness of social media marketing in shaping consumer behavior and intentions. Effective strategies must focus on content quality, communication, and relationship building to maximize their impact.

The Influence of Hotel Attributes on Intention to Stay

Hotel attributes affect intention to stay positively. Hotel attributes are the facilities and services a hotel offers, which help consumers choose a particular product compared to other products. Same with the existing research (N. F. Ahmad et al., 2017; Mohd Noor et al., 2014; Pranata & Andreani, 2019; Sharma & Chen, 2023), which explains that hotels with superior attributes will have a greater chance of attracting consumer interest in choosing a hotel. Attractive hotel attributes will increase consumer interest in staying. In the study, the assessment of the facilities offered by hotels in Bali was quite complete. The completeness of the facilities offered by an accommodation service will significantly affect consumer interest in staying. Before choosing a place to stay, most consumers will compare the facilities offered by one accommodation with those of another. Consumers will choose accommodation that has facilities that are considered suitable and complete. If the facilities are limited, the consumer's intention to stay will also be low, likewise with service attributes. The accommodation's excellent service will increase consumer interest in staying. Prospective consumers also pay attention to comfort attributes, including location, when choosing a place to stay. Various hotels in Bali are spread across various strategic locations because they are in the middle of the city and easily accessible to consumers. In addition, the design of the accommodation room is also something that consumers pay attention to. The more attractive and unique the design of the accommodation room, the more it will increase the desire of consumers to stay at the accommodation. These findings are strengthened by research by Noor et al. (2014), which mentions that hotel attributes positively and significantly influence intention to stay.

Conclusion

Data analysis in this study shows that four variables, namely, E-WOM, price, social media marketing, and hotel attributes, significantly positively affect the intention to stay at a hotel accommodation service in Bali. From the findings, it could be recommended that accommodation service managers in Bali increase interest in visiting through variables proven to increase the number of visits to create sustainable profits. For further research, it is expected to explore other possibilities that can increase interest in visiting amidst the increasingly competitive and tight competition in the lodging industry.

Acknowledgments

Reference

Ahmad, A., Jamaludin, A., Zuraimi, N. S. M., & Valeri, M. (2021). Visit intention and destination image in post-Covid-19 crisis recovery. *Current Issues in Tourism*, *24*(17), 2392–2397.

Ahmad, N. F., Hemdi, M. A., & Othman, D. N. (2017). Boutique hotel attributes and guest behavioral intentions. *Journal of Tourism, Hospitality & Culinary Arts*, *9*(2), 257–266.

Asty, W., Kumala, V., & Angraini, D. (2021). PENGARUH PRODUK DAN HARGA AKOMODASI TERHADAP MINAT WISATAWAN MENGINAP DI KOTA BUKITTINGGI. *Ensiklopedia Social Review*, *3*(2), 102–110.

Damayanti, R., Sihombing, I. H. H., Sulistyawati, N. L. K. S., & Sadjuni, N. L. G. S. (2024). Pengaruh Social Media Marketing Terhadap Minat Membeli di Holiday Inn Resort Nusa Dua. *JRB-Jurnal Riset Bisnis*, *7*(2), 284–298.

Dewi, N. I. K., Wirga, I. W., Putra, U. W. E., Adinigrat, G. P., & Riyasa, I. A. P. W. (2022). The influence of social media marketing to gen-z's purchase intention to stay in a hotel. *International Conference on Applied Science and Technology*

on Social Science 2022 (ICAST-SS 2022), 364–370.

Fariz, S. M., & Widodo, A. (2017). Food Blogger Instagram: Promotion Through Social Media. *Bandung: Universitas Telkom*.

Hilman, M. N., & Kristiawan, A. (2023). ANALISA CITRA MEREK DAN POTONGAN HARGA TERHADAP MINAT MENGINAP DI THE TRANS LUXURY HOTEL BANDUNG. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi).*, *10*(3), 2598–2609.

Husna, D. A. S., & Agustiani, I. N. (2022). *Pengaruh Electronic Word Of Mouth (E-Wom) Dan Citra Merek Terhadap Minat Menginap Di Hotel Dago Highland. Manajemen Dan Pariwisata, 1 (2), 215–223*.

Irwansyah, R. I. (2017). *Pengaruh Kualitas Pelayanan, Harga, Dan Promosi Terhadap Kepuasan Pelanggan Dan Minat Menginap Kembali (Survei pada tamu hotel M'Borro, Baturraden)*. UNIVERSITAS MUHAMMADIYAH PURWOKERTO.

Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, *53*, 101736.

Kim, E. E. K., & Lee, C. H. (2015). How do consumers process online hotel reviews? The effects of eWOM consensus and sequence. *Journal of Hospitality and Tourism Technology*, *6*(2), 113–126.

Kim, S., & Jun, J. (2016). The impact of event advertising on attitudes and visit intentions. *Journal of Hospitality and Tourism Management*, *29*, 1–8.

Kotler, P., Makens, J. C., Bowen, J. T., & Baloglu, S. (2018). *Marketing for hospitality and tourism*. Pearson Education.

Lin, C., Wu, Y.-S., & Chen, J.-C. V. (2013). Electronic word-of-mouth: The moderating roles of product involvement and brand image. *Diversity, Technology, and Innovation for Operational Competitiveness: Proceedings of the 2013 International Conference on Technology Innovation and Industrial Management*, 3–29.

Lundin, H. (2021). *The impact of trust in eWOM through dimensions of source credibility towards purchase intention of a hotel stay*.

Mohd Noor, N. A., Hasan, H., & Kumar M, D. (2014). Exploring tourists intention to stay at green hotel: The influences of environmental attitudes and hotel attributes. *The Macrotheme Review*, *3*(7), 22–33.

Nimri, R., Patiar, A., Kensbock, S., & Jin, X. (2020). Consumers' intention to stay in green hotels in Australia: Theorization and implications. *Journal of Hospitality & Tourism Research*, *44*(1), 149–168.

Pranata, M. D., & Andreani, F. (2019). Pengaruh Atribut Hotel Butik Terhadap Minat Menginap Kembali Dengan Kepuasan Konsumen Sebagai Variabel Perantara Di Surabaya. *Jurnal Manajemen Perhotelan*, *5*(1 (201), 18–25.

Priyatno, D. (2014). *SPSS 22 Pengolah data terpraktis*.

Putra, A. R., Darmawan, D., Mardikaningsih, R., & Khairi, M. (2021). *The Effect of Attractiveness and E-Wom on Tourist Interest to The City of Batu*.

Saksana, A. C., & Thio, S. (2019). Atribut-Atribut Yang Dinilai Penting Oleh Wisatawan Domestik Dan Wisatawan Cina Dalam Memilih Hotel Di Bali. *Jurnal Manajemen Perhotelan*, *5*(1), 9–17.

Sharma, T., & Chen, J. S. (2023). Expected green hotel attributes: visit intentions in light of climate change and COVID-19 double whammy. In *Advances in hospitality and leisure* (pp. 155–176). Emerald Publishing Limited.

Solomon, M. R., & Tuten, T. L. (2017). Social media marketing. *Social Media Marketing*, 1–448.

Tanjung, A., Bintarti, S., & Nurpatria, E. (2022). Pengaruh daya tarik wisata, fasilitas, dan electronic word of mouth terhadap minat kunjung pada Situ Rawa Gede. *Ikraith-Ekonomika*, *5*(2), 146–156.

Trijaya, D. (2023). Pengaruh Brand Equity, Harga Kompetitif Dan Daya Tarik Lokasi Terhadap Minat Menginap Pada Hotel Aston Di

Pontianak. *BIS-MA (Bisnis Manajemen)*, *8*(5), 1354–1365.

Tuti, M., & Dwiyanti, M. (2022). Pengaruh social media marketing terhadap keputusan menginap melalui citra merek. *Jurnal Inspirasi Bisnis Dan Manajemen*, *5*(2), 149.

Wulandari, G. A., Sudaryanto, S., Riski, G. A. A., & Hasanah, K. S. (2021). Increasing Destination Branding Through Destination Attributes and Tourism Promotion to Boost Visit Intention in Bromo Tengger Semeru National Park. *International Conference on Management, Business, and Technology (ICOMBEST 2021)*, 81–88.

Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt? *Electronic Commerce Research and Applications*, *17*, 62–73.