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| RESEARCH ARTICLE

Development of a Conceptual Framework for Relationships between Social Media Marketing and Intentions to Stay at Five-Star Hotels

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| ABSTRACT

Data shows that social media users continue to increase worldwide, particularly in Indonesia, and the time they spend accessing social media. There are 191.4 million active users of social media in Indonesia. The average time spent accessing social media is 3 hours 17 minutes per day, which is higher than the world average, i.e., 2 hours 27 minutes. Research has been conducted on using social media as a marketing tool in the hotel industry. Still, no study assessed the star hotel consumers'' perceived usefulness and trust of social media marketing activities, including the celebrity effect of endorsers and intention to stay or buy services provided by star hotels (purchase intention). Celebrity endorsers are a new phenomenon in social media marketing. By looking at this phenomenon, this research aims to investigate: (1) the factors that influence the relationship between social media marketing and the intention to stay at the hotel and (2) the social media marketing concept framework that influences hotel stay intentions. This study uses a combination of Sequential Explanatory research methods. In the first stage, quantitative methods were used to draft a Conceptual Framework for the Relationship between Social Media Marketing and Intentions to Stay at Star Hotels. In the second stage, qualitative methods were used to validate the conceptual framework. Findings reveal that all indicators, i.e., advertisements, celebrity effects, customization, e-WOM, entertainment, interaction, trendiness, perceived trust, and perceived usefulness, are relevant and relate to purchase intention to stay in a hotel.

| KEYWORDS

Social media marketing, technology acceptance model, purchase intention, hotel, celebrity effect

| ARTICLE INFORMATION

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1. Introduction

Since the 1990s, the Internet has grown rapidly and has become a medium for conducting commercial activities. Data for 2021 shows that of the 7.91 billion world population, 8.28 billion have smartphone connections, 4.95 billion are internet users, and 4.62 billion are active social media users, an increase of 10.1% from 2020 [Hootsuite.com, n.d]. The average time to access social media daily is 2 hours 27 minutes [Hootsuite.com, n.d]. The total population of Indonesia as of January 2022 is 277.77 million, of which 191.4 million are active social media users, an increase of 12.6% from 2020 [Hootsuite.com, n.d]. The time used to access social media is 3 hours and 17 minutes higher than the average time used at the world level. This data shows that active social media users and the time spent accessing social media increase every year both in the world and in Indonesia. Social media users are changing from passive recipients of information to active content creators. The generation of marketing content arises because of the vigorous discussion of consumers and sharing of content on social media, which stimulates and influences consumers'' purchase intentions and behavior [Duffett, 2017]. Data mining and data analysis play a very important role for hotel operators in determining the needs and desires of consumers. Many companies see the rapid development of social media as an opportunity. They have started to consider how to rely on social media platforms to establish close and friendly relationships with customers

and deepen interaction and communication with customers [Arora, 2009; Saura, 2020]. Likewise, businesses in the tourism industry have used social media as an important part of digital marketing tools because social media has a substantial impact on consumer buying behavior, especially millennial consumers [Payne, 2019]. Payne [2019] states that 83% of millennials make hotel reservations because of what they see on social media.

Undoubtedly, selecting the right social media as a marketing tool is crucial for developing the tourism industry. Many studies have been conducted on the use of social media as a marketing tool in the hospitality industry [Young et al., 2019]. Still, there has been no research linking social media marketing activities and the Effect of celebrities being used as endorsers with utility, as well as investigating how perceived usefulness and perceived trust that consumers feel about star hotels on the social media used resulted in an intention to stay or buy services provided by star hotels (purchase intention). Celebrity endorsers are a new phenomenon in social media marketing. Thus, this research aims to produce a conceptual framework of the relationship between social media marketing and the intention to stay at the hotel. In addition, this study specifically discusses social media marketing for five-star hotels.

The research questions of this study are: (1) What factors influence the relationship between social media marketing and the intention to stay at the hotel? and (2) What is the social media marketing concept framework that affects the choice to stay at the hotel?

2. Literature Review

2.1 Social Media Marketing

With the growing popularity of social media marketing in academia, social media marketing has been studied from various perspectives [Vinerean, 2017]. Social media marketing is a process that allows individuals to promote products or services through online social media that are disseminated to the wider community [Hasan, 2020]. Some experts describe social media marketing as the root of achieving business goals because social media marketing is related to customer loyalty, willingness to buy, and consumer rights [Yadav, 2017]. Other experts describe social media marketing as a tool to facilitate connection and interaction with existing and potential customers [Pham, 2015]. Social media marketing covers how companies produce, communicate, and achieve online marketing of products or services through social media platforms and regulate and maintain stakeholder relationships [Yadav, 2017]. Social media marketing supports stakeholders by sharing information, increasing interaction, providing personal purchase advice, and facilitating *word of mouth* between stakeholders regarding existing and trending goods and services [Yadav, 2017]. Social media marketing offers opportunities for both customers and marketers [Vinerean, 2017].

Chung and Cho [2017], Godey et al. [2016], Kim & Ko [2012], and Laksamana [2018] stated that the dimensions of social media marketing are entertainment, customization, interaction, electronic Word of Mouth (e-WOM), and trendiness. Meanwhile, [Felix, 2017], in the context of e-commerce, suggests that interactivity, informativeness, personalization, stylishness, and e-WOM are dimensions of digital marketing". Aji et al. [2020] indicate that there are five social media marketing activities, namely "entertainment, customization, interaction, trendiness, and advertisement. " Pappas (2017) suggested that marketing activities and consumer trust also influence the intention to buy (purchase intention). Influencer credibility and advertising disclosure in social media marketing also affect purchase intention [Djurica, 2020].

Entertainment is important because when users have positive emotions (happy or satisfied), they will share that information with other group members, influencing their purchase intention. Entertainment is social media's main reason or motive [Mounting, 2011]. Social media users use it for fun, relaxing, and passing the time [Mounting, 2011].

Interaction on social media occurs when users can easily communicate and exchange opinions and information with other users in online communities [Kim, 2012]. Interactions in social media marketing do not only happen from client to client or client to company, but companies can also quickly respond to consumer inquiries [Welch, 2018]. Social media can significantly encourage customers to share content and views with other companies and customers. Social media can promote interaction with other users through bulletin boards, chat rooms, or available websites, thereby effectively increasing the level of knowledge [Welch, 2018]. Interactions through social media platforms between companies and consumers and interactions between consumers and the celebrities and friends they follow *can* influence consumers'' purchase intentions.

Trendiness as a component of social media marketing activities is related to providing customers with the latest product information [Godey, 2016]. Many consumers turn to various social media platforms for details because consumers consider this a more reliable source of data than information sponsored by companies through traditional promotions [Dewi, 2020]. Trendy information on social media includes four sub-motivations: supervision, knowledge, information before purchase, and inspiration [Mounting, 2011].

Advertisement as a component refers to advertising and promotion campaigns carried out by business people through social media to increase sales [Bilgin, 2018]. Alalwan et al. and Duffett surveyed the Effect of advertising or social media advertising on customer perception and awareness. They concluded that advertising is an important part of social media marketing activities [Alwan, 2018]. Compared to traditional mass media advertising or online advertising, social media advertising is more interactive with customers. It helps companies achieve many marketing goals, such as increasing customer awareness, building customer knowledge, shaping customer awareness, encouraging customer buying behavior, and promoting actual purchases [Shareef, 2019]. As long as customers feel that social media advertising is related to their preferences and interests, they will be more likely to buy the products advertised in social media ads.

According to Kim and Ko, customizing social media must provide interesting information and a place for users to find the information they need and express their thoughts freely. Martin and Todorov also argue that customization on social media is a tool for companies to communicate their uniqueness and increase preference and brand loyalty [Martin, 2020]. Social media customization here means the targeted use of messages posted on social media.

With the rapid development of the Internet and the growing popularity of social media, e-WOM has become one of the most used digital media for communication between consumers [Chu, 2011]. e-WOM is defined as positive or negative comments made by past, present, and future customers on a product or brand provided to consumers and other organizations through social media platforms. e-WOM can change buying preferences and behavior [Tien, 2019]. Social media can offer e-WOM information, influencing consumer purchasing decisions [Tien, 2019]. With e-WOM, marketers can better analyze and monitor consumer feedback through social media platforms and manage that information. However, e-WOM has risks, such as the spread of negative e-WOM that can negatively affect the brand image [Keshia, 2017]. Therefore, it is very important to manage users well to generate positive e-WOM on social media platforms.

2.2 Celebrity Effect

The consumer's obsession with celebrities on social networks can be attributed to the pursuit of fame and the rapid development of Web 2.0 [Jin, 2019]. Marketers believe that celebrities can attract consumers, so celebrity endorsements have been widely used in marketing. The celebrity effect is equivalent to the brand effect, driving crowds and spending [Jin, 2018]. Celebrity endorsements come in many forms: direct recommendations, sharing of experiences, and simultaneous appearance of products in matching images or videos with explicit endorsements, implicit endorsements, and co-presentations. Brand collaboration with influential online celebrities to promote their products has become a new trend called impact marketing [36]. Dimensions of celebrity endorsement are physical attractiveness, credibility/trustworthiness, celebrity expertise, and celebrity unity [Hassan, 2014].

2.3 Technology Acceptance Model (TAM)

The TAM model is mainly used to study user acceptance of a system after the interaction between the user and the application. TAM is a widely used model for predicting individual users'' utilization, intention, and acceptance of technology [38]. Venkatesh and Davis provide an updated TAM version that showed that perceived usefulness and ease of use directly affect intentional behavior. TAM has been recognized as a reliable model to measure user acceptance of social media. However, to reduce the risk associated with booking hotel rooms, consumers tend to seek information through recommendations from friends and family as well as people who are experts in the field. Therefore, in the tourism industry, trust is very important both from the source of information and the context [Ladhari, 2015]. Based on this, perceived usefulness and trust will be used as components of TAM.

a. Perceived Usefulness

Perceived usefulness is the degree to which people believe technology will increase their productivity or job performance. Perceived usefulness has a positive effect on behavioral intentions. Previous studies revealed that useful information and convenience enable consumers to complete transactions confidently and increase their desire to buy [Chen, 2013].

b. Perceived Trust

Trust is significant in social networks, and interpersonal trust can influence personal attitudes and acceptance of information [Sullivan, 2018]. Trust is an important factor in the success of e-commerce; it also impacts customer loyalty [Safa, 2016]. Trust is an important determinant of consumer behavior in the e-commerce environment and a prerequisite that influences purchase intention. Trust can reduce online consumer concerns about transaction ambiguity and minimize interaction difficulties with sellers, thereby facilitating transaction efficiency [Shanmugam, 2016]. If customers have a high level of trust in social media platforms, they are more likely to buy online [Sullivan, 2018].

2.4 Customer Purchase Intention

Purchase intention is the transaction behavior shown by customers after evaluating goods and services. Morwitz (2014) determined that purchase intention can be used to assess the effectiveness of marketing strategies to forecast sales and market share.

Consumers'' willingness to buy will also be influenced by the type of product reviewed [Lu, 2014]. Word of mouth significantly affects consumers'' purchase intention [Tariq, 2017]: personal behavior, attitudes, and unforeseen circumstances all influence purchase intentions. Purchase intention increases with increasing promotional activities. Brand awareness and familiarity with the brand will also directly affect consumers'' purchase intention [McClure et al. 2020]. Celebrity endorsements are more effective in increasing brand awareness among consumers. The celebrity effect promotes product participation and brand loyalty and impacts consumer purchases.

Based on several theories on social media marketing above, there are several important parameters, namely the components of social media marketing *(entertainment, customization, interaction, advertisement,* e-WOM, and *trendiness)* and the celebrity effect as an independent variable in this study. Meanwhile, consumers'' perceived usefulness and perceived trust are the components that become mediating variables. The customer's intention to stay or buy hotel services is an action that hotel guests will take after interacting with the hotel's social media. Other things that may arise due to social media marketing and the above components will also be searched using a questionnaire.

3. Methodology

To achieve the research objectives and answer the research questions, we used the Sequential Explanatory method, wherein the first stage of the research uses quantitative methods to draft a Conceptual Framework for the Relationship between Social Media Marketing and Intentions to Stay in Star Hotels and the second stage uses qualitative methods to validate the conceptual framework [50]. We collected primary data and secondary data. Primary data is obtained from consumers of star hotels who use social media. At the same time, secondary information is collected from documentation gained from parties outside the hotel, such as social media marketing data. The type of data used in this study is quantitative and qualitative data obtained from questionnaires. Data collection is done by using a questionnaire. Questionnaires were distributed to consumers/guests who stayed at five-star hotels. We used a Likert scale with an answer score of 1-5, which is classified as follows: SS: Strongly Agree = 5, S: Agree = 4, KS: Neutral = 3, TS: Disagree = 2, and STS: Very Disagree = 1. Non-probability convenience sampling technique was used in data collection, where samples were selected from the population because they were accessible to researchers. The number of pieces in this study was determined by multiplying the number of questions, i.e., 32, 5 times, so the number of respondents was 160 people [51]. The software used for data analysis was SmartPLS 3.2.9. Stage two of the research was to develop a Conceptual Framework Validation by using Focus Group Discussion (FGD) to evaluate and validate the draft of the Conceptual Framework for the Relationship between Social Media Marketing and Intentions to Stay at Star Hotels. We invited 15 participants who are experts in their fields and the hotel parties.

4. Results and Discussion

In this study, 141 respondents from Indonesia used social media to find information regarding products/services. All respondents in this study have completed their identity data, including gender, age, length of time using social media, and social media.

4.1 Analysis Results

4.1.1 Evaluation of the Outer Model

The outer model testing is carried out in two stages, first, by analyzing the validity through convergent and discriminant validity, and then in the second stage, by analyzing the reliability results through Cronbach's Alpha and Composite reliability. The results of the explanation regarding the outer loading measurement can be seen below.

a. Validity test

This validity test determines whether the questionnaire's items can accurately explain what will be studied. The validity test in this study consisted of two stages, namely convergent and discriminant validity. Concurrent validity testing is done by assessing the results of the loading factor and the value of Average Variance Extracted (AVE). To ensure that the indicator variables are valid and consistent, the convergent validity needs to be 27 with outer loading > 0.7 and Average Variance Extracted (AVE) > 0.5. The second stage is to test discriminant validity, which aims to test the extent to which a construct differs from other constructs. The discriminant validity test was assessed based on the measurement of cross-loading. The following table shows the results of the convergent and discriminant validity tests through the SmartPLS 3.2.9 program.

Table 1. Outer Loading Factor of Indicator

	Advertisement	Celebrity Effect	Customization	E-WOM	Entertainment	Interaction	Perceived Trust	Perceived Usefulness	Purchase Intention	Trendiness
Adver1	0.912									
Adver2	0.932									
Adver3	0.925									
CF1		0.922								
CF2		0.955								
CF3		0.958								
Custo1			0.936							
Custo2			0.925							
Custo3			0.940							
E-WoM1				0.934						
E-WoM2				0.939						
E-WoM3				0.950						
Enter1					0.958					
Enter2					0.958					
Inter1						0.959				
Inter2						0.946				
Inter3						0.900				
Inter4						0.909				
PI1									0.927	
PI2									0.902	
PI3									0.923	
PI4									0.915	
PI5									0.932	
PT1							0.939			
PT2							0.950			
PT3							0.884			
PU1								0.964		
PU2								0.966		
PU3								0.938		
Trend1										0.942
Trend2										0.922
Trend3										0.914

Source: Primary data processed (2022)

The results of the concurrent validity test through the outer loading output can be seen in Table 2, where each research indicator scores according to the criteria above 0.7. So, it can be concluded that the research data has met the convergent validity test and can be used in the next process.

Table 2 Hasil Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Advertisement	0.852
Celebrity Effect	0.894
Customization	0.871
E-WOM	0.885
Entertainment	0.918
Interaction	0.863
Perceived Trust	0.855
Perceived Usefulness	0.914
Purchase Intention	0.846
Trendiness	0.858

Source: Primary data processed (2022)

Convergent validity test results through the Average output Variance Extracted (AVE) can be seen in Table 2. The table shows that the Average Variance Extracted (AVE) value in each construct research which includes advertisement, celebrity effect, customization, e-WOM, entertainment, interaction, perceived trust, perceived usefulness, purchase intention, and trendiness, have obtained scores above the specified criteria determined that is equal to 0.5. So, it can be said that the variable used in the research has been valid.

Table 3. Cross Loading

	Advertisement	Celebrity Effect	Customization	E-WOM	Entertainment	Interaction	Perceived Trust	Perceived Usefulness	Purchase Intention	Trendiness
Adver1	0.912	0.689	0.804	0.836	0.823	0.818	0.712	0.726	0.694	0.838
Adver2	0.932	0.677	0.813	0.910	0.902	0.867	0.734	0.731	0.741	0.878
Adver3	0.925	0.705	0.801	0.824	0.812	0.817	0.728	0.780	0.739	0.808
CF1	0.727	0.922	0.757	0.765	0.717	0.711	0.787	0.745	0.785	0.711
CF2	0.701	0.955	0.738	0.723	0.693	0.671	0.813	0.704	0.724	0.679
CF3	0.692	0.958	0.741	0.700	0.665	0.630	0.824	0.693	0.744	0.626
Custo1	0.849	0.757	0.936	0.843	0.840	0.855	0.790	0.830	0.745	0.854
Custo2	0.816	0.727	0.925	0.816	0.797	0.803	0.787	0.783	0.764	0.786
Custo3	0.780	0.724	0.940	0.810	0.811	0.853	0.791	0.784	0.743	0.803
E-WoM1	0.861	0.712	0.844	0.934	0.943	0.934	0.760	0.757	0.740	0.932
E-WoM2	0.890	0.732	0.833	0.939	0.908	0.861	0.771	0.761	0.742	0.871
E-WoM3	0.868	0.733	0.811	0.950	0.866	0.858	0.762	0.745	0.740	0.830
Enter1	0.854	0.710	0.835	0.920	0.958	0.921	0.760	0.778	0.766	0.924
Enter2	0.901	0.692	0.840	0.924	0.958	0.894	0.775	0.770	0.757	0.895
Inter1	0.843	0.660	0.827	0.905	0.914	0.959	0.737	0.758	0.735	0.924
Inter2	0.848	0.621	0.796	0.900	0.903	0.946	0.700	0.727	0.731	0.905
Inter3	0.838	0.635	0.804	0.863	0.893	0.900	0.731	0.722	0.725	0.856
Inter4	0.827	0.713	0.896	0.825	0.812	0.909	0.785	0.802	0.758	0.835
PI1	0.784	0.798	0.803	0.795	0.786	0.802	0.826	0.832	0.927	0.785
PI2	0.696	0.741	0.722	0.705	0.720	0.718	0.751	0.795	0.902	0.717
PI3	0.710	0.768	0.743	0.720	0.719	0.721	0.780	0.787	0.923	0.695
PI4	0.686	0.671	0.699	0.686	0.707	0.690	0.802	0.734	0.915	0.676

	Advertisement	Celebrity Effect	Customization	E-WOM	Entertainment	Interaction	Perceived Trust	Perceived Usefulness	Purchase Intention	Trendiness
PI5	0.730	0.671	0.727	0.709	0.720	0.720	0.803	0.767	0.932	0.687
PT1	0.711	0.750	0.767	0.723	0.718	0.721	0.939	0.727	0.800	0.712
PT2	0.760	0.828	0.791	0.757	0.751	0.742	0.950	0.753	0.826	0.728
PT3	0.705	0.792	0.787	0.775	0.753	0.747	0.884	0.821	0.764	0.733
PU1	0.762	0.721	0.817	0.761	0.766	0.768	0.801	0.964	0.813	0.758
PU2	0.757	0.738	0.822	0.752	0.755	0.753	0.815	0.966	0.815	0.741
PU3	0.800	0.709	0.816	0.786	0.795	0.806	0.763	0.938	0.816	0.805
Trend1	0.847	0.701	0.827	0.919	0.919	0.939	0.749	0.764	0.738	0.942
Trend2	0.866	0.639	0.833	0.891	0.905	0.880	0.735	0.723	0.716	0.922
Trend3	0.818	0.633	0.764	0.779	0.812	0.810	0.692	0.745	0.698	0.914

Source: Primary data processed (2022)

Table 4. Fornell-Larcker Criterion

	Advertisement	Celebrity Effect	Customization	E-WOM	Entertainment	Interaction	Perceived Trust	Perceived Usefulness	Purchase Intention	Trendiness
Advertisement	0.923									
Celebrity Effect	0.748	0.945								
Customization	0.873	0.789	0.934							
E-WOM	0.928	0.772	0.882	0.941						
Entertainment	0.916	0.732	0.874	0.962	0.958					
Interaction	0.904	0.710	0.897	0.940	0.947	0.929				
Perceived Trust	0.785	0.855	0.845	0.813	0.801	0.796	0.925			
Perceived Usefulness	0.808	0.756	0.856	0.802	0.808	0.812	0.829	0.956		
Purchase Intention	0.785	0.794	0.804	0.787	0.795	0.795	0.862	0.852	0.920	
Trendiness	0.911	0.711	0.873	0.933	0.949	0.947	0.784	0.803	0.775	0.926

Source: Primary data processed (2022)

The results of discriminant validity testing in this study were carried out through two stages, namely by assessing the *cross-loading* output that can be seen in Table 3, as well as assessing the production of the Fornell-Larcker Criterion that can be seen in Table 4. Based on Table 3, the correlation value of the indicator to the construct is higher than the value of the indicator correlation with other constructs. It can be concluded that the value of *cross-loading* on the data in table 3 shows good discriminant validity. In addition, Table 4 shows that the validity test discriminant through the Fornell-Larcker Criterion method also reflects good results because the value of the square root of AVE is higher than the correlation between latent variables. Thus, it can be concluded that the research data has met the requirements of good discriminant validity.

b. Reliability Test

The reliability test in the study was carried out to measure the consistency, accuracy, and precision of measuring instruments in measuring a concept. A reliability test on PLS can be done by measuring the value of Cronbach's Alpha and Composite Reliability. To pass the reliability test, CronbachAlpha's value and composite reliability must be greater than 0.7. The following table shows reliability test results through SmartPLS 3.2.9 software:

Table 5. Reliability Test

	Cronbach's Alpha	Composite Reliability
Advertisement	0.913	0.945
Celebrity Effect	0.940	0.962
Customization	0.926	0.953
E-WOM	0.935	0.959
Entertainment	0.911	0.957
Interaction	0.947	0.962
Perceived Trust	0.915	0.947
Perceived Usefulness	0.953	0.970
Purchase Intention	0.954	0.965
Trendiness	0.917	0.948

Source: Primary data processed (2022)

The analysis of Cronbach's Alpha and Composite Reliability results in Table 5 shows that each of the research constructs, namely advertisements, celebrity effects, customization, e-WOM, entertainment, interaction, perceived trust, perceived usefulness, purchase intention, and trendiness, have met the reliability requirements. This could be seen from the value of Cronbach's Alpha and Composite Reliability on each construct greater than 0.7. So, it can be concluded that the research data were reliable. The following is a picture of the measurement algorithm model from the outer model with the PLS program (Figure 1).

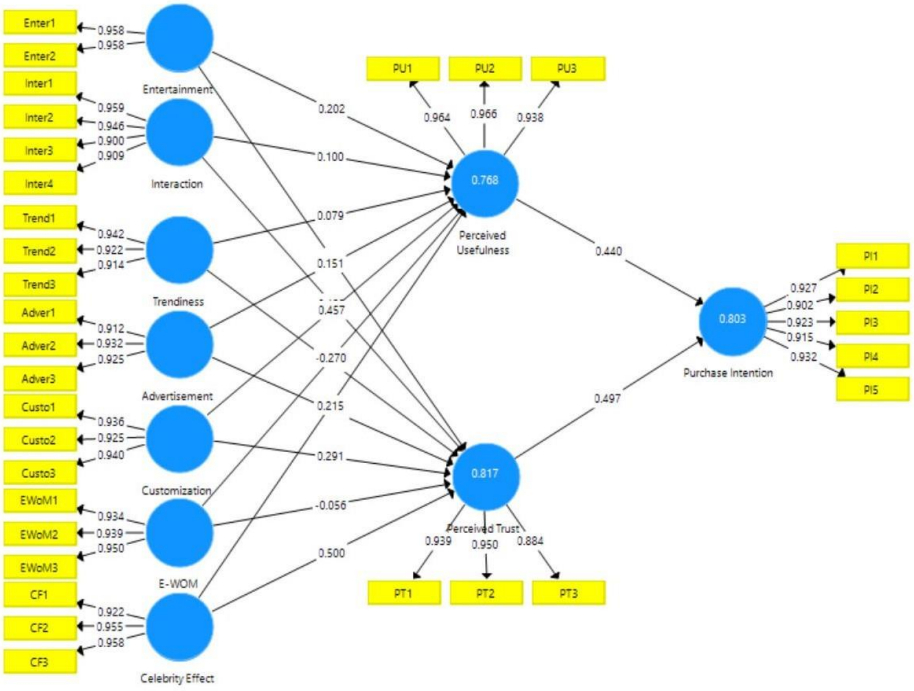

Figure 1. Outer Model Evaluation Results

Source: Primary data processed, 2022

4.1.2 Inner Model Evaluation

The inner or structural model is tested to measure the causality relationship between research constructs. Structural model evaluation can be done by analyzing the value of R^2 for the dependent build and the importance of the path coefficient or t-value in testing the significance of the construct.

a. R-Square (Coefficient of Determination)

The r-Square analysis aims to measure the level of variation in changes independent variable to the dependent variable. The higher the value of $R^{2,}$ the better the predictive value of the research model. The results of R^2 can be seen in the table below:

Table 6 Reliability Test Results

	R Square	R Square Adjusted
Perceived Trust	0.817	0.808
Perceived Usefulness	0.768	0.755
Purchase Intention	0.803	0.800

Source: Primary data processed (2022)

The results of the R-square test in Table 6 show that the perceived value of trust, perceived usefulness, and purchase intention obtained are 0.817, 0.768, and 0.803, respectively. This result means that the variation of the variable decisions can be explained by 81.7%, 76.8%, and 80.3% by the independent variable, which includes advertisement, celebrity effect, customization, e-WOM, entertainment, interaction, and trendiness. While the rest are of 12.9%, 23.2%, and 19.7% can be explained by other factors outside the research model.

b. Q-Square Predictive Relevance Test (Q^2)

Q-Square Predictive Relevance (Q^2) measures how well the observations made give results to the model study. The Q-Square Predictive Relevance (Q^2) value ranges from 0 (zero) to 1 (one). The closer the value of Q-Square predictive Relevance (Q2) to 0, then the research model is getting worse, while the further away from 0 (zero) and the closer to the value of 1 (one), means the research model is getting better. The strength of the model is measured based on the Q-Square Predictive Relevance (Q^2) according to Lathan and Ghozali (2012:85). It is classified as follows: 0.35 (model strong), 0.15 (moderate model), and 0.02 (weak model). Q-Square Predictive Relevance (Q2) is:

$Q^2 = 1 - (1 – R\ 2Y1)\ (1 – R\ 2Y2)\ (1 – R\ 2Y3)$
$Q^2 = 1 - (1 – 0.871)\ (1 – 0.768)\ (1 – 0.803)$
$Q\ 2 = 1 - (0.129)\ (0.232)\ (0.197)$
$Q^2 = 0.773072$

Based on these results, the model estimation results are within the strong class, meaning that exogenous construct variations can predict 77.3% of endogenous construct variations.

c. The goodness of Fit (GoF) Test

The goodness of Fit (GoF) is a measurement of the overall (global) accuracy of the model because it is considered a single measurement of the outer model and the measurement of the inner model. Measurement value based on Goodness of Fit (GoF) has a range of values between 0 (zero) up to 1 (one). If the Goodness of Fit (GoF) value is getting closer to 0 (zero), it indicates the model is getting worse; on the contrary, the further away from 0 (zero) and closer to 1 (one), the more the model is getting good. The criteria for the strength of the model based on the measurement of Goodness of Fit (GoF) are as follows: 0.36 (GoF large), 0.25 (GoF medium), and 0.10 (GoF small).

Table 7. Construct Cross-Validate Communality Test Results

	SO	SSE	Q^2 (=1-SSE/SSO)
Advertisement	423.000	144.122	0.659
Celebrity Effect	423.000	112.768	0.733
Customization	423.000	130.076	0.692
E-WOM	423.000	119.178	0.718
Entertainment	282.000	108.053	0.617
Interaction	564.000	142.836	0.747
Perceived Trust	423.000	141.175	0.666
Perceived Usefulness	423.000	96.599	0.772
Purchase Intention	705.000	172.780	0.755
Trendiness	423.000	137.883	0.674

Source: Primary data processed, 2022

The commonality of each variable can be seen in table 7. So, it can be concluded that the average communality to find the GoF value is 0.703. Calculation with GoF shows the average value of R2 is 0.796 while the average communality is 0.723, then the GoF value is obtained from the following formula:

$$GoF = \sqrt{communality\ x\ R2}$$
$$GoF = \sqrt{0{,}703\ x\ 0{,}796}$$
$$GoF = 0{,}748$$

Because of the results of the GoF value above. 0.36 (0.748), then that value is classified as big GoF. The conclusion that can be drawn from the results of the GoF is the performance between the structural model and the overall measurement model is very good, meaning this model can be used in different cases.

d. Hypothesis testing

Hypothesis testing in this study was carried out by measuring the path coefficient value indicating the significance level. The path coefficient calculation or the model's worth in this study is done through the bootstrapping process on SmartPLS 3.2.9. The requirements that must be met are the value of t-statistics obtained must be greater than or above 1.96 for a two-sided testing hypothesis.

Table 8. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Advertisement -> Perceived Trust	-0.067	-0.072	0.131	0.509	0.611
Advertisement -> Perceived Usefulness	0.151	0.157	0.124	1.215	0.225
Celebrity Effect -> Perceived Trust	0.500	0.521	0.096	5.184	0.000
Celebrity Effect -> Perceived Usefulness	0.215	0.216	0.120	1.789	0.074
Customization -> Perceived Trust	0.291	0.273	0.118	2.457	0.014
Customization -> Perceived Usefulness	0.457	0.449	0.131	3.494	0.001
E-WOM -> Perceived Trust	-0.056	-0.037	0.217	0.257	0.798
E-WOM -> Perceived Usefulness	-0.270	-0.259	0.195	1.382	0.168
Entertainment -> Perceived Trust	0.168	0.159	0.234	0.720	0.472
Entertainment -> Perceived Usefulness	0.202	0.183	0.201	1.003	0.317
Interaction -> Perceived Trust	0.133	0.121	0.204	0.649	0.517
Interaction -> Perceived Usefulness	0.100	0.098	0.165	0.604	0.546
Perceived Trust -> Purchase Intention	0.497	0.490	0.089	5.608	0.000
Perceived Usefulness -> Purchase Intention	0.440	0.446	0.093	4.722	0.000
Trendiness -> Perceived Trust	0.002	0.007	0.176	0.010	0.992
Trendiness -> Perceived Usefulness	0.079	0.090	0.198	0.397	0.692

Source: Primary data processed (2022)

The results of the bootstrapping analysis in Table 8 explain the relationship the influence between the independent variable and the dependent variable of this study which are as follows:

1) The Effect of Entertainment on Perceived Usefulness

This study's first hypothesis, "a" (H1a), states that entertainment negatively affects perceived usefulness. In Table 8, it can be explained that the path coefficient value obtained was 0.202. The value of t-statistics and p-values obtained were 1.003 and 0.307,

respectively. This result shows that the study's first hypothesis, "a" (H1a), is rejected. This can be understood because the value of t-statistics and p-values obtained below 1.96 and above the significance level = 0.05.

2) The Effect of Entertainment on Perceived Trust

This study's first hypothesis, "b" (H1b), stated that entertainment hurts perceived trust. In Table 8, it can be explained that the path coefficient value obtained was 0.168. The t-statistics and p-values obtained were 0.720 and 0.472, respectively. This result shows that the study's first hypothesis, "b" (H1b), is rejected. This can be understood because the value of t-statistics and p-values obtained were below 1.96 and above the significance level = 0.05.

3) The Effect of Interaction on Perceived Usefulness

This study's second hypothesis, "a" (H2a), states that interaction negatively affects perceived usefulness. In Table 8, it can be explained that the path coefficient value obtained is 0.100. The t-statistics and p-values obtained were 0.604 and 0.546, respectively. This result shows that this study's second hypothesis, "a" (H2a), was rejected. This can be understood because the value of t-statistics and p-values obtained were below 1.96 and above the significance level = 0.05.

4) Effect of Interaction on Perceived Trust

This study's second hypothesis, "b" (H2b), states that interaction negatively affects perceived trust. In Table 8, it can be explained that the path coefficient value obtained of 0.133. The t-statistics and p-values are obtained, respectively, 0.649 and 0.517. This result shows that this study's second hypothesis, "b" (H2b), was rejected. This can be understood because the value of t-statistics and p-values obtained below 1.96 and above the significance level = 0.05.

5) The Effect of Trendiness on Perceived Usefulness

This study's third hypothesis, "a" (H3a), states that trendiness negatively affects perceived usefulness. In Table 8, it can be explained that the path coefficient value obtained is 0.079. The t-statistics and p-values are obtained, respectively, 0.397 and 0.692. This result shows that this study's third hypothesis, "a" (H3a), was rejected. This can be understood because the t-statistics and p-value obtained below 1.96 and above the significance level = 0.05.

6) The Effect of Trendiness on Perceived Trust

This study's third hypothesis, "b" (H3b), states that trendiness negatively affects perceived trust. In Table 8, it can be explained that the path coefficient value obtained of 0.002. The t-statistics and p-values are obtained, respectively, 0.010 and 0.992. This result shows that this study's third hypothesis, "b" (H3b), was rejected. This can be understood because the value of t-statistics and p-value values obtained below 1.96 and above the significance level = 0.05.

7) The Effect of Advertisement on Perceived Usefulness

The fourth hypothesis, "a" (H4a), in this study states that advertisement negatively affects perceived usefulness. In Table 8, it can be explained that the path coefficient value obtained is 0.151. The value of statistics and p-values received respectively 1.125 and 0.225. This result shows that the study's fourth hypothesis, "a" (H4a), is rejected. This can be understood because the value of t-statistics and p-values obtained below 1.96 and above the significance level = 0.05.

8) Effect of Advertisement on Perceived Trust

This study's fourth hypothesis, "b" (H3b), states that customization negatively affects perceived trust. In Table 8, it can be explained that the path coefficient value obtained is -0.067. The t-statistics and p-values are obtained, respectively, 0.509 and 0.611. This result shows that the study's fourth hypothesis, "b" (H4b), is rejected. This can be understood because the value of t-statistics and p-values obtained below 1.96 and above the significance level = 0.05.

9) The Effect of Customization on Perceived Usefulness

This study's fifth hypothesis, "a" (H5a), states that customization positively affects perceived usefulness. In Table 8, it can be explained that the path coefficient value obtained is 0.457. The value of t-statistics and p-values got respectively 3.494 and 0.001. This result shows that the study's fifth hypothesis, "a" (H5a) received. This can be understood because the value of t-statistics and p-values obtained above 1.96 and below the significance level = 0.05.

10) The Effect of Customization on Perceived Trust

This study's fifth hypothesis, "b" (H5b), states that customization positively affects perceived trust. In Table 8, it can be explained that the path coefficient value obtained is 0.291. The t-statistics and p-values are obtained, respectively, 2.457 and 0.014. This result shows that this study's fifth hypothesis, "b" (H5b) received. This can be understood because the value of t-statistics and p-values obtained above 1.96 and below the significance level = 0.05.

11) The Effect of e-WOM on Perceived Usefulness

This study's sixth hypothesis, "a" (H6a), states that e-WOM hurts perceived usefulness. In Table 8, it can be explained that the path coefficient value obtained is -0.270. The t-statistics and p-values are obtained, respectively, 1.382 and 0.168. This result shows that this study's sixth hypothesis, "a" (H6a), was rejected. This can be understood because the value of t-statistics and p-values obtained below 1.96 and above the significance level = 0.05.

12) Effect of e-WOM on Perceived Trust

This study's sixth hypothesis, "b" (H6b), states that e-WOM hurts perceived trust. In Table 8, it can be explained that the path coefficient value obtained is - 0.056. The value of t-statistics and p-values received respectively 0.257 and 0.798. This result shows that this study's sixth hypothesis, "b" (H6b), is rejected. This can be understood because the t-statistics and p-values are obtained below 1.96 and above the significance level of = 0.05.

13) The Effect of Celebrity Effect on Perceived Usefulness

In this study, the seventh hypothesis, "a" (H7a), states celebrity effect harms perceived usefulness. In Table 4.8, it can be explained that the path coefficient value obtained by 0.215. The value of t-statistics and p-values received respectively 1.789 and 0.074. This result shows that this study's seventh hypothesis, "a" (H7a), was rejected. This can be understood because the value of t-statistics and p-values obtained below 1.96 and above the significance level = 0.05.

14) The Effect of Celebrity Effect on Perceived Trust

The seventh hypothesis, "b" (H7b), in this study states celebrity effect positively impacts perceived trust. In Table 4.8, it can be explained that the path coefficient value obtained is 0.500. The t-statistics and p-values are obtained, respectively, 5.184 and 0.000. This result shows that this study's seventh hypothesis, "b" (H7b) received. This can be understood because the value of t-statistics and p-values obtained above 1.96 and below the significance level = 0.05.

15) The Effect of Perceived Usefulness on Purchase Intention

This study's eighth hypothesis (H8) states that perceived usefulness positively affects purchase intention. In Table 4.8, it can be explained that the path coefficient value obtained is 0.440. The value of t-statistics and p-values obtained are 4.722 and 0.000, respectively. Results This shows that the study's eighth hypothesis (H8) is accepted. This can be understood because the value of t-statistics and p-values obtained above 1.96 and below the significance level = 0.05.

16) The Effect of Perceived Trust on Purchase Intention

The ninth hypothesis (H9) in this study states that Perceived trust positively affects purchase intention. In Table 4.8, it can be explained that the path coefficient value obtained is 0.497. The t-statistics and p-values are obtained, respectively, 5.608 and 0.000. This result shows that this study's ninth hypothesis (H9) was not rejected. This can be understood because the value of t-statistics and p-values obtained above 1.96 and below the significance level = 0.05. The results of the calculation of the significance test (bootstrapping) can be seen in Figure 2.

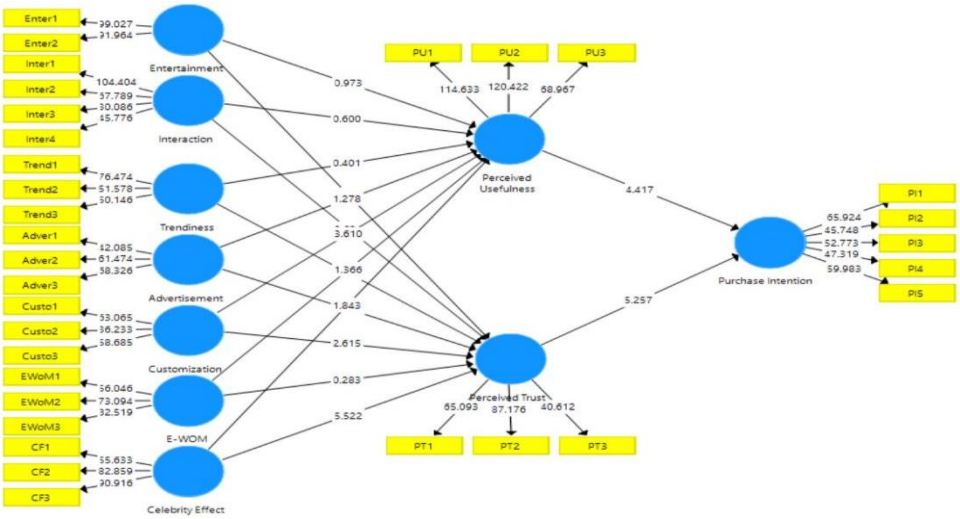

Figure 2 Bootstrapping (Statistical Test)

Source: Primary data processed, 2022

5. Conclusion

This study aims to investigate: (1) the factors that influence the relationship between social media marketing and the intention to stay at the hotel and (2) the social media marketing concept framework that influences hotel stay intentions. Based on the analysis and findings of the research, the Conceptual Framework of the Relationship between Social Media Marketing, the Technology Acceptance Model, and Intentions to Stay at Five-Star Hotels can be finalized. This framework is expected to provide considerations for hotels in doing social media strategic planning. The relationship between social media marketing indicators, namely entertainment, interaction, customization, trendiness, advertisement, e-WOM, and the celebrity effect, and two hands from the Technology Acceptance Model, namely perceived usefulness and perceived trust of hotels'' social media, is significant; as well as the relationship between perceived service and perceived trust toward the purchase intention of hotels'' customers/consumers. The suggestion for further research is to expand the research topics related to social media effectiveness and efficiency regarding cost balancing and revenue because of the dynamic nature of digital business.

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