
**The Influence of Social Media Marketing and Price on Purchase Intention at
Resort Hotel Lembang**

Adam Faritzal¹, Indra Taruna Anggapradja², Darwis Agustriyana³

¹Widyatama University, Faculty of Economics and Business,
Bandung, Indonesia

²Widyatama University, Faculty of Economics and Business,
Bandung, Indonesia

³Widyatama University, Faculty of Economics and Business,
Bandung, Indonesia

doi.org/10.51505/IJEBMR.2025.9722

URL: <https://doi.org/10.51505/IJEBMR.2025.9722>

Received: July 07, 2025

Accepted: July 14, 2025

Online Published: July 26, 2025

Abstract

This study aims to analyze the effect of Social Media Marketing and room prices on booking rates at Lembang Asri Resort Hotel. This study uses a survey method by collecting data from respondents who are potential hotel guests who follow the Lembang Asri resort social media account. The collected data were analyzed using multiple regression analysis to identify the relationship between the variables studied. The results showed that Social Media Marketing (SMM) has a significant positive influence on the level of purchase intention at Lembang Asri Resort Hotel. The more active and effective the marketing efforts on social media platforms, the higher the level of repeat interest achieved by the hotel. This finding shows the importance of being present and actively interacting on social media platforms in increasing the visibility and attractiveness of hotels to potential guests. In addition, room prices also have a significant influence on the level of purchase intention in this hotel. Determining the right room price can influence purchase intention to book a room at Lembang Asri Resort Hotel.

Keywords: Social Media Marketing, Price, Purchase Intention.

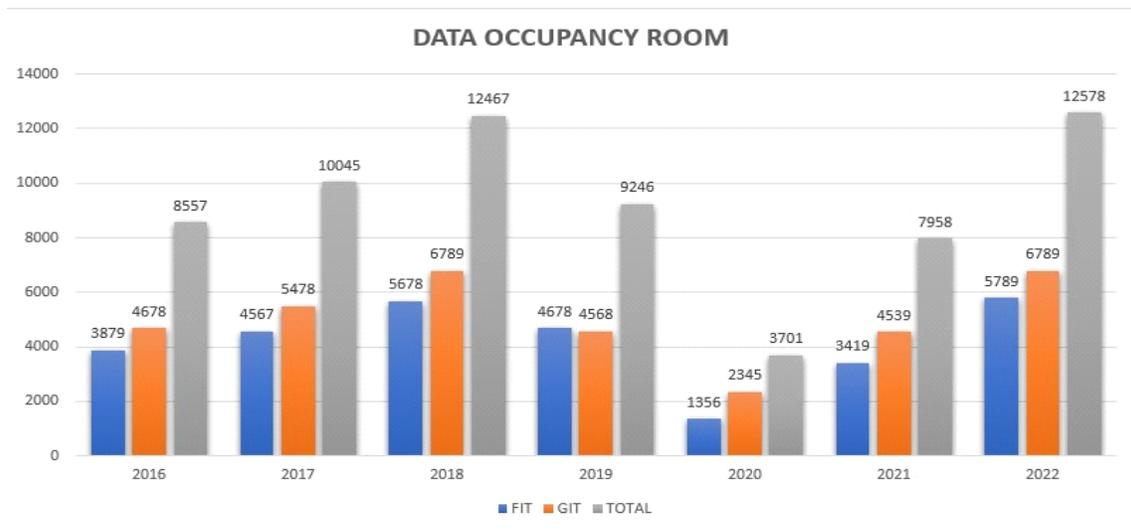
1. Introduction

1.1 Introduce the Problem

In April 2024, the number of foreign tourist arrivals to Indonesia reached 1.07 million, marking a 2.41% increase compared to the previous month (month-to-month). This increase followed a decline in foreign tourist arrivals in March 2024. Tourism is an important economic sector in Indonesia. Indonesia's million natural beauties, culture, and ancestral heritage are values that we must continue to echo. The Tourism sector is in a strategic position in efforts to increase a country's foreign exchange. Even in 2019 the Indonesian tourism industry was able to contribute around US \$ 17.76 billion in foreign exchange. Tourism is a creative-based service sector.

Indonesia with such great tourism potential should be able to maximize its potential for the welfare of the Indonesian people. Moreover, the tourism industry is a fairly environmentally friendly industry

The Hospitality business is an integrative part of the tourism sector that cannot be sidelined. Hotels as a choice of residence for tourists, both domestic and foreign tourists who are traveling. Hotels are competing to innovate and offer various comfort facilities and services to increase the number of visits. Hotel is a hospitality industry where the marketing communication strategy implemented is able to maintain customer trust and loyalty and increase the number of room occupancy. Digital marketing in tourism is very important to promote and market a tour on social media to attract tourists. Digital marketing activities are usually carried out on websites, social media, *online advertising*, *direct marketing emails*, discussion forums, *mobile applications*



Based on the graph above, the Lembang Asri hotel is rising after the Covid 19 pandemic. Along with the development of tourism in the Lembang region, there are also more and more hotels in Lembang, so competition between users of hospitality services is increasing, therefore a marketing communication strategy is needed to increase the number of room occupancy at Lembang Asri Resort Hotel. Nowadays, it is seen that competition is getting tougher in the hotel business, hotels are trying to find new ways to create product differentiation and maintain long-term relationships with guests (Wheeler & Alina, 2009 in Demirciftci & Kizilirmak, 2016).

1.2 Exploring the Importance of the Problem

Based on the research background, the research problem can then be defined, namely, with the increasing trend of vacation or staycation, there are also more and more hotels that have unique concepts such as glamping, bobo cabin, guest house, currently making competition even tougher. This can be one of the causes of fluctuations in room bookings at the Lembang Asri Resort hotel. People have their own considerations in determining which hotel to buy that suits their needs and desires.

1.3 Relevant Studies

The research method is a scientific approach used to obtain data with specific purposes and uses (Sugiyono, 2014: 24). Researchers need data and information that is relevant to the nature and discussion of the topic so that the data obtained is sufficient to discuss the existing problems. For this reason, in this study, the authors used a descriptive-verification research method, in which the research results were processed and analyzed and then conclusions were drawn.

The purpose of this research is to present a description, picture, or painting systematically, factually, and accurately about the facts, properties, and significant relationships between the variables studied, so as to produce conclusions that can clarify the object under study. Data collection was carried out using a questionnaire as a tool.

The descriptive method, according to Sugiyono (2014: 29), is used to describe or analyze research results without making broader conclusions. This method is used to describe the formulation of the first and second problems. The data needed is data that is in accordance with existing problems and research objectives, so that the data will be collected, analyzed, and processed in accordance with the theories that have been studied, then conclusions can be drawn.

Meanwhile, the verification method, according to Masyhuri (2010: 45), is used to check the truth or validity of an explanation or method with or without improvements that have been implemented elsewhere to overcome problems similar to life. This research has the aim of testing hypotheses using statistical calculations. The verification method is also used in this study to test the effect of variable X on Y under study. In other words, the verification approach means testing the theory by testing a hypothesis whether the hypothesis can be accepted or rejected based on the results of data analysis and statistical calculations. The purpose of the verification method is to test the truth or validity of the hypothesis proposed based on the empirical data collected in this study.

1.4 Hypothesis

There is a theoretical framework of thought proposed in this study based on the relationship between the variables "Social Media Marketing" and "Price" to "Purchase Intention" at Hotel Lembang Asri Resort.:

H1: There is an Influence of Social Media Marketing on Hotel Purchase Intention at Lembang Asri Resort

H2: There is an influence of Price on Purchase Intention in Hotel Bookings at Lembang Asri Resort

H3: There is a positive and significant influence between the variables of Social Media Marketing and Price on Hotel Purchase Intention at Lembang Asri Resort.

2. Method

2.1 Reserch Method

Population and Sampling

In this study, the population taken was large and the number was not known with certainty. In determining the sample if the population is large and the number is unknown, according to **Rao Purba (2006) in kharis (2011: 50)** the formula is used :

$$n = \frac{Z^2}{4(moe)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,4$$

Description:

n = number of samples

Z = Z value with 95% confidence level, the value of Z = 1.96 (normal distribution table).

Moe = margin of error or maximum error is 10%.

Based on the results above, it can be seen that the number of samples is 96.4. However, to facilitate research, the number of samples was set at 100 people. The number of respondents of 100 people is considered representative because it is greater than the minimum sample limit.

3. Results

3.1 The results of the t test for the X2 variable

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	10.545	3.917		2.692	.008		
	X1	.629	.143	.449	4.412	.000	.649	1.540
	X2	.260	.131	.201	1.980	.051	.649	1.540

a. Dependent Variable: Y

Source: SPSS Processing Results

So it can be concluded that there is a significant influence (meaningful) from Price on the purchase intention at the Lembang Asri Resort Hotel.

The magnitude of the influence of Social Media Marketing and Price on the purchase intention

Results of the coefficient of determination

Model Summary ^b				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.591 ^a	.349	.335	3.98637

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: SPSS Processing Results

When viewed from the level of relationship between *Social Media Marketing* and Price together with the purchase intention, it is in the strong category (close) with a correlation of 0.591.

The magnitude of the influence of *Social Media Marketing* and Price on the purchase intention (Y) can be seen from the coefficient of determination (R Square). The result of the coefficient of determination (R Square) is obtained 0.349.

This means that together *Social Media Marketing* and Price influence the purchase intention at Lembang Asri Resort Hotel by 34.9%. The influence of *Social Media Marketing* and Price on the purchase intention at the Lembang Asri Resort Hotel obtained is quite large.

While 65.1% (100% - 34.9%.) others are influenced by factors that are not included in the variables studied in this study.

To see the magnitude of the influence of each independent variable on the dependent variable, it can be seen by multiplying the *beta* value with the *zero order Correlations* value as follows:

Partial Determination Coefficient

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	10.545	3.917		2.692	.008		
	X1	.629	.143	.449	4.412	.000	.649	1.540
	X2	.260	.131	.201	1.980	.051	.649	1.540

a. Dependent Variable: Y

Source: SPSS Processing Results

Correlation

		X1	X2	Y
X1	Pearson Correlation	1	.592**	.568**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X2	Pearson Correlation	.592**	1	.467**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Y	Pearson Correlation	.568**	.467**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: SPSS Processing Results

Based on the table above, the following calculation is done:

The effect of X1 on Y = $0.449 \times 0.568 = 0.255$ or 25.5%

The effect of X2 on Y = $0.201 \times 0.467 = 0.093$ or 9.38%

Based on the above calculations, it is known that of the two independent variables analyzed, it can be seen that *Social Media Marketing* (X1) contributes a greater influence on the purchase intention at the Lembang Asri Resort Hotel with a contribution of the influence given of 25.5% and the influence given by the Price variable (X2) of 9.38%.

4. Discussion

4.1 The results of the t test for the X2 variable

Social Media Marketing affects the consumer purchasing decision process. This is indicated by the p-value (test significance) obtained is less than 0.05 or $0.000 < 0.05$. The effect of *Social Media Marketing* on the consumer purchasing decision process is obtained at 25.5% and the other 64.5% is influenced by other factors not examined. The relationship factor established on social media between companies and consumers is the most influential factor, but the language used by the Lembang Asri Resort hotel in conveying messages and context is still considered

less understandable and is feared to influence consumers in deciding which product / brand to buy.

4.2 The results of the t test for the X2 variable

Price affects the consumer purchasing decision process. This is indicated by the p-value (test significance) obtained is less than 0.05 or 0.000 <0.05. The effect of product prices on the consumer purchasing decision process is obtained at 9.38%. and the other 90.62% is influenced by other factors not examined. The discount given by the Lembang Asri Resort hotel is considered good and is the most influential factor for consumers to make purchases, but the price perception given by the company to consumers is still considered less than expected, which is feared that consumers may turn to competing products.

5. Conclusion

Based on the results of the research and discussion that has been described regarding the *Effect of Social Media Marketing and Price on the Booking purchase intention at hotel Lembang Asri Resort*, the authors can make the following conclusions:

5.1 Social Media Marketing

carried out or applied by Lembang Asri Resort Hotel is generally good. The language used in delivering the content is also quite good. The content of each message given can also be understood by consumers and is clear and can be said to be good. The message delivered is right on target and also easily accessible or accepted by consumers. Every collaboration program carried out by Lembang Asri Resort hotel is considered good overall, because the collaboration carried out with brands and social media influencers is running well and accordingly. of consumers carried out by the Lembang Asri Resort hotel is also felt well by consumers.

5.2 Social Media Marketing

affects the purchase intention. This is indicated by the p-value (test significance) obtained is less than 0.05 or 0.000 <0.05. The effect of Social Media Marketing on the purchase intention process is obtained at 25.5% and the other 64.5% is influenced by other factors not examined.

5.3 In general, the price set by the Lembang Asri Resort hotel is correct and appropriate. Consumers feel that the price information for each product provided is clear and easy to understand. The discount given is also good and in accordance with what consumers expect. The price perception given to customers can also be considered good, but price perception is the lowest indicator even though it is considered good by customers.

5.4 Price affects the purchase intention.

This is indicated by the p-value (test significance) obtained is less than 0.05 or 0.000 <0.05. The effect of product prices on the consumer purchasing decision process is obtained at 9.38%, and the other 90.62% is influenced by other factors not examined. The discount given by the Lembang Asri Resort hotel is considered good and is the most influential factor for consumers to

make purchases, but the price perception given by the company to consumers is still considered less than expected, which is feared that consumers may turn to competing products.

5.5 Social Media Marketing and Price

influence the purchase intention on Lembang Asri Resort hotel products. This is indicated by the p-value (test significance) obtained is less than 0.05 or $0.000 < 0.05$. The effect of *Social Media Marketing* and Price on the consumer purchasing decision process on Lembang Asri Resort hotel products is obtained at 34.9%. and the other 65.1% is influenced by other factors not examined.

References

- Adkon, Riduwan. 2006. *Methods and Techniques for Compiling Theses*, Alfabeta: Bandung.
- Ali Hasan. (2014). *Marketing and Selected Cases*. CAPS. Yogyakarta.
- Alma, Buchari. 2013. *Marketing Management and Service Marketing*. Bandung: Alfabeta.
- Armstrong, Gary & Philip, Kotler. (2012) *Marketing Basics*. Volume I, Translation Alexander Sindoro and Benyamin Molan. Jakarta: Publisher Prenhalindo Publisher.
- Andreas, Kaplan M., Haenlein Michael 2010. "Users of the world, unite! The challenges and opportunities of Social media". *Business Horizons* 53 (1).p. 61
- Azwar, Saifuddin. 2010. *Research Methods*. Yogyakarta: Student Library.
- Batta, Hebert E. 2015. *Optimizing the digital age health-wise: utilization of new/social media by Nigerian teaching hospitals*. *Social and Behavioral Sciences*. Nigeria
- Constantinides, Efthymios.2014. *Foundations of Social Media Marketing*. Univ. of Twente. Enschede
- Gunelius, Susan. 2011. *30 Minute Social Media Marketing*. United States McGraw Hill
- Irwan, Mohd Dahnil.2014. *The Impact of Social Media Marketing Medium Towards Purchase Intention and Brand Loyalty Among Generation Y*, Univ. Sabah
- Kietzmann, Jan. 2011. *Social Media? Get Serious Understanding the functional building blocks of Social media*. *Business Horizons*. Vancouver
- Kevin Moore,Clive Smallman,Judi Wilson,David Simmons.2012. *Dynamic in-destination decision-making: An adjustment model*. *Tourism Management*.
- Kotler, Phillip and Gary Armstrong. 2012. *Principles of Marketing*. 12th Edition.
- Mudjenan, Dion Muhamad Zafran.2017.*The Influence of Social Media Marketing and Price on the Purchase interest Process of Vearst Jeans Consumers*.
- Price on the Process of Consumer Purchase interest in Vearst Jeans*
- Nugraha, Pradipta Dwitya.2021. *The influence of social media marketing and price on the interest in repurchasing tour packages at msm tour and event organizer*
- Riduwan. 2004. *Methods and Techniques for Compiling Theses*, Alfabeta: Bandung.
- Sekaran, Uma. 2007. *Research Methodology for Business*. Book 2. Jakarta: Fourth Edition.
- Sugiyono. (2014). *Management Research Methods*. Bandung: Alfabeta.
- Tjiptono, Fandy. (2014). *Service Marketing*. Jakarta: Gramedia Cawang
- Vinerean, Simona. 2013. *The Effects of Social Media Marketing on Online Consumer Behavior*, Bucharest: Canadian Center of Science and Education

Other sources:

<http://repository.widyatama.ac.id/xmlui/handle/123456789/3095>

<https://ardiyansarutobi.blogspot.co.id/2010/10/tata-cara-penulisan-skripsi.html>

<http://sbm.binus.ac.id/2016/11/21/Sosial-media-marketing/>

<http://www.spssindonesia.com/2014/01/uji-normalitas-kolmogorov-smirnov-> **HYPERLINK**

["http://www.spssindonesia.com/2014/01/uji-normalitas-kolmogorov-smirnov-](http://www.spssindonesia.com/2014/01/uji-normalitas-kolmogorov-smirnov-)

[spss.html"spss.html](http://www.spssindonesia.com/2014/01/uji-normalitas-kolmogorov-smirnov-spss.html)

<http://www.spssindonesia.com/2014/01/uji-validitas-product-momen-spss.html>

<https://www.ama.org/publications/E-publications/Pages/ama-journal-reader-july-> **14-Social-**

[media.asp](https://www.ama.org/publications/E-publications/Pages/ama-journal-reader-july-media.asp)