The Influence of Social Media, Brand Image and Location on the Decision to Stay at Imelda Hotel Kota Padang

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ABSTRACT

This study aims to determine the influence of social media, brand image and location on the decision to stay at imelda hotel in Padang city. The sampling technique uses *an accidental sampling* technique, using the Slovin formula so that a sample of 100 people is obtained. The F test was known that the value of fcal was 68,653 >from ftable 2.70 and the significance of f = 0.000 < 0.05, meaning that H4 was accepted and H_0 was rejected. It can be said that Social Media, Brand Image, and Location simultaneously have a positive and significant effect on the decision to stay at Imelda Hotel. This means that social media variables, brand image and attraction location can explain the variables of the decision to stay at imelda hotels in Padang city, by 68.2%. The remaining 31.8% was explained by other variables that were not observed in this study.

Keywords : social media, brand image, location, and decision to stay

1. INTRODUCTION

The tourism sector has a large and strategic contribution in supporting economic development in the era of globalization. Tourism development is closely related to the progress of the economy, social, culture, a region or country. The tourism industry is one of the largest industries and is the 75th fastest growing service sector in the world today. The hospitality industry is a service industry that combines products and services. The design of the building, interior and exterior of hotel rooms and restaurants, the atmosphere created in hotel rooms, restaurants, swimming pools and food and beverages sold along with all existing facilities are examples of products sold. Hotels are found in various places, both in a number of tourist destinations and in big cities. Hotels and service businesses or the like are growing and developing in tourist destinations, hotels that stand are usually hotels, resorts or rest and recreation places that are intended for tourists who visit tourist attractions and need a place to stay. Definition of the decision to stay: Kotler & Keller (2012:226) in the quote Superwiratni (2021): "The stage in the decision making process where the guest actually chooses a place to stay. Guests' decision to modify, postpone or avoid a stay decision is greatly influenced by the perceived risk. Yustikawati (2018) social media as a means of promotion and brand awareness for consumers, so that with the existence of social media, consumer awareness of products arises and is able to increase the Company's sales. According to Kotler and Keller (2016:568) in Evangelista (2022), social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa. According to Rehansyah (2023)), brand image can be defined as a perception that appears in the minds of consumers when remembering a brand from a certain product. The symbols, logos, names used should be attractive, unique so that they attract the attention of the public to be remembered and consumed, that is, a brand is known through the message and the way in which the product is packaged and presented to consumers called *trade dress* (trademark); good brand reputation. Sulistiono (2022) Location is a marketing activity that seeks to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers, quoted by Tjiptono (2017:345).

1.1 Purpose

1. To find out the influence of social media on the decision to stay at Imelda Hotel Kota Padang.
2. To find out the influence of brand image on the decision to stay at Imelda Hotel Kota Padang.
3. To find out the influence of location on the decision to stay at Imelda Hotel Kota Padang.
4. To find out the influence of social media, brand image and location simultaneously on the decision to stay at Imelda Hotel Kota Padang.

2. LITERATURE REVIEW

In this study, the theory of overnight decision was adopted from the theory of purchase decision. Kotler & Armstrong (2012:154) in the quote Superwiratni (2021) states that where there are the same characteristics between the purchase decision and the decision to stay, where the decision activity in the purchase made by the consumer is to buy the brand he likes. The decision to stay is taken from the meaning of interest in visiting, the decision to stay arises because of objective measurements or emotional factors, the decision to act is a series of activities that can be described in the process of staying.

2.1 Social Media

According to Yustikawati (2018) social media is a means of promotion and brand awareness for consumers, so that with the existence of social media, consumer awareness of the product arises and is able to increase the Company's sales. According to Kotler and Keller (2016:568) in Putri (2022) social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa.

2.2 Brand Image

Brand image measurement according to Purnamasari (2023) can be done based on the following dimensions, a brand is easy to remember, namely the brand element chosen should be easy to remember and mentioned or pronounced. The symbols, logos, and names used should be attractive, unique so that they attract the attention of the public to be remembered and consumedAn easily recognizable brand is known through the message and way in which the product is packaged and presented to consumers called a trade dress (trademark); Good brand reputation. Prisca (2020) Brand image, which is a description of consumer beliefs and associations with a certain brand. Brand image is now the biggest asset for the company. A company to win the competition is required to carry out a marketing strategy for the products produced.

2.3 Location

Alberto (2019) states that location is a company's various activities to make products that are produced or sold at affordable prices and available to the target market. Andrian (2022) location is a marketing activity that seeks to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. Tjiptono (2002:92) stated that a business location is a place where a company operates or a place where a company carries out activities to produce goods and services that are important to its economic aspect.

3. METHOD

This study uses a quantitative method. Data processing and hypothesis testing were carried out using SPSS. The population in this study is guests who stay at Imelda Hotel Padang City. The number of samples was 100 respondents using the Slovin formula.

4. RESULT

The sample in this study is 100 people who are respondents in this study. The sample in this study is guests who stay at Imelda Hotel Padang City. In this study, respondents were divided into several characteristics. From these respondents, a description of the respondents can be made as follows:

Table 1 : Characteristics of Respondents

It	Age (Years)	Sum	%
1.	17-25	17	17,0
2.	26-30	30	30,0
3.	31-35	22	22,0
4.	36-40	14	14,0
5.	41-45	13	13,0
6.	>46	4	4,0
	TOTAL	100	100,0

From the distribution of the questionnaire conducted by the researcher, it was obtained that the most respondents were respondents aged 26-30 years with a percentage of 30% or as many as 30 people, while the least respondents were respondents who were >46 years old with a percentage of 4% or as many as 4 people. It can be concluded that the age range of Imelda Hotel Kota Padang guests is 17 - >46 years old.

4.1 Validity Test

The purpose of conducting a validity test is to determine the feasibility of items in a list of questions in defining a variable. Validity testing can be carried out by correlating each of these instruments by using the *product moment* correlation formula (r calculate) with its critical value where r calculation can be achieved by the correlation coefficient approach formula for the value of n = 30 r table = 0.361

Table 2 : Validity Test

Variable	R-count	R-table	Information
Y1	.735	0.361	Valid
Y2	.684	0.361	Valid
Y3	.710	0.361	Valid
Y4	.716	0.361	Valid
Y5	.717	0.361	Valid
Y6	.633	0.361	Valid
Y7	.694	0.361	Valid
Y8	.670	0.361	Valid

Social Media	R-count	R-table	Information
Y1	.845	0.361	Valid
Y2	.732	0.361	Valid
Y3	.670	0.361	Valid
Y4	.730	0.361	Valid
Y5	.589	0.361	Valid
Y6	.792	0.361	Valid

Brand Image	R-count	R-table	Information
Y1	.702	0.361	Valid
Y2	.595	0.361	Valid
Y3	.667	0.361	Valid
Y4	.621	0.361	Valid
Y5	.498	0.361	Valid
Y6	.724	0.361	Valid

Location	R-count	R-table	Information
Y1	.655	0.361	Valid
Y2	.691	0.361	Valid
Y3	.616	0.361	Valid
Y4	.655	0.361	Valid
Y5	.591	0.361	Valid
Y6	.662	0.361	Valid
Y7	.717	0.361	Valid

From table 2 above, it can be seen that all items are marked positively and the r-value > r-table, then it can be concluded that all items are valid. It is evidenced by the magnitude of the r-value compared to the R-table, thus the statement in this study is worthy of use and acceptance.

4.2 Reliability Test

The reliability test aims to assess how many answers from respondents can give relatively different results (consistent) when repeated measurements are carried out on the same subject. Reliability (reliable) instrument means an instrument that when used several times to measure the same object, an instrument that has been valid, then a reliability test is carried out using the *Cronbachs Alpha formula* with the help of SPSS. If the r *alpha is negative* and smaller than the r table (0.361), it means that the entire item of the instrument is real. The following are the results of the reliability test of each research variable:

Table 3 : Reliability Test

It	Variable	Cronbachs Alpha	Information
1.	Stay Decision (Y)	0,898	Reliable
2.	Social Media (X1)	0,893	Reliable
3.	Brand Image (x2)	0,842	Reliable
4.	Location (X3)	0,878	Reliable

Based on table 3 above, it can be concluded that all items of the statement are real. All realizable variables are due to the *Cornbachs Alpha* result greater than (>) 0.6 (for n=30 r table=0.6).

4.3 Multicollinearity Test

The multicollinearity test is a test conducted to find out if there are cases of multicollinearity between fellow independent variables. If there is multicollinearity then, one of the variables must be eliminer or excluded from the equation. The results of the multicollinearity test can be seen from the following table:

Table 4 : Multicollinearity Test

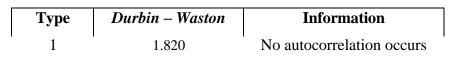| Variable	Tolerance	VIF	Information
Social Media (X1)	0,378	2,648	No multicollinearity occurs
Image Brand(X2)	0,473	2,116	No multicollinearity occurs
Location (X3)	0,544	1,838	No multicollinearity occurs

Based on the table above 4.16 above, it can be seen that the *tolerance value of the* Social Media, Brand Image, and Location variables is > 0.10 and the VIF value of each variable < 10. This shows that there is no meaningful relationship between the independent variables. Therefore, it can be concluded that the data from this study does not experience cases of multicollinearity so that data processing with multiple linear regression can be carried out because there are no cases of multicollinearity between independent variable variables.

4.4 Autocorrelation Test

This test aims to find out whether there is a correlation between the data described by time (*times series).* The autocorrelation test was performed using *the Durbin-Watson* test (D-W), with a rate = 5%. When D-W is located between -2 to +2 then there is no autocorlation. The autocorrelation test can be seen in the table below:

Table 5 : Autocorrelation Test

Type	*Durbin – Waston*	Information
1	1.820	No autocorrelation occurs

Based on the table above, it can be seen that the *Durbin-Waston* value of 1.820 is located between -2 to +2, so the test results show that the regression model does not autocorrelation.

4.5 Hypothesis Testing

A. Coefficient of Determination

Based on the table above, the results of the determination coefficient test can be seen that the influence of Social Media (X1), Brand Image (X2), and Location (X3) on the Decision to Stay (Y) obtained a determination coefficient value written *R Square* of 0.682 can be explained that the proportion of the influence of Social Media, Brand Image, and Location on the Decision to Stay at Imelda Hotel is 68.2% while the remaining 31.8% is influenced by other factors outside variables used in this study.

Table 6 : Coefficient of Determination

Type	*R Square*
1	0,682

a. Predictors: Social Media, Brand Image and Location

b. Dependent Variable: Accommodation Decision

B. Partial Test (t)

This test is used to see the influence of each independent or independent variable on the bound or dependent variable.

Table 7 : Results of Partial Significance Test (t-test)

Type	B	T	Sig
Constant	6,496	3,109	0,002
(X1)	0,386	4,316	0,000
(X2)	0,393	3,646	0,000
(X3)	0,256	2,885	0,005

Table 7 above shows the results of the t-test where the significant value of the Social Media variable has a value of 0.000 lower than 0.05, the Brand Image Variable with a tcal value of 3.646 and a value (Significance = 0.005<0.05) and the Location Variable with a tcal value of 2.885 and a value (Significant = 0.000 <0.05). Therefore, it can be concluded that Social Media has a positive and significant effect on the decision to stay at Imelda Hotel. It can be concluded that Brand Image has a positive and significant influence on the decision to stay at Imelda Hotel. It can be concluded that Location has a positive and significant influence on the decision to stay at Imelda Hotel.

C. Simultaneous Test (Test F)

The f test was carried out to determine the influence of independent variables on the dependent variables together, namely by using Fcal. The analysis of the F test was carried out by comparing Fcal and Ftable.

Table 8 : Simultaneous Test Results (Test F)

Type	F	Sig
1	68.653	0.000

a. Predictors : (Constant), Social Media, Brand Image, Location

b. Dependent Variable: Decision to Stay

From the results of the calculation above, it can be seen that the value of fcal 68,653> from ftable2.70 and the significance of f = 0.000 is less than 0.05, meaning that H4 is accepted and H_0 is rejected. It can be said that Social Media, Brand Image, and Location simultaneously have a positive and significant effect on the decision to stay at Imelda Hotel.

5. DISCUSSION

The Influence of Social Media on the Decision to Stay at Imelda Hotel

Based on the partial test of Media Sosil (X1) has a tcount value of 4.316 and a value (Significant = 0.000 <0.05), a ttable of 1.660 is obtained. This means that H2 is accepted by H0 and rejected, so it can be concluded that Brand Image has a positive and significant effect on the decision to stay at the Imelda Hotel.
The results of the study are in line with the research conducted by Ni Kadek Ayu Sukma Dewi *et all*
(2020) The Influence of Brand Image and Social Media Promotion on the Decision to Stay at The Bali Dream

Villa Resort & Spa. The results of this study stated that social media promotion had a positive and significant effect on the decision to stay at The Bali Dream Villa Resort & Spa. The results of this study show that the more effective or attractive the promotions carried out on social media by The Bali Dream Villa Resort & Spa, the more it will increase the guest's decision to stay at The Bali Dream Villa Resort & Spa.

The Influence of Brand Image on the Decision to Stay at Imelda Hotel

The Brand Image variable (X2) with a calculated value of 3.646 and a value (Significant = 0.005<0.05) then a ttable of 1.660 was obtained. This means $_{that\ H2}$ is accepted by H0 rejected, so it can be concluded that Brand Image has a positive and significant effect on the decision to stay at Imelda Hotel. The results of this study are in line with research conducted by Hari Iskandar (2020) Analysis of the Influence of Brand Image on the Decision to Stay at Hotel X. Based on the results of the R^2 test, a value of 64.6% was obtained, where 64.6% of brand image had an effect on the decision to stay at the Aston Hotel. The results of this study stated that there was a positive influence of brand image on the decision to stay by 64.6% while 35.4% was influenced by other variables.

Location Affects Decision to Stay at Imelda Hotel

The Location variable (X3) with a tcal value of 2.885 and a value (Significant = 0.000 <0.05) then a ttable of 1.660 was obtained. This means that H3 is accepted H_0 is rejected, so it can be concluded that the location has a positive and significant effect on the decision to stay at Imelda Hotel. This research is also supported by Mita Baiti (2018) The Influence of Location, Price and Facilities on Customer Stay Decisions. The results of this study stated that the significant value for the relationship between location variables and guest decisions was 0.000 < 0.05. These results show that there is an influence of location on the decision to stay. This shows that the better the location, the more it will increase the value of the guest's decision to stay.

The Influence of Social Media, Brand Image and Location on the Decision to Stay at

Imelda Hotel

From the results of the calculation above, it can be seen that the value of fcal is 68,653>from ftable2.70 and the significance of f = 0.000
>0.05, meaning that H4 is accepted and H_0 is rejected. It can be said that Social Media, Brand Image, and Location simultaneously have a positive and significant effect on the decision to stay at Imelda Hotel. This research is in line with research conducted by Dyah Ajeng Praptiningrum *et all* (2022) The Effect of Service Quality, Brand Image, and Location on the Decision to Stay at the Mercure Jakarta Gatot Subroto Hotel. The results of this study stated that simultaneously the Quality of Service Brand Image and Location had a significant effect on the bound variable, namely the Stay Decision.

6. CONCLUSION
Based on the results of the research and discussion, several conclusions can be drawn as follows: Based on the partial test of Social Media (X1) has a tcal value of 4.316 and a value (Significant = 0.000 <0.05) then a table of 1.660 is obtained. This means $_{that\ H2}$ is accepted by H0 rejected, so it can be concluded that Brand Image has a positive and significant effect on the decision to stay at Imelda Hotel. Social media is expected to be able to increase the dissemination of information about Imelda Hotel lodging. The Brand Image variable (X2) with a tcal value of 3.646 and a value of (Significant = 0.005<0.05) then a ttable of 1.660 was obtained. This means that H2 is accepted by H0 and rejected, so it can be concluded that Brand Image has a positive and significant effect on the decision to stay at the Imelda Hotel. The Location variable (X3) with a tcal value of 2.885 and a value (Significant = 0.000 <0.05) then a ttable of 1.660 was obtained. This means that H3 is accepted H0 is rejected, so it can be concluded that the location has a positive and significant effect on the decision to stay at the Imelda Hotel. From the results of the calculation above, it can be seen that the value of fcal is 68,653>from ftable2.70 and the significance of f = 0.000 >0.05, meaning that H4 is accepted and H_0 is rejected. It can be said that Social Media, Brand Image, and Location simultaneously have a positive and significant effect on the decision to stay at Imelda Hotel.

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