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THE EFFECT OF BRAND EVALUATIONS TOWARDS INTENTION TO STAY AT 5 STARS HOTEL WITH SOCIAL MEDIA INFLUENCER AS A MODERATING VARIABLE

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A R T I C L E   I N F O

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Abstract: *Covid-19 pandemic has wreaked havoc in indonesia's economy, especially in its tourism sectors. Marketing research in tourism and hospitality industry can help to recovier the tourism and hospitality sectors by providing insights about people's motivation to visit or travel to a certain place, stay at a certain establishments or buy a certain things. This research aims to understand what motivates people to want to stay at a 5 stars hotel in Bali and whether Social Media Influencers (SMI) has amoderating effect towards intention to stay at a 5 stars hotel in Bali.This research uses a non-probability sampling method with purposive sampling as its sampling technique. total number of respondents used in this research is 100. This research uses a path analysis from SEM-PLS application. Based on results from this research in can be concluded that attitude towards the brand and brand image don't have a significant effect towards intention to stay at a 5 stars hotel. While brand trust has a significant effect towards intention to stay at a 5 stars hotel. As for the moderating effect of SMI, this research found that SMI doesn't has a moderating effect in the relationship between brand evaluation (brand trust, brand image and attitude towards the brand) and intention to stay at the hotel. Although this research finds that there are a significant effect between SMI as an independent variable towards intention to stay at the hotel.*

Abstrak: Pandemi Covid-19 telah mendatangkan penghambatan bagi perekonomian Indonesia, khususnya di sektor pariwisata. Riset pemasaran di industri pariwisata dan perhotelan dapat membantu memulihkan sektor pariwisata dan perhotelan dengan memberikan wawasan tentang motivasi orang untuk mengunjungi atau bepergian ke tempat tertentu, menginap di tempat tertentu atau membeli barang tertentu. Penelitian ini bertujuan untuk mengetahui apa yang memotivasi orang untuk mau menginap di hotel bintang 5 di Bali dan apakah Social Media Influencers (SMI) memiliki pengaruh yang moderat terhadap niat menginap di hotel bintang 5 di Bali. Penelitian ini menggunakan non-probability sampling. metode dengan purposive sampling sebagai teknik pengambilan sampelnya. jumlah responden yang digunakan dalam penelitian ini adalah 100. Penelitian ini menggunakan analisis jalur dari aplikasi SEM-PLS. Berdasarkan hasil penelitian dapat disimpulkan bahwa sikap terhadap merek dan citra merek tidak berpengaruh signifikan terhadap niat menginap di hotel bintang 5. Sedangkan kepercayaan merek berpengaruh signifikan terhadap niat menginap di hotel bintang 5. Adapun efek moderasi SMI, penelitian ini menemukan bahwa SMI tidak memiliki efek moderasi dalam hubungan antara evaluasi merek (kepercayaan merek, citra merek dan sikap terhadap merek) dan niat untuk menginap di hotel. Meskipun penelitian ini menemukan bahwa terdapat pengaruh yang signifikan antara SMI sebagai variabel bebas terhadap niat menginap di hotel.

INTRODUCTION

The Covid-19 Pandemic has affected a lot of countries including Indonesia. In Indonesia itself, the Covid-19 pandemic has wreaked havoc in different economic sectors with tourism and hospitality sectors as the most heavily affected sectors. A lot need to be done in order to help the tourism and hospitality sectors in Indonesia to quickly recover after the Covid-19 pandemic ends. One of the efforts that can be done is research in different aspect of the tourism and hospitality industry. Marketing research in tourism and hospitality industry can help to quickly recover the tourism and hospitality sectors by providing insights about people's motivation to visit or travel to a certain place, stay at certain establishment or buy a certain thing.

This research aims to understand what motivates people to want to stay at a 5 stars hotel in Bali, and whether social media influencer (SMI) has a moderating effect towards intention to stay at a 5 stars hotel in Bali. Theory for the variable intention to stay in this research is adapted from the intention to purchase or purchase intention theory.

Purchase intention itself can be defined as a tendency of consumers to purchase product or services (Yoo, Donthu and Lee, 2000). The tendency or desire to purchase a product or service itself can be affected by numerous factors, one them is brand evaluations.

According to Tabelion and Esch (2019), brand evaluation itself can be measured using attitude towards the brand, brand trust, purchase intention, willingness to recommend and brand image. Both purchase intention and willingness to recommend are dropped from the independent variable in this research. Purchase intention is dropped from the independent variable in this research because it is used as the dependent variable in this research, while willingness to recommend is dropped from this research because the respondents of this research might not yet stay at a 5 stars hotel in Bali, therefore it is unreasonable to ask whether they are willing to recommend that particular hotel or not.

In his research, Dam (2020) mentioned that brand trust had a significant positive effect on purchase intention, this statement goes in accordance with statement from Yasin and Shamim (2013) which also mentioned that brand trust has a positive impact towards purchase intention.

LITERATURE REVIEW

When it comes to brand image, Lee et al. (2014) defined brand image as the sum of customer's perception about a brand generated by the interaction of the cognitive, affective and evaluative process in customer's mind. Bhakar and Bhakar (2013) mentioned that brand image positively affect purchase intention. This statement is also supported by C-H Lien et al. (2015) which concludes that brand image appears to have a significant and positive impact on perceived price, trust, value and purchase intention.

Sheeraz et al. (2016) defines attitude towards the brand as consumer propensity to asses the brand, on the basis of previous experience, available information and environment influences. Sheeraz et al. (2016) also finds that attitude towards brand have a positive and significant impact on the purchase intention of the consumer.

There are a lot of ways in which a marketing campaign can be done, one of the ways that's starting to gain traction in the recent years is the usage of influencers. Influencer itself can be defined as people who built a large network of followers and are regarded as trusted taste makers in one of several niche (Jin and Ryu, 2019). To measure influencer, this research uses Social Media

Influencer (SMI) by Solis and Webber in Gunawan et al. (2021) which are reach, resonance and relevance.

Influencer itself has a moderating effect on the relationship between the independent variables and the dependent variables in this research. This statement is supported by the observed phenomenon in which a hotel experiences an increase in demand after an influencer stayed or review a particular establishment. This supports the idea that having an influencer stayed or review a particular establishment increases the brand trust and this leads to an increase in sales and occupancy of that particular establishment. Lastly this phenomenon also suggested that having an influencer review or stay in particular establishment changes the attitude of the customer towards the brand and interest them in staying or dining in that particular hotel.

Currently there are limited research about the moderating effect of influencer on the relationship between brand evaluation and intention to stay as well as the effect of brand evaluation towards intention to stay. Therefore this research aims to answer several of these questions :

1. Does attitude towards the brand has a positive and significant effect towards intention to stay at a 5 stars hotel in Bali?
2. Does brand trust has a positive and significant effect towards intention to stay at at a 5 stars hotel ?
3. Does brand image has a positive and significant effect towards intention to stay at a 5 stars hotel in Bali ?
4. Does Social Media Influencer (SMI) has a positive moderating effect towards the relationship between attitude towards the brand and intention to stay at a 5 stars hotel in Bali ?
5. Does Social Media Influencer (SMI) has a positive moderating effect towards the relationship between brand trust and intention to stay at a 5 stars hotel in Bali ?
6. Does Social Media Influencer (SMI) has a positive moderating effect towards the relationship between brand image and intention to stay at a 5 stars hotel in Bali?

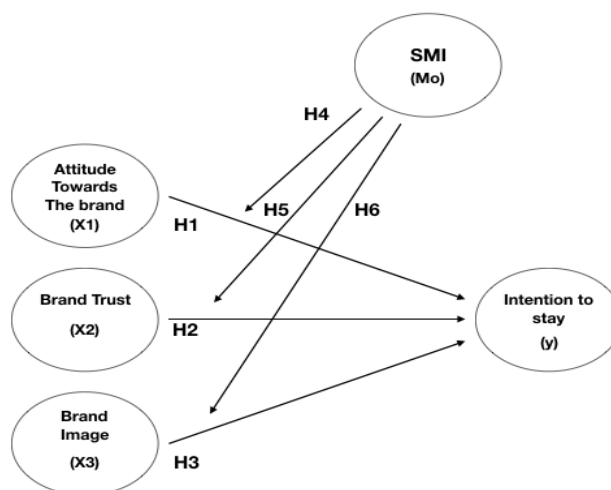The proposed model for this research is:

Figure. 1

Based on the description above, this research proposes several hypotheses :

H1   : Attitude towards the brand has a positive and significant effect towards intention to stay at a 5 stars hotel in Bali.

H2   : Brand trust has a positive and significant effect towards intention to stay at a 5 stars hotel in Bali.

H3   : Brand image has a positive and significant effect towards intention to stay at a 5 stars hotel in Bali.

H4   : Social Media Influencer (SMI) has a positive moderating effect towards the relationship between attitude towards the brand and intention to stay at a 5 stars hotel in Bali.

H5   : Social Media Influencer (SMI) has a positive moderating effect towards the relationship between brand trust and intention to stay at a 5 stars hotel in Bali.

H6   : Social Media Influencer (SMI) has a positive moderating effect towards the relationship between brand image and intention to stay at a 5 stars hotel in Bali.

RESEARCH METHOD

The population in this research are people who are interested in staying in a 5 stars hotel in Bali, with that the respondent of this research are people who are interested in visiting or staying at a 5 stars hotel in Bali after seeing it being promoted by an influencer (Social Media Influencer)

This research uses a non-probability sampling method with purposive sampling as its sampling technique. The total number of respondent used in this research are 100 respondents, this amount of respondent is based on the sampling theory from heir et al. (1995). This research uses primary data in a form of questionnaire which will be measured using a 5 points Likert scale. The data taken from the questionnaire will be processed using a SEM-PLS Application and goes through several test namely : outer model tests, inner model tests and hypothesis test. The outer model test is used to ensure that the measurement used in this research are valid and reliable. The outer model test itself is comprised of several tests. These tests are convergent validity, discriminant validity, composite reliability and Cronbach alpha. While the inner model test uses R^2 value to explain about the ability of the independent variables in influencing the dependent variables in this research. Lastly hypothesis test is used to explain whether the proposed hypothesis are accepted or not.

RESULT

1. The Outer Model Tests :

  The outer model test is used to ensure that the measurement used in this research are valid and reliable. This is the analysis model taken from the PLS results
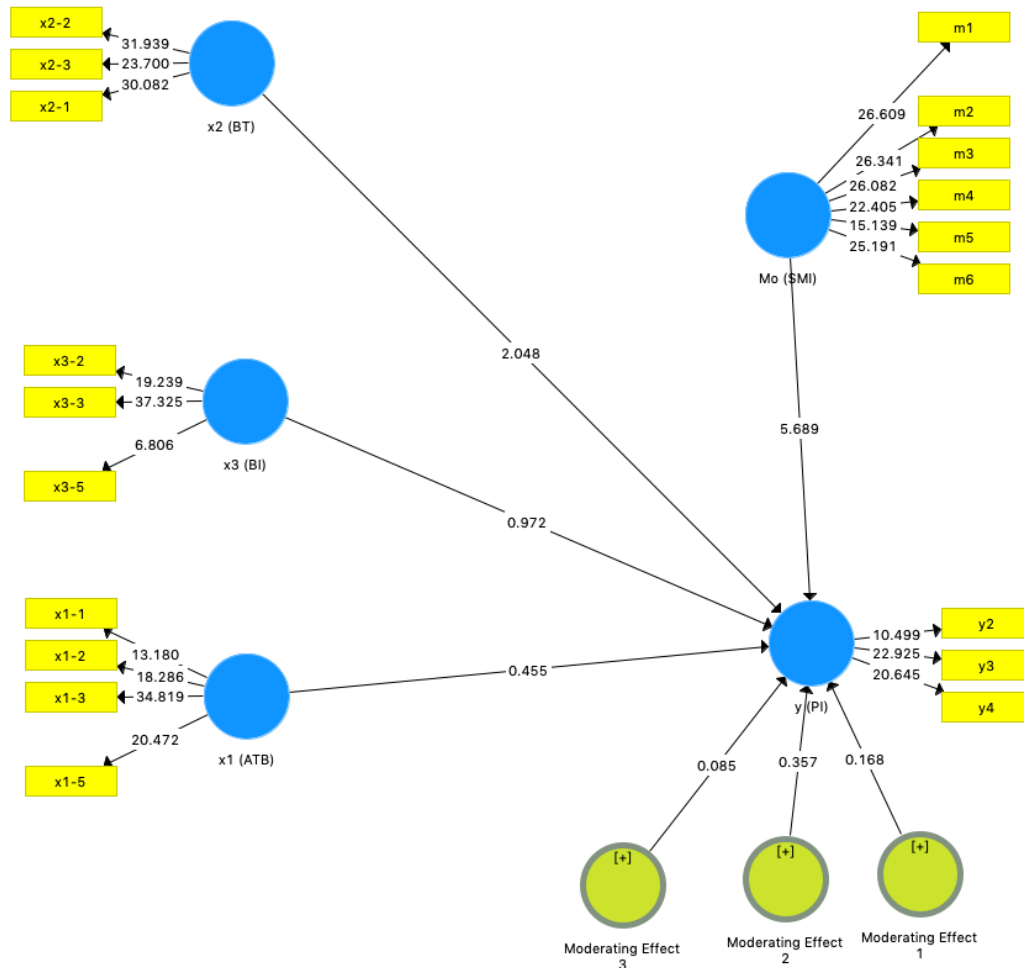

Figure 2. Analysis Model

• Convergent Validity Test

  The convergent validity test can be concluded through the loading factors value and. AVE value. An indicator can be categorized as good and valid if it has a value of 0,7 or more, although a value between 0,5 to 0,6 is considered sufficient. Also, the indicators need to have an AVE score of more than 0,5. Some of the indicators in this research were deleted due to not meeting the requirement above. Here are the result of the Outer Loading Test in this research

Test Results					
Variable	x1 (ATB)	x2(BT)	x3(BI)	Y (PI)	Mo (SMI)
x1-1	0,777				
x1-2	0,839				
X1-3	0,871				
x1-5	0,800				
x2-1		0,884			
x2-2		0,895			
x2-3		0,883			
x3-2			0,844		
x3-3			0,880		
x3-5			0,706		
y2				0,713	
y3				0,845	
y4				0,848	
m1					0,847
m2					0,858
m3					0,848
m4					0,821
m5					0,765
M6					0,806

Figure 3. Outer Loadings Results

Test Results	
Variables	AVE Score
x1(ATB)	0,677
x2(BT)	0,787
x3(BI)	0,662
y(PI)	0,647
Mo(SMI)	0,680

Figure 4. AVE Score Results

Based on Figure 3 and 4 it can be seen that every indicators has a more than 0,5 for its factor loading and the AVE Score of every indicator are above 0,5. Thus it can be concluded that the indicators used in this research are valid.

• Discriminant Validity

The discriminant validity test is done by observing the cross loading value to see whether the indicators of the construct has a bigger loading factor value compared to the other factor loading value. This research's cross loading value can bee seen on figure 5.

Test Results					
Variable	x1 (ATB)	x2(BT)	x3(BI)	Y (PI)	Mo (SMI)
x1-1	0,777	0,557	0,701	0,384	0,372
x1-2	0,839	0,738	0,729	0,390	0,404
X1-3	0,871	0,579	0,738	0,464	0,481
x1-5	0,800	0,516	0,656	0,495	0,495
x2-1	0,676	0,884	0,656	0,484	0,346
x2-2	0,653	0,895	0,641	0,463	0,400
x2-3	0,585	0,883	0,636	0,473	0,447
x3-2	0,713	0,571	0,844	0,411	0,414
x3-3	0,775	0,643	0,880	0,528	0,477
x3-5	0,576	0,572	0,706	0,265	0,240

y2	0,225	0,350	0,288	0,713	0,517
y3	0,588	0,507	0,534	0,845	0,667
y4	0,406	0,422	0,403	0,848	0,650
m1	0,489	0,494	0,426	0,731	0,847
m2	0,489	0,418	0,513	0,632	0,858
m3	0,432	0,372	0,340	0,537	0,848
m4	0,386	0,308	0,339	0,575	0,821
m5	0,470	0,321	0,434	0,623	0,765
M6	0,386	0,328	0,339	0,614	0,806

Figure 5. Cross Loadings results

From Figure 5 , it can be seen that the cross loading for each variable is bigger compared to the other variables. Therefore it can be said that each of the indicators tested in here passed the discriminant validity tests.

• Composite Reliability and Cronbach's Alpha

Test Result		
variable	Composite reliability	Cronbach alpha
x1(ATB)	0,893	0,841
x2(BT)	0,917	0,865
x3(BI)	0,853	0,753
Y (PI)	0,845	0,726
Mo (SMI)	0,927	0,906

Figure 6. Composite Reliability and Cronbach Alpha results

Figure 6 showed that each of the variable in this research has a more than 0,7 for its composite reliability value and more than 0,6 for its Cronbach Alpha value. Therefore it can be concluded that all the instruments used in this research are valid and reliable.

2. Inner Model Test

   The inner model test in SMART PLS uses the value of R^2 to depict the ability of the independent variables to explain the dependent variable.

Test Result	
Variable	R^2
Y(PI)	0,610

Figure 7. R Square

   Based on figure 7 it can be seen that the value of R^2 in this research is 0,610. This means the independent variable in this research can explain the variability of the purchase intention construct by 61%.

• Hypothesis Test

   Hypothesis test in this research was done by seeing the probability value (P Value) results. A hypothesis is accepted when the P Value result is smaller than 0,05. The result of the hypothesis test can be seen on figure 8.

Test Result					
Variable	Original Sample	Sample Mean	Standard Deviation	T-statistic	P Value
x1(ATB) -> y (PI)	-0,066	-0,047	0,145	0,455	0,649
x2(BT) -> y (PI)	0,198	0,195	0,097	2,048	0,041
x3(BI) -> y (PI)	0,157	0,162	0,162	0,972	0,332
Mo(SMI) -> y(PI)	0,646	0,602	0,114	5,689	0,000
Moderating Effect 1 -> y(PI)	0,022	0,029	0,130	0,168	0,866
Moderating Effect 2 -> y (PI)	0,062	0,070	0,175	0,357	0,721
Moderating Effect 3 -> y (PI)	-0,015	-0,014	0,180	0,085	0,932

Figure 8. Path Coefficients

Based on figure 8, it can be seen that not all the hypotheses were accepted. For the first hypothesis, it can be seen that the P Value in x1(ATB) -> Y(PI) was 0,649 which was bigger than 0,05. Thus it can be concluded that the first hypothesis "Attitude towards the brand has a positive and significant effect towards intention to stay at a 5 stars hotel in Bali" was denied. This results goes in accordance with the observed phenomenon in which the respondents mentioned that they are interested in staying at the hotel mainly due to its service and facilities as well as its unique points instead of their attitude towards the brand. For the second hypothesis, it can be seen that the P Value in x2(BT)->y(PI) was 0,041 which was smaller than 0,05. Thus it can be concluded that the second hypothesis "Brand trust has a positive and significant effect towards intention to stay at a 5 stars hotel in Bali" was accepted. This results goes in accordance with the results from Dam (2020) which mentioned that brand trust had a significant positive effect on purchase intention. This result also goes in accordance with statement from Yasin and Shamim (2013) which also mentioned that brand trust has a positive impact towards purchase intention. This means a trust in a brand affects purchase or staying intention in an establishment. It can be argued that the bigger the trust in a brand , the more likely a customer is interested in making a purchase or stay in a particular establishment. For the third hypothesis, it can be seen that the P Value in x3(BI) -> y(PI) was 0,332 which was bigger than 0,05. Thus it can be concluded that the third hypothesis "Brand image has a positive and significant effect towards intention to stay at a 5 stars hotel in Bali" was denied. This result goes in accordance with the findings from Wagini et al. (2021) which finds that the brand image variable has a negative and insignificant effect on customer purchase intention variable. Similar result was also found in research by Wani et al. (2016) which found that social influence and brand image were found to have no significant effect on consumer's intention to buy online. This result also supports the observed phenomenon in which the respondents interest in staying at the hotel were mainly caused by its service, facilities and unique points. As for the 4th, 5th and 6th hypothesis, it can be seen that the P Value in moderating effect 1,2 and 3 consecutively are 0,866 ; 0,721 and 0,932 which were bigger than 0,05. Thus it can be concluded that all the 4th hypothesis "Social Media Influencer (SMI) has a positive moderating effect towards the relationship between attitude towards the brand and intention to stay at a 5 stars hotel in Bali" , 5th hypothesis "Social Media Influencer (SMI) has a positive moderating effect towards the relationship between brand trust and intention to stay at a 5 stars hotel in Bali" and 6th hypothesis "Social Media Influencer (SMI) has a positive moderating effect towards the relationship between brand image and intention to stay at a 5 stars hotel in Bali" were all denied. This goes in accordance with the observed phenomenon in which the respondent's interest in staying at the hotel were mainly caused by its service, facilities and unique points and it can be concluded that the usage of Social Media Influencer doesn't increase the brand evaluation of a hotel. Although Social Media Influencer (SMI) variable was proven to not has a moderating effect, this research found that SMI as an independent variable has a significant effect towards intention to stay at a 5 stars hotel. This statement can be proven by seeing the P Value for Mo (SMI) -> Y(PI) in figure 8 which has 0,000 for its P Value. The same result was found in research by Majerison et al. (2020) which conclude that celebrity key opinion leader or social media influencers (SMI) has a significant influence on young female customer's purchase intention.

The result which mention that SMI has a significant effect towards intention to stay also supports the observed phenomenon in which a hotel experiences an increase in demand after an influencer stayed/reviewed a particular establishment.

CONCLUSION

Based on the result taken from this research, it can be concluded that attitude towards the brand and brand image don't have a significant effect towards intention to stay at a 5 stars hotel. While brand trust has a significant effect towards intention to stay at a 5 stars hotel. As for the moderating effect of SMI, this research found that SMI doesn't has a moderating effect in the relationship between brand evaluation (brand trust, brand image and attitude towards the brand) and intention to stay at the hotel. Although this research finds that there are a significant effect between SMI as an independent variable towards intention to stay at the hotel. All in all, it can be said that the usage of SMI doesn't increase customer's brand evaluation of the hotel. Although the usage of SMI does has a significant effect in affecting a customer's intention to stay at the hotel.

Suggestions
Based on this research it can suggested that the usage of SMI is only effective in increasing intention to stay in a hotel and the usage of SMI to increase brand evaluation of a hotel should be avoided. In the future, research about the relation between brand evaluation, SMI and purchase intention need to be investigated further especially in other industries or business sectors, considering this research focused mainly in the hospitality industry.

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