

The role of social media content quality and online reviews in shaping hotel room booking decisions

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Abstract - This study aims to examine the influence of social media content quality and online reviews on customers' hotel room booking decisions at SBR Kuta, Bali. A quantitative research design was employed using purposive sampling to select hotel guests who had viewed the hotel's social media platforms and online review websites before making a reservation. Data were collected through a structured questionnaire based on a five-point Likert scale, measuring social media content quality, online review quality, and booking decision variables. The data were analysed using descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression, the coefficient of determination (R^2), and hypothesis testing through t-tests and the F-test to evaluate both partial and simultaneous effects. The results indicate that high-quality social media content and credible online reviews positively and significantly influence customers' booking decisions, both individually and collectively. These findings suggest that informative, engaging digital content and positive customer reviews strengthen consumer trust and increase booking intentions. Therefore, hotels should optimise their digital marketing strategies and actively manage online reviews to enhance marketing performance and improve booking conversions in the competitive hospitality industry.

Keywords: social media content quality; online reviews; hotel booking decision; digital marketing; hospitality marketing

1. Introduction

The rapid advancement of digital technology has fundamentally transformed consumer behaviour, particularly in the way individuals search for information, evaluate alternatives, and make purchasing decisions. The widespread adoption of the internet and social media has shifted marketing communication from conventional channels to digital platforms, enabling consumers to access product information instantly while actively participating in online interactions. This transformation has significantly affected various service industries, especially tourism and hospitality, where digital information has become an essential component of customers' decision-making processes (Kotler et al., 2022; Handoyo, 2024; Gujrati et al., 2023; Gurtner et al., 2025; Jiao et al., 2025; Jiang & Stylos, N. (2021).

The hospitality industry has experienced substantial changes as digital platforms increasingly influence travellers' booking behaviour. Before making hotel reservations, prospective guests commonly search for information through official hotel websites, social media

accounts, Online Travel Agencies (OTAs), and customer review platforms. These digital touchpoints provide comprehensive information regarding hotel facilities, service quality, prices, promotions, and previous guest experiences. Consequently, a hotel's digital presence has evolved from being merely a promotional tool into a strategic determinant of customers' trust and booking intentions (Chaffey & Ellis-Chadwick, 2022).

Among various digital marketing channels, social media has become one of the most effective platforms for engaging potential customers. Hotels increasingly utilize Instagram, Facebook, TikTok, and other social networking sites to showcase accommodation facilities, hospitality services, culinary experiences, promotional campaigns, and guest activities through visually appealing photographs, videos, reels, and interactive content. High-quality social media content enhances brand awareness, strengthens customer engagement, and positively shapes consumers' perceptions toward hotel services. Conversely, inconsistent or low-quality content may reduce customer interest and negatively affect booking intentions (Tuten & Solomon, 2021; Mohammad et al., 2024; Veloso et al., 2023; Purnomo & Setiawan, 2025; Michael & Fusté-Forné, 2022).

The increasing influence of social media is further supported by Indonesia's growing digital population. With internet penetration continuing to rise, consumers increasingly rely on digital media as their primary information source before making purchasing decisions. This phenomenon is particularly evident in the tourism industry, where travellers prefer collecting information from multiple online sources rather than relying solely on traditional promotional materials. Such behavioural changes require hotel managers to develop effective digital marketing strategies that deliver informative, credible, and engaging content.

Besides social media content, online reviews have become another influential determinant of consumer decision-making. Before booking hotel accommodation, prospective guests generally evaluate previous customers' experiences through review platforms such as Google Reviews, TripAdvisor, Booking.com, Agoda, and Traveloka. Customer ratings, written comments, and management responses provide valuable information regarding service quality, cleanliness, facilities, staff performance, and overall guest satisfaction. Since these reviews originate from actual consumers, they are generally perceived as more trustworthy than company-generated promotional messages.

This phenomenon is closely associated with the concept of electronic word-of-mouth (e-WOM), which refers to positive or negative statements made by consumers through internet-based platforms concerning products or services (Hennig-Thurau et al., 2004). Compared with conventional advertising, e-WOM possesses stronger persuasive power because consumers generally perceive peer-generated information as more objective and credible. Consequently, positive online reviews may increase consumer confidence, whereas negative reviews can discourage potential guests from making reservations (Reyes-Menéndez et al., 2029).

SBRKuta represents one of the hospitality businesses that actively employs digital marketing through social media while simultaneously managing customer reviews across multiple online booking platforms. Despite implementing various promotional activities, the effectiveness of social media content quality and online reviews in influencing hotel booking decisions remains an empirical issue requiring further investigation. Understanding how these digital factors affect customer booking behaviour will provide valuable insights for improving marketing strategies and maintaining competitiveness within Bali's increasingly competitive hospitality industry.

Digital transformation has intensified competition within the hospitality sector, compelling hotels to continuously improve their digital marketing performance. Customers now possess extensive access to information, enabling them to compare numerous accommodation alternatives before making booking decisions. Consequently, hotel competitiveness no longer depends solely on physical facilities and service quality but also on the effectiveness of digital communication strategies.

From a practical perspective, understanding the influence of social media content quality and online reviews is essential for hotel managers in designing effective digital marketing campaigns, improving customer engagement, strengthening brand reputation, and increasing booking conversions. The findings of this research are expected to assist SBRKuta in developing evidence-based marketing strategies aligned with contemporary consumer behaviour.

From an academic perspective, previous studies have generally examined social media marketing and online reviews independently. Limited empirical studies have simultaneously investigated the combined influence of social media content quality and online reviews on hotel booking decisions, particularly within Indonesia's hospitality industry. Therefore, this study seeks to fill this research gap by examining both variables simultaneously using a quantitative approach.

This research is guided by several complementary theoretical perspectives. The **Consumer Decision-Making Theory** (Gurtner et al., 2025; Nelson, 2004; Roy & Dhananjay, 2022) explains that purchasing decisions are preceded by a sequence of stages consisting of need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Nelson, 2004; Suomala 2020; Tarnanidis et al., 2025; Valentia, 2023; Yan & Ming, 2024). Digital information available through social media and online reviews significantly influences consumers during the information search and evaluation stages.

The **Electronic Word-of-Mouth (e-WOM) Theory** (Hennig-Thurau et al., 2004; Bharej, 2025; Wang & Zhang, 2026; Mărincean et al., 2025; Le et al., 2024; Ismagilova et al., 2020) suggests that customer-generated online communication strongly affects consumer attitudes, trust, and purchasing behaviour. Positive online reviews increase perceived credibility and reduce perceived purchase risk, whereas negative reviews may discourage potential customers.

The **Social Media Marketing Theory** (Dahl, 2026; Li et al., 2023; Laradi et al., 2023; Kamath & Alur, 2024) argues that valuable digital content enhances customer engagement, brand awareness, and purchase intention. Attractive, relevant, informative, and interactive content creates positive brand perceptions and encourages consumers to interact with hospitality brands before making booking decisions.

Additionally, this study adopts the perspective of **Integrated Digital Marketing** (Utomo et al., 2023; Musaiyadi et al., 2025; Sayudin et al., 2023), which emphasizes that consumers rarely rely on a single information source. Instead, purchasing decisions are formed through the integration of promotional content produced by organizations and user-generated content created by previous customers. Consequently, social media content quality and online reviews jointly contribute to shaping hotel booking decisions.

Previous empirical studies have consistently demonstrated the importance of digital marketing in influencing consumer purchasing behaviour within the tourism and hospitality industry. Tuten and Solomon (2021) emphasized that social media content significantly affects customer engagement and brand perception by delivering informative and visually attractive marketing communication. Similarly, Park & Lee (2024; Li et al., 2021; An et al., 2025; Zhang et al., 2024) reported that Instagram marketing positively influences hotel booking intention among millennial consumers.

Regarding online reviews, Filieri (2020) concluded that online customer reviews substantially influence consumer trust and purchase decisions because they provide authentic information regarding previous consumption experiences. Likewise, Putri and Marlien (2022) found that online customer reviews positively and significantly affect purchasing decisions through online travel platforms.

Although these studies confirm the importance of social media marketing and online reviews, most previous research investigates each variable separately. Furthermore, limited studies focus specifically on hotel booking decisions within Bali's hospitality industry while simultaneously examining both variables. This research therefore contributes to existing literature by integrating social media content quality and online reviews into a single analytical model to explain hotel room booking decisions at SBRKuta.

Previous studies have consistently demonstrated that digital marketing plays an important role in influencing consumer behaviour within the hospitality industry. One of the most influential digital marketing elements is **online customer reviews**, which provide valuable information regarding previous guests' experiences, service quality, hotel facilities, and overall customer satisfaction. Because online reviews originate from actual consumers, prospective guests generally perceive them as more credible than promotional messages generated by hotels. Positive reviews and higher ratings strengthen consumer trust, reduce perceived risk, and significantly encourage hotel booking decisions (Putri & Marlien, 2022).

Similarly, social media marketing has become an increasingly important communication channel for hospitality businesses. Attractive, informative, and interactive social media content enables hotels to effectively communicate their services while creating emotional connections with potential customers. High-quality visual content can improve consumers' perceptions of hotel quality, increase brand awareness, and stimulate purchase intentions. Consequently, social media has evolved beyond a promotional platform to become a strategic marketing tool capable of influencing consumers throughout the decision-making process.

Visual-based social media platforms, particularly Instagram, have also been found to play a significant role in shaping consumers' hotel booking intentions. The combination of high-quality photographs, promotional videos, reels, and customer-generated content enables hotels to present authentic accommodation experiences that attract prospective guests. Hotels that consistently produce engaging visual content tend to receive higher customer interest and stronger booking intentions, especially among younger generations who actively utilize social media for travel planning (Amin et al., 2021; Shaputra et al., 2024; Racmat et al., 2025; Pricope et al., 2023).

In addition to promotional content, customer-generated online reviews significantly influence hotel booking decisions because they provide independent evaluations of hotel performance. Consumers frequently compare hotel ratings, read customer comments, and evaluate management responses before making reservations. Positive online reviews improve hotel credibility, strengthen customer confidence, and directly increase booking decisions (Ariansyah et al., 2025).

The effectiveness of digital marketing is further supported by the quality of digital content distributed through social media platforms. Content that is informative, relevant, visually attractive, and consistently updated enhances customer engagement and positively influences consumers' purchase intentions. This finding suggests that content quality should be considered a strategic resource for hospitality organizations seeking to improve their digital marketing performance (Anita et al., 2015).

Several studies have also emphasized the importance of strategic communication through Instagram. Hotels utilizing creative visual storytelling, promotional campaigns, interactive features, and consistent branding are more successful in increasing audience engagement and strengthening brand image. Effective Instagram communication enables hospitality businesses to maintain continuous interaction with potential customers while improving overall marketing effectiveness (Caroline & Susanto, 2025).

The importance of online reviews has also been widely discussed from the perspective of consumer trust. Helpful online reviews containing detailed, credible, and experience-based information reduce information asymmetry between service providers and prospective customers. Consequently, consumers become more confident in evaluating hotel quality and making purchasing decisions (Filieri, 2020).

Other empirical evidence indicates that the influence of online reviews extends beyond customer trust to actual booking behaviour. Hotels that consistently receive favourable customer feedback generally experience stronger booking performance because positive reviews reinforce hotel reputation and reduce consumers' perceived uncertainty during the purchasing process (Ariansyah et al., 2025).

Previous studies consistently demonstrate that social media has become a crucial information source shaping hotel selection, booking intentions, and consumer perceptions. Hotel-generated content, particularly experiential and visually appealing posts, enhances customer engagement, strengthens hotel image, and positively influences booking intentions. Nevertheless, these studies primarily emphasize the effectiveness of organizational content while giving relatively limited attention to how customers interpret and compare such content with information obtained from independent sources (Veloso & Gómez-Suárez, 2023; Veloso et al., 2023).

Research has also established that online reviews and electronic word-of-mouth (eWOM) substantially influence consumers' trust, perceived service quality, and hotel booking decisions. Positive reviews generally increase purchase intentions, whereas negative reviews can significantly reduce consumer confidence. Although these findings confirm the importance of review credibility, many studies focus predominantly on the valence or volume of reviews rather than examining how review quality interacts with other digital marketing elements across different hospitality contexts (Oliveira et al., 2020; Salameh et al., 2022; Cho et al., 2023; Wen et al., 2020; Nisa, 2024; Zahidah & Rostiani, 2021).

Several scholars have further argued that consumers' hotel decision-making is increasingly shaped by integrated digital ecosystems combining social media content, online reviews, website quality, and platform characteristics. Visual user-generated content, such as photo reviews, has been shown to strengthen emotional responses and booking intentions, particularly in luxury hospitality settings. However, existing research often investigates these factors independently, leaving limited understanding of their combined influence on customer decision-making in real-world hotel environments (Varkaris & Neuhofer, 2017; Park & Lee, 2024; Gupta, 2019).

Digital marketing and social media have become important tools for improving business visibility, customer engagement, sales performance, and competitiveness. Social media platforms enable businesses to reach broader markets, strengthen customer interaction, and support promotional activities, with Facebook demonstrating potential for increasing sales among small businesses (Adeyemo, 2025; Azmir & Purnomo, 2025). Instagram also provides opportunities for strategic communication through engagement, branding, and the development of stronger connections with digital audiences (Ratih et al., 2025). In the hospitality sector, digital promotion similarly contributes to strengthening hotel competitiveness by expanding market reach and improving promotional effectiveness (Kencanawati et al., 2025).

Search engine optimization represents another important component of digital marketing because it can increase online visibility and help hospitality businesses attract potential customers through digital search platforms. Strategic SEO implementation can therefore strengthen business visibility and support broader digital marketing objectives (Suwitri et al., 2025). More broadly, digital transformation has the potential to enhance tourism competitiveness, sustainability, and visitor experience by integrating digital technologies into tourism operations and customer services (Hakim et al., 2026).

Digital platforms also support more specific hospitality and tourism marketing activities. Efficient and innovative online reservation strategies can contribute to increased hotel occupancy while improving customer satisfaction by making the booking process more accessible and convenient (Krisnayanti et al., 2022). These findings suggest that digital promotion should be integrated with online booking systems to create a more effective customer journey.

Marketing communication and strategic marketing remain important beyond digital platforms alone. An integrated marketing communication model can strengthen organizational relationships with customers and stakeholders, while systematic marketing strategies can help businesses increase sales and respond to market competition (Siswanto, 2025; Akbar & Purnomo, 2025). Overall, the literature indicates that effective digital marketing requires the integration of social media, SEO, online reservation systems, strategic communication, and broader marketing planning to improve visibility, engagement, sales, competitiveness, and customer experience.

Recent literature has expanded the discussion by linking social media marketing with hotel reputation, service quality, audience engagement, and long-term consumer behavioral intentions. These studies suggest that digital interactions extend beyond promotional functions by influencing customer satisfaction, loyalty, and organizational reputation. Despite these contributions, empirical evidence remains fragmented, particularly regarding how hotel-generated content, online reviews, and consumer engagement collectively shape booking decisions within specific hotel contexts, indicating the need for more integrated and context-specific investigations (Han et al., 2025; Litovka-Demenina & Koval, 2025; Krishnan et al., 2025; Ogoina et al., 2025; Lee et al., 2020; Kapoor, 2023).

Research investigating hotel booking decisions has further demonstrated that online reviews interact with other marketing factors, including brand reputation and pricing strategies. Consumers are more likely to book accommodation when positive reviews are supported by strong brand credibility and reasonable pricing, indicating that online reviews remain one of the most influential determinants in hotel selection (Wen et al., 2021).

The quality of social media content has likewise been associated with customer engagement and booking intention. Interactive content featuring attractive visuals, authentic experiences, and informative communication strengthens relationships between hotels and prospective guests while encouraging reservation intentions. This finding highlights the strategic importance of maintaining high-quality digital content across hospitality social media platforms (Gomez-Suarez & Veloso, 2024).

Furthermore, visual presentation and online reviews have been found to complement each other in shaping hotel booking intentions. Consumers simultaneously evaluate hotel photographs, promotional videos, customer-generated images, and previous guest reviews before making final booking decisions. The integration of appealing visual content with positive online reviews substantially increases consumers' confidence and purchase intentions toward hotel accommodation (Amin et al., 2021).

Although previous studies consistently confirm the positive influence of social media marketing, content quality, and online reviews on consumer behaviour, most investigations have examined these variables independently or focused primarily on purchase intention and customer engagement. Limited empirical studies have simultaneously investigated the combined influence of social media content quality and online reviews on hotel room booking decisions, particularly within Bali's hospitality industry. Therefore, this study seeks to address this research gap by examining the individual and simultaneous effects of these two digital marketing variables on hotel room booking decisions at SBR Kuta.

Based on the background and research gap identified above, this study addresses the following research questions: (1) Does social media content quality significantly influence hotel room booking decisions? (2) Do online reviews significantly influence hotel room booking decisions? (3) Do social media content quality and online reviews simultaneously influence hotel room booking decisions?

This study aims to (1) Examine the influence of social media content quality on hotel room booking decisions. (2) Analyse the influence of online reviews on hotel room booking decisions. (3) Evaluate the simultaneous influence of social media content quality and online reviews on hotel room booking decisions.

2. Method

This study was conducted at SBR Kuta, Bali, Indonesia, a four-star hotel selected because of its active utilization of social media and online review platforms as integral components of its digital marketing strategy. The study employed a quantitative research approach using a cross-sectional survey design to examine the effects of social media content quality and online reviews on hotel

room booking decisions. Data were collected during the 2026 research period through a structured questionnaire administered to respondents who met the predefined sampling criteria.

The target population consisted of prospective hotel guests and digital media users who had previously accessed information about SBR Kuta through the hotel's social media platforms or online review websites. A purposive sampling technique was adopted to select respondents based on three criteria: (1) having viewed the hotel's social media content, (2) having read online reviews about the hotel, and (3) having booked, or intended to book, a room at the hotel. Following Ferdinand's (2014) recommendation that the minimum sample size for multivariate analysis should be at least five times the number of measurement indicators, a total of 100 respondents were included, which was considered adequate for multiple linear regression analysis.

The conceptual framework comprised two independent variables – Social Media Content Quality (X_1) and Online Reviews (X_2)—and one dependent variable—Hotel Room Booking Decision (Y). Social media content quality was measured through respondents' perceptions of the informativeness, visual attractiveness, relevance, creativity, and consistency of the hotel's social media content. Online reviews were assessed based on respondents' perceptions of review credibility, rating quality, information usefulness, and previous guests' experiences available on digital platforms. The dependent variable measured consumers' decisions to book hotel rooms after obtaining information from social media content and online customer reviews.

Primary data were collected using an online questionnaire distributed via Google Forms, while secondary data were obtained from scholarly books, peer-reviewed journal articles, previous empirical studies, and other relevant publications. All questionnaire items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was performed using IBM SPSS Statistics. The analytical procedures included descriptive statistics to summarize respondents' demographic characteristics and response patterns, followed by validity and reliability tests to evaluate the quality of the measurement instrument. Prior to hypothesis testing, classical assumption tests were conducted to verify the suitability of the regression model. Subsequently, multiple linear regression analysis was employed to examine both the individual and joint effects of social media content quality and online reviews on hotel room booking decisions. The research hypotheses were tested using t-tests, F-tests, and the coefficient of determination (R^2) at a 5% significance level ($\alpha = 0.05$).

3. Results and Discussion

3.1 Results

3.1.1 Respondent Characteristics

A total of 100 respondents participated in this study. Based on gender, 57 respondents (57%) were male and 43 respondents (43%) were female, indicating a relatively balanced distribution with a slight predominance of male participants. Regarding age, most respondents were between 26 and 35 years old (46%), followed by respondents aged 17–25 years (28%) and those over 35 years (26%). This finding suggests that the majority of respondents belong to the productive age group, which is generally more active in using digital platforms when searching for travel and accommodation information.

In terms of occupation, the largest proportion of respondents were private-sector employees (37%), followed by civil servants (23%), entrepreneurs (20%), students (17%), and content creators/influencers (3%). These characteristics indicate that the respondents represent consumer groups that frequently utilize digital media to obtain information and make hotel booking decisions.

The respondent profile provides an overview of the demographic characteristics of individuals who participated in this study and offers important context for interpreting the research findings. A total of 100 respondents completed the questionnaire, representing consumers who have experience using digital platforms to search for hotel information and make

accommodation booking decisions. The distribution of respondents across gender, age, and occupation reflects a diverse sample that is appropriate for examining consumer perceptions of social media content and online reviews within the hospitality industry.

Based on gender, 57 respondents (57%) were male, while 43 respondents (43%) were female. Although male respondents constituted a slightly larger proportion of the sample, the gender distribution remained relatively balanced. This balanced composition reduces the possibility of gender bias and allows the study to capture perspectives from both male and female consumers. Since previous studies suggest that men and women may differ in their online information-searching behavior, digital engagement, and purchasing preferences, the inclusion of both groups enhances the reliability and generalizability of the findings.

Regarding age, respondents were predominantly within the productive age category. The largest group consisted of individuals aged 26–35 years, accounting for 46% of the sample. This was followed by respondents aged 17–25 years (28%), while respondents older than 35 years represented 26% of the total participants. The dominance of respondents aged 26–35 years indicates that the study primarily reflects the perceptions of digitally active consumers who frequently rely on social media platforms, online travel agencies, and customer review websites when planning travel and accommodation. Individuals within this age group generally possess greater familiarity with digital technology and are more likely to compare multiple online information sources before making purchasing decisions. Meanwhile, the inclusion of younger and older respondents broadens the demographic representation and enables the findings to reflect diverse consumer experiences across different age groups.

The occupational distribution further demonstrates the diversity of the respondent sample. Private-sector employees formed the largest group, representing 37% of respondents. Civil servants accounted for 23%, entrepreneurs represented 20%, students comprised 17%, and content creators or influencers accounted for the remaining 3%. This distribution indicates that the respondents originated from various professional backgrounds with different levels of income, travel frequency, and digital literacy. Working professionals, particularly private-sector employees and civil servants, are generally characterized by regular business or leisure travel, making them frequent users of hotel booking platforms and online information sources. Entrepreneurs often rely on digital media to identify suitable accommodation for business activities, while students tend to be highly engaged with social media and electronic word-of-mouth when searching for affordable travel options. Although content creators and influencers represented a relatively small proportion of the sample, their participation remains valuable because of their extensive experience in producing, consuming, and evaluating digital content related to tourism and hospitality.

3.1.2 Instrument Testing

The validity test demonstrated that all questionnaire items produced corrected item-total correlation coefficients exceeding the critical r -value (0.225), indicating that every indicator successfully measured the intended construct. Therefore, all measurement items were considered valid.

Reliability analysis using Cronbach's Alpha further confirmed that each construct exceeded the recommended threshold of 0.70, demonstrating satisfactory internal consistency. Consequently, the research instrument fulfilled both validity and reliability requirements and was suitable for subsequent statistical analyses.

Before conducting the primary statistical analyses, the research instrument was subjected to validity and reliability testing to ensure that the questionnaire accurately measured the intended constructs and produced consistent results. Instrument testing is an essential step in quantitative research because the quality of the findings depends largely on the accuracy and consistency of the measurement instrument. A valid and reliable questionnaire minimizes measurement errors and increases confidence that the collected data appropriately represent

respondents' perceptions regarding social media content, online reviews, and hotel booking decisions.

The validity test was performed using the corrected item-total correlation method. This procedure evaluates the degree to which each questionnaire item correlates with the total score of its respective construct, thereby indicating whether each indicator effectively measures the same underlying concept. The results revealed that all questionnaire items produced corrected item-total correlation coefficients greater than the critical r -value of 0.225. Since every item exceeded the minimum acceptable threshold, each indicator demonstrated a satisfactory level of validity. These findings indicate that the statements included in the questionnaire were capable of accurately representing the variables investigated in this study and were sufficiently sensitive to capture respondents' perceptions. Consequently, none of the questionnaire items required revision or elimination, and all indicators were retained for the subsequent data analysis.

Following the validity assessment, a reliability test was conducted using Cronbach's Alpha coefficient to determine the internal consistency of each construct. Reliability reflects the extent to which a measurement instrument generates stable and consistent results when applied to respondents with similar characteristics. A Cronbach's Alpha value of 0.70 or higher is widely recognized as indicating acceptable reliability in social science research. The analysis showed that every construct included in this study achieved a Cronbach's Alpha coefficient exceeding the recommended threshold of 0.70. These results demonstrate that the questionnaire possessed a high degree of internal consistency, meaning that the items within each construct measured the same concept in a coherent and dependable manner.

The satisfactory validity and reliability results provide strong evidence that the research instrument met established psychometric standards. Valid indicators ensure that the questionnaire accurately captures the intended theoretical constructs, while reliable measurements guarantee consistency in respondents' answers across items representing the same variable. Together, these outcomes enhance the credibility of the research findings by reducing the likelihood of measurement bias and random error.

The instrument testing confirms that the questionnaire was both valid and reliable for investigating the relationships among social media content, online reviews, and hotel booking decisions. Since all measurement items satisfied the required statistical criteria, the instrument was considered appropriate for further statistical analyses, including descriptive statistics, correlation analysis, and multiple regression analysis. The successful completion of these preliminary tests provides a solid methodological foundation for interpreting the subsequent empirical results with confidence.

3.1.3 Classical Assumption Test and Hypothesis Testing

Before testing the proposed hypotheses, the multiple linear regression model was evaluated through a series of classical assumption tests to ensure that the data satisfied the statistical requirements for regression analysis. These preliminary tests are essential because violations of regression assumptions may result in biased parameter estimates and unreliable conclusions. In this study, the assumptions of normality and multicollinearity were examined prior to hypothesis testing to confirm the suitability of the regression model.

The normality assumption was assessed using the Kolmogorov-Smirnov test, which evaluates whether the regression residuals follow a normal distribution. The analysis revealed that the significance value exceeded the commonly accepted threshold of 0.05, indicating that the residuals were normally distributed. This finding suggests that the regression model met the normality assumption, thereby supporting the validity of subsequent inferential statistical analyses. The normal distribution of residuals also indicates that the estimated regression coefficients can be interpreted with greater confidence.

The multicollinearity test was subsequently conducted to determine whether strong correlations existed among the independent variables. Excessive multicollinearity can reduce the accuracy of regression estimates and complicate the interpretation of the individual contribution of each predictor. The results showed that all independent variables produced Tolerance values

greater than 0.10 and Variance Inflation Factor (VIF) values below the critical threshold of 10. These findings confirm the absence of multicollinearity, indicating that Social Media Content Quality and Online Reviews represent distinct explanatory variables and independently contribute to explaining variations in hotel room booking decisions.

After confirming that the classical assumptions were satisfied, multiple linear regression analysis was performed to examine the effects of Social Media Content Quality (X_1) and Online Reviews (X_2) on Hotel Room Booking Decisions (Y). The regression results demonstrated that both independent variables significantly influenced consumers' booking decisions.

The partial t-test revealed that Social Media Content Quality had a positive and statistically significant effect on hotel room booking decisions, with a t-value of 3.540 and a significance level of 0.001. Since the probability value was below the 0.05 significance threshold, the first hypothesis was accepted. This result indicates that attractive, informative, credible, and visually engaging social media content enhances consumers' confidence and encourages them to reserve hotel accommodation. Hotels that consistently produce high-quality digital content are therefore more likely to attract potential customers and stimulate booking intentions.

Similarly, Online Reviews demonstrated a positive and statistically significant influence on booking decisions, producing a t-value of 7.075 with a significance level below 0.001. The substantially higher t-statistic suggests that online reviews exert a stronger influence on consumers' booking decisions than social media content quality. This finding implies that potential guests place considerable importance on the experiences and evaluations shared by previous customers when assessing hotel quality, reducing perceived risk, and making final purchasing decisions.

Furthermore, the simultaneous F-test confirmed that Social Media Content Quality and Online Reviews collectively exerted a statistically significant effect on Hotel Room Booking Decisions ($p < 0.05$). This finding indicates that the combined influence of these two digital marketing variables provides a meaningful explanation of consumers' booking behaviour. In addition, the coefficient of determination (R^2) revealed that the regression model explained a substantial proportion of the variance in hotel room booking decisions. Although a considerable percentage of consumer behaviour could be explained by the two independent variables, the remaining unexplained variance suggests that other factors, such as price, hotel reputation, service quality, location, promotional offers, and individual consumer preferences, may also contribute to hotel booking decisions and should be considered in future research.

3.2 Discussion

The findings demonstrate that both Social Media Content Quality and Online Reviews significantly influence hotel room booking decisions at SBR Kuta. These results support contemporary digital marketing theory, which argues that consumers increasingly rely on online information before making purchase decisions (Kotler & Keller, 2016; Chaffey & Ellis-Chadwick, 2022).

The significant effect of Social Media Content Quality indicates that consumers evaluate hotels based on the quality of digital content presented through platforms such as Instagram. High-quality photographs, engaging videos, informative captions, promotional stories, and consistent branding enhance consumers' perceptions of service quality and reduce uncertainty before booking. This finding supports Tuten and Solomon (2021), who argue that compelling social media content strengthens brand awareness, customer engagement, and purchase intention.

More importantly, Online Reviews emerged as the strongest predictor of booking decisions. This result suggests that prospective guests place considerable trust in the experiences shared by previous customers. Positive ratings, detailed reviews, and management responses contribute to perceived credibility and reduce perceived risk associated with hotel selection. These findings are consistent with the Electronic Word-of-Mouth (e-WOM) theory proposed by Hennig-Thurau et al. (2004), which emphasizes that user-generated content has become a

dominant source of information influencing consumer behaviour. The findings also corroborate Filieri (2020), who concluded that online reviews significantly shape customer trust and purchase decisions in digital service environments.

The stronger influence of Online Reviews compared with Social Media Content Quality suggests that consumers perceive peer-generated information as more credible than firm-generated promotional content. While hotels can control the quality and frequency of their social media communication, customer reviews are perceived as independent evaluations based on actual experiences. Consequently, positive online reviews function as social proof, reinforcing consumers' confidence in making booking decisions.

Overall, this study confirms that effective digital marketing in the hospitality industry requires an integrated strategy combining professionally managed social media content with proactive online reputation management. Hotels should continuously produce high-quality visual content while simultaneously encouraging satisfied guests to leave positive reviews and responding professionally to customer feedback. Such an integrated approach can strengthen brand credibility, enhance consumer trust, and ultimately increase hotel room bookings.

4. Conclusion

The findings of this study demonstrate that both Social Media Content Quality and Online Reviews play significant roles in shaping consumers' hotel room booking decisions. The empirical results indicate that high-quality social media content characterized by attractive visuals, informative messages, credibility, and consistent communication positively influences consumers' perceptions and encourages them to consider hotel reservations. As digital platforms have become one of the primary sources of travel information, professionally managed social media content serves not only as a promotional tool but also as a medium for building trust, enhancing brand image, and strengthening customer engagement. Hotels that consistently publish relevant and appealing content are therefore better positioned to capture consumers' attention and stimulate booking intentions.

The study further reveals that Online Reviews have an even stronger influence on hotel room booking decisions than Social Media Content Quality. Consumers increasingly rely on the experiences and opinions of previous guests to evaluate service quality, reduce perceived risks, and verify promotional claims presented by hotels. Positive reviews enhance confidence in the hotel's credibility and service performance, whereas negative reviews may discourage potential customers from making reservations. This finding confirms that user-generated content has become a critical determinant of consumer behavior in the hospitality industry, emphasizing the importance of maintaining customer satisfaction to generate favorable electronic word-of-mouth.

The regression analysis also demonstrates that Social Media Content Quality and Online Reviews jointly exert a statistically significant influence on hotel booking decisions. The coefficient of determination indicates that these two variables explain a substantial proportion of the variation in consumers' booking behaviour, highlighting their strategic importance in digital hotel marketing. Nevertheless, the unexplained variance suggests that hotel booking decisions are also influenced by other factors, including room prices, hotel location, brand reputation, service quality, promotional offers, facilities, and individual consumer preferences. Future studies are therefore encouraged to incorporate these additional variables to develop a more comprehensive understanding of consumer decision-making in the hospitality sector.

From a practical perspective, the findings provide valuable implications for hotel managers and marketing practitioners. Hotels should invest in developing high-quality social media content that is visually appealing, informative, authentic, and regularly updated to enhance consumer engagement. At the same time, management should actively monitor online reviews, encourage satisfied guests to share positive experiences, respond professionally to customer feedback, and address service deficiencies promptly. Integrating effective social media

marketing strategies with proactive online reputation management can strengthen consumer trust and improve booking performance in an increasingly competitive digital marketplace.

This study contributes to the growing body of hospitality marketing literature by providing empirical evidence that both hotel-generated content and consumer-generated online reviews significantly influence hotel room booking decisions. The results reinforce the importance of adopting an integrated digital marketing strategy that combines engaging social media communication with effective online reputation management to enhance consumer confidence, strengthen competitive advantage, and increase hotel booking performance in the evolving digital tourism environment.

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