

The Effect of Social Media Advertising and Consumer Trust on Hotel Visit in West Java in the Covid-19 Pandemic

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Abstract - This research aims to determine social media advertising to increase profit for companies. The main objective of a business is to sell products and services for a profit. Social media advertising can also assist consumers in making decisions regarding the products and services to be purchased and consumers can confirm or have an overview of the services that will be obtained so that they are of interest to visitors. This research method is a survey with a quantitative analysis approach. The objective is to examine the influence of Social Media Advertising, Consumer Trust in Hotel Visiting Interest in West Java during the Pandemic Era. The variables in this research consist of independent variables and dependent variables. Independent variable is a variable whose value affects the value of other variables or variables that cause changes or changes in the dependent variable. (The independent variables used in this study are Social Media Advertising (X1) and Consumer Trust (X2). While the dependent variable is the variable that is influenced or becomes a result of the independent variable. Where the dependent variable of this study is visiting interest (Y) The method of data collection used a questionnaire instrument with 100 respondents from West Java. The method used was simple random sampling with an error rate of 5%. The data were processed and analyzed using the SPSS for Windows 21.0 series software. The results showed that social media advertising variables and consumer trust had a significant effect on visiting interest. Based on these results, it can be ascertained that social media advertisements affect the interest in visiting hotels in West Java.

Keywords: *Social Media Advertising, Consumer Trust, Visiting Interest, Hotel, Covid-19 Pandemic.*

1. INTRODUCTION

The development of an increasingly modern era today and economic and business developments that have sprung up with many creative forms and ways to be able to compete in the business world. Every company certainly has a target to be achieved in the future. Competition in the business world in Indonesia is getting tighter, every company competes to attract customers and maintain its presence in the market. Many new competitors are creating new marketing strategies; it will make the competition even tighter. A marketing will be very important because a company must have a strategy to market its products, whether through advertising, social media and so on, and a company must be sensitive to what consumers need.

Social media marketing is a form of marketing that is used to create awareness, recognition, memory and even

action against a brand, product, business, individual, or group either directly or indirectly using tools from the social web such as blogging, microblogging, and social networking (Setiawan, 2015). The more diverse the lifestyle and needs of each person, the more people want to get a comfortable, clean and attractive place to rest to visit. Hotels are one of the most comfortable places to stop by, because hotels provide various facilities that are offered to consumers, some of which provide additional facilities besides rooms, such as a swimming pool, gym, spa, restaurant and so on.

In 2020 the pandemic era began, as we have known since the arrival of a new virus that was contagious and could cause this death to hit all countries including Indonesia, this virus is called covid 19. The arrival of Covid 19 originated from Wuhan, China. This is something that is very, very detrimental to the economy of all people and companies including tourism and hospitality so that they experience tremendous panic. The weakening of the economy in the tourism sector which covers the hotel industry makes people not want to be at great risk because of contracting the virus, and there is a Central Government policy which of course requires all people to stay at home so that many people decide to postpone activities outside the home this includes canceling hotel bookings which causes all companies in the hotel industry to experience a slowdown or a slowdown in the economy.

The current condition, with the pandemic, everything is done online, there is an inhibition and decreased profitability towards hotels, which makes hotel companies have to provide a strategy that is more like social media advertising where advertisements are done online through visuals that encourage consumers to press the click and share buttons so marketing will spread on its own, can tie in traffic as well as potentially long-term and spark purchasing power. For example, like Instagram, TikTok, Facebook ads, Twitter.

The rapid development of social media has provided advertisers in hospitality, tourism and travel (HTT) in the field with unprecedented opportunities to engage and communicate with their consumers (Blichfeldt & Smed, 2015; Chan & Guillet, 2011; Hamouda, 2018).

As we know that Social Media Advertising Increases Profit for Companies, the main objective of a business is to sell products and services for profit. Through social media advertising, you will benefit by letting more people know about the products they sell so that they can increase business profits. Social media advertising can also help consumers make decisions regarding the products and services to be purchased and consumers can confirm or have an overview of the services that will be obtained so that they are of interest to visitors.

According Mowen and Minor in Donni Juni (2017), trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits. Trust is a foundation of a business. Trust is an awareness and feeling that a customer has to trust a product, and is used by service providers as a tool to build long-term relationships with customers (Diza et al., 2016). According to Norhermaya and Soesanto (2016), forming customer trust is one way to create and retain customers. Therefore, consumer trust is very important because it can increase hotel guests to visit.

With the existence of advertisements supported by wider social media, as well as high consumer confidence, it will increase the interest in visiting consumers to be able to visit and stay at hotels during the current pandemic. According to Albarq (in Aprilia, 2015), the theory of visiting interest is analogous to the same. with buying interest. The definition of interest according to Kotler and Susanto (in Aprilia, 2015), interest as a push, namely strong internal stimulation that motivates action, where this impulse is influenced by stimuli and positive feelings for the product.

Interest in visiting is influenced by several things. In Putra (2015) states that company image has a significant

influence on interest in visiting. Sondakh (2016) states that service, security and attractiveness simultaneously and partially affect the interest in visiting tourists. According to Albarq (in Aprilia, 2015), the theory of visiting interest is analogous to buying interest. The definition of interest according to Kotler and Susanto (in Aprilia, 2015), interest as a push, namely strong internal stimulation that motivates action, where this impulse is influenced by stimuli and positive feelings for the product.

The interest in visiting is certainly an encouragement from the consumer side to make a purchase, because if you are already interested, a consumer will certainly make an order / purchase, because there is a lot of interest in visiting the company because it can increase company profits.

Table 1. Data on the percentage of Hotel Room Occupancy Rates in West Java in 2020

Source: Data processed, 2020

Month and Amount	2020
	Percentage of Hotel Room Occupancy Rate
	Star & Non Star Hotels
January	45.96
February	46.47
March	28.73
April	08.02
May	13.35

Source: West Java BPS 2020 website

Based on the data above the percentage of hotel room occupancy rates in West Java from January to 45.96%, February to increase to 46.47%, in March it decreased to 28.73, and in April it decreased again to 08, 02 and then in May it increased by 13.35%. From the data above, it shows that the interest in visiting hotels in West Java during the pandemic era has decreased drastically when compared to when the normal situation still occurred in January and February.

2. LITERATURE REVIEW

2.1 Social Media Advertising

Many people have their own personal websites where they fill in information about themselves, post pictures, create their own blogs, and upload have videos that are important for advertisers to understand self-esteem and self-actualization (Elizabeth Wright et al., 2010). Marketers use social media advertising (for example, display of advertisements on social networking sites) to persuade users to buy their products (Neti, 2011). Also, Taylor et al. (2011) define social media advertising as a generic term that includes all forms of advertising - whether explicit (eg commercial video and banner ads) or implicit (eg, fan pages or company-related "tweets") - it is sent via social networking sites. Social media provides a new platform for companies to advertise their products (Starker et al., 2015; Starker & Wrigley, 2016). Raji et al. (2018) found that social media advertising is positively and significantly related to consumer-based brand equity.

Social media advertising indicators The social media indicators that will be used in this study are based on the dimensions of social media according to As'ad and Alhadid (2014), namely:

- 1) Online Communities

Online communities are described as communities around the interest in the same product or business that are built through the use of social media. Common interests help members share important information with each other. And more importantly, the community prioritizes the purpose of sharing information rather than commercial, which is influenced by members' opinions. Followers' active participation on social media can help improve content.

2) Interaction

Refers to the ability to add or invite friends or colleagues / colleagues to the network, where followers can connect, share and communicate with each other in real-time. Interaction on social media is important because these interactions allow communication to occur, where social media itself is said to be a communication tool to improve the user experience

3) Sharing of content

This sharing of content talks about the scope of individual exchange, distribution and receiving of content in social media settings, where possible content can be in the form of images, videos or status updates.

4) Accessibility

Refers to the ease of access and minimal cost of using social media which enables users with online access to initiate or participate in social media conversations.

5) Credibility

Credibility is described as sending messages that clearly articulate a brand to build credibility for what is said or done that relates emotionally to the target audience.

2.2 Consumer Trust

Consumer confidence in choosing a product to choose is something that is difficult to control, therefore there is a need for a study of the attitudes and behavior of these consumers. According to Elvandri (2011), customer satisfaction will ultimately affect consumer attitudes in making repeat purchases (intention to use). According to Rosdiana et al. (2019), the definition of consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and their benefits. According to Alamsyah (2016), customer trust is an important coordination to support company performance in marketing competition and can contribute to relationship loyalty.

A) Gefen (in Yee and Faziharudean, 2010) states that the trust indicators consist of 3 components, namely:

(1) Integrity is the consumer's perception that a company follows acceptable principles such as keeping promises, behaving ethically and honestly. The integrity of the company depends on the consistency of the company in the past, the communication is credible or the communication is not credible of a company to other groups and whether the actions taken by the company are in accordance with the promises or words spoken by the company. For example, a green marketing company, which means the company does not damage the surrounding environment with environmentally friendly products produced.

(2) Kindness (Benevolence) which is based on the amount of trust the partnership is have goals and motivations that become advantages for other organizations when new conditions arise, namely conditions where commitment is not formed. For example, a company or a salesperson offers a product by providing correct information to consumers.

(3) Competence (Competence) is the ability to solve problems faced by consumers and meet all their needs. Ability refers to the skills and characteristics that allow a group to have dominant influence. For example, a

sales promotion girl provides recommendations for the problems faced or directs the use of products to consumers.

B) According to Ismail (2014), the indicators used in measuring consumer confidence are:

1. Competence of the company
2. Honesty of the company
3. Reliability of the company

2.3 Visiting Interest

Visiting interest is a desire in the hearts of consumers who are interested in visiting a place. If someone already has an interest in visiting, he will visit and it is possible to make a return visit later. So that interest in visiting again can be seen as an anticipation of someone's travel behavior in the future (Chang et al., 2014). Definition of interest in visiting according to Albarq (in Aprilia, 2015), the theory of visiting interest is analogous to buying interest. The definition of interest according to Kotler and Susanto (in Aprilia, 2015), interest as a push, namely strong internal stimuli that motivate action, where this impulse is influenced by stimuli and positive feelings for the product. According to Albarq (in Aprilia, 2015), interest in visiting is influenced by several things.

According to Sondakh (2016) stating that service, security and attractiveness simultaneously and partially affect the interest in visiting tourists. There are two external factors that influence a person's buying interest. First, the attitudes of others, in this case the attitudes of others that influence purchase intention depend on two things, namely the magnitude of the influence of one's negative attitudes towards alternatives that are of interest to consumers, and the motivation of consumers to be influenced by other people related to their purchase interests. Second, an uninspired situation is a situation that suddenly arises and can indirectly change consumer buying interest (Kotler & Keller, 2009).

A) According to Ramadhan et al. (2015), interest is a strong impetus and motivate someone to choose an action. Usable indicators related to visiting interests are as follows:

1. Interest

Relates to the impulse of a person towards attraction to an object, person, or activity.

2. Preferences

Is an interest that describes consumer behavior towards a product, good or service.

3. Information Search

It is an interest that describes the behavior of consumers who are always looking for information about products, goods or services of interest.

B) According to Suwarduki et al. (2016) in their research interest in visiting is described through several indicators, namely:

a. Transactional interest

Feeling attracted to visiting tourist destinations because the tourist destinations offered are in accordance with expectations. This indicator is the same as the indicator of behavioral intention, so I use behavioral intention with the same meaning but different designation from transactional interest.

b. Referential Interests

Provide references to travel experiences that have been visited so that other people also visit.

c. Preferential Interests

Prefer tourism potential in Indonesia than tourism in other countries. This indicator has the same meaning as the travel intention indicator.

d. Explorative Interest

Looking for information via Instagram when you first want to find out what tourist destinations you want to visit. This indicator is the same as the actual toward behavioral indicators.

C. Visiting Interest Indicators used to measure interest in visiting, among others (Asdi, 2018):

- 1) Cognition, namely a series of feelings of confidence in tourists that come from knowledge related to certain tourist objects.
- 2) Emotions, namely a series of tourists' interest in certain tourist objects.
- 3) Konation, namely the actions of a person in visiting certain tourist objects.

2.4 Framework of Thinking

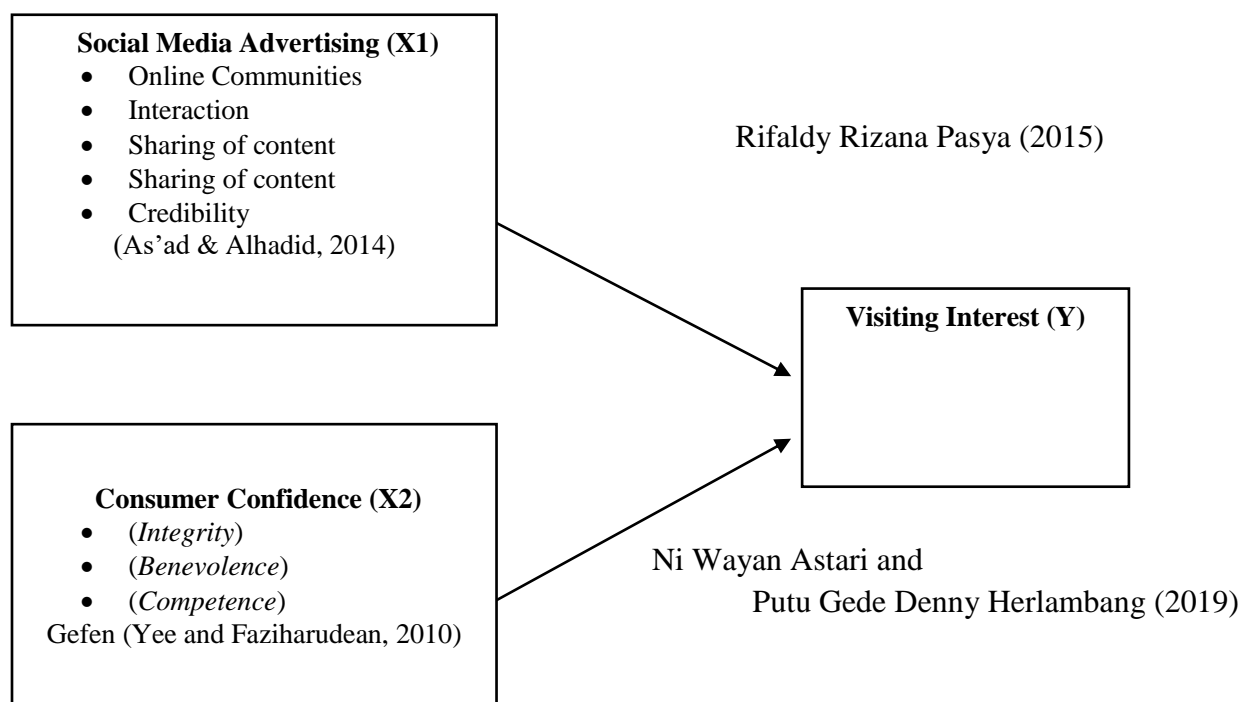


Figure 1. Framework

Based on the framework of thought above, a hypothesis testing is needed to determine whether there is an influence between the independent variable on the dependent variable. The hypothesis in this study is as follows:

H1: Social Media Advertising Affects Visiting Interest

H2: Consumer Trust Affects Visit Interest

H3: Social Media Advertising and Consumer Trust Affect Visiting Interest

3. METHOD

This research method is a survey with a quantitative analysis approach. The objective is to examine the influence of Social Media Advertising, Consumer Trust in Hotel Visiting Interest in West Java during the Pandemic Era. The variables in this study consist of independent variables and dependent variables. Independent variable is a variable whose value affects the value of other variables or variables that cause changes or changes in the dependent variable (Sugiyono, 2017).

The independent variables used in this study are Social Media Advertising (X1) and Consumer Trust (X2). Meanwhile, the dependent variable is the variable that is influenced or becomes a result because of the independent variable (Sugiyono, 2017). Where the dependent variable of this research is visiting interest (Y). Methods of data collection using a questionnaire instrument with 100 respondents from West Java. The method used is simple random sampling (random) with an error rate of 5%. The data were processed and analyzed using SPSS for Windows 21.0 series software.

4. RESULTS AND DISCUSSION

Validity test

The results of the validity test for social media advertising variables and consumer trust and visiting interest can be seen in Table 2. From Table 2, it is known that all questionnaire question items are valid because the calculated r value of each item has a value greater than

Table 2. Validity Test of Social Media Advertising Variables

Source: Data processed, 2020

	R count	R table	Conclusion
Social Media Ads 1	0,238	0,1654	VALID
Social Media Ads 2	0,479	0,1654	VALID
Social Media Ads 3	0,531	0,1654	VALID
Social Media Ads 4	0,490	0,1654	VALID
Social Media Ads 5	0,370	0,1654	VALID
Social Media Ads 6	0,581	0,1654	VALID

Table 3. Validity Test of Consumer Confidence Variable

Source: Data processed, 2020

	R count	R table	Conclusion
Consumer Confidence 1	0,364	0,1654	VALID
Consumer Confidence 2	0,384	0,1654	VALID
Consumer Confidence 3	0,346	0,1654	VALID
Consumer Confidence 4	0,331	0,1654	VALID
Consumer Confidence 5	0,307	0,1654	VALID
Consumer Confidence 6	0,178	0,1654	VALID

Table 4. Validity Test of Visiting Interest Variables

Source: Data processed, 2020

	R count	R table	Conclusion
Visiting Interests 1	0,589	0,1654	VALID
Visiting Interests 2	0,476	0,1654	VALID
Visiting Interests 3	0,551	0,1654	VALID
Visiting Interests 4	0,640	0,1654	VALID
Visiting Interests 5	0,652	0,1654	VALID
Visiting Interests 6	0,515	0,1654	VALID

From Table 4, it is known that all the items of the questionnaire are valid because the Rcount value of each item has a value that is greater than the R table.

Reliability Test

The reliability test results of the social media advertising questionnaire, consumer trust and interest in visiting hotels in West Java are as follows:

Table 5. Reliability Test

Source: Data processed, 2020

Variable	Alpha	R_{Critical}	Conclusion
Social Media Ads	0,757	0,60	Reliable
Consumer Trust	0,831	0,60	Reliable
Interests Visit	0,885	0,60	Reliable

Table 5 shows the Cronbach's alpha value of $0.757 > 0.600$. This means that the social media advertising questionnaire in this research is reliable, this table also Table 5 shows the Cronbach's alpha value $0.831 > 0.600$. This means that the consumer confidence questionnaire in this research is reliable so that the questionnaire can be used in collecting research data.

Hypothesis Test Results

T test results

The t test is used to determine the effect partially, namely Social Media Advertising (X1), and Consumer Trust (X2), on the Interest of Visiting Hotels in West Java during the Pandemic Era. The partial test results (t test) can be seen in Table 6:

Based on Table 6, it can be described as follows:

Table 6. T Test Results
Source: Data processed, 2020

Model	Coefficients^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		

1	(Constant)	130.976	75.345		1.738	.085
	Media Advertising Brand	.573	.124	.430	4.607	.000
	trust	.038	.149	.024	.253	.800

1. The Effect of Social Media Advertising on the Interest of Visiting Hotels in West Java during the Pandemic Era.

From the table above, it is obtained the t value of 0.4607 with a Sig value of 0.000 so that the Social Media Advertising variable has a significant effect on the Interest of Visiting Hotels in West Java during the Pandemic Era

2. The Effect of Consumer Trust on the Interest of Visiting Hotels in West Java during the Pandemic Era.

From the table above, the t value is 0.253 with a Sig value of 0.800. So that, the Consumer Trust variable has a significant effect on the Interest of Visiting Hotels in West Java during the Pandemic Era.

Multiple Correlation Coefficient

The results of calculations for multiple regression tests can be seen in the table below. From the table, it can be seen how good the overall analysis model is, namely how the independent variable is able to predict one dependent variable.

Table 7. Model Summary
Source: Data processed, 2020

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.436 ^a	.190	.173	3.83267

From the table results above, the R square value is 0.436, this means that the two independent variables have a strong contribution to the related variable. The contribution of the three variables (social media advertising and consumer trust) is 43.6% towards the visiting interest variable, the remaining 56.4% is influenced by other factors that are not examined.

Test Results f

Based on the results of the regression analysis output, the f value can be seen as in the following table:

Table 8. Anova f test
Source: Data processed, 2020

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	333.894	2	166.947	11.365	.000 ^b
	Residual	1424.866	97	14.689		
	Total	1758.760	99			

From the table results above, the F value is 11, with a sig F of 0.000 smaller than 0.05, this indicates that this model can be used to determine visiting interest, and from these results it is known that social media advertising

and consumer trust have a significant effect on visiting interest.

Discussion

From the results of the data processing of the two variables, it was found that social media advertising variables and consumer trust had a significant effect on visiting interest. Based on these results, it can be ascertained that social media advertisements affect the interest in visiting hotels in West Java. This research is in line with research conducted by Rifaldy Rizana Pasya (2015) which states that social media advertising has an effect on visiting interest. The results of this study indicate that consumer trust has a significant effect on visiting interest. In line with the research conducted by Astari, Herlambang (2019) which states that consumer confidence affects visiting interest. Hotels that have carried out social media advertisements and efforts to increase consumer confidence will get the interest of visiting consumers.

5. CONCLUSION

Conclusion

Based on the results of data processing and discussion, it can be concluded that:

1. Social Media Advertising has a significant influence on the Interest of Visiting Hotels in West Java during the Covid-19 pandemic era, so it can be said that Social Media Ads will create a desire for interest in visiting hotels in West Java during the Covid-19 pandemic era.
2. Consumer trust significantly influences the interest in visiting hotels in West Java during the Covid-19 Pandemic Era so that consumer confidence increases the interest in visiting hotels in West Java during the Covid-19 pandemic era.
3. Social media advertising and consumer trust together have a significant effect on the interest in visiting hotels in West Java in the pandemic era. So with the existence of social media advertising and supported by consumer confidence, consumers will be interested in visiting hotels in West Java in the era of the Covid-19 pandemic.

Suggestions

From the results of the research that has been done, the researchers suggest that hotels in West Java, both star and non-star, do the following:

1. Creating more attractive and interactive social media advertisements that aim to attract more consumers to visit hotels.
2. Increase consumer confidence in the era of the Covid-19 pandemic by improving health protocols and providing information on the implementation of health protocols as recommended by the government.

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