Guest Decision To Book A Hotel Room Through Social Media :
The Mediation Effect Of Behavioural Intention

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ABSTRACT. *The influence of social media on guest decision behavior in booking hotel rooms is increasingly relevant in today's digital era. Social media provides a broad platform for guests to seek information, interact, and make decisions regarding hotel room bookings. Perceived ease of use is an important factor influencing guests' decisions, where an intuitive interface, simple navigation, and a smooth booking process will influence their conclusion to make a booking through social media. In addition, perceived helpfulness is also a key consideration, where relevant information, reviews from previous guests, and useful recommendations on social media can shape positive perceptions and encourage guests to take the next step. Booking intention, as a result of perceived ease of use and usefulness, is also an important variable that influences guest behavior. This research aims to study and identify guests' decisions in booking hotel rooms through social media. One of them is to find out whether social media as a channel for booking hotel rooms is useful, easy to use, and easily accessible to the wider community. the type of research used is a quantitative approach with an explanation (explanatory research). The variables in this study are perceived easy use, perceived usefull, booking intention, and decision to book a hotel room. the population used in this study were UNP Hotel & Convention Center guests. The number of samples used was 111 respondents with purposive sampling technique and describe data from respondents' answers to questionnaires along with inferential statistical analysis techniques using the SEM (structural equilibrium modeling) data analysis method with the PLS (partial least square) approach. SmartPLS 3.intention order application. Booking intention significantly mediates between perceived ease of use and the decision to book a hotel room on social media. Social media. This is because the coefficients from X to M and M to Y are significant in both.*

Keywords : guest decision, social media, hotel room, behaviour

INTRODUCTION

In this day and age, the development of information technology is increasingly affecting human life. One of the most popular information technologies in today's society is social media. Social media is a medium used by individuals to socialize online by sharing information, news content, photos, and more with others (Varinder and Priya, 2012). Social media itself means internet-based media that allows users the opportunity to interact and present themselves both directly and delayed, with a wide audience or not, which encourages the value of user generated

content and the perception of interaction with others (Caleb T. Carr and Rebecca A. Hayes, 2015). Based on research conducted by social marketing agency, We Are Social, active social media users in Indonesia reached 130 million or 49% of Indonesia's total population of 265.4 million (we are social, 2019). In addition, through We Are Social's research, it is known that most Indonesians spend time using social media, which is three hours and 23 minutes per day (Andi Saputra, 2018).

In addition to promotional media, there are other factors that are dominant factors to attract guests to stay at the hotel, including room rates. Room prices are an important part of marketing a product or service. Price is one of the determinants of the success of a company, because by setting a high price, the profit that the company will get from the sale of its products in the form of goods or services will also increase. In order to be successful in marketing a good or service, every company must set the right price. The room price set must be in accordance with the facilities owned by the hotel (Tjiptono, 2008). The ease of getting information on the internet has made the number of internet users increase rapidly. Internetworldstat data (2016) shows that the number of internet users in Indonesia increased rapidly from 2 million in 2000 to 78 million in 2015.

This proves that more and more people are benefiting from the internet. The high growth of internet users is an opportunity for business people to offer their products through the internet. This is better known as e-commerce. E-commerce is the activity of conducting business transactions online through internet media and devices integrated with the internet (Laudon, 2012). This research is very important to do to find out guest decisions in booking hotel rooms on social media. Guests are an inseparable part of the hotel. a guest has the right to get professional service from a hotel.

The influence of social media on guest decision behavior in booking hotel rooms is increasingly relevant in today's digital era. Social media provides a broad platform for guests to search for information, interact, and make decisions regarding hotel room bookings. Perceived ease of use is an important factor influencing guests' decisions, where an intuitive interface, simple navigation, and a smooth booking process will influence their conclusion to make a booking through social media. In addition, perceived helpfulness is also a key consideration, where relevant information, reviews from previous guests, and useful recommendations on social media can shape positive perceptions and encourage guests to take the next step. Booking intention, as a result of perceived ease of use and usefulness, is also an important variable that influences guest behavior. A guest's desire to actually book a room through social media is formed through the belief in the benefits and convenience derived from

using the platform. Therefore, an in-depth understanding of the influence of social media on guest decision behavior will assist hotels in designing the right strategy in leveraging social media as an effective and profitable booking channel.

Based on the preliminary description above, which is the basis for the author to conduct research entitled Guest Decisions Booking Hotel Rooms Through Social Media: the effect of media on behavior. Reinforced by a very influential component in society, namely social media. As previously explained, that in today's digital era, social media is the most influential media in society. One of them is the existence of social media, hotel guests no longer need to bother coming to the hotel to book a room. This research aims to study guest decisions in booking hotel rooms through social media. One of the main objectives of this study is to determine whether social media as a channel for booking hotel rooms is useful and easy to use by the wider community, so that it will affect guest decisions in booking hotel rooms through social media. The variables analyzed in this study include perceived easy use, perceived usefull, and booking intention. In addition, this study also wants to understand how social media influences the guest booking experience at the hotel. The use of social media as a channel to book hotel rooms has become a significant trend in the hospitality industry. A guest's decision to book a hotel room through social media is influenced by various factors, including: Perceived ease of use, this factor includes the guest's perception of the ease of using social media as a hotel room booking channel. If guests feel that the booking process through social media is easy to do, then they are more likely to make reservations through the platform, Perceived Helpful, This factor includes guests' perceptions of the benefits they get by booking hotel rooms through social media. If guests feel that booking through social media provides benefits or added value to them, such as special offers or more complete information, then they are more likely to use social media to book hotel rooms. Booking Intention, This factor includes the guest's intention or desire to actually book a hotel room after interacting with social media. Booking intentions can be influenced by various factors, such as trust in social media as a booking channel, satisfaction with the information obtained, or positive assessments of previous guest experiences. And Guest Booking experience at the Hotel, this factor includes guest experience in booking hotel rooms in general. If guests have a positive experience in making a booking through social media before, then they are likely to reuse the channel. In addition, guests' experience during their stay at the hotel can also influence their decision to make a booking via social media.

The urgency in this research is an in-depth understanding of the factors that influence guests' decisions in booking hotel rooms through social media. In the increasingly advanced

digital era, the use of social media has become an integral part of people's daily lives. With the increasing number of social media users, hotels need to understand how they can utilize social media to communicate with potential guests and influence their decision to book a hotel room. In addition, in the competitive hospitality industry, effective use of social media can be a determining factor in the success of a hotel. Hotels need to know the extent to which social media as a channel for booking hotel rooms is useful and easy to use by the wider community. By understanding the factors that influence guest decisions, hotels can formulate the right marketing strategy to increase the number of room bookings through social media, expand market reach, and increase guest satisfaction. Therefore, this research has an urgency to provide insight and a better understanding of how social media influences guest decisions in booking hotel rooms. The results of this study can assist hotels in optimizing the use of social media, developing effective marketing strategies, and improving the guest booking experience, so that hotels can remain competitive and successful in the ever-evolving digital era. Thus, research on guest decisions in booking hotel rooms through social media can help hotels in optimizing the use of social media to promote their services and improve the guest booking experience.

Therefore, research on guest decisions in booking hotel rooms through social media is very relevant and can help hotels in optimizing the use of social media to promote hotel services and improve the guest booking experience. By understanding the factors that influence guest decisions, hotels can formulate appropriate marketing strategies and increase their competitiveness in an increasingly competitive market. Several previous studies have shown that social media can influence hotel guests' purchasing decisions, including the decision to book a hotel room. Kim et al. (2019) found that guest reviews on social media can influence guests' intention to book a hotel room. Therefore, it is important to understand how these factors play a role in guests' decision to book a hotel room through social media.

The variables analyzed in this study include perceived easy use, perceived useful, and booking intention. In addition, this study also wants to understand how social media affects the guest's stay experience at the hotel. In achieving these objectives, this research will involve respondents who have booked hotel rooms through social media. This research is expected to provide useful information for hotels and the tourism industry in understanding consumer behavior in booking hotel rooms through social media and formulating the right marketing strategy to meet consumer needs and desires.

THEORY BASIS

1. Perceived easily use.

According to Davis (2014), perceived easy use is a person or user's belief in technological media that is easy to use and understand. Perceived easy use can reflect the extent to which users see social media as an easy-to- use tool. Based on the diffusion of innovation theory, users will be more likely to adopt technology if they find it easy to use. Perceived easy use is characterized by where a consumer believes that the ease of use of a technology system or media increases their interest in learning the supporting features of the technology media so that they feel comfortable and believe it is easier to carry out interactions and transactions through the technology system or media(Feliana Monica, 2022).

2. Perceived usefull

Davis (2012) explains perceived usefulness is a measure by which users feel that using the technology they use will bring benefits or benefits to them. They believe that using technology or technology-based media will improve their performance, which ultimately concludes that it will be more profitable to use it. The tendency for the benefits or advantages that users get will be a factor in why someone uses the technology.

3. Booking intention

According to research by Chen, Phelan, & Jai, (2016) explains that booking intention is a motivation or intention of users to seek information, evaluate and choose personally to make voluntary purchases. Or also called a reference to consumers' desire to order or not order a product or service. When viewed from the rise of bookings, especially through various online platforms such as social media and marketplaces. So it can be concluded that booking intention is the willingness and tendency of consumers to place an order for the product or service they want, based on information that has been obtained on the internet (Putri Nabila, 2019).

4. Decision to book a hotel room

Guests have certain hopes and expectations when conducting transactions with hotels, and guest decisions are influenced by the extent to which these hopes and expectations are met. Therefore, guest expectations can be used to understand how guest decisions in booking hotel rooms through social media, for example through influence. The guest booking experience at the hotel through social media includes aspects of comfort, satisfaction, and interaction with the hotel. A positive experience can influence users' perceptions and intentions to use social media to book hotel rooms in the future. According to a recent study by Chen et

al. (2022), a satisfying guest booking experience through social media is positively associated with guest satisfaction and loyalty.

Figure 1. Research Framework
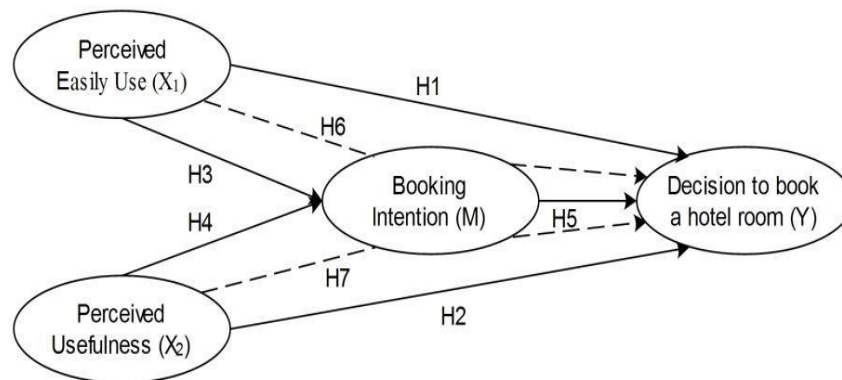
HYPOTHESIS :

H1: Perceived ease of use has a negative effect on hotel room booking decisions so that the results have no effect

H2: Perceived usefulness has a positive effect on hotel room booking decisions

H3: Perceived ease of use has a positive effect on booking intentions

H4: Perceived usefulness has a positive effect on room booking intentions

H5: Booking intention has a positive effect on the decision to book a hotel room

H6: Booking intention mediates the relationship between perceived ease of use and the decision to book a hotel room on social media.

H7: Booking intention mediates the relationship between perceived usefulness and the decision to book a hotel room on social media.

RESEARCH METHOD

The methodology used in conducting this research is a quantitative method with a causal associative approach. The sample used is probility sampling with stratified random sampling type. The population that researchers use is UNP Hotel & Convention center guests. The sample of this study were 111 respondents who had stayed at the UNP Hotel & Convention Center. The sample consisted of 53 male respondents (47.7%) and 58 (52.3%) female respondents. The average respondent is < 20 years old as many as 22 (19.8%), 20-30 years as many as 56 (50.5%), 31-40 years as many as 13 (11.7%), 41-50 years as many as 12 (10.8%), and > 50 years as many as 8 (7.2%). The last education of the respondents is dominant elementary / equivalent as many as 7 (6.3%) as many as junior high / equivalent as many as 13 (11.7%) high school / equivalent

as many as 68 (61.3%) Diploma / Bachelor /Postgraduate as many as 23 (20.7%). The purpose of the respondent's stay Business as much as 9 (8.1%) Vacation as much as 28 (25.2%) Family events as much as 63 (56.8%) and others as much as 11 (9.9%). The length of stay of respondents is dominant Less than 1 day as many as 15 (13.5%), 1 - 3 days as many as 33 (29.7%), 4 - 6 days as many as 40 (36%), More than 6 days as many as 23 (20.7%).

Primary data and secondary data are the types of data used. Questionnaires and surveys were used as data collection methods. The variables of this study are the perceived ease of use variable, the perceived usefulness variable, the booking intention variable, and the hotel room reservation decision variable. The Likert scale was used as a research measurement tool. PLS-SEM (Partial Least Square Structural Equation Modeling) is used as an inferential analysis method in this study.

RESULTS AND DISCUSSION

Results

The measurement model and structural model are the two sub-models that make up the PLS-SEM structural equation model.

Measurement Model

The data that has been collected and processed using the SmartPLS3 test tool to determine the results of validation and reliability values through the outer model test, the results of the coefficient of determination test, and significant tests through the inner model test. Data that has been collected and processed using the SmartPLS3 test tool to determine the results of validation and reliability values through the outer model test, the results of the coefficient of determination test, and significant tests through the iner model test.
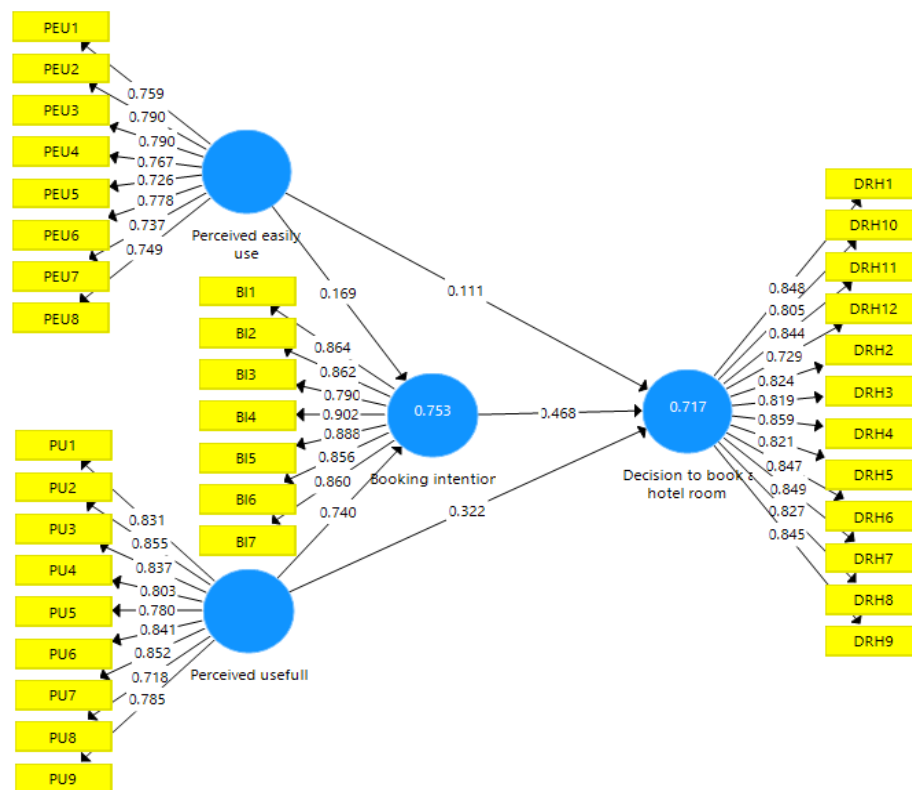
Figure 2. Measurement Model

Figure 1 above illustrates a summary of the research measurement model. The value in the measurement model is acceptable with an outer loading above 0.70. In this section, a measurement model is given to analyze research on guest decisions in booking hotel rooms through social media.

In table 1 below, Outer Loading, Indicator Reability, Composite Reliability, AVE Value, and Cronbach Alpha Value for the Reflective Measurement Model can be seen.

Table 1. *Measurement Model*

Latent Variable	Indicatars	Outer Loading	Cronbach Alpha	Composite Reability	AVE
Perceived easily use	peu 1	0,759	0,897	0,917	0,581
	peu 2	0,790			
	peu 3	0,790			
	peu 4	0,767			
	peu 5	0,726			
	peu 6	0,778			
	peu 7	0,737			
	peu 8	0,749			
Perceived usefull	pu 1	0,831	0,935	0,946	0,660
	pu 2	0,855			
	pu 3	0,837			
	pu 4	0,803			
	pu 5	0,780			
	pu 6	0,841			
	pu 7	0,852			
	pu 8	0,718			
	pu 9	0,785			
Booking Intention	bi 1	0,864	0,942	0,952	0,741
	bi 2	0,862			
	bi 3	0,790			
	bi 4	0,902			
	bi 5	0,888			
	bi 6	0,856			
	bi 7	0,860			
Decision to book a hotel room	drh1	0,848	0,958	0,963	0,684
	drh2	0,824			
	drh3	0,819			
	drh4	0,859			
	drh5	0,821			
	drh6	0,847			
	drh7	0,849			
	drh8	0,827			
	drh9	0,845			
	drh10	0,805			
	drh11	0,844			
	drh12	0,729			

Source : SmartPLS 3,0 Processed Results

According to table 1, the variables of perceived easy use, perceived usefull, booking intention, and decisionto book a hotel room have Cronbach Alpha values of 0.897, 0.935, 0.942, 0.958, while the composite reliability values are 0.917, 0.946, 0.952, 0.963. This shows that

internal consistency reliability is acceptable because Cronbach Aalpa and composite reliability are higher than 0.70. Furthermore, all components loaded are also significantly acceptable (outer loading ranges from 0.718 to 0.9020, this indicates the dependence of indicators. Based on the AVE value, it can be concluded that the measurement model used to prove that the respondent's data has convergent validation. The AVE value for perceived easy use is 0.581, the AVE value for perceived usefull is 0.660, the AVE value for booking intention is 0.741, and the ave value for the decision to book a hotel room is 0.684. significantly higher than the minimum level of 0.50.

Furthermore, heterotrait-monotrait ratio (HTMT) analysis was used to evaluate discriminative validity. This analysis is the final step in evaluating the measurement model. HTMT values in table 2 (HTMT criterion 0.90), no discriminatory validity problems were found. This indicates that problems with collinarity between latent components are not found using the HTMT criterion.

Table 2. HTMT Assessment

	Booking intention	Decision to book ahotel room	Perceived easilyuse	perceived usefull
Booking Intention				
Decision to book ahotel room	0,857			
Perceived easily use	0,741	0,700		
Perceived usefull	0,811	0,843	0,755	

Source: SmartPLS 3.0 Processed Results

Structural Model

The second evaluation in PLS-SEM analysis is the structural model after hypothesis. This study aims to assess the decision of guests to book a room through social media. Table 3 reports the structural model with path coefficient, T-statistic, and hypothesis significance level (Bootstrapping results). Path analysis is acceptable when their significance is at least 95% of the confidence level. The results of the path analysis in Table 3 show that all hypotheses are accepted

Table 3. *Path coefficients,t-statistics, significance levels*

Path Analysis	Path Coefficient B	T Statistics	P value	Result
Booking intention -> Decision to booka hotel room	0.468	4.092	0.000	Accept
Perceived easily use -> booking intention	0.169	2.209	0.028	Accept
Perceived easily use -> Decision to booka hotel room	0.111	1.218	0.224	Rejected
Perceived usefull -> booking intention	0.740	10.427	0.000	Accept
Perceived usefull -> Decision to book ahotel room	0.322	2.552	0.011	Accept

Source : SmartPLS 3,0 Processed Results

The second evaluation in PLS-SEM analysis is structural modeling or path analysis to answer all proposed hypotheses. Table 3 reports the resulting structural model of path coefficients, T-statistics and significance levels of several proposed hypotheses. The path coefficient is acceptable if its significance is at least 95% at the confidence level. Based on the path analysis output (table 3), there is only one hypothesis that is not accepted, the rest are accepted as for the hypothesis that is not accepted. Perceived ease of use has no impact toward the guest decision to book hotel room. Meanwhile, other hypotheses are accepted for significance. Path coefficients for the first hypothesis show that booking intention effects the decision to book a hotel room at ($\beta = 0.468$ and $t = 4.092$). for the second hypothesis perceived easily use effects booking intention at ($\beta = 0.169$ and $t = 2.209$). The third hypothesis shows that perceived easy use effects the decision to book a hotel room with ($\beta = 0.111$ and $t = 1.218$). Meanwhile, the fourth hypothesis shows that perceived usefull has a effect on booking intention at ($\beta = 0.740$ and $t = 10.427$). and for the fifthhypothesis shows that perceived usefull has a on the decision to book a hotel room with a value of ($\beta = 0.322$ and $t = 2.552$).

Tabel 4. The Effect size, R2, Q2statistics.

Path Analysis	f2	Effect size	R2	Q2
Booking intention -> Decision to book ahotel room	0,191	Moderate	0,717	0,482
Perceived easily use -> bookingintention	0,058	Substantial		
Perceived easily use -> Decision to booka hotel room	0,021	Substantial		
Perceived usefull -> booking intention	1,118	Subtantial		
Perceived usefull -> Decision to book ahotel room	0,087	Substantial		

Notes: f² values of 0.02 = weak; 0.15 = moderate; and 0.35 = substantialSource : SmartPLS 3,0 Processed Results

The results (in Table 4) show a large amount of variance (R2 = 0.717) in guest decisions that can be explained by the predictors of the proposed first-order model (booking intention, perceived easy use, and perceived usefull). Furthermore, this study reports the effect size, coefficient of determination and predictive relevance (Table 4). Based on the results, there is a substantial effect for the significant path on perceived ease use toward booking intention, perceived ease use toward decision to book a hotel room, perceived usefull toward booking intention, dan perceived usefull toward decision to book a hotel room. Meanwhile, booking intention moderate toward decision to book a hotel room. This study obtained a Q2 value of 0.482 for guests' decision to book, which indicates a moderate predictive model.

Table 5. *Predictive Relevance*

	SSO	SSE	Q2(=1-SSE/SSO)
Booking intention	777.000	348.697	0.551
Decision to book a room hotel	1332.000	689.990	0.482
Percaived easily use	888.000	888.000	
Perceived usefull	999.000	999.000	

Source : SmartPLS 3,0 Processed Results

The PLS structural model can also be evaluated using Q2 predictive relevance. This Q-square is used to measure how well the observation value is generated in the model and its parameters, provided that the Q2 value> 0,thus indicating that the research model has predictive

relevance. To get the value (Q-square) in the study, it was carried out through a blindfolding test on SmartPLS, the results can be seen from the table above that the Q-square value in this study was 0.551 on booking intention and 0.482 on the decision to book a hotel room. Where this value is above 0, it means that this research has good value.

Mediating Analysis

The mediation test is conducted to detect the position of the mediating variable in the model. Mediation testing is carried out in ways that Sobel is famous for the Sobel test (Supriyanto & Maharani, 2013). This test is carried out by testing the effect of perceived easy use on the decision to book a hotel room through booking intention and testing the effect of perceived usefulness on the decision to book a hotel room through booking intention.

Table 6. Uji Mediasi X

	X_1	X_2
A	0.169	0.740
B	0.468	0.468
SE_A	0.074	0.068
SE_B	0.117	0.117
Sobel test statistic:	1.98329180	3.75441086
One-tailed probability:	0.02366742	0.00008687
Two-tailed probability:	0.04733484	0.00017375

Hypothesis H6 is supported by the Sobel test (independent vs. mediation and dependent), with a significant mediation effect of 1.983. The direct effect model shows that booking intention significantly mediates between perceived easy use and decision to book a hotel room on social media. This is because the coefficients from X to M and M to Y are significant in both relationships.

DISCUSSION

The Effect Of Perceived Easily Use On Decision To Book A Hotel Room

Hypothesis H1 proposes a causal relationship between perceived easy use and decision to book a hotel room on social media. This is based on the belief that the perceived easy use factor on social media causes a person to make a decision to book a hotel room. The results show that perceived ease use not influence toward the decision to book a hotel room ($\beta = 0.111$ and $t = 1.218$, $p > 0.05$), supporting hypothesis H1. Furthermore, this shows that perceived easy use has no impact on the decision to book a hotel room. The results in contrast with research conducted by Nurvita (2015) in her research showing that Perceived Ease of Use has a positive and significant effect on customer decisions. Nasri and Charfeddine (2012) also show that

perceived ease of use Perceived Ease of Use has a significant influence on customer decisions. It is possible that there are other factors that cause social media user respondents to argue that the easier social media is to use does not have a significant effect on the decision to book a hotel room.

The Effect Of Perceived Usefulness On Decision To Book A Hotel Room

Hypothesis H2 proposes a causal relationship between perceived usefulness use and decision to book a hotel room on social media. This is based on the belief that the perceived usefulness factor on social media causes a person to make a decision to book a hotel room. The results showed a effect of perceived usefulness on the decision to book a hotel room ($\beta = 0.740$ and $t = 10.427$, $p < 0.05$), supporting hypothesis H2. Furthermore, this shows that perceived usefulness significantly impacts the decision to book a hotel room. This proves that the higher the Perceived Usefulness in a system or application, the higher the Decision To Book A Hotel Room will be.

The Effect Of Perceived Easily Use On Book Intention

Hypothesis H3 proposes a causal relationship between perceived easy use and book intention on social media. This is based on the belief that the perceived easy use factor on social media causes book intention. The results showed a effect of perceived easy use on book intention ($\beta = 0.169$ and $t = 2.209$, $p < 0.05$), supporting hypothesis H3. Furthermore, this shows that perceived easy use significantly impacts book intention. In line with Lim and Ting's research (2012), it shows that the perceived usefulness of online shopping sites affects customer attitudes towards online shopping. online shopping. Meanwhile, research by Nasri and Charfeddine (2012) also explains that perceived usefulness significantly and positively affects attitudes towards internet banking. So the higher the perceived to easily use a social media usage, the higher the customer book intention.

The Effect Of Perceived Usefulness On Book Intention

Hypothesis H4 proposes a causal relationship between perceived usefulness and book intention on social media. This is based on the belief that the perceived usefulness factor on social media causes book intention. The results showed a effect of perceived usefulness on book intention ($\beta = 0.740$ and $t = 10.427$, $p < 0.05$), supporting hypothesis H4. Furthermore, this shows perceived usefulness significantly impacts book intention.

The Effect Of Book Intention On Decision To Book A Hotel Room

Hypothesis H5 proposes a causal relationship between book intention and decision to book a hotel room on social media. This is based on the belief that the book intention factor on social media causes a person to make a decision to book a hotel room. The results showed a effect of book intention on the decision to book a hotel room ($\beta= 0.468$ and $t = 4.092$, $p < 0.05$), supporting hypothesis H5. Furthermore, this shows that book intention significantly impacts the decision to book a hotel room. Pradipta and Suprapti (2013) state that a person's behavior to show certain actions usually begins with the intention to carry out these actions. Strong buying intentions can stimulate a movement including the act of ordering an online service such as a hotel. so the higher the booking intention of social media users, the higher the decision to book a hotel room.

The Mediating Effect of Book Intention on The Effect Of Perceived Easily Use On Decision To Book A Hotel Room

The finding of H6 shows that book intention mediates the relationship between perceived easy use and decision to book hotel room on social media. Finding H6 shows that through the sobel test book intention mediates the relationship between perceived easy use and decision to book hotel rooms on social media.

The Mediating Effect of Book Intention on The Effect Of Perceived Easily Use On Decision To Book A Hotel Room The finding H7 shows that book intention mediates the relationship between perceived usefulness and decision to book hotel rooms on social media. Finding H7 shows that through the sobel test book intention mediates the relationship between perceived usefulness and decision to book hotel rooms on social media.

CONCLUSION

This study reveals that guest decisions in booking hotel rooms affect intentions, benefits, easy access, social media and most importantly with social media guests can sort out information about the hotel where they stay. Thus, better efforts are needed to improve it again. Based on the results of the structural model evaluation, it can be concluded as follows:

Based on the results of the analysis, there is a significant influence between perceived usefulness variables, booking intentions, and decisions to book hotel rooms. Perceived usefulness variables positively influence booking intentions and the decision to book a hotel room. Meanwhile, booking intentions also have a positive influence on the decision to book a hotel room. However, the perceived ease use variable has no significant influence on booking

intentions or the decision to book a hotel room. In this context, the results of the analysis show that it is important for hotels to pay attention to factors that guests find useful in the booking process. In this case, hotels need to ensure that the information conveyed to guests through social media or other platforms has useful and relevant value. In addition, efforts should be made to increase guests' booking intentions by providing attractive services and providing clear benefits to guests.

However, hotels need to note that the ease-of-use factor does not have a significant influence on booking intentions nor the decision to book a hotel room. Therefore, hotels can allocate their resources and efforts on other aspects that have a more significant impact on guests' decision to book a room.

Overall, the results of the analysis indicate that hotels need to understand and respond to guests' preferences and needs in the booking process. By paying attention to factors that are perceived as helpful and considering guests' booking intentions, hotels can improve guests' decision to book a room and reduce hesitations that may arise. Based on this, it is necessary to evaluate, especially from the hotel, regarding promotions carried out on social media. And it is also important to improve performance in hotels, especially in the social media section so that guests can choose the hotel they want without causing doubts.

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