The Influence of Social Media Marketing, Facilities, Location, and Trust on The Decision To Stay at Midtown Residence Surabaya

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ABSTRACT

Currently, the business world, particularly in the service sector, has developed significantly. One of the growing service industries in Indonesia is tourism. The tourism industry certainly requires accommodations, one of which is lodging. Over time, Surabaya has seen an increase in the number of hotels ranging from 1 star to 5 star establishments. one of the four star hotels in Surabaya is Midtown Residence Surabaya. This research aims to determine whether social media marketing, facilities, location, and trust have an impact on the decision to stay at Midtown Residence Surabaya. This study is conducted quantitatively with data collection using questionnaires and analyzed using SPSS 26. The sample for this study consists of 100 respondents, with purposive sampling used for sample selection. Based on the data analysis results, the study shows that social media marketing does not affect the decision to stay, whereas facilities, location, and trust significantly influence the decision to stay.

Keywords: *Social Media Marketing, Facilities, Location, Trust, Decision to Stay*

INTRODUCTION

Currently, the business world, especially in the service sector, has developed significantly, with one of the growing service businesses in Indonesia being tourism (Maryati and Husda, 2020). The development of tourism in Indonesia has seen an increase in recent years. This can be observed through the rising number of tourist visits to Indonesia. According to Annur (2024), the cumulative number of international tourist visits to Indonesia has been increasing each year. This data can be seen in Table 1.1

Table 1. 1
Number of International Tourist Visits to Indonesia

Tahun	Kunjungan Wisatawan
2022	5,88 Juta
2023	11,67 Juta

Source : Annur (2024)

Table 1.1 shows that the number of international tourist visits to Indonesia increased by 98.3% from 2022 to 2023. Surabaya is the second city in Indonesia, where it also has many tourist attractions that can be visited. According to kominfo.jatimprov.go.id, the city of Surabaya also experienced an increase in the number of tourist visits. The data on tourist visits to the city of Surabaya at Table 1.2.

Table 1. 2
Number of International Tourist Visits to Indonesia

Tahun	Jumlah Wisatawan
2022	14,3 Juta orang
2023	17,4 Juta orang

Source : kominfo.jatimprov.go.id

Table 1.2 shows that the number of tourist visits to the city of Surabaya increased from 2022 to 2023. Every foreign and domestic tourist visiting tourist attractions needs transportation and accommodation. One type of accommodation required is a place to stay, such as a hotel. According to Wulandari et al. (2024), a hotel is a type of accommodation that offers lodging services, food and beverages, and various other services for the general public who wish to stay temporarily.

With the increasing number of tourist visits to Surabaya, the demand for hotels will also rise. According to PHRI East Java, there has been a growth in hotels in the city of Surabaya. The data on hotel growth in Surabaya can be seen in Table 1.3

Table 1. 3
Growth of Starred Hotels in the City of Surabaya

Types of hotels	Year of growth									
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
1 Star	5	5	5	5	5	5	5	7	7	7
2 Star	1	1	5	5	3	5	17	24	29	31
3 Star	13	13	17	18	21	23	47	46	46	49
4 Star	9	9	10	10	13	13	21	24	24	24
5 Star	5	5	6	6	6	6	9	9	9	9
Amount	33	33	43	44	48	52	99	110	115	120

Source : PHRI Jawa Timur (2020)

Table 1.3 shows that the growth rate of hotels in the city of Surabaya has increased from 2011 to 2020. Among the data, the starred hotels that experienced significant growth are 3-star and 4-star hotels. One of the 4-star hotels in Surabaya is Midtown Residence Surabaya. The number of guest visits to Midtown Residence Surabaya increased from 2022 to 2023, and this data can be seen in Table 1.4

Table 1. 4
Growth of Visits to Midtown Residence Surabaya

Year	Number of guests
2022	26.931
2023	30.915

Source : Midtown Residence Surabaya

Table 1.4 shows that the number of hotel guests staying at Midtown Residence

Surabaya has increased. Through this, the researchers want to investigate what factors enable Midtown Residence Surabaya to thrive, despite the presence of many starred hotels in the city.

When choosing a hotel to stay in, guests certainly consider several factors. According to Traveloka.com, here are some considerations: a) Located in a strategic location, b) Available facilities, c) Considering hotel reviews (social media), d) Cost considerations, e) Looking for promotions to save money, f) Availability of breakfast at the hotel, g) Providing adequate amenities. Additionally, there are some tips for choosing the right hotel, including a) Considering the location; b) Knowing the age of the hotel; c) Checking the facilities; d) Reading reviews on social media; e) Adjusting the budget (validnews.id).

In this study, the theory used is purchasing decisions, but the purchasing decision referred to in this research is the decision to stay. Based on the phenomena in the decision-making process of staying, several factors influence it, one of which is social media marketing. Social media marketing is a factor that can influence purchasing decisions (Kisowo, 2023; Abjul et al., 2022; and Prabasini et al., 2023). Social media marketing has become an essential part of sales strategies, service, communication, and broader marketing tailored to market segments (Asyhari et al., 2022). Currently, social media has rapidly developed in the lives of many people worldwide, which has also attracted the attention of marketers (Manzoor et al., 2020). According to uici.ac.id, it was reported that in January 2023, the number of social media users in Indonesia reached 167 million people. This has prompted many industries, including the hospitality industry, to choose to market their services through social media, as it is considered more practical compared to offline marketing.

In addition to social media marketing, another factor influencing the decision to stay is facilities. Facilities are the primary means by which a hotel can influence a person's decision to take a temporary rest after traveling (Wijoyo et al., 2023; Yuni, 2023; and Oktaviady et al., 2021). The more complete the facilities provided by the hotel, the greater the comfort level of the hotel guests. This encourages guests to always choose that hotel, allowing hotel businesses to maintain their number of guests (Maryati and Husda, 2020).

Another factor that can influence the decision to stay is location. According to Aryandi and Onsardi (2020), Sanjaya (2022), and Mella and Hulu (2023), location is one of the important factors that can influence consumer decisions. The location plays a crucial role in the hospitality industry because the selection of the right location can affect a hotel's profitability and influence the decision to stay (Pristiwani and Tuti, 2022). A strategically placed location will facilitate access for both foreign and domestic tourists to the hotel and its activities (Wella and Elfanso, 2022).

An equally important variable that can influence the decision to stay is trust. Trust also plays a significant role in determining consumer choices (Hariyanto and Indrawati, 2024; Toji and Sukati, 2024; and Natalia et al., 2024). Trust is one of the important factors in the hospitality business (Lim and Kurniawan, 2022). In today's era, the higher the consumer trust in a product or service, the easier it will be for consumers to choose a product or service (Kasinem, 2020).

LITERATURE REVIEW
Social Media Marketing (X_1)

According to Dewi et al. (2021), social media marketing is a form of marketing that uses social media to promote services, products, offerings, or issues to the public engaged in social media. Social media marketing is a marketing communication activity that utilizes electronic media to attract consumers in various ways to build awareness, company image, and increase sales of goods and services (Sanjaya, 2020). According to Romansyah and Khuzaini (2023), social media marketing is an interactive marketing communication activity between sellers and buyers, and vice versa, aimed at generating sales of products or services.

According to Fauzi and Aisyah (2023), social media marketing is one technique for marketing a product using social media platforms to ensure that the product becomes known to many people. Social media marketing is an effort made by entrepreneurs to utilize social media with the aim of providing consumers with information about the products or services they are marketing, thereby increasing the company's sales (Pramudita and Suharyati, 2024). The indicators used for the social media marketing variable in this study, according to Gunelius (2011) as cited in Niswatussolihah et al. (2023), include four indicators in social media marketing :

1. *Content Creation*
2. *Content Sharing*
3. *Connecting*
4. *Community Building*

Facility (X_2)

According to Taan et al. (2020), facilities are everything that takes the form of physical equipment provided by service companies to give comfort to their consumers. Facilities involve the provision of several physical items to facilitate guests in carrying out their activities (Putra and Chair, 2021). Facilities are anything that provides convenience in a job, making service users feel comfortable and satisfied (Halim, 2023). Similarly, Gamatri et al. (2024) state that facilities are one of the physical means that support activities within a company.

According to Anjani et al. (2023), facilities are actions taken by companies, carried out with full commitment, to create the best sense of comfort for consumers, fellow employees, and company management. The indicators of facilities used in this study, according to Munawir (2018) as cited in Anjani et al. (2023), include six indicators of facilities:

1. Spatial considerations or planning – including texture, proportion, and color
2. Space planning – encompassing interior design and architecture
3. Furnishings – serving as equipment that provides comfort as supporting infrastructure
4. Lighting and color – supporting efficiency and reducing accidents
5. Messages conveyed graphically – visual appearance, color selection, physical shape selection, and lighting
6. Supporting elements – the presence of supporting elements such as free Wi-Fi and

parking.

Location (X₃)

According to Nurlia (2020), location is the position of a business in selling goods or services that has been determined by the company so that it can be reached by consumers. Location is a space where the company conducts various activities to create products or services that can be enjoyed by its consumers (Manan et al., 2022). According to Prayogi et al. (2024), location is the place where a company chooses to start its business as a distribution center for goods or services to consumers. According to Gamatri et al. (2024), location is where the company conducts activities to produce goods or services with economic aspects in mind. According to Haling (2022), there are three indicators of location, which are as follows :

1. Easily accessible location
2. Smooth access to the location
3. Proximity of the location

Trust (X₄)

According to Amin and Hendra (2020), trust is a consumer's belief in another person, that the trusted person has integrity and is capable of fulfilling all obligations in conducting transactions as expected. According to Mukuan et al. (2023), trust is a person's belief in another party, that the party can be relied upon, is honest, and that the actions taken provide benefits for the trusted party. Trust is the level of certainty a person has when their thoughts are clarified by repeatedly recalling the market actor or their friends (Aditya et al., 2024). According to Sinaga and Evyanto (2023), trust is the consumer's belief that a company will deliver products or services that can meet the expectations and desires of consumers.

The indicators used in this study, according to Indrawati (2021), are as follows:

1. Trusting the reputation
2. Feeling secure
3. The service provided meets the requirements
4. Keeping promises

Decision to Stay (Y)

The decision to stay is a decision made by guests in selecting a hotel that can meet their needs as a temporary resting place (Prayoga, 2023). According to Putra and Chair (2021), the decision to stay is a process in which consumers go through several specific stages before making a purchase transaction for a product or service. Similarly, Taan et al. (2020) state that the decision to stay is a process in which consumers go through stages to obtain the right decision in purchasing a product or service. According to Muhyiddin and Yuliandari (2023), the decision to stay is an individual's choice in selecting one option from several available choices and an integration process that combines knowledge and attitudes to evaluate various alternative behavioral choices by selecting one of them.

According to Hariyanto and Indrawati (2024), there are indicators in the decision to stay :

1. Fits needs

2. Presence of benefits
3. Right choice
4. Desire for repeat purchases

Hypothesis Development

The Influence of Social Media Marketing on the Decision to Stay

Based on the research conducted by Tuti and Dwiyanti (2021), social media marketing has a significant positive effect on the decision to stay. According to the statistical tests conducted by Kumala (2020), social media marketing has a positive influence on the decision to stay at Novotel Tangerang.

H1 : Social Media Marketing Affects the Decision to Stay

The Influence of Facility on the Decision to Stay

Gamatri et al. (2023) state that, partially, facilities have an effect on the decision to stay at The Heaven Suites Bali Berawa. Yuni (2023) found that price, location, and facilities have a positive and significant effect on the decision to stay at Hotel My Home in Pontianak.

H2 : Facility Affects the Decision to Stay

The Influence of Location on the Decision to Stay

Based on the research conducted by Mella and Hulu (2023), location has a significant impact on the decision to stay at Pade Hotel Aceh Besar. According to the study by Praptiningrum and Talumantak (2022), location significantly affects the decision to stay at Mercure Hotel Jakarta Gatot Subroto

H3 : Location Affects the Decision to Stay

The Influence of Trust on the Decision to Stay

Hariyanto and Indrawati (2024) state that trust impacts the decision to stay at Dafam Pacific Caesar Hotel Surabaya. Bangun et al. (2023) found that trust has a significant effect on the decision to stay at Oyo 5593 Brastagi Hotel, Karo Regency. H4: Trust Affects the Decision to Stay

RESEARCH METHOD

Currently, the researcher is using a quantitative research method. According to Sugiyono (2019:17), quantitative research methods are based on positivist concepts, used for systematic data collection from a specific population or sample, and the collected data is statistically analyzed to test the previously proposed hypotheses. A sample is a part of the number and characteristics of the population (Sugiyono 2019:127). The sampling method in this study uses purposive sampling.

According to Sugiyono (2019:85), purposive sampling is a technique for determining samples based on specific characteristic considerations. In this study, the researcher uses Ferdinand's formula (2014;173) with the following details:

n   = (25 $\times$ independent variables)

      = 25 $\times$ 4

= 100 respondents

The criteria for the sample used in this research are as follows :
1. Hotel guests who have stayed at Midtown Residence Surabaya at least once
2. aged ☐ 17 tahun above

Data were obtained through questionnaires distributed to respondents who met these criteria. The questionnaire measurement is supported by using a Likert scale, which ranges from 1 to 5 for respondent assessment. Data analysis includes validity testing, reliability testing, classical assumption testing, descriptive analysis, multiple linear regression testing, coefficient of determination testing, and t testing.
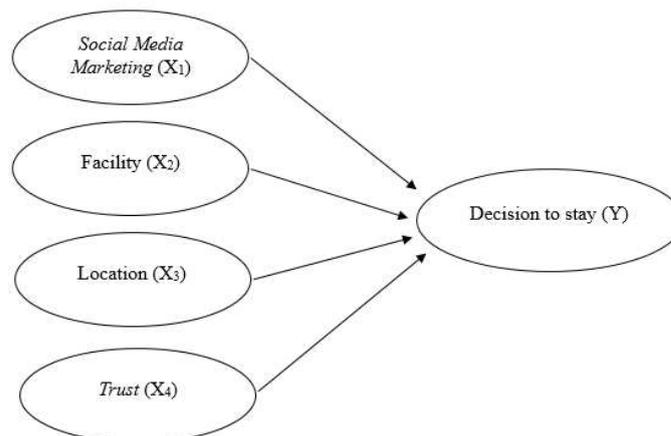
Table 1. 5
Likert Scale Rating Range

Statement	Penilaian
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source : Sugiyono, (2019:147)

Analysis Method

The model used for this research can be seen in Figure 1.1

Figure 1. 1
Conceptual Framework

RESEARCH RESULTS AND DISCUSSION
Validity Test Results
The following are the validity test results for the variables of social media marketing, facilities, location, trust, and the decision to stay, which can be seen in Table 1.6.

Table 1. 6

Validity Test Results

Variable	Item	r hitung
Social Media Marketing (X_1)	X1.1	0.713
	X1.2	0.735
	X1.3	0.762
	X1.4	0.710
Facility (X_2)	X2.1	0.578
	X2.2	0.621
	X2.3	0.577
	X2.4	0.673
	X2.5	0.587
	X2.6	0.578
Location(X_3)	X3.1	0.893
	X2.3	0.862
	X3.3	0.861
Trust (X_4)	X4.1	0.672
	X4.2	0.665
	X4.3	0.696
	X4.4	0.639
Decision to stay (Y)	Y1.1	0.673
	Y1.2	0.682
	Y1.3	0.642
	Y1.4	0.674

Source : The data processed by the researcher used SPSS 26

"Table 1.6 shows the results of the validity test conducted in the study, where all statement items from each variable are deemed valid because the calculated r value > table r value (0.1966). Therefore, it can be stated that all indicator items used in this study are valid

Hasil Uji Reliabilitas

The following are the processed results of the reliability test, which can be seen in Table 1.7.

Table 1. 7
Reliability Test Results

Variabel	Cronbach's Alpha	Kesimpulan
Social Media Marketing (X1)	0.702	Reliabel
Fasilitas (X2)	0.646	Reliabel
Lokasi (X3)	0.843	Reliabel
Trust (X4)	0.587	Reliabel
Keputusan Menginap (Y)	0.583	Reliabel

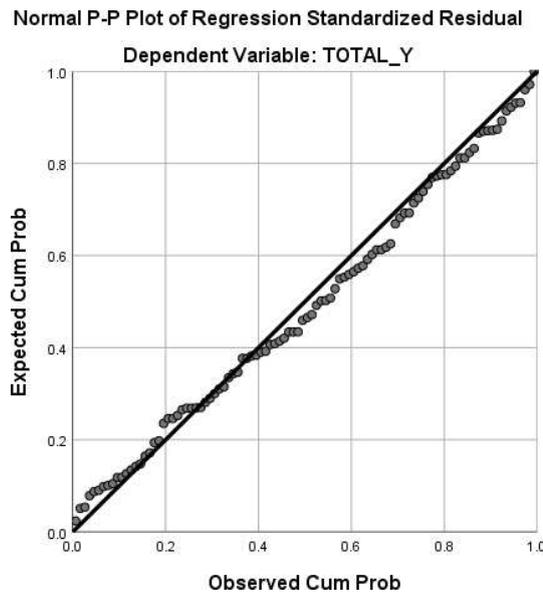Source : The data processed by the researcher used SPSS 26

The results of the reliability test in Table 1.7 show that all the variables used have a Cronbach's alpha > 0.50 Therefore, it can be stated that all the variables used in this study are reliable.

Classical Assumption Test Results
Normality Test Results

The following are the results of the normality test in this study, which can be seen in Figure 1.2.

Figure 1. 2
Normality Test Results

Source : The data processed by the researcher used SPSS 26

Based on Figure 1.2, it can be concluded that the regression model in this study meets the normality assumption, as the data points are distributed around the line and follow the direction of the normal distribution line.

Multicollinearity Test Results

The following are the results of the multicollinearity test in this study, which can be seen in Table 1.8

Tabel 1. 8
Multicollinearity Test Result

Model	Collinear Statistic	
	Tolerance	VIF
1 (Constant)		
Social Media Marketing (X_1)	.402	2.489
Facility (X_2)	.423	2.364
Location (X_3)	.863	1.159
Trust (X_4)	.479	2.089

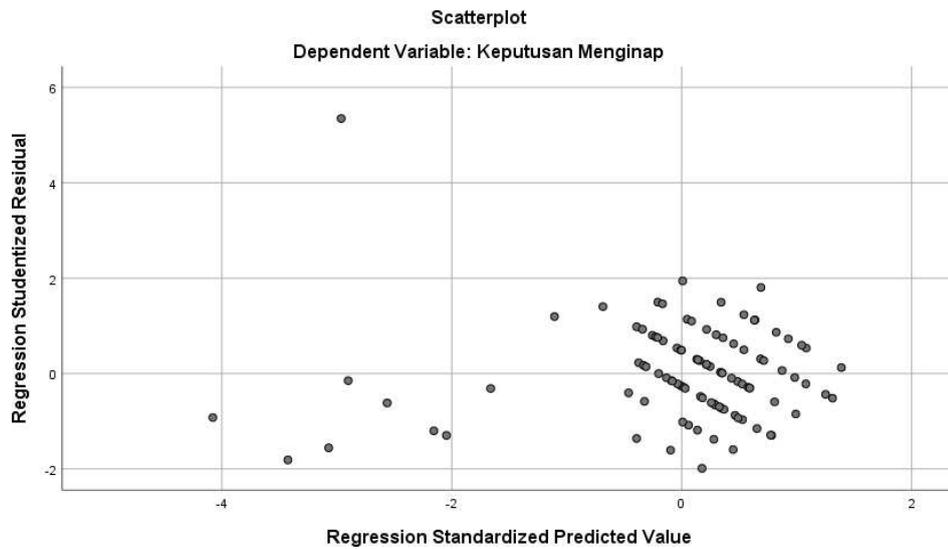Source : The data processed by the researcher used SPSS 26

Table 1.8 shows the results of the multicollinearity test indicating that all variables in this study have a tolerance value greater than 0.1 and a VIF less than 10.00. Therefore, the

data in this study show that there is no multicollinearity among the independent variables.

Heteroscedasticity Test Results

The following are the results of the heteroscedasticity test, which can be seen in Figure 1.3

Figure 1. 3
Heteroscedasticity Test Results

Source : The data processed by the researcher used SPSS 26

Figure 1.3 provides information on the heteroscedasticity test using SPSS 26. In the graph, it can be seen that there is no clear pattern and the distribution of plot points is scattered randomly. Therefore, it can be identified from the figure that heteroscedasticity does not occur. Thus, the regression is suitable for predicting the decision to stay based on the independent variables of social media marketing, facilities, location, and trust.

Multiple Linear Regression Test Results

The following are the results of the Multiple Linear Regression Test, which can be seen in Table 1.9

Tabel 1. 9
Hasil Uji Regresi Linear Berganda

Model		*Unstandardized Coefficients*	
		B	**Std. Error**
	Constant	-.108	1.288
	Social Media Marketing (X_1)	.093	.089
I	Facility (X_2)	.240	.074
	Location (X_3)	.146	.060
	Trust (X_4)	.433	.093

Source : The data processed by the researcher used SPSS 26

Based on the results in Table 4.10, the multiple linear regression equation obtained in this study is as follows :

$$Y = -0.108 + 0.093\ X1 + 0.240\ X2 + 0.146\ X3 + 0.433\ X4$$

From this equation, it can be explained that :

1. **Constant value (a) = -0.108**
   The constant value of -0.108 means that if the variables social media marketing (X1), facilities (X2), location (X3), and trust (X4) are all equal to 0 (zero), then the decision to stay (Y) at Midtown Residence Surabaya will be valued at 0.108 units.

2. **Regression Coefficien b_1 = 0.093**
   The regression coefficient for the social media marketing variable (X1) is 0.093, meaning that if the social media marketing variable (X1) increases by 1 unit, the decision to stay (Y) will increase by 0.093 units, assuming that the facilities (X2), location (X3), and trust (X4) variables remain constant.
3. **Regression Coefficien b_2 = 0.240**
   The regression coefficient for the facilities variable (X2) is 0.240, meaning that if the facilities variable (X2) increases by 1 unit, the decision to stay (Y) will increase by 0.240 units, assuming that the social media marketing (X1), location (X3), and trust (X4) variables remain constant.
4. **Regression Coefficien b_3 = 0.146**
   The regression coefficient for the location variable (X3) is 0.146, meaning that if the location variable (X3) increases by 1 unit, the decision to stay (Y) will increase by 0.146 units, assuming that the social media marketing (X1), facilities (X2), and trust (X4) variables remain constant.
5. **Regression Coefficien b_4 = 0.433**
   The regression coefficient for the trust variable (X4) is 0.433, meaning that if the trust variable (X4) increases by 1 unit, the decision to stay (Y) will increase by 0.433 units, assuming that the social media marketing (X1), facilities (X2), and location (X3) variables remain constant.

Results of the Coefficient of Determination (R^2)

Below are the results of the data analysis for the coefficient of determination, which can be seen in Table 1.10.

Table 1. 10
Results of the Coefficient of Determination (R^2)

Model	R	R^2	*Adjusted r square*
1	.803a	.645	.630

Source : The data processed by the researcher used SPSS 26

In Table 4.10, the coefficient of determination is shown to be 0.645 or 64.5%, with an adjusted R-squared of 0.630 or 63%. This indicates that social media marketing (X1), facilities (X2), location (X3), and trust (X4) have a strong contribution to the decision to stay (Y), while the remaining 37% is attributed to other variables.

t-test results

In this study, the researcher used a two-sided t-test (α = 0.05) with df = 100 - 0 - 1, with the following details :
a. n : Sample size (The number of samples used by the researcher is 100)
b. k : Number of independent variables (The number of independent variables in this study is 4)

When entered into the formula, df = 100 - 4 - 1 = 95, and the critical value for the t-table to be used in this study is 1.98525. The results of the t-test can be seen in Table 1.11

Tabel 1. 11
t-test results

Model	t	Sig
1 (Constant)	-.084	.933
Social media marketing (X_1)	1.042	.300
Fasilitas (X_2)	3.242	.002
Lokasi (X_3)	2.453	.016
Trust (X_4)	4.681	.000

Source : The data processed by the researcher used SPSS 26

Table 4.12 provides information about:

1. **The Effect of Social Media Marketing (X_1) on the Decision to Stay**
   Based on the t-test results in Table 1.11, the calculated t-value is 1.042 < t-value of 1.98525, with a significance level of 0.300 > 0.05. These results indicate that H0 is accepted and Ha is rejected, meaning that the social media marketing variable (X1) does not have an effect on the decision to stay (Y)
2. **The Effect of Facilities (X_2) on the Decision to Stay**
   Based on the t-test results in Table 1.11, the calculated t-value is 3.242 > t-value of 1.98525, with a significance level of 0.002 < 0.05. These results indicate that H0 is rejected and Ha is accepted, meaning that the facilities variable (X2) has a significant effect on the decision to stay (Y).
3. **The Effect of Location (X_3) on the Decision to Stay**
   Based on the t-test results in Table 1.11, the calculated t-value is 2.453 t-value of 1.98525, with a significance level of 0.016 < 0.05 These results indicate that H0 is rejected and Ha is accepted, meaning that the location variable (X3) has a significant effect on the decision to stay (Y).
4. **The Effect of *Trust* (X_4) on the Decision to Stay**
   Based on the t-test results in Table 1.11, the calculated t-value is 4.681 t-value of 1.98525, with a significance level of 0.000 < 0.05. These results indicate that H0 is rejected and Ha is accepted, meaning that the trust variable (X4) has a significant effect on the decision to stay (Y).

CONCLUSION
   Based on the research that has been conducted, several conclusions can be drawn as follows :
1. Social media marketing does not have a significant effect on the decision to stay at Midtown Residence Surabaya. This means that no matter how attractive the social media marketing is, guests still choose to stay at Midtown Residence Surabaya.
2. Facilities have a significant effect on the decision to stay at Midtown Residence Surabaya. This means that hotel guests decide to stay at Midtown Residence Surabaya based on the interior design offered by the hotel.
3. Location has a significant effect on the decision to stay at Midtown Residence Surabaya. This means that guests decide to stay at Midtown Residence Surabaya because the hotel's location is easy to reach.
4. Trust has a significant effect on the decision to stay at Midtown Residence Surabaya. This means that hotel guests choose to stay at Midtown Residence Surabaya because they perceive the hotel as having good security.

SUGGESTIONS

Based on the research that has been conducted, the researcher has several suggestions for Midtown Residence Surabaya as follows:

1. Suggestions related to the facilities variable It is recommended that hotel management install lighting sensors in each room to ensure that the lights only operate when someone is in the room. This can also help minimize costs and energy consumption.
2. Suggestions related to the location variable It is recommended that Midtown Residence Surabaya provide a map of the hotel location on brochures so that guests who wish to stay will find it much easier to reach the hotel.
3. Suggestions related to the trust variable: It is recommended that Midtown Residence Surabaya add metal detectors at the front of the hotel lobby to detect suspicious guests or those with malicious intent, thereby building guests trust that security at Midtown Residence Surabaya is taken seriously

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