The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta

[1]Eko Prasetyo, [2]Bonifasius MH Nainggolan
[1,2]Management Study Program, ASA Indonesia University, Jl. Inspeksi Tarum Bar., RT.1/RW.4, Cipinang Melayu, Jakarta Timur

Article Info	ABSTRACT
Keywords: service quality, brand image, social media marketing, purchase decision	This study will ascertain how social media marketing, brand image, and service quality influence guests' decisions to stay at the Aryaduta Suite Semanggi Hotel in Jakarta. This research is a quantitative research by distributing questionnaires to hotel guests. The research sample is guests staying at the Aryaduta Suite Semanggi Hotel, Jakarta. The sampling technique uses a non-probability sampling technique, namely the accident sampling technique. The final sample of the study was 171 guests. Multiple linear regression was used for data analysis, and SPSS version 26 software was used for data processing. The study's findings will demonstrate that, both partially and simultaneously, social media marketing, brand image, and service quality significantly influence visitors' decisions to stay in Hotel Aryaduta Suite Semanggi.
	Corresponding Author: Eko Prasetyo Management Study Program, ASA Indonesia University, Jl. Inspeksi Tarum Bar., RT.1/RW.4, Cipinang Melayu, Jakarta Timur exoprasetyo@yahoo.com

INTRODUCTION

One of the business sectors or industries experiencing rapid growth is the hotel industry, especially the hotel sector. The hospitality industry suffers significantly from the downturn of the restaurant industry. Demand for accommodation is expected to increase considerably as more tourists travel for business and leisure. Accommodation facilities are vital infrastructure that supports community activities and cannot be ignored. The hospitality industry makes up the majority of these facilities. Hotels are considered places to stay and provide various types, characteristics, services, and facilities that are diverse according to guests' needs, thus encouraging rapid growth in the hotel business (Herlina & Muliani, 2020). As one of the business and tourism centers, the hospitality industry in Jakarta continues to grow. Jakarta's dual function as a business center and a popular tourist destination makes this possible, because Jakarta can act as a business center and a tourist destination.Thus, guests can simultaneously carry out business and tourism activities in Jakarta.

Aryaduta Suites Semanggi, Jakarta (ASS) is a hotel with a four-star apartment concept located in Jakarta, serving the needs of business people and tourists. This hotel is located in the Semanggi Roundabout and Sudirman Central Business District area of South Jakarta. Hotel ASS certainly faces competition from other hotels. Since most hotel concepts are

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta–Eko Prasetyo et.al

931 | P a g e

similar, travelers often look for accommodations that offer something different from their competitors. ASS can meet the needs of guests from various segments, especially those who stay for a long time, with an apartment concept that provides the comfort of home. Among all the hotels operating in Jakarta, guests often choose four-star hotels as their place to stay. Various elements, including service quality, pricing, hotel brand image, promotions, customer perception, etc., influence guests' decision to book a hotel. As a four-star hotel in Jakarta, Hotel ASS is active in optimizing occupancy rates. Management continues to try to increase the occupancy rate of guests staying at the hotel with various marketing strategies. Service quality is the primary concern of management to encourage guests to stay at the ASS Hotel. Quality service is expected to attract guests to choose the hotel. Previous research has shown that improving the quality of service will increase guests' Purchase Decisions at a hotel (Prianto & Wulansari, 2021; Ro'son et al., 2023; Rosalina & Silitonga, 2018). Prawiratama & Saragih (2023) said that the quality of service does not play a fundamental role in the decision made by guests to stay at a hotel.

For guests, a hotel's brand image plays an essential role in making the Purchase Decision at a hotel. A good brand image in the eyes of consumers will make it more attractive for guests to choose to stay at the hotel and vice versa. Previous studies have revealed that a good brand image significantly improves guests' Purchase Decisions at a hotel (Chairani & Wulansari, 2023; Ningsih & Abrian, 2023; Putri Aysah & Khalid, 2024). Another study says brand image does not substantially impact guests' purchase decisions (Praptiningrum & Talumantak, 2022).

Media Marketing (SMM) is expected to be able to encourage individuals to use products or services offered through SMM. Amid increasingly complex challenges for marketers in providing their products or services to the market, the existence of SMM allows marketers to shift their strategy from a direct approach to a long-term approach, where the efforts made can provide sustainable results in the future (Iseli, 2021). In the context of the retail industry, Lahus et al. (2023) show that SMM plays an essential role in improving purchase decisions. SMM is critical in increasing hotel room sales and other products in the hospitality industry. SMM plays a significant role in the decision to use the hotel service (Ayuni et al., 2022; Dwiyanti & Rahmanita, 2022; Widodo & Carmelita, 2022). This study aims to examine the influence of service quality, brand image, and SMM on the decision of guests to stay at the hotel, at the ASS Hotel. High-quality service, good hotel brand image, and optimal SMM are expected to improve guests' Purchase Decisions at At The Aryaduta Suites Semanggi Hotel Jakarta

Theoritical Study
Service Quality

Service quality is crucial for companies, as it is one of the main factors customers consider when buying a product (Sudarso, 2016). Service quality focuses on meeting customer needs and ensuring that services are delivered on time according to customer expectations (Indrasari, 2019). The production system is not related to physical products, but service improvements can be made to differentiate the products or services offered from competitors.

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta—Eko Prasetyo et.al

932 | P a g e

Service quality is a purposeful assessment that describes the customer's view of reliability, certainty, responsiveness, empathy, and physical aspects (Valerie A. Zeithaml et al., 2018). High-quality services will help consumers identify and choose products and services that are suitable for use. The aspects generally used to assess service quality consist of five main elements: 1) Reliability, the ability to provide services reliably, accurately, and consistently; 2) Responsiveness, speed of delivering service. ; 3) Guarantee: Knowledge, friendliness, and competence of employees in building trust.; 4) Empathy: attention, as well as personalized service.; 5) Tangible evidence: physical presence showing evidence of service(Parasuraman et al., 1988; Valarie A. Zeithaml et al., 2016).

Brand Image

Brands can capture consumers' attention, encourage them to shop, and build loyalty in stores as consumers have become familiar with existing brands and products (Keller, 2013). Brand names have many associations in people's minds that make up the brand image (Kotler et al., 2009). A brand with a good image is inseparable from several things that can improve the brand image; some factors include product characteristics, business model, marketing mix, product specifications, individual values, experience, brand user character, and other attribute variables (Adam, 2018).

Brand image is a form of consumer trust in a particular brand (Firmansyah, 2019). Companies must build a strong, profitable, and unique brand image in the minds of consumers by utilizing marketing mix variables (Kotler et al., 2009). Brand image is reflected by strength, uniqueness and, *Favourable* (Keller, 2013). Every business uses a different approach to build its brand image to become well-known to the general public and ingrained in consumers' minds, which can impact their buying decisions. Establish a positive brand image in consumer memory through strong, profitable, and unique brand associations in line with efforts to increase brand awareness to build customer-focused brand equity (Keller, 2013).

Social Media Marketing

Social media platforms innovatively use the latest online technology to achieve known communication and marketing goals through sales (Tuten & Solomon, 2018). SMM applies basic marketing principles but emphasizes social media presence (Moriuchi, 2019). The rapid growth of SMM can be attributed to its high efficiency and relatively low costs. Social media has great potential as a tool to attract customers, manage relationships with them, develop new product ideas, promote brands, increase store visits (both online and offline), and convert consumers into loyal customers (Tuten & Solomon, 2018).

One of the primary purposes of using SMM for promotional purposes is to help consumers through the purchase process(Tuten & Solomon, 2018). SMM is the umbrella term for a range of direct and indirect marketing strategies that are intended to raise consumer knowledge, recognition, solicitation, and contact with brands, companies, goods, people, or other organizations. Using social media tools like blogging, social networking, social bookmarking, and content sharing allows you to achieve this (Gunelius, 2011). Social media marketing is a strategy to attract website visitors or attention by leveraging social media platforms (Barker et al., 2017). SMM includes content creation, content sharing, networking, and building content communities (Gunelius, 2011). SMM significantly increases consumer

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase
Decision At The Aryaduta Suites Semanggi Hotel Jakarta—Eko Prasetyo et.al
933 | P a g e

interaction and brand engagement, giving them unprecedented access to social media channels (Tuten & Solomon, 2018).

Purchase decision

Consumer decision-making is a process that includes identifying problems, finding solutions, evaluating various alternatives, selecting among existing options, and assessing the results of the decisions taken(Purwandari et al., 2020). Consumers usually decide to buy the brand they like most, but two factors can influence the purchase intent and final decision (Kotler et al., 2018). Marketing factors and environmental stimuli influence consumer awareness, while consumers' psychological processes and individual characteristics influence decision-making and purchase decisions (Kotler & Keller, 2016).

Purchase decisions are made in stages, starting with the introduction of needs, seeking information, evaluating choices, purchasing decisions, and ending with post-purchase behavior (Kotler et al., 2005, 2014; Kotler & Keller, 2016). Studying consumer behavior aims to help marketers predict consumer reactions to various messages from manufacturers and understand how they make purchasing decisions (Shinta, 2011). However, consumers do not always purchase through these stages; they may immediately decide without searching for information or evaluating alternatives (Kotler et al., 2014). It is the responsibility of the marketer to comprehend the mental process that consumers go through from the time they are exposed to a marketing stimulus until they decide to make a buy (Kotler & Keller, 2016). From this description, this study has the following frame of mind:
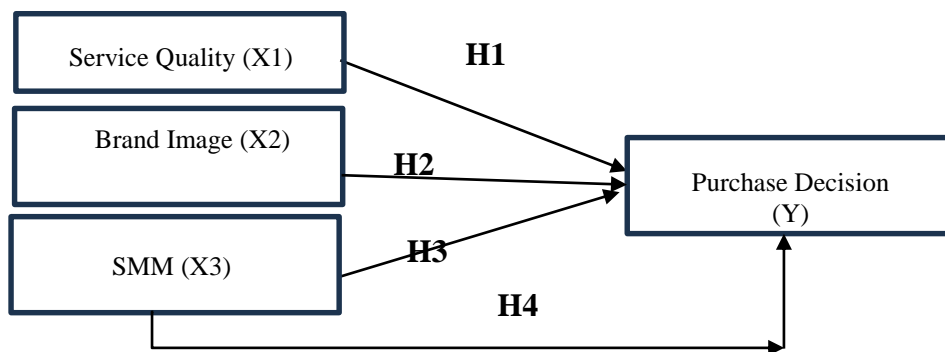

Figure 1: Thinking Framework

H1: Service quality affects the guest's Purchase Decision.
H2: Brand image influences guests' Purchase Decision
H3: SMM Affects the Purchase Decision
H4: Service quality, brand image, and SMM simultaneously affect the Purchase Decision

METHODS

This study collects primary data through the delivery of questionnaires to guests of the ASS Hotel, utilizing a quantitative survey methodology. Visitors staying at ASS Hotels make up the research population. When the respondents agreed to fill out the questionnaire, the sample was taken using the non-probability sampling approach, namely the axial sampling methodology. In this research, the purchase decision is the dependent variable, and service quality, brand image, and SMM are the independent variables.

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta—Eko Prasetyo et.al

934 | P a g e

The measurement scale is the Likert scale: 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree. The quality of service consists of 1) Reliability, 2) Responsiveness, 3) Assurance, 4) Empathy, and 5) Tangible (Parasuraman et al., 1988; Valarie A. Zeithaml et al., 2016). Brand image consists of strength, uniqueness, and Favorable (Keller, 2013). SMM includes networking, content development, content sharing, and community building (Gunelius, 2011). Purchase decisions include needs recognition, information search, alternative evaluation, purchase decisions, and post-purchase behaviors (Kotler & Keller, 2012).

Data analysis was carried out using multiple linear regression with the help of the Statistical Package for the Social Sciences (SPSS) software version 26. The instrument was tested on 30 guests of the ASS Hotel, and the validity was tested using the moment correlation method with 30 respondents at a significance level of 5% (0.05) and a correlation reference of 0.361. Alpha Cronbach tested reliability with a reference > of 0.7. The final sample size was 171 respondents. Classical assumption tests include (1) Residual normality with Kolmogorov-Smirnov. (2) Multicollinearity with *a Variance Inflation Factor* (VIF) value<10. (3) Heteroscedasticity with the graph method. (4) Linearity with *deviation from linearity*. The model evaluation was carried out with the F and partial t-tests at a significance level of 5%. The decision was made based on the significance value: Ho was rejected if < 0.05 and accepted if > 0.05.

RESULTS AND DISCUSSION

Profil Respond

Table 1. Respondent Profile

No	Information	Category	Total	Presented
1	Gender	Man	132	77,2 %
		Woman	39	22,8 %
2	Age	<20 year	19	11,1 %
		20-30 year	94	55,0 %
		31-40 year	48	28,1 %
		>40 year	10	5,9 %
3	Work	Students	28	16,4 %
		PNS	21	12,3 %
		Private	80	46,8 %
		Other	42	24,5 %
4	Resources	Friend	82	48,0 %
		Social Media	52	30,4 %
		Family	35	20,5 %
5	Number of Visits	2 times	72	42,10 %
		3-5 times	42	24,6 %
		> 5 times	57	33,3 %
		Total	171	100 %

Source: Processed Questionnairep

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta—Eko Prasetyo et.al

935 | P a g e

By gender, Table 1. It shows that the respondents are generally male, as many as 32 people (77.2%), who inform that men dominate guests willing to complete the questionnaire. Most respondents were in the 20-30 age group (94 people (55.0%)), which showed that the respondents were more in the younger age group. Regarding work, respondents generally work as private employees, as many as 80 people (46.8%). Many organizations hold hotel meetings, which could be the reason for this. Respondents who work as civil servants are the smallest group, with 21 people (12.3%). Regarding sources of information, most respondents obtained information from friends, namely 82 people (48.0%), followed by social media with 52 people (30.4%). From the frequency of visits, most respondents had visited twice, namely 72 people (42.1%), followed by those who had visited more than five times as many as 57 people (33.3%).

Validity and Reliability Test

Table 2. Validity and Reliability Test

Information	Correlation	Alpha Cronbach	Conclusion
Quality of Service			
SQ1	0.500		
SQ 2	0.867		
SQ 3	0.730	0.901	Reliable
SQ 4	0.776		
SQ 5	0.826		
SQ 6	0.718		
Brand image			
C1	0.628		
C2	0.682	0.872	Reliable
C3	0.803		
C4	0.795		
SMM			
SMM1	0.699		
SMM2	0.840	0.889	Reliable
SMM3	0.846		
SMM4	0.671		
Purchase Decision			
KP1	0.637		
KP2	0.561		
KP3	0.794	0.818	Reliable
KP4	0.515		
KP5	0.676		

Source: processed questionnaire

Table 2. informs the results of validity tests on each research variable based on the indicators owned, from Table 2. The product-moment correlation coefficient of each statement > 0.361, indicating that each research statement has been valid and measures what should be measured. Reliability testing refers to Cronbach's Alpha value. Table 2 demonstrates a dependable research instrument where each variable's Cronbach's Alpha

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta–Eko Prasetyo et.al

936 | P a g e

value > 0.7. Based on this information, it was found that the validity and reliability tests had been met.

Classical Assumption Test
Normality Test

Table 3. Test One Sample of Kolmogorov-Smirnov

		Unstandardized Residual
N		171
Normal Parameters[a,b]	Mean	0.000
	Std. Deviation	1.123
Most Extreme Differences	Absolute	0.062
	Positive	0.058
	Negative	-0.062
Test Statistic		0.062
Asymp. Sig. (2-tailed)		.200c,d

Source: processed questionnaire

Table 3. shows the results of the Kolmogorov-Smirnov test on the residual model of multiple linear regression. The Asymp values are based on Table 3. The residuals of the final model have a customarily distributed distribution, indicating that the condition of data normality has been satisfied (Sig. (2-tailed) is 0.200 > 0.05).

Heteroscedasticity Test

. Figure 2. Scatterplot Heteroscedasticity Test

The heteroscedasticity test of this study uses a graph method with scatter plots between the predicted value and the residual value. Figure 2 shows that the scatter plot shows that the data distribution is not patterned, spreads randomly, and is inconsistent. The dots were dispersed randomly and were located above and below the 0 on the Y axis, indicating the absence of heteroscedasticity disturbances in this investigation.

Multicollinearity Test

Table 4. Multicollinearity Test

Variable	Tolerance	Conclusion
Service Quality	0.907	Non-Multicollinearity

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta—Eko Prasetyo et.al

937 | P a g e

Variable	Tolerance	Conclusion
Brand Image	0.916	Non-Multicollinearity
SMM	0.905	Non-Multicollinearity

Source: processed questionnaire

Table 4. informing the VIF value of each independent variable <10. Thus, these results show no significant correlation between the independent variables, so the assumption of non-multicollinearity between independent variables has been fulfilled.

Linearity Test

Table 5. Linearity Test

Variable	Method	Sum of Squares	df	Mean Square	F	Sig.
Service Quality	Deviation from Linearity	12.524	5	2.505	1.874	0.102
Brand image	Deviation from Linearity	8.756	5	1.751	1.292	0.270
SMM	Deviation from Linearity	2.855	3	0.952	0.681	0.565

Source: Data processing

Table 5 demonstrates that for each independent variable—service quality, brand image, and SMM—the significance value of the linearity test with the deviation from the linearity technique is 0.102, 0.270, and 0.585 > 0.05, respectively. The purchase decision and each independent variable in the study have a linear relationship, proving that the study's linearity assumption is met.

Multiple Regression Analysis Model

Table 6. Multiple Linear Regression Models

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	11.175	2.205	
Service Quality	0.156	0.063	0.185
Brand Image	0.210	0.080	0.195
SMM	0.184	0.090	0.155

Dependent variable: Purchase Decision

Source: processed questionnire

Table 6. Showing the equation of multiple linear regression models: Accommodation Decision = 11.175 + 0.156 Service Quality + 0.210 Brand Image + 0.184 SMM+. Niɛlai constant = 11.175 indicates that the score of the overnight decision is 11.175 if all the independent variables are worth 0. The Regression Coefficient of Service Quality is 0.156, showing that when the quality of service increases by 1 unit, the potential decision of guests to stay is 0.156 times. The Brand Image coefficient of 0.210 shows that when the Brand Image increases by 1 unit, the potential for guests to stay increases by 0.210 times. SMM coefficient of 0.184 indicates that the Overnight Decision will increase by 0.184 times for every unit increase in the SMM.

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta—Eko Prasetyo et.al

938 | P a g e

Test goodness of fit with Test F

Table 7. ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.	Koefisien Determinasi
1	Regression	35.288	3	11.763	9.158	.000ᵇ	R^2= 14.1%
	Residual	214.501	167	1.284			
	Total	249.789	170				

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Service Quality, Brand Image, SMM
Source: processed questionnaire

Based on the results of the F test, the Fcal value was obtained at 9,158, while the Ftabel value at the significance level of 5% was 2,658. The comparison between Fcal and Ftabel shows that Fcal is greater than Ftabel (9,158 > 2,658), and the significance value obtained is 0.000< 0.05. These findings indicate that the variables of service quality, brand image, and SMM simultaneously have a positive and significant influence on guests' decisions to stay at ASS Hotels. A result of 0.141, or 14.1%, further indicates that these variables may account for 14.1% of the decisions guests make, with the other 85.9% being impacted by variables not examined in this study.

Table 8. Testing with t-Test

Model	t	Sig.	Conclusion	Coefficient of Determination
(Constant)	5.069	0.000		
Service Quality	2.463	0.015	Accepted	r_1^2 =3.12
Brand image	2.608	0.010	Accepted	r_2^2 = 3.50
SMM	2.051	0.042	Accepted	r_3^2 =2.16

Dependent variable: Purchase Decision
Source: processed questionnaire

Table 8. shows the results of the partial test of each variable. With a total of 171 respondents, it was found that the value of and = 1,974. The service quality variable showed that the value was 2.463>1.974, and the significant value was 0.015 < 0.05, so it was accepted. That means that $t_{tabel} > t_{count}$ $H_1$the quality of service has a positive and significant effect on the Purchase Decision. For the brand image, the value t_{count} = 2.608> 1.974; and the significant value is 0.010 <0.05), so it is accepted. This shows H_2 Brand image has a positive and significant effect on purchase decisions. In SMM, the value t_{count} = 2.051>1.974, and the significance value was 0.042 < 0.05, so H_3 was accepted. That means SMM has a positive and significant effect on the Purchase Decision. The determination coefficient for service quality showed that this variable explained 3.12% of the diversity of stay decisions, with 96.82% influenced by other factors. The coefficient of determination for the brand image was 3.50%, and for SMM, it was 2.16%, indicating that these variables explained the diversity of overnight decisions of 3.50% and 2.16%, respectively. The rest is influenced by other factors not discussed in this study.

Discussion

The purpose of this study is to examine the role of service quality, brand image, and SMM in the decision of guests to stay at ASS Hotel. This study shows that the quality of service has a positive and significant effect on the decision of guests to stay at the ASS Hotel. Accordingly, guests' decisions to buy at the ASS Hotel will be more influenced by the level of service they receive. According to this data, one of the things that visitors should think about when deciding whether or not to stay at a hotel is the quality of the service. These results align with previous studies that show that service quality significantly affects consumers' decisions to stay at hotels (Janah & Sufyati HS, 2022; Prayoga, 2022; Ro'son et al., 2023) Businesses need to ensure that the quality of service meets or exceeds consumer expectations to improve Stay Decisions and strengthen relationships with customers. By improving the quality of service, companies can influence consumer purchasing decisions and increase customer loyalty. Quality service is one of the factors that hotel management is concerned about. Memorable service is expected to provide positive memories for guests who stay, so they tend to stay again at the ASS Hotel.

This study has shown that brand image has a positive and significant effect on the decision of guests to stay at the ASS Hotel. This information indicates that when the brand image is increasing, it will significantly increase the decision of guests to stay at the ASS Hotel. It can be seen from this that the hotel's brand image significantly influences a guest's decision to buy at Hotel ASS. A good brand image will leave an impression on guests who stay at the hotel. This study's results align with previous research by Ningsih & Abrian, Oktaviady et al., Febri, and Valentino Rentanubun (2023), which shows that brand image positively influences purchasing authority. Each association has a way of determining the brand image in the so that it can influence the purchase process. A positive brand image will give a deep positive impression to hotel guests, so they will prioritize staying at the hotel if they are traveling for business or other activities in the same area. A positive image is a significant factor in revenue growth for organizations (Lamb et al., 2017). Therefore, a positioning strategy is needed by hotel management to improve the brand image because the positioning strategy is to form a specific brand image in the minds of consumers (Peter & Olson, 2010).

When testing the SMM variable, the results showed that SMM had a positive and significant effect on the decision of guests to stay at the ASS Hotel. Consequently, the consumer's purchase decision at the ASS Hotel will be better the more SMM that is used, both in terms of quality and quantity. A well-planned SMM and having optimal materials will make it easier to convince consumers to pay at the hotel. Previous research has shown similar results, where SMM significantly affects consumers' Purchase Decisions (Ayuni et al., 2022; Triatmojo et al., 2023; Widodo & Carmelita, 2022). In the context of SMM, this means consistently redirecting from the general conversation on social media to the entry point in the purchase funnel driven by social media (Evans & Szymkowiak, 2008). SMM efforts involving various tasks such as posting, content distribution, visibility monitoring, and measurement of results can be optimized using graphical dashboards or control panels to save time (Krasniak et al., 2021). Through SMM, consumers' ability to interact and engage

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta—Eko Prasetyo et.al

940 | P a g e

with brands is significantly improved, providing exceptional access for consumers (Tuten & Solomon, 2018) With the access obtained by consumers, it is hoped to increase purchase decisions.

CONCLUSION

After completing this study, a conclusion was found, namely: the better the quality of service provided by the hotel, the more the decision of guests to stay at the ASS Jakarta Hotel will increase. Thus, it can be said that the quality of service in the community will increase the decision of guests to stay at the ASS Hotel. Improving the hotel's brand image will increase the Purchase Decision at Hotel ASS. This result shows a good brand image in the community, which will increase purchasing decisions. The increase in SMM significantly increases the decision of guests to stay at the ASS Hotel. With good SMM, it will increase purchase decisions. The recommended advice after conducting this research is the importance of improving quality service, brand image, and SMM to improve the decision of guests to stay at ASS Hotel. Further studies can be conducted by looking for other factors beyond the three variables studied to strengthen the Purchase Decision at an ASS Hotel.

REFERENCE

Adam, M. (2018). *Manajemen Pemasaran Jasa Teori dan Aplikasi*. Alfabeta.

Ayuni, N. L. S., Suardhika, I. N., & Hendrawan, I. G. Y. (2022). Pengaruh Social Media Marketing, Brand Awareness Dan Lokasi Terhadap Keputusan Penggunaan Layanan Di Swiss-Belhotel Tuban. *Values*, *3*(2), 418–431.

Barker, M. S., Barker, D. I., Bormann, N. F., Roberts, M. Lou, & Zahay, D. (2017). Social Media Marketing: A Strategic Approach. In *Cengage Learning 20 Channel Center Street Boston, MA 02210 USA* (Second Edi).

Chairani, F., & Wulansari, N. (2023). Pengaruh Brand Image terhadap Keputusan Menginap di Four Points By Sheraton Batam. *Student Scientific Creativity Journal*, *1*(6), 210–218.

Dwiyanti, N. M. N., & Rahmanita, N. L. P. Y. (2022). Pengaruh pemasaran melalui media sosial dan harga kamar terhadap minat wisatawan untuk menginap di umah hoshi villa. *Jurnal Ilmiah Pariwisata Dan Bisnis*, *1*(9), 2532–2549. https://doi.org/10.22334/paris.v1i9.176

Evans, D., & Szymkowiak, A. (2008). Social media marketing. *Wiley Publishing, Inc*, *9*(4), 4444–4451. https://doi.org/10.5937/markt1704254k

Firmansyah, A. (2019). *Pemasaran produk dan merek (planning & strategy)*. CV.Penerbit Qiara Media.

Gunelius, S. (2011). 30-Minute Social Media Marketing : Step-By-Step Techniques To Spread the Word About Your Business Fast and Free. In *The McGraw-Hill Companies, Inc.*

Herlina, H., & Muliani, L. (2020). Pengaruh Kualitas Pelayanan Food and Beverage Department Terhadap Kepuasan Konsumen Hotel Daily Inn Jakarta. *Destinesia : Jurnal Hospitaliti Dan Pariwisata*, *1*(2), 74–80. https://doi.org/10.31334/jd.v1i2.842

Indrasari, M. (2019). Pemasaran dan Kepuasan Pelanggan. In *Unitomo Press Jl. Semolowaru No 84, Surabaya 60283 Jawa Timur, Indonesia*. Unitomo press.

Iseli, F. (2021). Social Media For Small Business. In *John Wiley & Sons Australia, Ltd 42*

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta—Eko Prasetyo et.al

941 | P a g e

McDougall St, Milton Qld 4064 Office also in Melbourne.

Janah, M., & Sufyati HS. (2022). Pengaruh Islamic Branding, Fasilitas, Dan Kualitas Pelayanan Terhadap Keputusan Menginap Di Hotel Syariah Wilayah Kota Bogor. *Islamic Economics and Business Review*, *1*(1), 14–23.

Keller, K. L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. In *Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England and* (Fourth Edi).

Kotler, P. &, Amstrong, G., Opresnik, M. O., Armstrong, G., Opresnik, M. O., Armstong, G., Opresnik, M. O., Armstrong, G., & Opresnik, M. O. (2018). Principles of Marketing. In *Pearson Education Limited KAO Two KAO Park Harlow CM17 9NA United Kingdom* (Seventeent). Pearson Education.

Kotler, P., Bowen, J. T., & Makens, J. C. (2014). Marketing for Hospitality and Tourism. In *Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England and Associated Companies throughout the world* (Sixth Edit).

Kotler, P., Keller, K., Brady, M., Goodman, M., & Hansen, T. (2009). Marketing Management. In *Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England*. http://books.google.no/books?id=8VDYaWzc9MgC

Kotler, P., & Keller, K. L. (2012). Marketing Management. In L. M. Visconti, L. Peñaloza, & N. Toulouse (Eds.), *Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England* (Global Edi). Routledge. https://doi.org/10.4324/9780203357262

Kotler, P., & Keller, K. L. (2016). Marketing Management. In L. M. Visconti, L. Peñaloza, & N. Toulouse (Eds.), *Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England*. Routledge. https://doi.org/10.4324/9780203357262

Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2005). Principles Of Marketing. In *Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England* (7th ed.). pearson education.

Krasniak, M., Zimmerman, J., & Ng, D. (2021). Social Media Marketing All-in-One For Dummies. In *John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030-5774* (Fifth Edit).

Lahus, A. S., Lamatokan, A. F., Meot, H. S., Niha, S. S., & Watu, E. G. C. (2023). Pengaruh Brand Image Dan Social Media Marketing Terhadap Keputusan Pembelian Pada Tiktok Shop. *ORGANIZE: Journal of Economics, Management and Finance*, *2*(2), 107–118. https://doi.org/10.58355/organize.v2i2.21

Lamb, C. W., Joseph F. Hair, J., & Daniels, C. M. (2017). Principles of Marketing. In *Cengage Learning 20 Channel Center Street Boston, MA 02210 USA*. Cengage Learning.

McGruer., D. (2020). Dynamic Digital Marketing. In *John Wiley & Sons Ltd, The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ, United Kingdom*.

Moriuchi, E. (2019). Social Media Marketing: Strategies in Utilizing Consumer-Generated Content. In Victoria L. Crittenden (Ed.), *Business Expert Press, LLC 222 East 46th Street, New York, NY 10017 www.businessexpertpress.com* (Second Edi). Business Expert Press. https://doi.org/10.1201/9781003200154-2

Ningsih, S. D., & Abrian, Y. (2023). Pengaruh Brand Image dan Physical Evidence terhadap

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta–Eko Prasetyo et.al

942 | P a g e

Keputusan Menginap di Hotel Amaris Muara Bungo. *Ensiklopedia of Journal*, *6*(1).

Parasuraman, A., Ziethaml, & V., & Berry, L. (1988). SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, *64*(1), 12–40.

Peter, J. P., & Olson, J. C. (2010). Consumer Behavior & Marketing Strategy. In *Published by McGraw-Hill/Irwin, a business unit of The McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY, 10020.* (Ninth Edit).

Praptiningrum, D. A., & Talumantak, R. (2022). Pengaruh Kualitas Pelayanan, Citra Merek, Dan Lokasi Terhadap Keputusan Menginap Di Hotel Mercure Jakarta Gatot Subroto. *AKSELERASI: Jurnal Ilmiah Nasional*, *4*(3), 12–25. https://doi.org/10.54783/jin.v4i3.587

Prawiratama, M. E., & Saragih, D. R. U. (2023). Pengaruh kualitas pelayanan, promosi, dan citra merek terhadap keputusan pembelian dalam menginap di Hotel Le Meridien Jakarta. *Jurnal Human Capital Development*, *10*(2), 1–15.

Prayoga, I. M. S. (2022). Pengaruh online Review dan Kualitas Pelayanan terhadap Keputusan Menginap. *Jurnal Emas*, *2*(1), 51–70. https://e-journal.unmas.ac.id/index.php/emas/article/view/4268/3309

Prianto, J., & Wulansari, R. (2021). Pengaruh Kualitas Pelayanan Terhadap Keputusan Menginap Tamu di Hotel Kristal Jakarta. *Jurnal Ilmiah Feasible (JIF)*, *3*(1), 21. https://doi.org/10.32493/fb.v3i1.2021.21-30.8719

Purwandari, S., Purnomo, S., Purboyo, Adha, W. M., Hanika, I. M., Savitri, C., Putra, A. R., Wardhana, A., Kusuma, S. S. D., Sudirman, A., Herawati, A., Nugroho, H., Rahmi, S., Esti, E. A. J., Tingga, C. P., Keke, Y., & Purnamasari, M. S. (2020). Manajemen pemasaran (Konsep pemasaran digital). In Hartini (Ed.), *CV. MEDIA SAINS INDONESIA Melong Asih Regency B40 - Cijerah Kota Bandung - Jawa Barat www.penerbit.medsan.co.id*.

Putri Aysah, A., & Khalid, J. (2024). Pengaruh Persepsi Harga, Citra Merek dan Word of Mouth Terhadap Keputusan Menginap di Hotel GranDhika. *EKOMA : Jurnal Ekonomi*, *3*(4), 23–34.

Ro'son, A., Rambulangi, A. C., & Limbongan, M. E. (2023). Pengaruh Faktor Harga, Fasilitas, Lokasi dan Kualitas Pelayanan Terhadap Keputusan Konsumen untuk Menginap di Toraja Heritage Hotel. *Transformasi: Journal of Economics and Business Management*, *2*(4), 01–11. https://doi.org/10.56444/transformasi.v2i4.1109

Rosalina, J., & Silitonga, P. (2018). Pengaruh Citra Merek, Kualitas Pelayanan dan lokasi Terhadap Keputusan Menginap di Fave Hotel Ahmad Yani Bekasi. *Stein*, *3*(2), 58–66. https://erepository.stein.ac.id/index.php/erepositorystein/article/view/34

Said, M. (2022). Manajemen Pemasaran dan Kepuasan Konsumen Perusahaan Ritel Modern. In Gunawan (Ed.), *Penerbit Intelektual Karyawa Nusantara (IKN)*.

Shinta, A. (2011). Manajemen Pemasaran. In *Universitas Brawijaya Press (UB Press)*. https://doi.org/10.47467/elmal.v3i1.329

Sudarso, A. (2016). *Manajemen Pemasaran Jasa Perhotelan*.

Tjiptono, F., & Chandra, G. (2017). *Pemasaran Strategik*. CV Andi Offset.

Triatmojo, W., . F., & Pradiani, T. (2023). Pengaruh Lokasi Dan Social Media Marketing Melalui Brand Image Terhadap Keputusan Generasi Z Untuk Membeli Paket Menginap Di Atria Hotel Gading Serpong. *Jurnal Ilmiah Riset Aplikasi Manajemen*, *1*(2), 2–8.

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta–Eko Prasetyo et.al

943 | P a g e

https://doi.org/10.32815/jiram.v1i2.21

Tuten, T. L., & Solomon, M. R. (2018). Social Media Marketing. In *SAGE Publications Ltd 1 Oliver's Yard 55 City Road London EC1Y 1SP SAGE Publications Inc. 2455 Teller Road Thousand Oaks, California 91320* (Third Edit).

Valentino Rentanubun, K. (2023). Pengaruh Kualitas Produk, Citra Merek, Dan Persepsi Harga Terhadap Keputusan Pembelian Produk Hotel. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, *8*(3), 272–284.

Widodo, B., & Carmelita, J. (2022). Pengaruh Penggunaan Endorsement dan Social Media Marketing Terhadap Keputusan Tamu Menginap di Hotel Harris Vertu Harmoni Jakarta. *TOBA: Journal of Tourism, Hospitality …*, *1*(4), 196–203. https://doi.org/10.55123/toba.v1i4.1690

Zeithaml, Valarie A., Bitner, M. J., & Gremler, D. D. (2016). Services Marketing: Integrating Customer Focus Across the Firm. In *Published by McGraw-Hill Education Shoppenhangers Road Maidenhead Berkshire SL6 2QL* (Seventh Ed, Vol. 14, Issue 3). McGraw-Hill Inc.,US. https://doi.org/10.1108/msq.2004.14.5.436.1

Zeithaml, Valerie A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Value Accross The Firm. In *McGraw-Hill Education, 2 Penn Plaza, New York, NY 10121* (Seventh Ed).

The Impact Of Service Quality, Brand Image, And Social Media Marketing On The Purchase Decision At The Aryaduta Suites Semanggi Hotel Jakarta–Eko Prasetyo et.al

944 | P a g e