

ABSTRAK

NAMA : NAFHIL SAPUTRA RENUAT
PROGRAM STUDI : MANAJEMEN
JUDUL : PENGARUH IKLAN MEDIA SOSIAL DAN PERSEPSI KEMUDAHAN RESERVASI ONLINE TERHADAP KEPUTUSAN MENGINAP DENGAN REVISIT INTENTION SEBAGAI VARIABEL INTERVENING

Penelitian ini bertujuan menganalisis pengaruh iklan media sosial dan persepsi kemudahan reservasi online terhadap keputusan menginap dengan revisit intention sebagai variabel intervening pada tamu Sofyan Hotel Cut Meutia Menteng Jakarta. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 222 responden dari populasi 500 tamu yang pernah menginap dan melakukan reservasi online dalam enam bulan terakhir, dengan jumlah sampel ditentukan melalui rumus Slovin (tingkat kesalahan 5%) dan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling berbasis Partial Least Square (SEM-PLS) dengan SmartPLS 3.0.

Hasil penelitian menunjukkan iklan media sosial berpengaruh positif dan signifikan terhadap keputusan menginap (original sample 0,242; t-statistics 3,535; p-values 0,000), demikian pula persepsi kemudahan reservasi online (original sample 0,301; t-statistics 4,768; p-values 0,000). Iklan media sosial dan persepsi kemudahan reservasi online juga masing-masing berpengaruh positif dan signifikan terhadap revisit intention. Revisit intention terbukti berpengaruh positif dan signifikan terhadap keputusan menginap (original sample 0,452; t-statistics 5,904; p-values 0,000). Hasil uji mediasi menunjukkan revisit intention mampu memediasi secara positif dan signifikan pengaruh iklan media sosial (original sample 0,230; t-statistics 4,064; p-values 0,000) maupun persepsi kemudahan reservasi online (original sample 0,205; t-statistics 3,561; p-values 0,000) terhadap keputusan menginap.

Temuan ini menunjukkan bahwa efektivitas iklan media sosial dan kemudahan proses reservasi online tidak hanya mendorong keputusan menginap secara langsung, tetapi juga meningkatkan revisit intention yang selanjutnya memperkuat keputusan menginap pada Sofyan Hotel Cut Meutia Menteng Jakarta.

Kata Kunci: Iklan media sosial, Persepsi kemudahan reservasi online, Revisit intention, Keputusan menginap, SEM-PLS.

Jakarta, 26 Juli 2026



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ABSTRACT

NAME : NAFHIL SAPUTRA RENUAT
STUDY PROGRAM : MANAGEMENT
TITLE : THE INFLUENCE OF SOCIAL MEDIA ADVERTISING
AND PERCEIVED EASE OF ONLINE RESERVATION
ON STAY DECISIONS, WITH REVISIT INTENTION AS
AN INTERVENING VARIABLE

This study aims to analyze the effect of social media advertising and perceived ease of online reservation on staying decisions, with revisit intention as an intervening variable among guests of Sofyan Hotel Cut Meutia Menteng Jakarta. The study uses a quantitative approach with a survey method involving 222 respondents drawn from a population of 500 guests who had stayed and made online reservations within the past six months. The sample size was determined using the Slovin formula (5% margin of error) with a purposive sampling technique. Data were collected through questionnaires and analyzed using Structural Equation Modeling based on Partial Least Square (SEM-PLS) with SmartPLS 3.0.

The results show that social media advertising has a positive and significant effect on staying decisions (original sample 0.242; t-statistics 3.535; p-values 0.000), as does perceived ease of online reservation (original sample 0.301; t-statistics 4.768; p-values 0.000). Social media advertising and perceived ease of online reservation each also have a positive and significant effect on revisit intention. Revisit intention is proven to have a positive and significant effect on staying decisions (original sample 0.452; t-statistics 5.904; p-values 0.000). The mediation test results indicate that revisit intention positively and significantly mediates the effect of social media advertising (original sample 0.230; t-statistics 4.064; p-values 0.000) as well as perceived ease of online reservation (original sample 0.205; t-statistics 3.561; p-values 0.000) on staying decisions.

These findings indicate that the effectiveness of social media advertising and the ease of the online reservation process not only directly drive staying decisions but also enhance revisit intention, which in turn strengthens staying decisions at Sofyan Hotel Cut Meutia Menteng Jakarta.

Keywords: social media advertising, perceived ease of online reservations, revisit intentions, stay decisions, SEM-PLS.

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