

The Influence of Instagram Social Media on Purchase Intention at Bali Tropic Resort & Spa

Ni Made Linda Amanda Fitri¹, Ni Made Suastini², I Gusti Ayu Putu Wita Indrayani³, Ni Desak Made Santi Diwyarthi⁴

¹⁻⁴ Prodi Pengelolaan Perhotelan, Politeknik Pariwisata Bali and santidiwyarthi@yahoo.com

ABSTRACT

Instagram social media has become one of the digital marketing strategies widely used in the hospitality industry to attract purchase intention, including at Bali Tropic Resort & Spa in the Tanjung Benoa area, Bali. Despite having the highest engagement rate among competitors in the area, the hotel recorded the lowest occupancy rate, raising questions about the effectiveness of Instagram in influencing purchase intention. This study aims to determine the influence of Instagram social media on purchase intention at Bali Tropic Resort & Spa. This study employed a quantitative associative approach using purposive sampling on 100 respondents who were active Instagram users and had seen, visited, or followed the hotel Instagram account. Data were collected through questionnaires and analyzed using simple linear regression with SPSS version 26. The results show that both variables fall into the high category, with mean scores of 3.70 and 3.63. The regression equation $Y = 7.234 + 0.590X$, with a t-value of 12.753 greater than the t-table value of 1.661 and significance of 0.000 (< 0.05), led to the rejection of H0 and acceptance of H1. The R² value of 0.624 indicates Instagram social media contributes 62.4% to purchase intention (strong category), while the remaining 37.6% is explained by other factors. It can be concluded that Instagram social media has a positive and significant influence on purchase intention at Bali Tropic Resort & Spa.

Keywords: *Instagram, Intention, Media, Purchase, Social*

1. INTRODUCTION

The rapid development of digital technology has transformed marketing strategies in the hospitality industry, particularly through the use of Instagram as a medium for promotion, communication, and brand awareness. Instagram enables hotels to showcase their facilities, guest activities, promotions, and accommodation experiences through visual content, thereby attracting potential customers and building positive perceptions of the hotel. Brand awareness refers to consumers' ability to recognize and recall a brand, which is an important aspect in developing consumer interest in a product (Rosmayanti, 2023). One hotel that actively utilizes Instagram as part of its marketing activities is Bali Tropic Resort & Spa, a four-star hotel located in the Tanjung Benoa area of Bali.

Based on data from the official Instagram account @balitropicresort, Bali Tropic Resort & Spa had approximately 10,856 followers and 1,749 posts as of 2026. During the 2023–2025 period, the number of followers continued to increase, while profile visits and website visits fluctuated. Profile and website visits decreased from 16,287 visits in 2023 to 14,635 visits in 2024. This condition indicates a gap between the growth in the number of followers and the actual actions of audiences in visiting the hotel's profile and accessing further information. Therefore, an increase in followers does not necessarily indicate an increase in consumers' interest in the hotel's products and services. The effectiveness of Instagram marketing activities can also be assessed through the engagement rate, which is an indicator of the level of audience involvement and interaction with published content (Nicky & Lestari, 2025). Based on an analysis conducted through Social Blade, the Instagram account of Bali Tropic Resort & Spa has an engagement rate of 0.91%. This figure is lower than the

average engagement rate of 2.43% for accounts with between 5,000 and 20,000 followers. The relatively low engagement rate indicates that the content published by the hotel has not fully encouraged optimal audience participation and interest (Maharani & Priatna, 2026). This condition is particularly important because, despite the hotel's Instagram activity generating audience interaction, the occupancy rate of Bali Tropic Resort & Spa remains relatively low compared with competing hotels in the Tanjung Benoa area.

These conditions demonstrate that the number of followers and the level of interaction on Instagram do not necessarily translate directly into consumers' purchase intentions. Purchase intention may be influenced by various factors, including content quality, price, service quality, location, hotel image, and consumer trust. Humaidi et al. (2025) stated that the number of followers, reposts, connections with public figures, and levels of interaction may influence consumers' decision-making processes. Ciptasari et al. (2024) also found that social media, particularly Instagram, has a positive and significant effect on purchase intention. However, different findings were reported by Kurniawan P. and Lusia (2023), who found that promotion had a positive but insignificant effect on repurchase intention, as other factors also contributed to consumer behavior.

The gap between the growth in followers, the relatively low engagement rate, fluctuations in profile and website visits, and the suboptimal occupancy rate highlights the need for further investigation into the effectiveness of Instagram as a marketing medium for Bali Tropic Resort & Spa. Therefore, this study aims to analyze the influence of Instagram social media on purchase intention at Bali Tropic Resort & Spa, thereby determining the extent to which Instagram marketing activities can encourage consumers' interest in choosing and purchasing the hotel's products and services.

2. LITERATURE REVIEW

2.1 Marketing

Marketing is an important activity within a company because it serves as one of the main drivers of sales and profitability through the products or services offered by the company (Alimin et al., 2022). The development of marketing concepts is no longer limited to tangible products but also includes service marketing, which has different characteristics from physical products. Service marketing requires a more strategic approach because services are intangible and perishable (Wolak et al., 1998). Service marketing can be defined as a series of activities involving planning, pricing, promoting, and distributing services to consumers with the aim of creating customer satisfaction (Fatihudin, 2019).

In the hotel industry, service marketing plays an important role because hotels do not merely offer rooms but also sell experiences, comfort, hospitality, facilities, atmosphere, and overall guest satisfaction. Therefore, hotel marketing strategies must be able to build positive perceptions, increase consumer trust, and establish a favorable image in consumers' minds. These efforts can be achieved through improving service quality, implementing effective marketing communication, and utilizing digital media to reach consumers more broadly (Rachmadizal et al., 2022). Thus, service marketing is an important factor in creating competitive advantage and increasing hotel attractiveness amid intense competition in the hospitality industry.

2.2 *Promotion Mix*

The promotion mix refers to a combination of marketing communication methods used by companies to inform, persuade, and remind consumers about the products or services offered (Putri, 2014). The promotion mix functions as a marketing communication tool to build brand awareness, create a positive image, and encourage consumers to make purchasing decisions (Amelia & Iswadi, 2023). According to Kotler and Keller (2012), as cited in Uluwiyah (2022), the promotion mix consists of five main elements: Advertising, which refers to a form of non-personal communication used to introduce and promote products or services through various media. Sales Promotion, which involves short-term incentives designed to encourage consumers to try or purchase products or services. Personal Selling, which refers to direct communication between sales personnel and potential consumers to provide information, answer questions, and obtain orders. Direct Marketing, which involves direct communication with consumers or potential consumers through letters, telephone, e-mail, the internet, and other media to obtain an immediate response. Public Relations, which consists of various programs designed to build, maintain, or protect the company's image and its products in the eyes of the public.

With the development of digital marketing, social media has become an important marketing communication channel because it can reach consumers broadly, quickly, and interactively. Instagram is one of the platforms widely used by companies, including hotels, to provide information, promote products, build brand awareness, and create engagement with audiences.

2.3 *Social Media*

Social media refers to online platforms that enable users to participate, share information, create content, and interact with other users (Rafiq, 2020). Social media allows users to create and distribute content in various forms, including text, images, videos, and audio, in an interactive manner (Qadir & Ramli, 2024). The emergence of social media has transformed communication patterns from one-way communication into more open and participatory two-way communication.

Social media marketing is not merely a promotional tool but has developed into an integral component of an integrated marketing strategy (Binrany Aisyah et al., 2024). For the hospitality industry, social media can be used to showcase hotel rooms, restaurants, hotel environments, tourism activities, and guest experiences. Consistent social media use can also help hotels establish a positive image and increase brand visibility (Mustika & Maulidah, 2021; Imayan & Farid, 2026).

According to Heuer, as cited in Solis (2010), social media effectiveness can be assessed through four dimensions: context, communication, collaboration, and connection. Context refers to the way messages are delivered so that they are easy to understand and attractive to audiences. Communication concerns the ability of a company to deliver information while also developing responses and dialogue with audiences. Collaboration refers to cooperation between companies and audiences or other parties to increase interaction and promotional reach. Meanwhile, connection refers to the ability of a company to build and maintain relationships with audiences, thereby creating closeness and loyalty. Social media is also characterized by

participation, openness, conversation, community, and connectedness (Gustam Ramanda, 2015). These characteristics allow consumers to act not only as information recipients but also as content creators and information distributors. Consequently, consumers' experiences and opinions shared through social media can influence other consumers' perceptions of a particular brand.

2.4 *Instagram as a Marketing Medium*

Instagram is a photo- and video-sharing platform that allows users to create, edit, and share visual content with other users (Bate'e, 2019). Its development has transformed Instagram from a platform primarily used for sharing personal activities into an effective marketing communication medium for various types of businesses, including the hospitality industry. Features such as feed, stories, reels, comments, likes, shares, and direct messages enable companies to communicate information creatively while establishing two-way communication with consumers (Antasari & Pratiwi, 2022).

The primary strength of Instagram lies in its visual content, which allows hotels to present room designs, facilities, restaurants, hotel surroundings, guest activities, promotions, and accommodation experiences in an attractive manner. Consistent, informative, and high-quality visual content can help establish positive perceptions and increase hotel attractiveness among potential consumers (Kusuma & Sugandi, 2018). Therefore, effective Instagram management can become an important component of hotel marketing strategies.

According to Irawan and Hadisumarto (2020), social media marketing can be measured through five dimensions: entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM). Entertainment refers to the ability of content to provide enjoyment and pleasure to audiences. Interaction concerns the ability of social media to facilitate two-way communication and engagement between hotels and their followers. Trendiness refers to the ability to provide current and relevant information. Customization concerns the ability to provide information that matches consumers' needs and preferences. Meanwhile, e-WOM refers to the ability of social media to encourage audiences to share their experiences and recommend a brand to others.

These five dimensions are relevant to research on the Instagram account of Bali Tropic Resort & Spa because content quality, interaction, up-to-date information, information relevance, and user recommendations can determine the extent to which Instagram attracts potential consumers' attention and develops their interest in hotel products.

2.5 *Purchase Intention*

Purchase intention refers to a condition in which an individual develops a desire or willingness to obtain a product after going through a process of searching for and evaluating information (Az-Zahra et al., 2022). Purchase intention can also be understood as a consumer's tendency or willingness to purchase a product after receiving certain information or stimuli. It represents one of the stages preceding a consumer's purchase decision and generally emerges after awareness and perceptions of a particular product have been established (Indika & Jovita, 2017). In the hospitality industry, purchase intention can be reflected in potential guests' interest in seeking

further information, visiting a hotel's profile or website, considering its facilities and prices, and developing an intention to make a reservation. According to Widjaja and Firdausy Mulya (2023), purchase intention can be influenced by several factors, including social media/Instagram promotion, brand image, e-WOM, perceived value, trust, price, product or service quality, as well as influencers and user-generated content. These factors indicate that purchase intention is not determined solely by promotional activities but also by consumers' perceptions of the benefits, quality, reputation, price, and credibility of the information received.

In this study, Instagram is viewed as a marketing stimulus that can provide information while shaping consumers' perceptions of Bali Tropic Resort & Spa. Attractive content (entertainment), active interaction (interaction), up-to-date information (trendiness), relevant information (customization), and recommendations and user experiences (e-WOM) can increase consumers' attention and interest. Therefore, the more effectively Instagram is managed as a marketing medium, the greater the likelihood that consumers will develop an intention to seek further information and purchase hotel products or services.

3. METHODS

The objects of this study consist of Instagram social media as the independent variable (X) and purchase intention as the dependent variable (Y). Instagram social media in this study refers to the use of the digital platform by Bali Tropic Resort & Spa as a marketing communication medium for delivering information and promotions and establishing interactions with consumers through visual content, including photos, videos, and various interactive features. Meanwhile, purchase intention as the dependent variable focuses on consumers' interest and willingness to make a reservation or use the hotel's services after receiving information and being exposed to promotional content through Instagram. These two variables were selected because of their potential relationship in shaping consumers' perceptions, interest, and tendency toward hotel services in the digital era.

A population refers to the entire set of research objects that possess specific characteristics and serve as a source of data for a study (Purwanza et al., 2022). The population in this study consists of Instagram users who are aware of, have viewed, visited, or followed the official Instagram account of Bali Tropic Resort & Spa. This population was selected because the respondents have had exposure to the hotel's marketing activities through Instagram and are therefore able to provide relevant assessments regarding the influence of Instagram social media on purchase intention. Based on the Bali Tropic Resort & Spa Instagram account data, the number of followers in December 2025 reached approximately 10,800 followers, which was used as the basis for determining the study population.

A sample is a subset of the population selected to represent the characteristics of the population in a study (Hermina & Huda, 2024). This study employs a non-probability sampling technique using purposive sampling, which is a sampling technique based on specific considerations and criteria that are aligned with the objectives of the study. This technique was selected because not all Instagram users have sufficient experience or knowledge of the Bali Tropic Resort & Spa account and its products. Therefore, respondents were selected based on the following criteria: Respondents are active users of Instagram. Respondents have viewed, visited, or followed the Bali Tropic Resort & Spa Instagram account. Respondents are aware of or familiar with Bali Tropic Resort & Spa, either through Instagram or other sources of information. Respondents are at least 22 years old at the time of the study.

Based on these criteria and Slovin' technique, the study obtained 100 respondents who met the requirements as research participants. All respondents were subsequently given a questionnaire

to collect data regarding their perceptions of Instagram marketing activities and their intention to purchase or use the services of Bali Tropic Resort & Spa. The data obtained from the respondents were used to analyze the relationship and influence of Instagram social media (X) on purchase intention (Y).

Based on the validity test results, all statement items for the Instagram social media variable (X) and purchase intention variable (Y) are valid. Of the 18 statement items tested, the lowest correlation coefficient (R_{count}) was found for item Y1.7 at 0.791, while the highest value was recorded for item X1.8 at 0.909. All values exceeded the R_{table} value of 0.1654, indicating that all statement items met the validity criteria (Sugiyono, 2022). These results demonstrate that each statement in the questionnaire is capable of measuring the intended aspects and can therefore be used as a research instrument. In addition to the validity test, a reliability test was conducted to determine the consistency of the research instrument in measuring the variables. The results showed that the Instagram social media variable (X) had a Cronbach's Alpha value of 0.958, while the purchase intention variable (Y) had a Cronbach's Alpha value of 0.946. Both values were substantially higher than the minimum threshold of 0.60, indicating that the research instruments were reliable. Thus, the statement items demonstrated a very good level of internal consistency and were suitable for further analysis.

Overall, the validity and reliability test results indicate that the research instrument met the requirements for use as a measurement tool. The Instagram social media and purchase intention variables can be measured consistently through the developed statement items. Therefore, the data obtained from the 100 respondents can be used for descriptive analysis and hypothesis testing concerning the influence of Instagram social media on purchase intention at Bali Tropic Resort & Spa.

4. RESULTS AND DISCUSSION

Descriptive analysis was conducted to provide an overview of the respondents' characteristics and their perceptions of the variables examined in this study, namely Instagram social media (X) and purchase intention (Y). The research data were obtained from 100 respondents who met the sample criteria through an online questionnaire distributed using Google Forms. Respondent characteristics were analyzed based on age, gender, highest educational attainment, occupation, and daily Instagram usage intensity. The analysis also examined the scores of each statement item to identify respondents' perceptions of the two research variables.

Based on age, the majority of respondents were between 26 and 30 years old (45%), followed by respondents aged 22–25 years at 30%. This composition indicates that most respondents were young adults who are relatively active users of social media, particularly Instagram. This age group also represents a potential segment for digital marketing because young adults tend to use social media to obtain information, compare alternatives, and seek references before using a particular product or service. Based on gender, respondents were predominantly female, accounting for 72%, while male respondents accounted for 28%. The dominance of female respondents indicates that Instagram users who were aware of or interacted with the Bali Tropic Resort & Spa account in this study were predominantly women. This condition may also suggest that visual content related to hotel facilities, atmosphere, accommodation experiences, and promotional offers has considerable appeal among female users.

Based on highest educational attainment, the majority of respondents held a Bachelor's degree (S1), accounting for 47%. This finding indicates that most respondents had a relatively strong educational background and were assumed to have sufficient ability to understand information and evaluate hotel marketing content presented through Instagram. Educational background may also support respondents' ability to evaluate information before developing an interest in the products or services offered. Based on occupation, the majority of respondents were private-sector employees (44%). This finding indicates that most respondents belonged to a group with employment-related

activities and potential accommodation needs, whether for personal travel, leisure, or business purposes. This characteristic is relevant because interest in hotel services may develop from travel needs and information obtained through social media.

Based on Instagram usage intensity, the majority of respondents accessed Instagram for 30 minutes to 1 hour per day, accounting for 41%. This finding indicates that respondents were active Instagram users, although their usage intensity was classified as moderate. This duration provides sufficient exposure for respondents to encounter various hotel promotional contents, including content published by Bali Tropic Resort & Spa.

4.1 Description of the Instagram Social Media Variable (X)

The descriptive analysis showed that the Instagram social media variable (X) obtained a mean score of 3.70, which falls within the high category. Of the 10 statement items, seven items were classified as high, while three items, namely X1.2, X1.3, and X1.4, were classified as moderate. These findings indicate that, overall, respondents had positive perceptions of Bali Tropic Resort & Spa's marketing activities through Instagram. The highest mean score was recorded for item X1.5 at 4.00, which relates to the hotel's ability to present content that follows the latest trends. This result indicates that respondents considered the Instagram content of Bali Tropic Resort & Spa to be relatively relevant to current social media trends. Trend-responsive content can help hotels remain relevant amid changing user preferences and increasingly competitive social media content. Meanwhile, the lowest mean score was found for item X1.3 at 3.25, which relates to the hotel's interaction with its followers. Although this score remains within the moderate category, it indicates that two-way communication between the hotel and its audience has not been perceived as optimal compared with other aspects. Therefore, the hotel needs to improve its responses to comments, direct messages, and other forms of interaction so that audiences are not merely recipients of information but can also actively participate in communication with the hotel.

4.2 Description of the Purchase Intention Variable (Y)

The purchase intention variable (Y) obtained a mean score of 3.63, which falls within the high category. Of the eight statement items used, six were classified as high, while two items, namely Y1.7 and Y1.8, were classified as moderate. These results indicate that, overall, respondents had a relatively high level of interest in Bali Tropic Resort & Spa after being exposed to information through Instagram. The highest mean score was recorded for item Y1.5 at 3.89, which relates to respondents' preference for choosing Bali Tropic Resort & Spa over competing hotels. This result indicates that the hotel's presence and content on Instagram have been able to generate positive interest and preferences among most respondents. In other words, Instagram functions not only as an information-sharing medium but also has the potential to help establish consumer preferences toward the hotel. Conversely, the lowest mean score was recorded for item Y1.7 at 3.20, which relates to respondents' willingness to seek additional information about the hotel. Although this score remains within the moderate category, it indicates that interest in the hotel is not always followed by active efforts to seek additional information, such as reading reviews, viewing additional photos, comparing facilities, or searching for room prices and availability.

Overall, the descriptive analysis indicates that both Instagram social media (X) and purchase intention (Y) fall within the high category, with mean scores of 3.70 and 3.63, respectively. However, several aspects still require attention, particularly hotel interaction with followers and consumers' motivation to seek additional information. These findings provide an important basis for further testing whether positive perceptions of Instagram social media actually have a significant influence on consumers' purchase intention at Bali Tropic Resort & Spa.

4.3 Results of Classical Assumption Testing, and Coefficient of Determination

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.70664698
Most Extreme Differences	Absolute	.082
	Positive	.058
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.097 ^c

Source: Research Result, 2026 (Processed)

Based on the test results presented in Table 1, the test statistic (Kolmogorov-Smirnov Z) was 0.082, with an Asymp. Sig. (2-tailed) value of 0.097. Since the significance value is greater than 0.05 ($0.097 > 0.05$), it can be concluded that the residual data in this study are normally distributed. Therefore, the normality assumption for the regression analysis has been fulfilled, and the data are suitable for further testing.

Table 2. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.221	1.068		3.951	.000
	Media Sosial Instagram	-.035	.028	-.126	-1.257	.212

a. Dependent Variable: Abs_RES

Source: Research Result, 2026 (Processed)

Based on the results presented in Table 2, the significance value for the Instagram social media variable was 0.212. Since this value is greater than 0.05 ($0.212 > 0.05$), it can be concluded that there is no indication of heteroscedasticity in the regression model used in this study. Thus, the residual variance of the model is relatively homogeneous (constant) across observations, indicating that the heteroscedasticity assumption has been satisfied and the regression model is appropriate for further analysis.

Table 3. t-Test

Variable	t-test	Sig	Explanation
Instagram Social Media (X)	12,753	0,000	Positive & Significance
Alpha (α) 0,05			

Source: Research Result, 2026 (Processed)

Based on the hypothesis testing results presented in Table 3, the calculated t-value was 12.753, with a significance value of 0.000. These results indicate the following: Based on the significance value, the Sig. value was 0.000, which is lower than the 0.05 significance level ($0.000 < 0.05$). Based on the comparison between the calculated t-value and the t-table value, the calculated t-value of 12.753 was greater than the t-table value of 1.661 ($12.753 > 1.661$).

Since both testing criteria were satisfied, H_0 is rejected and H_1 is accepted. Furthermore, the regression coefficient has a positive value of 0.590, as shown in Table 4.17 on the results of the simple linear regression analysis. This positive coefficient further confirms that the relationship is in the same direction as the proposed hypothesis, indicating a positive effect of Instagram social media on purchase intention.

Table 4. Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.234	1.751		4.130	.000
	Instagram Social Media	.590	.046	.790	12.753	.000

a. Dependent Variable: Purchase Intention

Source: Research Result, 2026 (Processed)

Table 5. Coefficient Determinant (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.624	.620	3.72551

a. Predictors: (Constant), Media Sosial Instagram

b. Dependent Variable: Minat Beli

Source: Research Result, 2026 (Processed)

Based on the data processing results using SPSS presented in Table 5, the R-Square (R²) value was 0.624. This value indicates the contribution or influence of Instagram social media in explaining variations in purchase intention. The coefficient of determination can be calculated as follows:

$$KD = R^2 \times 100\%$$

$$KD = 0.624 \times 100\%$$

$$KD = 62.4\%$$

This means that 62.4% of the variation or changes in consumers' purchase intention toward Bali Tropic Resort & Spa can be explained by the Instagram social media variable. Based on the guidelines for categorizing R-Square values (Ghozali, 2013), an R² value of 62.4% falls within the range of 60–79.9%, which is categorized as a strong level of influence. Meanwhile, the remaining 37.6% (100% – 62.4%) of the variation in purchase intention is influenced by other variables outside the research model that were not examined in this study. These may include factors such as price, service quality, brand image, trust, perceived value, electronic word-of-mouth (e-WOM), and other consumer-related factors.

4.3.1 Instagram Social Media Variable

The Instagram social media variable (X) obtained an overall mean score of 3.70, which falls into the high category. This result indicates that, in general, respondents gave positive assessments of Instagram as a promotional medium for Bali Tropic Resort & Spa. Of the ten statement items representing five dimensions—entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM)—seven items were categorized as high, while three items were categorized as moderate. The high mean score initially appears inconsistent with the hotel's Instagram engagement rate of only 0.91%, which is lower than the average rate of approximately 2.43% for similar accounts with 5,000–20,000 followers. However, this condition does not indicate a contradiction because the two types of data measure different aspects. Engagement rate represents actual behavioral data, reflecting real audience interactions such as likes, comments, and shares, whereas the questionnaire results measure respondents' perceptions or attitudinal assessments of the quality, attractiveness, and usefulness of Instagram content. The difference between attitudinal and behavioral engagement may create an engagement gap, which occurs when consumers provide positive evaluations of content but do not necessarily demonstrate active behavioral engagement (Barger et al., 2016).

This finding is also reflected in the Instagram data of Bali Tropic Resort & Spa, where impressions are higher than account reach. This condition indicates that the hotel's content has

achieved considerable exposure, but not all audiences who view the content subsequently engage actively. Therefore, the high respondents' perceptions of Instagram indicate that the hotel's content has successfully generated attention and positive evaluations, but has not fully transformed this attention into active audience interaction.

The trendiness dimension received the highest assessment, particularly item X1.5 concerning content containing the latest information or trends, with a mean score of 4.00. This result indicates that respondents perceived the Instagram content of Bali Tropic Resort & Spa as sufficiently up-to-date and relevant to current developments. This finding is consistent with Irawan and Hadisumarto (2020), who explain that trendiness refers to the ability of social media to provide current information so that a brand remains relevant to its audience. Up-to-date content can increase consumer attention and strengthen positive perceptions of the hotel. In contrast, the interaction dimension received the lowest assessment. Item X1.3 concerning the regularity of the hotel's interaction with its followers obtained a mean score of 3.25, while item X1.4 concerning the exchange of opinions through Instagram obtained a mean score of 3.32; both were categorized as moderate. This finding reinforces the phenomenon of the hotel's relatively low engagement rate of 0.91%. Although the hotel's content is perceived as attractive and current, two-way interaction between the hotel and its audience remains less than optimal. The hotel therefore needs to improve its responses to comments and direct messages, create more interactive content, and involve followers in discussions so that audience engagement becomes more active rather than merely passive.

The customization and e-WOM dimensions received high assessments. Item X1.8 concerning the suitability of information to consumer needs obtained a mean score of 3.86, while item X1.9 concerning the encouragement to recommend the hotel to others obtained a mean score of 3.84. These findings indicate that the information provided through Instagram is sufficiently relevant to the audience's needs and has the potential to encourage electronic recommendations. Overall, the findings support the view that Instagram can serve as an effective marketing communication medium for building brand awareness, delivering information, and establishing relationships with consumers. Nevertheless, the interaction aspect still needs to be strengthened so that positive audience perceptions can develop into active engagement.

4.3.2 Purchase Intention Variable

The purchase intention variable (Y) obtained an overall mean score of 3.63, which falls into the high category. This indicates that, in general, respondents have a relatively strong interest and tendency to choose Bali Tropic Resort & Spa. Of the eight items representing four dimensions—transactional, referential, preferential, and exploratory purchase intention—six items were categorized as high and two as moderate. The high level of purchase intention can also be associated with the characteristics of the respondents. The majority of respondents were aged 26–30 years (45%), while 44% worked as private-sector employees and 25% were entrepreneurs/business owners. These characteristics indicate that most respondents are in the productive age group with relatively adequate economic capacity to support travel and accommodation needs. In addition, respondents were predominantly bachelor's degree graduates (47%), which may support their ability to search for, evaluate, and compare digital information before making a choice. Van Dijk and Van Deursen (2021) explain that digital literacy is related to an individual's ability to search for, evaluate, and utilize information obtained through digital media.

The preferential purchase intention dimension received the highest assessment, particularly item Y1.5 concerning the preference for choosing Bali Tropic Resort & Spa over similar hotels, with a mean score of 3.89. This finding indicates that Instagram and the information received by respondents were able to establish positive preferences toward the hotel. This is important because consumers not only require information about a product but also compare it with various alternatives before making a choice. Meanwhile, the exploratory purchase intention dimension received the lowest assessment. Item Y1.7 concerning the desire to seek further information obtained a mean score of 3.20, while item Y1.8 concerning the active search for reviews, photographs, and

additional information obtained a mean score of 3.28. Both indicators were categorized as moderate. This finding is consistent with the phenomenon described in the research background, namely that the increase in followers has not been accompanied by a corresponding increase in profile visits and website taps. In other words, Instagram has successfully attracted consumers' initial attention but has not fully encouraged them to conduct more in-depth information searches. Transactional and referential purchase intentions were categorized as high, as indicated by item Y1.2 with a mean score of 3.77 and item Y1.4 with a mean score of 3.72. Thus, Instagram content not only creates interest in the hotel but also has the potential to encourage consumers' intention to make a transaction and recommend the hotel to others. Overall, the high mean score of purchase intention indicates that Bali Tropic Resort & Spa has considerable appeal among respondents, although the aspect of further information-seeking still needs to be improved.

4.3.3 The Effect of Instagram Social Media on Purchase Intention

Table 6. Simple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	7.234	1.751		4.130
	Media Sosial Instagram	.590	.046	.790	12.753

a. Dependent Variable: Minat Beli

Source: Research Result, 2026 (Processed)

The results of the simple linear regression analysis produced the regression equation $Y = 7.234 + 0.590X$. The regression coefficient of 0.590, which is positive, indicates that every one-unit increase in Instagram social media will increase purchase intention by 0.590 units, assuming other factors remain constant. Thus, the better Instagram is managed as a marketing medium, the higher consumers' purchase intention toward Bali Tropic Resort & Spa.

Table 7. T-Test

Variable	t-test	Sig	Explanation
Instagram Social Media (X)	12,753	0,000	Positive & Significance
Alpha (α) 0,05			

Source: Research Result, 2026 (Processed)

The t-test results show a calculated t-value of 12.753 with a significance value of 0.000. The calculated t-value is greater than the t-table value of 1.661 ($12.753 > 1.661$), while the significance value is lower than 0.05 ($0.000 < 0.05$). Therefore, H_0 is rejected and H_1 is accepted, indicating that Instagram social media has a positive and significant effect on purchase intention at Bali Tropic Resort & Spa. Furthermore, the R-Square (R^2) value of 0.624 indicates that Instagram social media explains 62.4% of the variation in consumers' purchase intention. Based on the criteria proposed by Ghozali (2013), this value is categorized as a strong level of influence. Meanwhile, the remaining 37.6% of the variation in purchase intention is influenced by other factors outside the research model, such as price, service quality, brand image, trust, perceived value, e-WOM, influencers, and hotel facilities. The substantial contribution of Instagram can be understood from the characteristics of hotel services, which are intangible. Therefore, prospective consumers require visual information and other users' experiences before making a choice. Instagram allows hotels to display rooms, facilities, atmosphere, activities, promotions, and guest experiences through photographs and videos. Accordingly, attractive, informative, relevant, and up-to-date content can reduce consumer uncertainty and establish positive perceptions that ultimately increase purchase intention.

The findings of this study are consistent with previous studies demonstrating that Instagram social media has a positive and significant effect on purchase intention in the hospitality industry, including Ciptasari et al. (2024), Berutu (2022), Hubner et al. (2024), Widhiasi Ariska et al. (2025), and Putra Eka Karma et al. (2025). The present study also demonstrates a stronger contribution than the study by Pradyumna et al. (2025) at Alila Ubud, which reported a contribution of 57.7%. This finding indicates that Instagram plays a substantial role in shaping consumers' purchase intention toward Bali Tropic Resort & Spa. The findings also provide an explanation for the gap between the hotel's engagement rate and occupancy. Although Bali Tropic Resort & Spa's Instagram engagement rate of 0.91% was the highest among several competitors in the Tanjung Benoa area, the hotel's occupancy rate of 66.42% remained the lowest compared with competitors, whose occupancy rates ranged from 67.68% to 76.08%. This condition indicates that social media engagement does not automatically result in room bookings. This gap can be explained by two factors. First, the interaction dimension was still categorized as moderate, indicating that audience engagement has not fully developed into two-way communication that encourages

CONCLUSION

Based on the results, Instagram social media at Bali Tropic Resort & Spa obtained an overall mean score of 3.70, which falls into the high category. This indicates that respondents generally had positive perceptions of the hotel's Instagram account as a promotional medium. The trendiness dimension received the highest assessment, while the interaction dimension received the lowest. Thus, although the Instagram content is considered attractive, relevant, and up to date, two-way interaction between the hotel and its followers still needs to be improved. Consumer purchase intention obtained an overall mean score of 3.63, which is categorized as high. This finding indicates that respondents have a relatively strong interest and tendency to choose Bali Tropic Resort & Spa. The preferential purchase intention dimension received the highest assessment, while the exploratory purchase intention dimension received the lowest. This suggests that consumers already have positive preferences toward the hotel, but their motivation to seek additional information, such as reviews, photographs, facilities, and booking information, still needs to be strengthened.

Instagram social media has a positive and significant effect on consumer purchase intention. The regression analysis produced the equation $Y = 7.234 + 0.590X$, with a calculated t-value of 12.753, which is greater than the t-table value of 1.661, and a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. This means that better management of Instagram social media is associated with higher consumer purchase intention toward Bali Tropic Resort & Spa. The R-Square (R^2) value of 0.624 indicates that Instagram social media explains 62.4% of the variation in consumer purchase intention, while the remaining 37.6% is influenced by other factors outside the research model, such as brand image, price, service quality, trust, hotel facilities, influencers, and user-generated content. Based on these results, the effect of Instagram social media on purchase intention is categorized as strong.

Although Instagram has a strong influence on purchase intention, there remains a gap between audience engagement and hotel occupancy. This condition indicates that consumer interest generated through Instagram has not been fully converted into actual room-booking decisions. Therefore, Instagram optimization should not focus solely on increasing engagement, but also on strengthening the conversion process from attention → interest → information search → booking. Overall, Instagram social media has proven to be an important and effective digital marketing instrument in shaping consumer purchase intention at Bali Tropic Resort & Spa. However, improving audience interaction and facilitating easier access to information and booking channels are necessary to maximize Instagram's contribution to room reservations and hotel occupancy.

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