

Submitted 27th November 2021

Accepted 3rd May 2022

EFFECTIVENESS OF INSTAGRAM AND FACEBOOK MARKETING ON THE CUSTOMER PATH AT THE ALOFT BALI SEMINYAK HOTEL DURING THE COVID-19 PANDEMIC

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ABSTRACT

The most popular marketing strategy today is marketing through social media. This research was conducted to determine the effectiveness of Instagram and Facebook Marketing on the consumer's customer path at the Aloft Bali Seminyak Hotel during the Covid-19 Pandemic. Data collection techniques used in this research are questionnaires, interviews, and documentation studies. The number of respondents in this study were 70 people. The data analysis technique in this research is Partial Least Square (PLS) analysis with SmartPLS version 3.3.2 software. The results of this study indicate that based on the R^2 test, the net R^2 value obtained is 0.523 classified as a moderate (moderate) model, these results explain that Instagram and Facebook marketing that are run are quite effective on the customer path during the Covid-19 Pandemic. The effect of endogenous variables on exogenous variables is known based on the value of effect size (f^2), which is 0.376. This shows that the influence of the Instagram variable on the customer path is included in the strong category. Meanwhile, the f^2 value of the Facebook variable is 0.250 which shows the effect of the Facebook variable on the customer path, including the sufficient category.

Keywords: *Effectiveness, Social Media Marketing, Customer Path*

INTRODUCTION

The impact of this pandemic has disrupted activities in various sectors, one of the sectors most affected by the impact is the tourism sector. The existence of this pandemic has resulted in many companies, especially hotels, deciding to close temporarily, even to the point that some hotels are permanently closed. The main reason is that international flights cannot operate due to the Covid-19 pandemic situation. For hotels that will operate at this time, they must comply with the health

protocols set by the government (Sugihamretha, 2020).

After a year has passed, the hotel in 2021 need to change their market segmentation from the foreign tourist market segmentation to the domestic tourist market segmentation. Due to the segmentation that is focused on one segmentation, namely the domestic segment, this makes competition for each hotel even more difficult because their segmentation is narrow and can only target in one segment.

Apart from looking at market segmentation, the hotel can't ignore the customer path. The customer path is a consumer's decision to buy a product or use a service from a manufacturer or company (Kartajaya, 2015). With the customer path in the end, consumers will decide whether to buy products or services from a company or not, considering that in the current era of the Covid-19 Pandemic, consumer buying interest is declining. This condition forces hotels to dare to carry out marketing strategies to compete during the current pandemic.

One of the most popular marketing strategies today is marketing through social media. Submission of information about the company's products and services will be more easily seen by potential consumers if the company uses social media. According to Kotler (2012) the influence of social media varies, but what generally happens is that information from social media will have an influence on consumer purchasing decisions.

Research conducted by Fatoni et al. (2021) aims to determine and analyze decisions to stay during the Covid-19 Pandemic at Riche Hotel Malang City Heritage. The results of the research by Fatoni et al (2021) are (1) Online marketing and prices have a significant effect on the decision to stay in the midst of the Covid-19 Pandemic for Riche Heritage Hotel Malang City guests. (2) Online marketing has a significant effect on the decision to stay in the midst of the Covid-19 Pandemic for Riche Heritage Hotel Malang City guests. This means that increasing the number of hotel guests can be done by using good online marketing. (3) The price has a significant effect on the decision to stay in the midst of the Covid-19 Pandemic for Riche Heritage Hotel Malang City guests. This means that to increase the number of hotel guests can be done by using an affordable price.

The results of previous research conducted by Arief and Millianyani (2015) prove that social media marketing has a significant effect on AIDA (Aware, Interest, Desire, Action). Arief and Millianyani's (2015) research measures social media marketing (X) especially through Instagram on buying interest (Y) while this study measures Instagram (X1) and Facebook Marketing (X2) to the Customer Path (Y1). In addition, the difference between Arief and Millianyani (2015) with this research is in the object of research. The object of research by Arief and Millianyani (2015) is the food and beverage industry, while the object of this research is the hotel industry.

In addition, research conducted by Putranti and Budiarmo (2020) aims to determine the effect of service quality and price on purchasing decisions (study on consumers of Star Hotel Semarang). The results of the research by Putranti and Budiarmo (2020) are (1) Service quality has an influence on room purchasing decisions at Star Hotel Semarang. (2) Price has an influence on the decision to

purchase a room at Star Hotel Semarang. (3) Service quality and price together have an influence on room purchasing decisions at Star Hotel Semarang. The difference between the research conducted by Putranti and Budiarmo (2020) and this research is in the research variables.

Hotel Aloft Bali Seminyak is one of the hotel that use social media marketing as their main marketing strategy especially through Instagram and Facebook. Hotel Aloft Bali Seminyak is a hotel under the auspices of Marriott International. This hotel is located on Jl. Batu Belig No. 228, Seminyak, Kec. North Kuta, Badung Regency, Bali 80361. Its strategic location offers easy access for guests staying. This hotel quite often uploads content through Instagram and Facebook and then advertises it to expand the reach of the uploaded content. Hotel Aloft Bali Seminyak has a target of increasing the number of followers on Instagram and increasing the number of likes on Facebook every month.

Table 1.1
Addition of Followers (Followers) Instagram Hotel Aloft Bali Seminyak in August to December 2020

<i>New Follower Instagram Hotel Aloft Bali Seminyak 2020</i>			
<i>Month</i>	<i>Target New Follower</i>	<i>Actual New Follower</i>	<i>Percentage</i>
<i>August</i>	40	45	112,5%
<i>September</i>	40	41	102,5%
<i>October</i>	67	71	105,9%
<i>November</i>	120	126	105%
<i>December</i>	120	131	109%

Source: Aloft Bali Seminyak.

From table 1.1, it can be seen that from August to December 2020, Hotel Aloft Bali Seminyak always achieved the target of increasing the number of followers on Instagram.

Table 1.2
Addition of Followers (Followers) Instagram Hotel Aloft Bali Seminyak in January to May 2021

<i>New Follower Instagram Hotel Aloft Bali Seminyak 2021</i>			
<i>Month</i>	<i>Target New Follower</i>	<i>Actual New Follower</i>	<i>Percentage</i>
<i>January</i>	120	90	75%
<i>February</i>	80	55	68,7%
<i>March</i>	40	62	155%
<i>April</i>	40	42	105%
<i>May</i>	50	44	88%

Source: Aloft Bali Seminyak.

From table 1.2 it can be seen that in January and February 2021 Aloft Bali Seminyak Hotel did not reach the target of increasing the number of followers on Instagram, but from March to May 2021 Aloft Bali Seminyak Hotel has achieved the target of increasing the number of followers (followers) on Instagram.

Table 1.3
Adding the Number of Likes on the Aloft Bali Seminyak Hotel Facebook Fanpage in August to December 2020

<i>New Like Facebook Fanpage Hotel Aloft Bali Seminyak 2020</i>			
<i>Month</i>	<i>Target New Like</i>	<i>Actual New Like</i>	<i>Percentage</i>
<i>August</i>	25	27	108%
<i>September</i>	25	22	88%
<i>October</i>	35	41	117,1%
<i>November</i>	35	34	97,1%
<i>December</i>	50	44	88%

Source: Aloft Bali Seminyak.

From table 1.3 it can be seen that in September, November and December 2020, Aloft Bali Seminyak Hotel did not reach the target of increasing the number of likes on the Facebook Fanpage, but in August and November 2020 Aloft Bali Seminyak Hotel has achieved the target of increasing the number of like (like) on Facebook

Fanpage.

Table 1.4
Adding the Number of Likes on the Aloft Bali Seminyak Hotel Facebook Fanpage in January to May 2021

<i>New Like Facebook Fanpage Hotel Aloft Bali Seminyak 2021</i>			
<i>Month</i>	<i>Target New Like</i>	<i>Actual New Like</i>	<i>Percentage</i>
<i>January</i>	50	34	68%
<i>February</i>	40	51	127,5%
<i>March</i>	20	33	165%
<i>April</i>	20	42	210%
<i>May</i>	25	19	76%

Source: Aloft Bali Seminyak.

From table 1.4 it can be seen that in January and May 2021, Aloft Bali Seminyak Hotel did not reach the target of increasing the number of likes on the Facebook Fanpage, but in February, March and April 2021, Aloft Bali Seminyak Hotel has achieved the target of increasing the number of likes. like (like) on Facebook Fanpage.

Table 1.5
Average Occupancy of Aloft Bali Seminyak Hotels in August to December 2020

<i>Average Occupancy Hotel Aloft Bali Seminyak 2020</i>		
<i>Month</i>	<i>Target Occupancy</i>	<i>Actual Occupancy</i>
<i>August</i>	70%	5%
<i>September</i>	68,8%	11%
<i>October</i>	65,5%	14,5%
<i>November</i>	66%	17%
<i>December</i>	68%	20%

Source: Aloft Bali Seminyak.

From table 1.5 it can be seen that the average room occupancy of the Aloft Bali Seminyak Hotel from August to December 2020 did not reach the occupancy target.

Table 1.6
Average Occupancy of Aloft Bali Seminyak Hotel in January to May 2021

<i>Average Occupancy Hotel Aloft Bali Seminyak 2021</i>		
<i>Month</i>	<i>Target Occupancy</i>	<i>Actual Occupancy</i>
<i>January</i>	21%	19,8%
<i>February</i>	25,4%	15%
<i>March</i>	31,8%	21%
<i>April</i>	47%	28%
<i>May</i>	68%	21%

Source: Aloft Bali Seminyak.

From table 1.6, it can be seen that the average room occupancy of the Aloft Bali Seminyak Hotel in January to May 2021 did not reach the occupancy target.

The data in tables 1.1 to 1.6 were obtained based on the results of interviews with Mr. Ingan Pulung Warin Angin as the Director of Sales and Marketing of Aloft Bali Seminyak Hotel. He said that from August to December 2020 he had made the room sales target (occupancy) in January 2020, at that time there was no Covid-19 pandemic which caused the occupancy target in 2020 to not reach the target. A year of the pandemic passed, Mr. Ingan set the occupancy target again in January to May 2021 which had been adjusted to the Covid-19 pandemic. The occupancy target that has been set has not been achieved, even though the hotel has been marketing through social media and the number of followers and likes on the hotel's Instagram and Facebook social media continues to grow.

Previous studies used AIDA (Aware, Interest, Desire, Action) as an indicators to measure purchasing decisions, while this research uses 5 A's, namely Aware, Appeal, Ask, Act, and Advocate as an indicators of purchasing decisions. Of course, because of this phenomenon the author is interested in finding out how effective the use of marketing through Instagram and Facebook is to the consumer's customer path during the Covid-19 pandemic.

Based on these problems, this is the reason for researchers to conduct research with the title "**Effectiveness of Instagram And Facebook Marketing on The Customer Path at The Aloft Bali Seminyak Hotel During The Covid-19 Pandemic**".

METHODOLOGY

This research method uses a quantitative descriptive technique. According to (Resseffendi 2010:33) descriptive research is research that uses observations, interviews or questionnaires about the current state of the subject under study. Through this descriptive research, the researcher will explain what actually happened about the current situation being studied. This research approach uses a quantitative research approach, as stated (Sugiyono 2017:8) that quantitative research methods are defined as research methods based on the philosophy of positivism (facts), used to examine certain populations or samples, collect data using research instruments, data analysis is quantitative/statistical, with the aim of proposing a predetermined hypothesis.

Quantitative data of respondents on Instagram, Facebook and Customer Path 5A were collected through a Likert scale online questionnaire. Then the data is processed and analyzed using Partial Least Square (PLS) analysis with SmartPLS software version 3.3.2. Instagram and Facebook in this study are defined as a means of marketing through social media to create a potential recipient channel to achieve the customer path goal which in this study is defined as a purchase decision to determine the effectiveness and influence of Instagram and Facebook Marketing.

RESULTS AND DISCUSSION

RESULT

1. Validity Test (Outer Model)

According to Ghozali (2015:9) the measurement model or outer model shows how each indicator block relates to its latent variables. In this study there are 3 (three) outer model tests used, namely:

a. *Convergent Validity*

Convergent Validity of the measurement model with reflexive indicators is assessed based on the correlation between item scores and construct scores calculated by PLS.

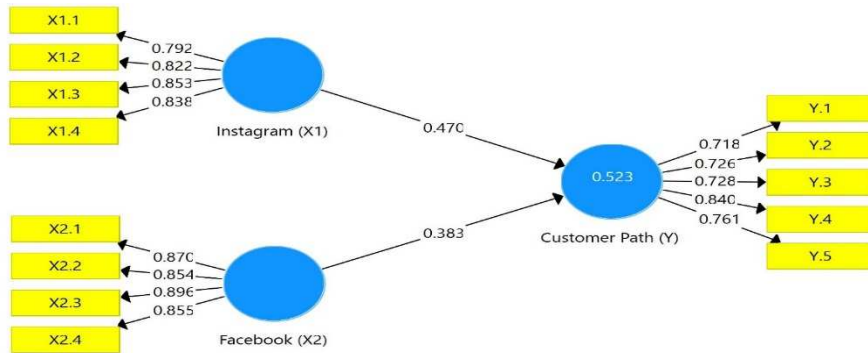
1) *Loading Factor*

In this test, it can be seen that the loading factor value of the indicator has met the validity test criteria, because the loading factor for each indicator (question item) is greater than 0.7. The results of the loading factor of each indicator can be seen in the following figure:

Figure 1.1

First Order Confirmatory Factor Analysis (Loding Factor)

(Source: 2021 Data Processing Results)



The test results in Figure 1.1 are summarized and explained as follows:

Table 1.7

Loading Factor

(Source: 2021 Data Processing Results)

	<i>Customer Path (Y)</i>	<i>Facebook (X2)</i>	<i>Instagram (X1)</i>
X1.1			0,792
X1.2			0,822
X1.3			0,853
X1.4			0,838
X2.1		0,870	
X2.2		0,854	
X2.3		0,896	
X2.4		0,855	
Y.1	0,718		
Y.2	0,726		
Y.3	0,728		
Y.4	0,840		
Y.5	0,761		

Based on Table 1.7 above, it appears that the overall loading factor shows that the model has met the convergent validity

requirements because the loading factor value is more than 0.7. This means that all indicators are valid as a measuring tool for their respective variables on Instagram, Facebook marketing, and customer path variables.

2) *Average Variance Extracted (AVE)*

Furthermore, the test will be carried out with Average Variance Extracted (AVE), the model has good convergent validity which can be seen from the AVE value, it is said to be valid if the AVE value is greater than 0.5. From the processed data obtained the following results:

Table 1.7
Average Variance Extracted (AVE)
 (Source: 2021 Data Processing Results)

	<i>Average Variance Extracted (AVE)</i>	<i>Syarat AVE</i>	<i>Keterangan</i>
<i>Customer Path (Y)</i>	0,571	0,500	Valid
<i>Facebook (X2)</i>	0,755	0,500	Valid
<i>Instagram (X1)</i>	0,683	0,500	Valid

Based on Table 1.7 above, it can be seen that all AVE values are > 0.5, this indicates that all latent variables in the estimated model meet the convergent validity (valid) criteria.

b. *Discriminat Validity*

Discriminant validity is the degree to which a construct is completely different from another construct by empirical standards. Thus, establishing discriminant validity implies that a construct is unique and captures phenomena that are not represented by other constructs in the model. The discriminant validity test of the reflexive indicator can be seen in the cross-loading and latent correlations between the indicator and its construct. The correlation value between indicators on cross-loading and latent correlations is said to be good if the value of a construct is higher than that of other constructs (Ghozali, 2015:39).

Table 1.8
Cross-Loading

(Source: 2021 Data Processing Results)

	<i>Customer Path (Y)</i>	<i>Facebook (X2)</i>	<i>Instagram (X1)</i>
X1.1	0,464	0,326	<u>0,792</u>

X1.2	0,481	0,400	<u>0,822</u>
X1.3	0,551	0,415	<u>0,853</u>
X1.4	0,589	0,296	<u>0,838</u>
X2.1	0,545	<u>0,870</u>	0,282
X2.2	0,507	<u>0,854</u>	0,430
X2.3	0,521	<u>0,896</u>	0,403
X2.4	0,456	<u>0,855</u>	0,397
Y.1	<u>0,718</u>	0,603	0,456
Y.2	<u>0,726</u>	0,407	0,372
Y.3	<u>0,728</u>	0,386	0,435
Y.4	<u>0,840</u>	0,472	0,551
Y.5	<u>0,761</u>	0,311	0,566

Based on Table 1.8 above, it shows that the cross loading value indicates a good discriminant validity because the correlation value of the indicator to the construct is higher than the correlation value of the indicator with other constructs. The indicators of each research variable have a cross loading value on the intended construct that is greater than the loading value with other constructs so that it can be concluded that the indicator is said to be valid. As an illustration (example) the loading factor X1.1 (a question indicator for Instagram) is 0.792 which is higher than the loading factor with other constructs, namely Facebook Marketing (0.326), and customer path (0.464).

2. Reliability Test

The reliability test was carried out in two ways, namely based on the value of Cronbach's Alpha and Composite Reliability. Reliability or reliability of research instruments for reflective indicators can be tested through Cronbach's Alpha and Composite Reliability values. The instrument is said to be reliable if the Cronbach's alpha value > 0.6 and the composite reliability value > 0.8 (Garson, 2016). Here are the outputs of Composite Reliability and Cronbach's Alpha:

Table 1.9
Cronbach's Alpha dan Composite Reliability

(Source: 2021 Data Processing Results)

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Description
<i>Customer Path (Y)</i>	<u>0,812</u>	<u>0,869</u>	Reliable

<i>Facebook (X2)</i>	<u>0,892</u>	<u>0,925</u>	Reliable
<i>Instagram (X1)</i>	<u>0,847</u>	<u>0,896</u>	Reliable

The results of construct reliability testing as presented in Table 1.9 show all values and Cronbach's Alpha has a value of > 0.70 and Composite Reliability is more than 0.8 So that all manifest variables in measuring latent variables in the estimated model are declared reliable. Thus the testing of the structural model (inner model) can be continued.

3. Structural Model Analysis (Inner Model)

In the evaluation stage, the structural model aims to predict the relationship between latent constructs. The test results on the structural model can be used to see whether the empirical data in the study supports the relationship from the development of the hypothesis made. The existence of a hypothetical relationship in research can be seen from the relationship between exogenous latent constructs and endogenous latent constructs and from exogenous latent constructs with other exogenous latent constructs, so that by testing the structural model, researchers can see whether based on empirical data the hypothesis made in this study is accepted. or rejected.

a. Endogenous Construct Variance on R-Square Value

In looking at the predictive power of the structural model, we can use the R² value of each endogenous construct. According to Sarstedt et al., (2017), the R square value of 0.75 and above indicates that the model is strong (effective), 0.50 - <0.75 indicates that the model is moderate (quite effective) and 0.25 - <0.50 shows that the model is weak (ineffective). R Square can be used to measure the variance of changes in exogenous constructs, namely Instagram and Facebook, to endogenous constructs, namely customer path. This means that the variance of changes in endogenous constructs (coefficient of determination) that can be explained by exogenous constructs can be seen in Table 1.10 as follows:

Table 1.10
Structural Model Evaluation
(Source: 2021 Data Processing Results)

Endogenous Variable (Construct)	R Square	Description
<i>Customer Path</i>	0,523	Moderate

The test results shown in Table 1.10 show that the net R² value obtained is 0.523 classified as a moderate model, these results explain that 52.3% of the customer path is influenced by Instagram and Facebook Marketing, while the remaining 47.7% is influenced by other factors not observed in this study. So, in this structural model, it is known that the coefficient of determination on the endogenous

construct is in the moderate category. In other words, Instagram and Facebook marketing are quite effective on the customer path during the current Covid-19 pandemic.

b. Variance of Exogenous Constructs on F-Square Value (Effect Size)

In addition to examining the R-Square, an examination was also conducted regarding the effect of endogenous variables on known exogenous variables based on the value of effect size (f^2). According to Hair et al. (2014), the Effect Size criteria are: if the f^2 value of 0.020 - <0.150 is categorized as a weak influence of the latent predictor variable (exogenous latent variable) at the structural level, if the f^2 value is 0.150 - <0.350 it is categorized as a sufficient influence of the latent predictor variable (variable). exogenous latent) at the structural level, and if the f^2 value is 0.350 and above, it is categorized as a strong influence on the latent predictor variable (exogenous latent variable) at the structural level. The results of the Effect Size test values in this study are presented in the following table:

Tabel 1.11
Effect Size

(Source: 2021 Data Processing Results)

	<i>Customer Path (Y)</i>
<i>Facebook (X2)</i>	0,250
<i>Instagram (X1)</i>	0,376

Based on Table 1.11 above, it can be explained that the f^2 value of the Instagram variable is 0.376, thus the influence of the Instagram variable on the customer path is included in the strong category. Meanwhile, the f^2 value of the Facebook variable is 0.250, thus the effect of the Facebook variable on the customer path is in the sufficient category.

4. Direct Effect Hypothesis Testing Test (Direct Effect)

Before testing the hypothesis, a structural model equation can be made based on the results of statistical tests presented in Figure 1.1:

$$Y = 0.470 X1 + 0.383 X2$$

Y is customer path, X1 is Instagram and X2 is Facebook. The results of the model test show that the Instagram and Facebook marketing variables have a positive effect on the customer path. This positive effect can be seen from the path coefficient value on the Instagram variable which shows a positive value of 0.470 and Facebook shows a positive value of 0.383. This means that the (good) Instagram and Facebook marketing increases (good) the customer path.

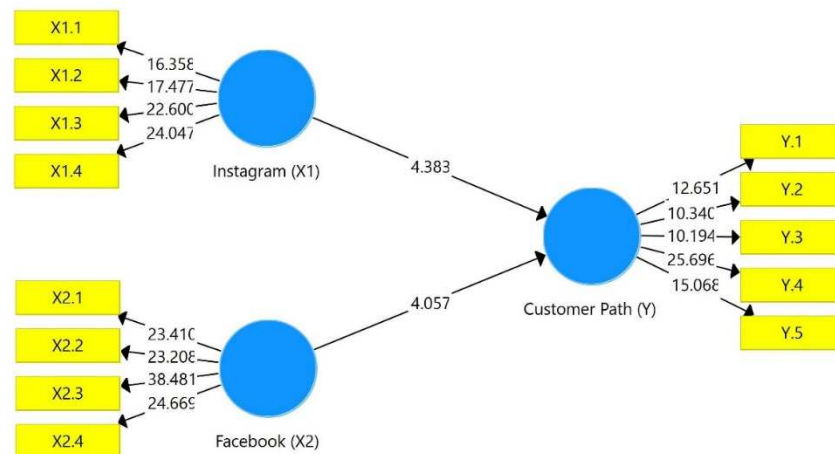


Figure 1.2

First Order Confirmatory Factor Analysis (Loding Factor)

(Source: 2021 Data Processing Results)

Figure 1.2 is a path diagram of the t-statistical value to determine the analysis of the relationship between exogenous and endogenous constructs. The influence of exogenous variables on endogenous variables can be direct but can also be through connecting or mediating variables. Direct testing using the SmartPLS 3.3.2 program examines the effect of exogenous variables (X) on endogenous variables (Y) and must be significant at T-statistics > 1.96 .

a. The Effect of Instagram Marketing on the Customer Path

To find out the influence of Instagram on the customer path, visually it can be seen in Figure 1.1 and Figure 1.2 the path diagram above: The statistical test results shown in Figure 1.1 produce a path coefficient of 0.470 indicating a direct effect between Instagram and the customer path. To see whether this direct effect is significant or not, then hypothesis testing is carried out through a bootstrapping procedure with the following results:

H1 :

Ha₁ : There is a significant positive effect between Instagram to customer paths.

Ho₁ : There is no significant positive effect between Instagram against customer paths.

Table 1.12
Results of Direct Influence Test and Instagram Significance Test on Customer Path
 (Source: 2021 Data Processing Results)

	Original Sample	T Statistics	P Values	Description
<i>Instagram->Customer Path</i>	0,470	4,383	0,000	Significant

The results in table 1.12 show that Instagram (X1) on the customer path (Y) produces a coefficient of 0.470 and a t-statistic value of 4.383. The value of the coefficient of 0.470 indicates that there is a positive influence of Instagram (X1) on the customer path (Y), meaning that every increase in the use of Instagram (X1) will cause an increase in the customer path (Y) of 0.470 units. So, if Instagram (X1) is increased, the customer path (Y) will also increase. The t-statistic value of 4.383 is greater than 1.96 and the P-value is $0.000 < 0.05$ significance level which means that there is a significant influence of Instagram (X1) on the customer path (Y). So it can be concluded that Instagram (X1) has a significant positive effect on the customer path (Y).

b. The Effect of Facebook Marketing on the Customer Path

To determine the effect of Facebook Marketing on the customer path, visually it can be seen in Figure 1.1 and Figure 1.2 the path diagram above:

The statistical test results shown in Figure 1.1 produce a path coefficient of 0.383 indicating a direct effect between Facebook Marketing on the customer path. To see whether this direct effect is significant or not, then hypothesis testing is carried out through a bootstrapping procedure with the following results:

H2 :

Ha₂ : There is a significant positive effect between Facebook to customer paths.

Ho₂: There is no significant positive effect between Facebook to customer paths.

Table 1.13
Result of Direct Effect Test and Significance Test of Facebook on Customer Path
 (Source: 2021 Data Processing Results)

	Original Sample	T Statistics	P Values	Description
<i>Facebook->Customer Path</i>	0,383	4,057	0,000	Significant

The results in the Path Coefficients table show that Facebook (X2) on

customer path (Y) produces a coefficient of 0.383 and a t-statistic value of 4.057. The value of the coefficient of 0.383 indicates that there is a positive effect of Facebook (X2) on the customer path (Y), meaning that every increase in the use of Facebook (X2) will cause an increase in the customer path (Y) of 0.383 units. So, if Facebook (X2) is increased, the customer path (Y) will also increase. The t-statistic value of 4.057 is greater than 1.96 and the P-value is $0.000 < 0.05$ significance level, which means that there is a significant effect of Facebook (X2) on the customer path (Y). So it can be concluded that Facebook (X2) has a significant positive effect on customer path (Y).

DISCUSSION

The findings in this study found that Instagram and Facebook which were tested simultaneously were quite effective on the customer path. Based on the results of the partially tested hypothesis, it was found that Instagram and Facebook had a significant positive effect on the customer path. Based on the findings above, the results of interviews with respondents, they said that in fact they really wanted to buy products from Aloft Bali Seminyak Hotel via Instagram or Facebook, only because of the Covid-19 Pandemic, some respondents could not buy products from Aloft Bali Seminyak Hotel. This was also confirmed by Mr. Ingan Pulung Perangin Angin as Director of Sales and Marketing of Hotel Aloft Bali Seminyak, that actually every month marketing done through Instagram and Facebook gets a very positive response from consumers, only because of the Covid-19 pandemic. Consumer buying is still very low, so consumers tend to only like, comment and share posts from Instagram and Facebook compared to buying products directly.

The results of this study indicate that Instagram and Facebook marketing which are part of social media marketing have a significant positive effect on the customer path (purchase decisions). This finding is in line with the results of Arief and Millianyani's (2015) research which proves that social media marketing has a significant effect on AIDA (Aware, Interest, Desire, Action). According to Chaffey & Chadwick (2012, p. 29-30) in the book Belch & Belch (2015) states that social media marketing is the most important category in digital marketing that can encourage customer communication on a company website or social media presence such as Facebook, Instagram, Twitter, Blogs, and specialized forums. Companies participate in and advertise in social networks and communities to reach and engage their audiences. This statement is corroborated by research by the eMarketing Institute (2017) which reveals that compared to traditional marketing, social media marketing generates more benefits, because basically marketing is something that is constant no matter what industry, field or business you have. This supports the results of this study which shows that Instagram and Facebook marketing have a significant positive effect on the customer path.

CONCLUSION

Based on the data analysis that has been done, the conclusions that can be drawn are as follows: (1) Instagram and Facebook marketing are included in the moderate model category, which means they are quite effective on the consumer's customer path at the Aloft Bali Seminyak Hotel during the current Covid-19 Pandemic. (2) Instagram and Facebook marketing have a significant positive effect on the consumer's customer path at the Aloft Bali Seminyak Hotel during the current Covid-19 Pandemic.

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