Hotel's Marketing On Instagram : Social Influence And Attitude Toward Instagram & Hotel Brand On Hotel Booking Intention And E-Wom

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ABSTRACT

Instagram, a popular global mobile photo and video sharing platform with variety of features has become an important marketing tools especially for hotel. These paper aim to examine the consumer behavior model toward marketing on Instagram including factors and impact.This study express integrated model between marketing and social psychology theories through Instagram Hotel. Data have been collected via a structural online survey which respondent expected to visit the live Instagram Hotel then fill out the survey. Structural equation model (SEM) has been used to test the model. Compliance as a part of social psychology hasn't strong affected for attitude toward Instagram rather than Identification and Internalization. On the other side, Hotel Booking Intention and Intention of e-WOM is impact from marketing. This study provided guidelines for hotel marketers to create marketing strategy through Instagram with considering how to create value for customer rather than impress customer with giving reward. Intention to purchase and e-WOM are impact of marketing definitely, however it would be starting with strategic approach that is by creating interactive ways (attractive photos and videos) by utilizing variety of Instagram features.The major limitation of this study is sample collection process due to on boundary of sample criteria to get strong point for analysis.

Keywords: Compliance, Identification, Internalization, Hotel booking intention, e-WOM, Instagram hotel

INTROCUTION

Penetration of Internet has gain every year, and its effect also for using social media. Based on result of research conducted by We Are Social Hootsuite, amount of social media users around the world reach to 3,8 billion or 49% penetration for total population. Facebook and Instagram are the most widely used social networks. According to Smith (2018), Instagram is one of the most popular social media platform and the fastest growth in the world where users able to share photo with caption. Users able to use Instagram to find information related to other people, documenting their lives, tell others their fun and creativity, and share what they interested in (Sheldon and Bryant, 2016). In addition, users can also tag their photos/videos with various motivation so others easy to find related information. Instagram as a popular photo/video sharing platform that focuses on user interaction allows users to post photos/videos with hashtag to provide more information (Lee et al, 2016).

Instagram has added the new feature called "Instagram Stories" in 2016. Instagram define that with this feature, users can share daily moment, not moment that users want to convey on their profile page. The stories will open in slide show mode (Introducing Instagram Stories, 2016). Instagram stories is one way to generate conversations and make connections between Instagram users (Dunne, 2019). Instagram stories is interesting for the millennials because it's easy to use, has 24 hours limit, and can be used to build networks. Today, around 63% of millennials like to see and view the Instagram stories (Joseph, 2018). On 2018, Instagram launched the feature called "IGTV" where users can share longer length videos (Introducing IGTV, 2018).

Over the time, social media is also used as a media for marketing (Kotler & Keller, 2012). Instagram become a promising media for marketers because large of users number and Instagram users have more strength social interactions in the use of social media (Sheldon & Bryant, 2016). Moreover, according to data posted on the web.facebook.com website, 90% of account have followed businesses account on Instagram. It is an important opportunity for marketers. Hotel is one of the industries that use Instagram to increasingly attached with customers utilize all features such as caption and hashtag on photos or videos, Instagram stories and IGTV.

Marketing through social media especially Instagram doing to shape consumer attitude toward social media itself and hope ends with forming an intention to purchase which means intention to booking hotel. The level of hotel occupancy is a benchmark for hotel related to marketing that is carried out both star hotels and non-star hotels.
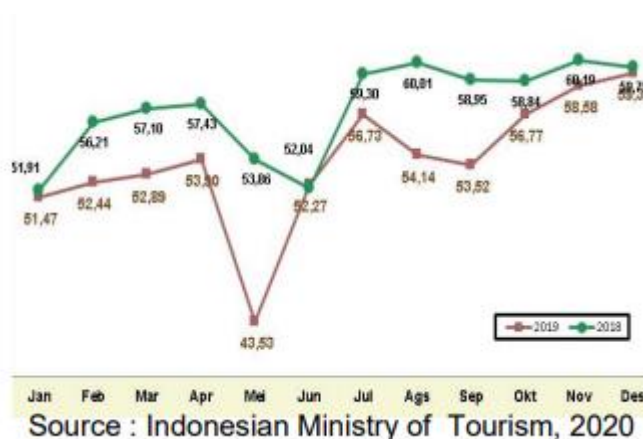

Source : Indonesian Ministry of Tourism, 2020

Figure 1 Level of Occupancy Star Hotels and Non-Star Hotels Indonesia

Based on the data in Figure 1.1 above, hotel industry has a decline occupancy in 2019 due to various factors. Indonesian hotels have to find the way how to build superior communication and interaction with consumers then help increased level of occupancy in 2020 (Chen et al, 2014). Such as how to design their Instagram pages then users have interest in seeing the hotel's overall social media activities. First impression on Instagram pages are important in shaping consumer interest (Kusumasondjaja & Tjiptono, 2019). The interest from consumers can be expressed through "likes" in posts, watching "stories & IGTV", and share hotels content to other Instagram users. Most Instagram users are looking for entertainment and fun, they tend to move from one post to another easily to find what they like (Kusumasondjaja & Tjiptono, 2019).

Marketers have to maintain their Instagram page with interested content even its photos or videos, because interested photos can created emotional stimuli who can felt by consumer (Kim et al, 2017). These study wants to see attitude toward Instagram has related to build behavior which mean intention to purchase. Even many of hotels already utilize Instagram as a media for marketing, in other side they still don't realize to develop and maintain Instagram to be an effective marketing way such as how to interest potential guest. This study aim to generalize hotels marketing through Instagram including social factors, process and consequences of marketing through Instagram. Specifically, this study intends to achieve the following objectives:

1. To explain factors who influence consumer to have an attitude toward Instagram hotel.
2. To explain outcomes from marketing through Instagram for hotel.

LITERATURE REVIEW
Digital and Social Media Marketing

Digital marketing is marketing activities carried out using various web-based media such as blogs, websites, emails, ad-words or social networks (Sanjaya & Tarigan, 2009). Digital marketing

used in the process of creating a relationship of trust and loyalty with consumers (Baltes, 2016). With digital concept, marketing doing by using open and smart communication to consumers. Building relationships by providing content based on consumer need. Marketers need to observe relationship between consumers with product, which grouped (Solomon, 2018) :

1. Self concept attachment, product used can show the personal identity of consumers.
2. Nostalgic attachment, product used remind consumers of themselves in the past
3. Interdependence, product as a part of daily routine of consumers
4. Love, product give a strength emotional ties, warmth, passion and emotion.

Social media marketing is one of strategy from digital marketing. Social media marketing defined as a marketing strategy internet based using social networks as a media that can be managed by increasing search and search for social media, brand exposure and consumer interaction (Dodson, 2016). A company used social media marketing because its believed more effective in interacting with more social media users, consumers and potential consumers (Alawan et al, 2017).

Marketing through social media working if there is an interaction from audience to social media. Interaction from audience can be categorized into 4 levels as follows (Dodson, 2016 :

Figure 2.1 Level of Interaction

First, audience will interacted with likes on post or follow an account, then they will share their opinion by comment on content, if audience has need to spread, they will tend to retweet/repost/forward the content, finally audience will face the marketing goal which is purchase/registration/subscription.

Social Influence Model

Social influence models begin with the assumption that person will process stimuli cognitively. Social influence is a form of action taken by someone or several people with the aim of changing the attitudes, beliefs, perceptions, and behavior of others (Baron & Byrne, 2005). Social influence can be obtained from observation by someone of experience from others. When attitude is confronted with consequences that are positive or negative, changes in attitude can occur. Attitude which have positive consequences from others will be repeated by someone through process observation, while if attitude have negative consequences will be rejected.

Bagozzi & Lee (2002) builds an analogy that social influence is formed by 3 things : social compliance, internalization and identification. Social compliance addresses about a person's response based on their need. Compliance occurs when changes in attitude caused by rewards or punishments to be given (Kelman, 1958). A person will be rewarded if he behave compatible with the opinions, suggestions and directions of person holding authority (Cialdini & Goldstein, 2004).

Internalization is the incorporation or unification of attitude, standard of behavior and opinion (Chaplin , 2005). Tsai and Bagozzi (2014) explain that internalization is a personal guide in idealizing values and goals so they can share with others in a group. Internalization occurs when behavior is influenced by the similarity of values in someone with values that exist in others (Kelman, 1958). Identification occur when person accepts influence because that person wants to establish or maintain a satisfying self-defining relationship to another person or group (Kelman, 1958). To explain that person has an attachment to another person or group can be understanding with social identification which have elements such as social perception, feelings and behavior (Tajfel & Turner, 1979).

Today, social influence has very broad effect influenced by technological advances such as internet and media social existence (Khawk & Ge, 2012). The social influence model adopted to explain potential consumer attitude toward Instagram because users of Instagram has high social interaction. Compliance, internalization and identification were assumed have relationship to build attitude toward social media. Thus, these study proposes 3 hypothesis:

H1 : Compliance is positively affect to attitude toward Instagram hotel

H2 : Internalization has a positively affect to attitude toward Instagram hotel

H3 : Identification has a positive affect to attitude toward Instagram hotel

Attitude toward Social Media and Hotel Brand

Attitude is a construct to view and predict a behavior specifically for example people attitude to make a purchase Rizvi & Oney, 2018). Attitude begins by building perceptions about hotels through the hotel's social media account (Alansari & Jai, 2018). If in hotel social media, there is a lot of bad things consumer will not interested visiting hotel. But if hotel social media contains information and pictures which are good and have quality, consumer will view the hotel as a good hotel. In the context of attitude towards online sites, its necessary to have trust from consumers which is marked by willingness to accept consequences of losses that maybe have during transaction (Chang & Chen, 2003). An attitude towards social media can be generated and reflected through activities such as like a content, comments on content and sending private messages (Roots et al, 2015).

Then if consumer views social media as a good things, consumer will be interested to know more about hotel's brand. Attitude towards social media can improve attitude towards brands through its positive effect on consumer choices and beliefs about brand (Gardner in Gaber et al, 2019). A factor that makes a company successful is how consumers know about brand strongly which achieved with brand knowledge (Kotler & Keller, 2009). Brand knowledge consist of brand awareness and brand image. Brand awareness is a power of brand presence in minds of consumer meanwhile brand image is a consumer perception and beliefs which reflected in associations on consumer's memory (Ross, 2006; Kotler, 2010). An attitude toward hotel brand can be said positive if brand is more liked, remembered and chosen more than competing brands (Till & Baack, 2005). When someone follows a brand on social media, the brands able to forms a consumer desire to buy and forms a consumer loyalty (Delafrooz, 2019). After consumer realize about the brand, then next step to consider is an intention from consumer to make purchases in the near or long term. Purchase intention is a willingness of consumers to act towards a brand and the result of the decision making (Wells et al, 2011). Purchase intention on hotel concept called hotel booking intention. These study adopted former study's which proposed attitude toward hotel Facebook pages has impact to attitude hotel brand and influences to has intention to booking hotel. The hypothesis as follow :

H4 : Attitude toward Instagram hotel is positively affect to attitude toward hotel brand.

H5 : Attitude toward hotel brand is positively affect to hotel booking intention.

e-WOM (Electronic Word of Mouth)

Electronic word of mouth (e-WOM) can be known by the existence of positive or negative statements made by potential consumers, consumers still using, and consumers who have used a product, which can be accessed and seen by many people (Thurau et.al, 2004). Filieri (2015) said that e-WOM influenced by informational influence including credibility, relevance and quantity of

information. And normative influence which is related to expectation from others including comments and rating. These study has focused in pre-purchased doing by potential consumers. In hospitality sector, e-WOM is generally outlined in the form of reviews from consumers about the services used, and the rating of services in several online platforms (Lee et.al, 2011). e-WOM principally related to user generated content that consumer post on online review platform (Raguseo & Vitari, 2017). These review allows user to share experiences such as post reviews, comments, add rating and even share photo (Miguens et.al, 2008). On social media especially Instagram, e-WOM divided into two dimensions namely tagging and following activities (Delafrooz, 2019). Factors influences WOM and e-WOM in hospitality concept is attitude (Cheng et.al, 2006; Leach et.al, 2008), then Leung et.al (2015) combine attitude toward social media, hotel booking intention and e-WOM in their study as an integrated marketing model. Hypothesis as follows:

H6 : Attitude toward hotel brand is positively affect to spread positive word of mouth on Instagram.
H7 : Hotel booking intention is positively affect to intention to spread positive word of   mouth about hotel brand on Instagram.

METHOD

Sampling and Data Collection

The study implemented a self administered online survey. A link survey was sent by social media platform such as Instagram, email and Whatsapp. The study utilize live hotel Instagram called "Yats Colony". This hotel is local hotel in Indonesia and one of most active hotel use Instagram to interacted with their consumers. This study used Instagram "Yats Colony" to reduce impact of famous brand and past experience staying at this hotel. Participants were true Instagram user at least last 3 months use, were at least 18 years old and ever booking hotel at least last 6 months. Qualified participant will allow to following online survey. First step, participant will lead to open and browse the activities hotel in Instagram such as photos, videos, live video or IGTV. Then requested participant to complete the survey based on the truth condition of Instagram hotel. Final sample of the study is 200 respondent, online survey was conducted in April 2020.

Measurement

The survey items used in this study were developed based on literature review and previous study. The questionnaire of survey has five components – social influence has 15 items – attitude toward Instagram hotel has 7 items – attitude toward hotel brand has 6 items – hotel booking intention has 3 items and Intention of e-WOM has 6 items.A 5 point Likert scale from 5 (strongly agree) to 1 (strongly disagree) to measure social influence, attitude toward Instagram hotel, hotel booking intention and e-WOM. Semantic differential utilize to measure attitude toward hotel brand. The instrument of survey was test through pre-test. Pre-test conducted to check the questionnaire with 33 Instagram users and hotel users. Participant completed the survey make a comment below of questionnaire.
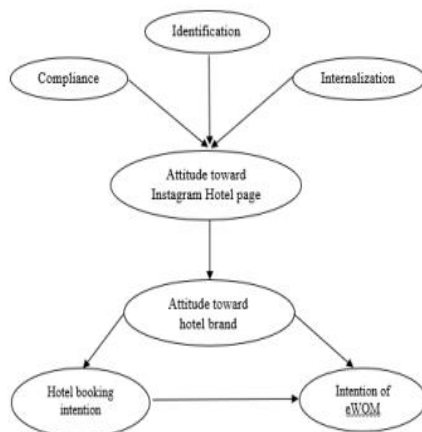

Figure 3 – Integrated Model

Data Analysis

The data collected were analyze using Smart PLS 3.0 program to test the hypothesis in this study. Data examine using structural equation model (SEM). Analysis with PLS conducted with 3 steps; outer model analysis, inner model analysis and hypothesis testing. Outer model analysis begins with examine validity test which consist component: level of outer loading is 0,5 or higher and level of cross loading. Then will examine with reliability test which consist component: level of composite reliability is 0,7 or higher and level of Cronbach alpha is 0,6 or higher. Then inner model analysis to examine relationship between each of variable, level of significant and R-square from research model. After inner model, this study will examine with analysis of collinearity where accepted if value higher than 0,2 and less than 5. Final step, this study will examine with hypothesis testing by doing bootstrap method toward sample.

Table 1 Measurement Items

Construct	Measurement Items	References
Compliance	For me to get reward, it was necessary to express right attitude. My private views about hotel were different those express in publicity* How much I am involved in Instagram hotel was directly linked to how much I am rewarded. If I am rewarded, I see no reason to give extra effort on Instagram hotel	O'Reilly and Chatman (1986)
Internalization	If values of Instagram hotel were different, I would not to be attached to* Since joining the Instagram hotel, my personal values and hotel have become more similar. The reason I prefer to this Instagram hotel was because of its value. My attachment to Instagram hotel was primarily based on the similarity of my values and hotel. What hotel stands for in Instagram is important to me	O'Reilly and Chatman (1986)
Identification	My personal identity overlaps with hotel's identity in Instagram before joining the Instagram hotel. When I am engage in Instagram activities, my personal identity overlaps with hotel's identity. I am attached to the Instagram hotel I like. I have strong feelings of belonging to the Instagram hotel I like. I am a valuable user of Instagram hotel I like. I am an important user of Instagram hotel I like.	Bagozzi and Dholakia (2002)
Attitude toward Instagram hotel	The Instagram hotel makes its easy for me to build a relationship with this hotel. I'm satisfied with information provided by Instagram hotel. I feel comfortable in surfing the Instagram hotel. I feel surfing the Instagram hotel was a good way to spend my time. Overall, I think Instagram hotel is good. Overall, I like this Instagram hotel. I think I will follow this Instagram hotel.	Chen and Wells (1999); Brunner and Kumar (2000)
Attitude toward hotel brand	Important/Unimportant Attractive/Unattractive Favorable/Unfavorable Good/Bad Pleasant/Unpleasant Nice/Awful	Mitchel and Olson (1981); Shimp (1981)
Hotel booking intention	My willingness to book Yats Colony hotel was very high Probability that I would consider to booking Yats Colony hotel was very high. The likelihood of booking Yats Colony hotel was very high.	Chiang and Jang (2006)
Intention of e-WOM	I will like content post by Instagram hotel. I will comment on content post by Instagram hotel. I will share content post by Instagram hotel to my friends on Instagram. I will post my experience surfing the Instagram hotel on my post. I will mention account Instagram hotel on my post. I will recommended the hotel to friends on Instagram.	Svensson (2011); Chen and Wells (1999)

*Notes: Items which eliminated from construct of measurement

RESULTS

Sample Characteristic

This table shows the characteristic of sample. There were more females (61%) than males (39%). Largest age group was 26-35 years old (50,5%), following by 18-25 years old (43,5%), then 36-45 years old (4,5%) and 46-55 years old (1,5%). Based on educational background, majority samples is high school (24,5%), following by diploma (20%), then bachelor degree (51%) and master degree (4,5%). Samples based on profession has private employees (56,5%) as majority samples, followed by entrepreneur (17%), then state-own enterprise employees (12,5%), student (10%) and government employees (4%).

Based on frequency of booking hotel per 6 month, majority samples is 1-2 times (69%), followed by 3-5 times (19%), then 6-7 times (6,5%), 8-10 times (2,5%) and more of 10 times (3%). And the last characteristic is frequency using Instagram which majority by user who use Instagram few times in a day (91%), followed by user who use Instagram at least one time in a day (6,5%), then user who use Instagram several times in a week(2%) and user who use Instagram at least one time in a week (0,5%).

Table 2 Sample Characteristics

Classification		Frequency (People)	Composition Rate (%)
Gender	Male	78	39
	Female	122	61
Age	18-25 years old	87	43,5
	26-35 years old	101	50,5
	36-45 years old	9	4,5
	46-55 years old	3	1,5
Educational Background	Highschool	49	24,5
	Diploma	40	20
	Bachelor Degree	102	51
	Master Degree	9	4,5
Profession	Students	20	10
	Government Employees	8	4
	State Employees	25	12,5
	Private Employees	113	56,5
	Enterpreneur	34	17
Booking Hotel Frequency	1-2	138	69
	3-5	38	19
	6-7	13	6,5
	8-10	5	2,5
	More than 10	6	3
Instagram Use Frequency	Several times per day	182	91
	At least one time per day	13	6,5
	Several times in a week	4	2
	At least one time in a week	1	0,5

Measurement model

Model was examine begins with validity test and reliability test. Validity test examined by value from outer loading and average variance extracted (AVE) and cross loading. Result of outer loading indicate items compliance 2 and internalization 1 have low value which has 0,460 and 0,457 which is not accepted to continue for main test. Item

compliance 2 and internalization 1 was cut from model. After 2 items cut, all indicator has a good fit in cross loading. Level of AVE was good because items questionnaire more than 0,5. To reliability test, examine by measure composite reliability and Cronbach alpha. This model has good reliability which has all value of composite reliability more than 0,7 and Cronbach alpha more than 0,6. This result indicate that item of measurement is valid and reliable.

Table 3 Measurement Model

Indikator	CO	IN	ID	ATI	ATB	BI	WOM	AVE	Cronbach Alpha
CO1	0,828							0,580	0,656
CO3	0,552								
CO4	0,866								
IN2		0,848						0,740	0,883
IN3		0,860							
IN4		0,872							
IN5		0,861							
ID1			0,750					0,689	0,910
ID2			0,790						
ID3			0,874						
ID4			0,855						
ID5			0,874						
ID6			0,832						
ATI1				0,812				0,764	0,948
ATI2				0,891					
ATI3				0,914					
ATI4				0,820					
ATI5				0,905					
ATI6				0,921					
ATI7				0,851					
ATB1					0,806			0,809	0,952
ATB2					0,926				
ATB3					0,889				
ATB4					0,932				
ATB5					0,919				
ATB6					0,918				
BI1						0,935		0,869	0,925
BI2						0,926			
BI3						0,936			
WOM1							0,856	0,785	0,945
WOM2							0,884		
WOM3							0,916		
WOM4							0,917		
WOM5							0,849		
WOM6							0,892		

Structural Model

Evaluation of structural model done with examine result from predictive power analysis (R^2, F^2 dan Q^2). Effect exogenous variable can be predict endogenous variable illustrated with level of R^2 each variables. The real condition of consideration is R2 has to reach 0,20 (Hair, 2014). There is a rule of thumb value of 0,75 (substantial) 0,50 (moderate) and 0,25 (weak). Level R2 of attitude toward Instagram hotel is 0,656 (65,6%) explained by compliance, internalization and identification. Level R^2 of attitude toward hotel brand is 0,463 (46,3%) explained by attitude toward Instagram hotel. Level R^2 of hotel booking intention from is 0,513 (51,3%) explained by attitude toward hotel brand. Level R2 of word of mouth is 0,699 (69,9%) explained by hotel booking intention and attitude toward hotel brand.

This study examined f^2 test which has purpose to measure affect from every exogenous variable on endogenous variable. The real condition of consideration is 0,02 (weak) 0,15 (moderate) and 0,35 (strength). Level f^2 of attitude toward hotel brand is 0,143 and 1,054 to explain hotel booking intention and word of mouth. Level f^2 of attitude toward Instagram hotel is 0,863 to explained attitude toward hotel brand. Level f^2 of hotel booking intention is 0,577 to explain word of mouth. Level f^2 of compliance, internalzation and identification is 0,005-0,143-0,342 to explain attitude toward Instagram hotel.

Q^2 test to measure predictive relevance of exogenous variable to endogenous variable. Result of Q^2 test is 0,973. The level of Q^2 must has value with range $0<Q2<1$ which is model getting better if value close to 1.

Path Analysis

Direction of the relationship as well as the magnitude of the influence of exogenous variables on endogenous variables carried out by path coefficient analysis. If the t-value is greater than t-table (1,65), with level significance of 5% in one tailed. The path coefficient is significant. The result indicated compliance has a negative effect and not significant to influence attitude toward Instagram hotel (Original sample -,0,060 ; t-value 0,873). The others variable is positive and significant.

Goodness of Fit

Measure projection and reliability of the measurement model, researchers used model fit test (goodness of fit). This test to calculate the formula GoF = $\sqrt{}$average of communality x average R2 (Henseler and Starstedt, 2013). The result of Goodness of Fit is 0,584 where in conditions if the value 0,10 = small GoF, 0,25 = medium GoF, 0,36 and more = high GoF (Latan & Ghozali, 2012). That's mean measurement model of this study has high GoF.

Table 5 Result of Path Coefficient

Hypothesis	Original Sample	T- Statistic	P-Values
Compliance -> ATI	-0,060	0,892	0,373
Internalization -> ATI	0,569	7,018	0,000
Identification -> ATI	0,338	5,022	0,000
ATI -> ATB	0,681	10,178	0,000
ATB -> BI	0,716	12,148	0,000
ATB -> WOM	0,297	3,846	0,000
BI -> WOM	0,597	7,815	0,000

Hypothesis testing

Hypothesis testing was explained with result of P-value in bootstrapping process. Conditions result of hypothesis testing must have level of P-value less than 0,05. The result indicate that only compliance has P-value 0,373 which is its value more than 0,05. Internalization, identification, attitude toward Instagram hotel, attitude toward hotel brand, hotel booking intention and intention of e-WOM was accepted because have P-Value 0,000 which is less than 0,05. The result as shown in figure 4.1, indicate that compliance had a significant negative effects on attitude toward Instagram hotel. Internalization had significant positive effect on attitude toward Instagram hotel. Identification had significant positive effect on attitude toward Instagram hotel. Attitude toward Instagram hotel had significant positive effect on attitude toward hotel brand. Attitude toward hotel brand had significant positive effect on hotel booking intention. Hotel booking intention had significant positive effect on intention of e-WOM.
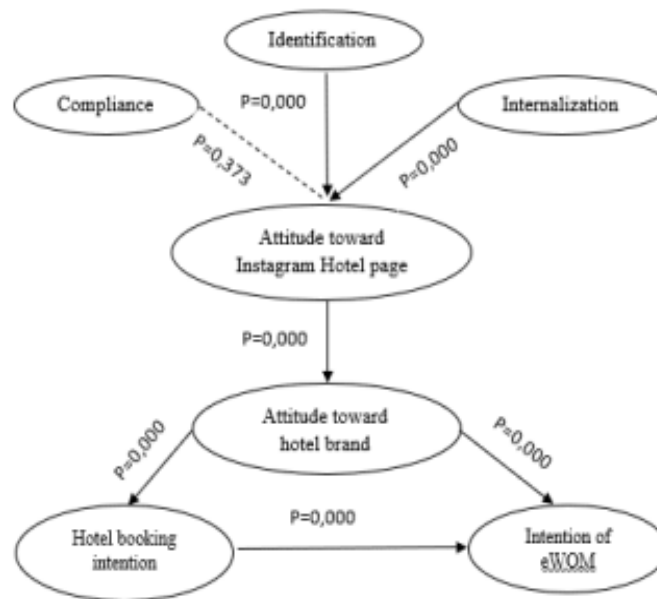
Figure 4 Result of Hypothesis Testing

CONCLUSIONS

This study investigated the factors social influence for have an attitude toward Instagram hotel and the consequence from marketing activities through Instagram. The result of this study are summarized as on top. First, compliance had negative effect on have an attitude toward Instagram hotel. Internalization and Identification had positive effect on have attitude toward Instagram hotel. Second, attitude toward Instagram hotel had positive effect on have attitude toward hotel brand. Third, attitude toward hotel brand had positive effect on hotel booking intention and intention to spread of positive e-WOM. Fourth, hotel booking intention had positive effect on intention to spread positive e-WOM.

Based on result, internalization have a strong effect to influence people to have an attitude on Instagram. Hotel as a marketer has to consider to design Instagram pages the value of hotel such as value of caring the environment. The second factors which has strong effect is identification. Hotel as a marketer has to realize that audience is a value users and potential consumer. So hotel has to give audience an important side where consumers find social identity in media social used. The findings give recommendation that potential consumers will have an attitude toward Instagram hotel influenced by value offered and similarity identity in Instagram hotel.

The academic and practical implications of this study are as follows. This study combined social influence with attitude toward social media to propose integration marketing through Instagram. The findings a negative effect of compliance to attitude toward social media means hotel marketers have to think how the way to make and design their Instagram pages and refuse to give a reward.

This study also proposed that appearance desire from potential consumers to knowing about hotel brand. The role of attitude toward Instagram has been demonstrated. The findings recommend that hotel brand become an important part to have a desire to do more attitude. The good or bad of hotel brand able to lead consumers to have intention on booking hotel and spread a positive e-WOM to others in Instagram.

Potential consumers is expected to have a intention to booking hotel and to spread positive e-WOM to friends on Instagram. The result indicated that people tend to share their experience of surfing the Instagram pages if they interested. This integrated model combines factors which might can influenced and outcomes from marketing activities in Instagram to help researchers marketing mechanism of social media marketing. The limitations of this study is how to collect sample with

characteristic : active social media at least 3 months uses, ever booking hotel at least one time on last 6 month, never visiting the live hotel.

This limitation helps researches to have critical view from respondent. As a recommendation for future student, to consider these limitation and might use others theory to develop Instagram marketing model. Other limitation of this research is two indicators of variable have not been maximized to describe aspect that want to examined. There are two indicators have bad validity so the indicators was cut from research. Recommendation for future research to added some indicators and variables to describe the right aspect to investigated.

Recommendation for hotel managerial and others hotel marketer to consider factors of social influence on create and design interested Instagram pages. Because today Instagram become most social interaction platform who use by people.

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