Antecedents Customer Engagement on Social Media and Its Consequence to Purchase Intention in the DKI Jakarta Hotel Industry: Uses & Gratification Theory Perspective

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Abstract. Based on the Uses and Gratification theory, the purpose of this paper is to investigate the factors influencing customer engagement on social media and its impact on purchase intention in the DKI Jakarta hotel industry. As antecedents to customer engagement on Facebook, four motives are investigated: surveillance, social interaction, information sharing, and attraction. The questionnaires were distributed to a convenience sample of 200 hotel guests. Structural Equation Modeling was used to assess and analyze the data, and five hypotheses were tested. Surveillance, social interaction, information sharing, and attraction all have a positive effect on customer engagement in the social media context, according to the findings. Customer engagement influences purchase intent positively. In theory, this study contributes significantly to predicting behavioral intentions that may influence hotel industry recovery prospects. Practically, the study concludes that social media engagement with customers is critical for managers to reclaim and revitalize the market in the current and upcoming post-pandemic COVID-19 period, particularly in the context of the hotel industry.

Keywords: customer engagement; social media; purchase intention; uses and gratification theory

1. Introduction

The COVID-19 Pandemic struck Indonesia in March 2020. The impact was felt in a variety of business sectors that experienced ups and downs and were filled with uncertainty, including the tourism sector, particularly the hotel sector. Tourism and hospitality, as an industry based on human mobility and close interaction, is both a co-creator and a major recipient of the pandemic and its consequences (Hao et al., 2020). The difficulties encountered affect all stakeholders in the hospitality industry. This is partly due to travel bans and social distancing norms, which have reduced tourists' access to travel. Tourists cancel their travel plans and hotel reservations, affecting hotel employees' job security and income. As a result of a lack of manpower and funds, hotel renovation projects have been delayed, slowing the domestic hotel group's expansion (Tri Agustina & Yosintha, 2020). According to the Indonesian Hotel and Restaurant Association (2022), between January and April 2020, Indonesia lost a potential revenue of 60 trillion rupiah from foreign tourists and around 30 trillion rupiah from domestic or domestic tourists. This is supported by BPS data (2020), which shows that foreign tourist arrivals only reached 2.16 million in January - February 2020, an 11.8 percent decrease from the same period last year, and a 28.85 percent decrease overall in February.

Currently, Indonesia is attempting to accelerate the recovery of tourism and hospitality, despite the fact that the COVID-19 crisis remains a threat. Several tourist destinations have seen significant revitalization. The lifting of tourist bans and social distancing restrictions will help the tourism and hospitality industries grow and recover. The level of occupants of five-star hotel rooms has fluctuated during the pandemic from 2020 to 2022, indicating that the situation is improving.

Figure 1
Starred Hotel Room Occupancy Rate 2020–2022
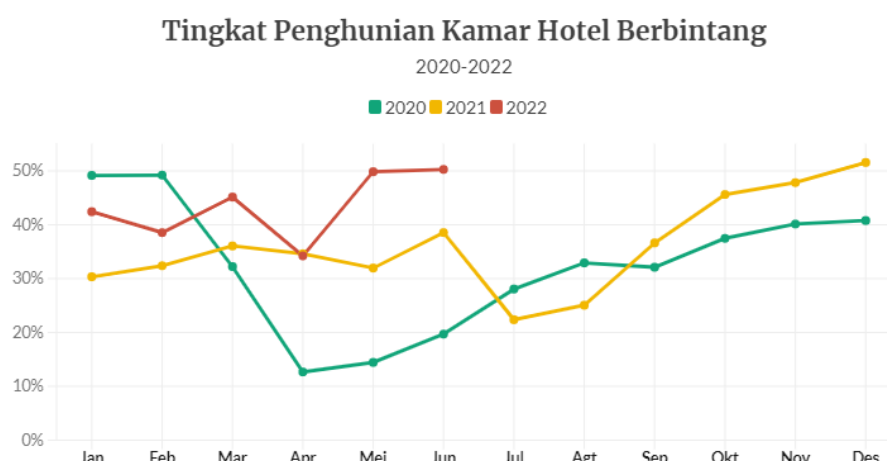
Source: BPS (2022)

Based on the data presented above, the occupancy rate of hotel rooms in March 2022 was 45.15 percent, representing a 6.61 percent increase over the previous month. On an annual basis (year over year), there is a 9.08 percent increase (BPS, 2022).

The increase in room occupancy has improved in DKI Jakarta Province. It was 36.9 percent prior to the pandemic, 19.8 percent after the pandemic, and then fluctuated. It began to improve in September 2021 and increased to 52.3% in January 2022. In January 2022, the average length of stay for guests was 2.08 days. Five-star hotels have the longest average length of stay, which is 2.64 days. Meanwhile, the cheapest hotel is a three-star hotel with a rating of 1.86. This demonstrates that there is a high level of interest in and demand for five-star hotels. When it comes to the proportion of guests staying at star-rated hotels in DKI Jakarta, Indonesians account for 94.1%, with foreign guests accounting for the remaining 5.9%. (Central Bureau of Statistics for DKI Jakarta Province, 2022). This indicates that performance is improving. The hospitality industry's long-term recovery appears promising, but it is not without challenges.

The rapid development and adoption of social media technology has transformed the tourism industry. For hospitality companies, social networking sites have become an important marketing channel for promoting products and building customer relationships (Lakha & Vaid, 2021; Leung et al., 2015). Individuals' lives are greatly influenced by social networks because they enable them to communicate with others and share content without regard for space or time constraints (Abbas et al., 2021). Promotional offers appear in social media users' news feeds and social network connections (Bonfanti et al., 2021; Melián-Alzola et al., 2020; Jiang et al. 2019). Travelers frequently use social media to share their travel and vacation experiences. Social media platforms used include social networks (such as Facebook and LinkedIn), microblogs (such as Twitter), and content sharing communities (such as YouTube and Instagram) (Moravcikova & Krizanova, 2019). When compared to other social media platforms, Facebook has more traction because it offers more actions that can be taken, and it also shows that consumers shop on Facebook more frequently after seeing their posts. Some people in the hospitality industry prefer Facebook because it allows them to do more things, such as post content in the form of photos, videos, fun, aesthetic, creative, and charming stories with a focus on visual quality, and to showcase their products in an appealing way (Mahesha De Silva & Silva, nd).

Several studies have been conducted on the role of social media in the hospitality industry, such as the effect of promotion on distribution channels such as online travel agents and discounts (Hu & Yang, 2020). Customer engagement on social media in the hospitality industry (Varkaris & Neuhofer, 2017; Tom Dieck et al., 2017). According to Chen (2017), customer engagement on social media is an important factor in generating purchase intent among consumers. Cvijikj and Michaelles (2011) conducted a study on the motivational factors that affect customer engagement on social media, including the type of content, type of media, and time of posting. Carlson et al. (2019) discuss the importance of information satisfaction, fun and entertainment, and social interaction. Akhunjonov et al. (2016) discuss the social, economic, social improvement, and entertainment benefits. Varkaris and Neuhofer (2017) then investigate the sources of content on social media as well as consumer decision-making behavior. According to Tom Dieck et al. (2017), perceived ease of use and perceived usefulness influence consumer attitudes and satisfaction, and ultimately continue usage intentions in the luxury hotel context. Phelan et al. (2013) conducted research that focused on hotel content features, property information, and interactions in evaluating how hotels use Facebook to engage customers. This has piqued

researchers' interest in consumer engagement on Facebook (Triantafillidou & Siomkos, 2018). Individual requirements motivate them to participate in community activities. This has implications for digital engagement because many consumers seek emotional connections with their favorite brands, leading to the formation of online brand communities (Dessart and colleagues, 2015).

Although much has been written about the role of social media in hospitality management and how to build customer relationships, whether or not consumer engagement increases business value is dependent on how customers engage in brand relationships. As a result, previous studies still have limitations and a lack of literature that discusses how effective customer engagement on social media is to encourage buying behavior such as purchase intention in the context of the hospitality industry in Indonesia, specifically in DKI Jakarta.

The goal of this study is to investigate surveillance, social interaction, information sharing, and attractiveness as antecedents of customer engagement on social media, which directly affect purchase intention. As a result, the primary goals of this study are to 1) determine the effect of supervision, social interaction, information sharing, and attractiveness on customer engagement on social media, and 2) analyze the effect of customer engagement on social media on purchase intention. In a theoretical contribution, the Uses and Gratifications Theory is used to explain four important need satisfaction factors: supervision, social interaction, information sharing and attractiveness, relationship with customer engagement on social media, and ultimately purchase intention. Purchase intent is an important predictor of consumer purchasing behavior (Ajzen, 1991). These findings can help hotels develop more effective marketing strategies by utilizing social media as a platform to interact with customers and expand hotel service delivery.

2. Literature Reviews and Hypotheses

2.1 Uses and Gratification Theory

Developed Uses and Gratification Theory (Katz, Blumler & Gurevitch, 1973) The theory of Uses and Gratifications makes two major assumptions about media users. For starters, media consumers actively choose the media they consume and use. People, according to this viewpoint, do not use media passively, but rather actively choose media to use based on their own motivations. Second, people understand why they choose different media, and they choose media based on their perceived "self-motivation" to meet their specific needs. According to the Uses and Gratification Theory, audiences use media that meets their needs (Katz, Blumler, et al., nd); (Malik et al., 2016). Uses and gratification Theory was one of the first approaches to studying the dynamic role of audiences in media choices, recommending that people actively seek out, identify, and use media to satisfy specific needs and gratifications. This viewpoint recognizes that consumers are active social media users (on Facebook), rather than passive media consumers. Considered one of the most effective frameworks for investigating various social media sharing behaviors, such as the sharing of links, news, and photos. Thus, social media platforms offer new perspectives on content types within the UGT framework, where consumers actively manage their media consumption behavior. Dolan et al., 2019. With the rise of social media and increased internet usage, Uses and Gratification Theory is being applied to consumer behavior in the hospitality industry (Yoong & Lian, 2019). Aluri et al. (2016) examines various gratification factors in the use of social media and their influence on consumer behavior in the context of the hospitality industry using the Uses and Gratification Theory. According to the findings, there is a link between tourist satisfaction (perceived informativeness, perceived enjoyment, and perceived social interaction), satisfaction, and purchase intentions in the hospitality industry. Choi et al. (2016) discovered that information satisfaction, convenience, and self-expression are antecedents to user satisfaction and purchase intent in the hospitality industry. Thus, this study will fill a gap in the literature by focusing on four important need satisfaction factors identified by (Katz, Gurevitch, et al., n.d.): supervisory motives (representing cognitive needs), social interaction (representing social integrative needs), information sharing (representing social integrative needs), and information sharing (representing social integrative needs) (representing cognitive needs). representing integrative needs) and interest in the aspect of satisfaction sought (representing affective needs). This motivation factors is linked to customer engagement on social media and, as a result, purchase intent in the hospitality industry.

2.2 Purchase Intentions

Purchase intent serves as the foundation for displaying purchasing behavior (Martins et al., 2019). According to researchKumar and Nayak (2019), there is theoretical support in the literature that "intention" is used as a strong indication of "actual behavior," and the two are closely related. Purchase intention is a combination of consumer interest and the possibility of purchasing a product, and it determines buyers' future behavior based on their attitudes (Morwitz, 2014). Purchase intention research is expanding, particularly in relation to online purchase intentions (Yoong & Lian, 2019; (Aluri et al., 2016). On social media platforms, information, judgments, and responses are exchanged, allowing people to gain trust and overcome insecurity, resulting in a desire to purchase the company's products. Bong Ko and Jin (2017).

2.3 Surveillance

The need for information and self-education via social media is defined as surveillance (Whiting & Williams, 2013). Another definition proposed by (Shahbaz & Funk, 2019) is the collection and processing of personal data collected from digital communication channels, frequently using automated technology that allows large amounts of information and content to be collected, processed, and analyzed in real-time. Attained through passive modes of using social media to expand one's knowledge of the immediate social environment or simply knowing what is going on in social networks. This includes searching for specific types of people using advanced search characteristics; browsing social networks, viewing statuses and profiles (including photos) of friends and friends of friends as an alternative to other strangers; and browsing social networks, statuses and profiles (including photos) of friends and friends of friends as an alternative to other strangers (Ruggiero, 2000). This implies that people use a variety of media to keep track of what is going on both inside and outside their home. As a result, social media is what people use to keep track of what others are up to (Whiting & Williams, 2013). Due to the vastness of space, fear, and censorship, traditional media cannot report in its entirety, whereas people can upload videos, pictures, and comments on social media. 2021) (Majeed et al. It continues, "Information found on social media provides new opportunities for scrutiny and engagement." As a result, it is proposed that:

H1: Surveillance has a positive impact on purchase intention.

2.4 Social Interactions

Social interaction is defined as the exchange of communications, opinions, ideas, and feelings between customers, businesses, and others (Vivek et al., 2012) and can be achieved through mass media (Whiting & Williams, 2013). According to Phelan et al. (2013), social network features are more interactive than those found in other communication platforms. Customers can share their hotel stay experiences on social media, and when a user has a higher level of interaction within the social networking community, they are more likely to recommend brands because of the benefits of engagement. (Aluri et al., 2016). According to Guo et al. (2015), posting comments or compliments will generate more responses. As a result, customers can quickly and easily obtain information and learn knowledge about brands/products, and individuals can easily get to know each other and become friends. (Muniz and O'Guinn) (2001). Whiting and Williams (2013) discovered that their respondents primarily use Facebook for engagement-boosting interaction and socializing. As a result, it is proposed that:

H2: Social interaction has a positive impact on customer engagement.

2.5 Sharing of Information

Sharing information via social media facilitates information sharing among customers, customers and businesses, and others. Customers can consume and disseminate knowledge through social media (Nov et al., 2010). In general, the ability to share information on social media by simply clicking "share" (Kalsnes & Larsson, 2018). According to Osatuyi (2013), information sharing on social media sites has increased customer engagement. For example, hotel customers use social media to provide interactive information to other customers who link directly to the appropriate Facebook page. Customers can even share information visually, such as hotel photos and videos posted on the Facebook page for other customers to see (Phelan et al., 2013). According to (Kaplan & Haenlein, 2010), social media has encouraged customers to share their positive experiences that have an impact on the decision to buy products or services, because customers share information from their hotel stay experiences by providing comments, sharing photos, and rating reviews on social media. Furthermore, research has shown that sharing information on users' social media pages can be used for future decision making, so sharing information can help with both immediate information search needs and information search for future plans. Chua et al. (2012). According to hospitality research, social media platforms with a high level of relational content, such as Facebook, facilitate information sharing (Munar & Jacobsen, 2014). Furthermore, Hur et al. (2017) discovered that information seeking, entertainment, and customer engagement motives can influence tourists' willingness to share information. As a result, it is suggested:

H3: Sharing of information has a positive impact on customer engagement.

2.6 Attraction

Attraction is the ability to arouse interest, pleasure, or liking in something. The abundance of formally posted features about a brand on social media is appealing (de Vries et al., 2012). Because, according to Taylor (2019), attraction brings customers to the brand without them having to chase it, each social media platform has its own uniqueness in attracting customers. According to Araujo and Neijens (2012), users who are drawn to company pages are more likely to interact with them by liking, sharing, and commenting. According to Fortin and Dholakia (2005), the more appealing a social media website appears, the more effective it is in improving

consumer attitudes toward the website. As a result of its strong influence on the five senses, multimedia content has the power to influence consumers (Coyle & Thorson, 2001). As a result, it is proposed that:

H4: Attraction has a positive impact on customer engagement.

2.7 Customer Engagement

The process of developing deeper relationships with customers is known as customer engagement. Customer engagement is defined by Viek et al. (2012) as the intensity of individual participation and connection with a company's offerings and activities initiated either by the customer or by the company. Customer engagement that is effective will increase brand loyalty and influence customer discussions and purchasing behavior (Hollebeek et al., 2014). Customers will comment, like, and share information when they interact with brands (products or services) via social media (de Oliveira Santini et al., 2020; Wang & Kim, 2017). The interactions that customers have with brands, such as purchases, social media posts, or other brand exposure, actually build customer engagement. According to de Oliveira Santini et al. 2020), consumers are increasingly using digital platforms and social media to express themselves and interact with businesses. According to (Wu et al., 2020), the use of social media by businesses is to understand the extent to which customer engagement with brands is good emotionally, profitable, and sustainable, in order to build marketing strategies. Social media has changed the role of the customer by allowing them to contribute to the creation and sharing of information, photos, reviews, and other marketing resources (Larivière et al., 2017). Research in the hospitality sector shows that customer engagement facilitates the conversion of browsers into buyers and can also help them gain more insight about the company (Kanje et al., 2019). According to Tiruwa et al. (2018), there is a link between customer engagement on Facebook social media and purchase intent. According to the findings of the study, there is a significant effect of customer engagement on purchase intention in the context of social network marketing in Pakistan. This finding also emphasizes that customer interactions, communication, and knowledge sharing about products have increased customer engagement, which leads to purchase intention. As a result, it is suggested:

H5: Customer engagement has a positive impact on purchase intention

## 3. Research Method

3.1 Measurements and Data

The purpose of this research is to test and analyze the effect of surveillance, social interaction, information sharing, attraction, and customer engagement on purchase intention from the standpoint of Uses and Gratification Theory. This study combines a quantitative survey with a cross-sectional study. Individuals aged 18 and up who were hotel customers and had stayed at five-star hotels in DKI Jakarta for the previous six months comprised the population in this study. This choice was made because DKI Jakarta has a large number of star hotels because it is Indonesia's capital city, government center, trade center, and recreation center. The target social media platform is Facebook, which provides users with the majority of content creation tools and has the world's largest social media community. The sampling technique used is non-probability sampling, with the individual serving as the unit of analysis. Hair et al. (2020) state that a sample size of 150 is required for Structural Equation Modeling (SEM) analysis on six constructs in the structural model. To meet the SEM analysis requirements, the number of samples in this study was 200 respondents.

A self-administered survey questionnaire with 24 items on a Likert scale of 1-5 (1 = strongly disagree to 5 = strongly agree) was used to collect primary data. To test the hypothetical relationship between the proposed constructs, the multivariate data analysis method used the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with Smart PLS 3.3 software. Surveillance, social interaction, information sharing, attraction, customer engagement, and purchase intention constructs were adapted from Yoong and Lian's (2019).

3.2 Conceptual Model

Centered on the above discussion, our proposed model, as depicted in Figure 2, is as follows:

Figure 2
Proposed Model
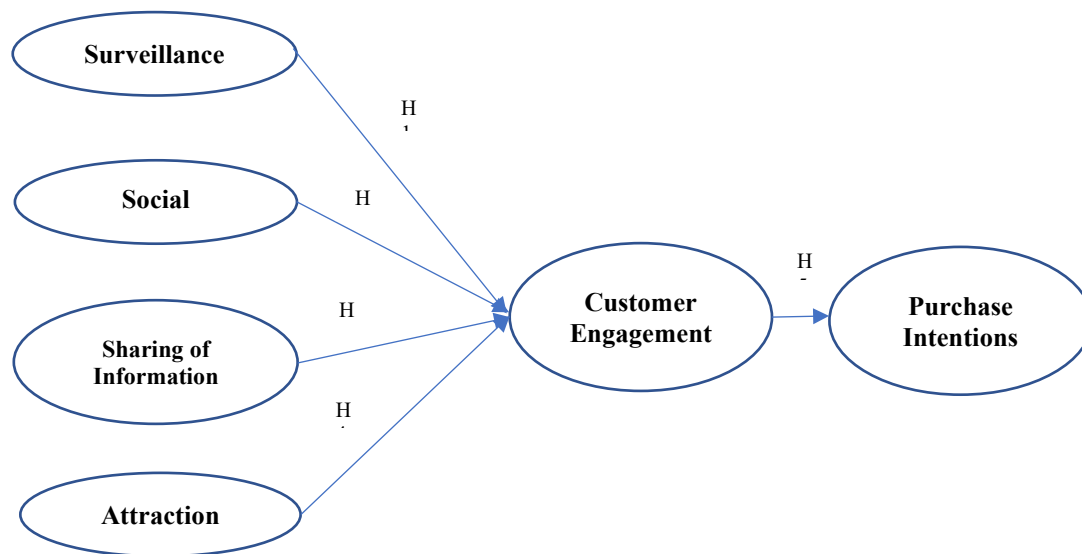
4. Result of Study

4.1 Demographic characteristics of the sample

According to Table 1, approximately 37% of the 200 valid respondents were 39-49 years old, with females outnumbering males 57% to 43%. The respondents were highly educated, with 91% holding a college degree or higher. The majority of respondents (37%) visited an event's Facebook page on a weekly basis, while others (33%) visited it daily or more frequently.

Table 1
Demographic characteristics of the sample (n= 200)

Demographics	Classification	Frequency	Presentation
Age	18-28	36	18%
	29-38	58	29%
	39-49	74	37%
	50 or older	32	16%
Gender	Male	86	43%
	female	114	57%
Education	High school or less	10	5%
	Diploma	8	4%
	Undergraduate	162	81%
	Graduates or more	20	10%
Job	Student	10	5%
	Employee	136	68%
	Unemployed	14	7%
	Retired	14	7%
	Others	26	13%
Income	< Rp. 3,000,000	14	7%
	3,000,001 – 8,000,000	32	16%
	8,000,001 – 15,000,000	70	35%
	15,000,001 – 25,000,000	56	28%
	25,000,000 or more	28	14%
Frequency of visit event's Facebook page	Every few months or less	20	10%
	Every few weeks	40	20%
	Weekly	74	37%
	Daily or more	66	33%

4.2 Assessment of Measurement model

The reliability and validity tests are used to validate the measurement model (outer model). The reliability test is performed with the goal of determining the consistency and stability of the measurement instrument and the items contained within it over time (Hair et al., 2020). The reliability test can be seen in Table 2 below, which shows the composite reliability value and Cronbach's alpha value. The composite reliability and Cronbach's alpha values for each construct are greater than the recommended minimum threshold of 0.7, indicating that the data is reliable. The validity test was performed to determine whether the research instrument used could measure what it was supposed to measure (Hair et al., 2020). All factor loading values meet the 0.7 criterion. The average variance extracts value is greater than 0.5. (Hair et al., 2019). That is, the value of each construct must be greater than the value of the research model's relationship between latent constructs.

In addition, the Fornell-Lacker criteria were used to evaluate discriminant validity. The square root of AVE is compared with a latent construct correlation in this method (Hair et al., 2019). The values in bold in Table 3 indicate that the variance of the latent construct for the indicator itself is greater than the variance of the other latent constructs (Fornell & Cha, 1994). The criteria for the heterotrait-monotrait ratio to check discriminant validity are shown in Table 4. According to the research findings, the value (in bold) is less than 0.85, confirming that there is no problem with discriminant validity (Henseler et al., 2015).

Table 2
Reliability, Validity, and Measurement

Variable	Indicator	Factor Loadings	Cronbach Alpha	Composite Reliability	AVE
Sur1	I learned a lot about hotel services.	0.805	0892	0917	0.734
Sur2	I have the most recent information on hotel services.	0896			
Sur3	I was given information about a hotel that meets my requirements.	0891			
Sur4	I was given assistance in learning about interesting hotel services.	0.832			
SI1	I had the opportunity to meet other customers through social media.	0.812	0.862	0.906	0.707
SI2	The hotel responds to posted customer feedback/comments/questions.	0.854			
SI3	I can easily communicate with other hotel guests through social media.	0.853			
SI4	I actively share my thoughts on hotel services with others on social media.	0.844			
Sinf1	Every day, I receive updates and messages from the hotel.	0.866			
Sinf2	I easily share information with others.	0893			
sinf3	I was informed of the most recent promotion.	0.819			
sinf4	I have quick access to hotel service information.	0.742			
Att1	I discovered useful information/content.	0.685	0.810	0.876	0.641
Att2	The provided link is active and functional.	0.815			
Att3	Visually appealing content	0.870			
Att4	Video content that is interesting	0.819			
CE1	I frequently browse Facebook	0.741	0.721	0.827	0.545
CE2	I frequently read hotel service posts on Facebook	0.694			
CE3	I frequently comment on hotel service posts on Facebook	0.742			
CE4	I frequently share hotel service posts on Facebook	0.773			
PI1	My interest in purchasing hotel services is growing	0.771	0.834	0.890	0.669
PI2	I am very likely to purchase hotel services recommended by my Facebook friends	0.837			
PI3	I intend to purchase hotel services as advertised on Facebook	0.876			
PI4	I have a positive purchase intention on hotel services	0.783			

Note. Sur = surveillance; SI = Social interactions; Sinf = Sharing of information; Att = Attraction; CE = Customer engagement; PI = Purchase intention.

Table 3
Fornell-Lacker Criterion

Discriminant Validity						
	Sur	**SI**	**Sinf**	**Att**	**CE**	**PI**
Sur	**0.857**					
SI	0.827	**0.841**				
Sinf	0.710	0.832	**0.851**			
Att	0.630	0.670	0.578	**0.800**		
CE	0.582	0.737	0.593	0.531	**0.738**	
PI	0.663	0.624	0.544	0.818	0.504	**0.853**

Table 4
Heterotrait-Monotrait Ratio (HTMT)

HTMT						
	Sur	**Si**	**Sinf**	**Att**	**CE**	**PI**
Sur						
SI	**0.680**					
Sinf	0.870	**0.619**				
Att	0.746	0.847	**0.770**			
CE	0.730	0.949	0.707	**0.832**		
Sur PI	0.787	0.783	0.639	0.758	**0.592**	

4.3 Assessment of the Structural Mode

In Smart PLS 3.3, the path coefficient value is calculated using the PLS algorithm function technique known as bootstrap (Hair et al., 2019). Table 5 shows that surveillance, social interaction, information sharing, and attraction have a positive effect on customer engagement because they have a p-value less than 0.05, indicating that the hypothesis is supported. Customer engagement has a positive effect on purchase intention because the p-value is less than 0.05, indicating that the hypothesis is supported. Hypotheses H1, H2, H3, H4, and H5 are thus supported. The results obtained are consistent with previous research by (Whiting & Williams, 2013; Yoong & Lian, 2019).

Table 5
Hypothesis Test Results

Hypothesis	Variable Relationship	Path Coefficient	T - Statistics	P- Values	Results
H1	Surveillance→Customer Engagement	0.082	3,814	0.041	**Supported**
H2	Social Interactions→Customer Engagement	0.076	3,253	0.001	**Supported**
H3	Sharing of information→Customer Engagement	0.074	4.701	0.000	**Supported**
H4	Attraction→Customer Engagement	0.084	6,627	0.000	**Supported**
H5	Customer Engagement→Purchase Intentions	0.022	37,901	0.000	**Supported**

4. Discussion

This study develops uses and gratification theory and consumer purchasing behavior, which can be used by hotels and business practitioners to improve customer relations and market competitiveness through effective social media engagement. According to the findings of this study, customer engagement on social media plays an important role in increasing purchase intentions in the DKI Jakarta hospitality industry. Customers will typically explore various information channels on social media platforms to obtain the information required for their purchasing decisions in terms of information control. As a result, hotels can stimulate purchase intentions

by making search engines, information channels, and the process of exchanging information in embedded content easily accessible. It will facilitate information search and interaction between customers by allowing customers to participate in social media forums, reviews, and ratings.

Social interactions can help customers learn more about services, which in turn can help hotels develop new service ideas, processes, and developments. Hotels should also use social media sites to increase customer interaction, facilitate various activities, sales promotion campaigns, and engage customers through surveys. There are several ways to encourage communication between hotels and customers, such as posting questions, contests, and welcoming Facebook fans to generate ideas and opinions in order to increase customer engagement. Customers also share referral information with friends and become more involved in the virtual hotel community. An active online presence is required for hotels to increase their influence and remain competitive in the market.

Interest in social media has become one of the most difficult challenges for hotels in attracting customers to their social media pages. Hotels can accomplish this by displaying more appealing hotel photos or advertisements featuring positive hotel stays from celebrities or loyal customers. Facebook, for example, has introduced animated reactions and GIF buttons to improve the platform's emotional expression. This can heighten one's sense of social presence. Hotel customers' complaints, feedback, and suggestions can be received via social media. As a result, hotels should focus more on responding quickly to feedback and assisting customers in a timely manner to increase the likelihood that customers will choose their hotel.

5. Closing

5.1 Theoretical and Practical Implications

This research aims to help hotel workers who are recovering from the COVID-19 pandemic live better lives and plan for the future. This study can help hotel companies around the world understand how antecedents of customer engagement on social media influence purchase intent. Based on the findings, hotel companies should increase customer engagement activities on social media and then develop strategies to increase purchase intent.

Customers use online sites to access personalized resources, receive up-to-date knowledge, and share insights and other tips. As a result, it is critical for hospitality to provide up-to-date and relevant information about the brand and its products on social media in order to meet customer needs. Social media activities should be planned carefully in order to provide mental experiences and knowledge, social communication, and personal integrative assistance that may improve social status and reputation. Managers can rely on social media by establishing and maintaining strong brand-consumer associations. Thus, the implications of this research are as follows: Theoretically, this study generates significant contributions to predicting behavioral intentions that may influence hotel industry recovery prospects. Practically, the study also provides several important implications that social media engagement with the customers is pivotal for managers.

5.2 Limitation and Suggestions for future research

There are a few limitations to this study that may suggest methodologies for future research. This study is specifically designed to investigate the hotel industry in DKI Jakarta on three-, four-, and five-star hotel services, as well as Facebook as the most well-known social media platform. The results may not be applicable to hotel companies in other countries. Although, as one of the most popular social media platforms, Facebook may reduce a cultural barrier, social media users around the world may have completely different interpretations of the same post's information. As a result, cross-cultural research can be expanded by applying the studied relationship in different countries. Future research could also look into the impact of social media engagement on other consumer purchases or post-purchase behavior. Behavioral situations such as actual purchase, intention to repurchase, or loyalty.

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