



Digital Advertising and Customer Purchase Decisions in the Hospitality Industry: Evidence from Hyatt Hotels in Indonesia

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ABSTRACT: Digital advertising has become a critical strategic tool for hospitality firms seeking to influence customer behavior and enhance competitiveness in increasingly digitalized markets. This study aims to examine the effects of multiple digital advertising channels—namely e-mail marketing, mobile marketing, social media marketing, search engine marketing, affiliate marketing, and website marketing—on customer purchase decisions at different stages of the decision-making process in the hospitality industry. A quantitative research design was employed using a survey method, with 170 customers who had stayed at Hyatt Hotels in Indonesia within the past 6–12 months selected through purposive sampling. Data were collected using structured questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS–SEM). The results of the measurement model assessment confirm that all constructs demonstrate satisfactory validity and reliability. The findings indicate that digital advertising channels exert differentiated effects across the customer decision journey. E-mail marketing, social media marketing, and search engine marketing significantly influence the information search stage, while mobile marketing and search engine marketing affect the evaluation of alternatives. Notably, affiliate marketing exhibits a significant positive effect across all stages, including the final purchase decision, highlighting its critical role in driving conversion. Conversely, website marketing does not show a significant impact at any stage of the purchase decision process. These findings underscore the importance of aligning digital advertising strategies with specific stages of customer decision-making. The study provides managerial implications for hospitality firms to adopt an integrated, channel-specific digital advertising strategy to enhance customer engagement and improve purchase conversion in competitive hospitality markets.

KEYWORDS: Customer Purchase Decisions, Digital Advertising, Hospitality Industry, Digital Marketing Channels, Hyatt Hotels

INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed marketing practices in the hospitality industry, reshaping how hotels communicate with customers and influence purchasing behavior. In an increasingly competitive and digitalized marketplace, customer purchase decisions are no longer driven solely by traditional promotional efforts, but are strongly affected by the effectiveness of digital advertising across multiple online channels. Digital advertising has thus emerged as a strategic instrument for hospitality firms seeking to enhance customer engagement, build brand presence, and sustain competitive advantage in global and emerging markets [1]. The hospitality industry, characterized by high competition and service intangibility, relies heavily on information availability and perception management in influencing consumer decision-making. Unlike tangible products, hotel services cannot be evaluated prior to consumption, making customers more dependent on digital information sources when searching for accommodation, evaluating alternatives, and making final purchase decisions [2]. As a result, digital advertising channels—such as e-mail marketing, mobile marketing, social media marketing, search engine marketing, affiliate marketing, and website marketing—play a crucial role in shaping customer perceptions and reducing uncertainty throughout the purchase journey [3].

In recent years, digital advertising has become increasingly sophisticated, allowing firms to deliver targeted, personalized, and data-driven messages to consumers. E-mail marketing enables direct and customized communication, mobile marketing facilitates real-time engagement through smartphones, while social media marketing supports interactive brand communication and user-generated content. Search engine marketing enhances brand visibility at critical moments of information search, affiliate marketing leverages third-party credibility, and website marketing serves as a central platform for information dissemination and transaction execution [4]. Despite the widespread adoption of these channels, their effectiveness in influencing customer decisions may vary across different stages of the decision-making process.



Consumer purchase decision-making is commonly conceptualized as a multi-stage process comprising information search, evaluation of alternatives, and final purchase decision. During the information search stage, consumers actively seek relevant data to reduce perceived risk. In the evaluation stage, they compare available alternatives based on price, quality, and perceived value, while the final stage involves the actual purchase decision [5]. Prior research suggests that different digital advertising channels exert varying levels of influence at each stage, highlighting the importance of channel-specific strategic alignment [6]. However, empirical evidence regarding these differentiated effects remains fragmented, particularly within the hospitality context. The growing reliance on digital advertising has been especially evident in the hotel industry following the COVID-19 pandemic, which accelerated digital adoption and altered consumer behavior. Customers have become more digitally oriented, risk-sensitive, and information-driven, placing greater emphasis on online visibility, credibility, and transactional convenience when selecting accommodation providers [7]. For international hotel brands operating in emerging markets, such as Indonesia, understanding how digital advertising channels influence customer decision-making is essential for maintaining brand competitiveness and market relevance.

Hyatt Hotels, as a global hospitality brand, actively employs multiple digital advertising strategies to attract and retain customers across diverse markets. In Indonesia, Hyatt competes with both international and local hotel brands within a dynamic tourism ecosystem. Customers are exposed to a wide range of digital stimuli, including promotional emails, mobile notifications, social media content, search engine results, affiliate recommendations, and official websites. Each of these channels may play a distinct role in guiding customers through the purchase decision process [8]. Nevertheless, limited empirical research has systematically examined the stage-specific effects of these digital advertising channels on hotel purchase decisions in emerging economies.

Existing studies on digital marketing in hospitality primarily focus on isolated channels or general behavioral outcomes such as booking intention or brand awareness [9]. Few studies adopt an integrated approach that simultaneously analyzes multiple digital advertising channels across different stages of customer decision-making. Moreover, findings across previous studies remain inconsistent, suggesting that the effectiveness of digital advertising may be contingent upon market characteristics, consumer behavior, and service context [10]. This gap highlights the need for comprehensive empirical investigation that captures the complexity of digital advertising effects in hospitality settings.

Therefore, this study aims to examine the influence of digital advertising channels—including e-mail marketing, mobile marketing, social media marketing, search engine marketing, affiliate marketing, and website marketing—on customer purchase decisions at different stages of the decision-making process in the context of Hyatt Hotels in Indonesia. By employing a quantitative approach and analyzing customer perceptions empirically, this research seeks to contribute to the literature on digital marketing and consumer behavior in hospitality. Furthermore, the findings are expected to provide practical insights for hotel managers in designing integrated, channel-specific digital advertising strategies to enhance customer engagement, improve conversion rates, and sustain competitive advantage in increasingly digital hospitality markets.

METHOD

This study adopted a quantitative approach with an explanatory research design to investigate the causal relationships between digital advertising channels and customer purchase decisions in the hospitality industry. The explanatory design was employed to test hypothesized relationships derived from digital marketing and consumer behavior theories, particularly concerning the influence of digital advertising at different stages of the customer decision-making process. The research focuses on six digital advertising channels—e-mail marketing, mobile marketing, social media marketing, search engine marketing, affiliate marketing, and website marketing—and their effects on customer behavior across the stages of information search, evaluation of alternatives, and purchase decision.

The population of this study comprised customers who had stayed at Hyatt Hotels in Indonesia. Given the absence of an exact population size and the specificity of the research criteria, a non-probability sampling technique was applied using purposive sampling. Respondents were selected based on the criteria that they had stayed at a Hyatt Hotel in Indonesia at least once within the past 6–12 months and had been exposed to Hyatt's digital advertising channels. Based on the guideline proposed by Hair et al. [11] for Partial Least Squares–Structural Equation Modeling (PLS-SEM), which recommends a minimum sample size of five times the number of measurement indicators, a total of 170 respondents were deemed sufficient and selected for analysis.

Data were collected through a structured questionnaire distributed online to eligible respondents. The questionnaire utilized a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5) to capture respondents' perceptions. The research instrument



consisted of nine latent constructs, including six exogenous variables—e-mail marketing, mobile marketing, social media marketing, search engine marketing, affiliate marketing, and website marketing—and three endogenous variables representing stages of customer decision-making: information search, evaluation of alternatives, and purchase decision. Measurement items for each construct were adapted from established digital marketing and consumer behavior literature and tailored to the hospitality context to ensure content validity.

Prior to hypothesis testing, the measurement model was evaluated to assess the validity and reliability of the research instruments. Convergent validity was examined using outer loading values, while discriminant validity was assessed using the Fornell–Larcker criterion. Reliability was evaluated through Cronbach’s alpha and composite reliability values to ensure internal consistency among measurement items. All constructs met the recommended threshold values, indicating that the measurement model was suitable for further analysis.

Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected due to its suitability for predictive research, its ability to analyze complex models involving multiple constructs and indicators, and its robustness when applied to relatively moderate sample sizes. The structural model was evaluated using coefficient of determination (R^2), predictive relevance (Q^2), and path coefficient significance obtained through a bootstrapping procedure. Hypothesis testing was performed by examining path coefficients, t-statistics, and p-values at a 10% significance level.

The use of PLS-SEM enabled a comprehensive assessment of the differentiated effects of digital advertising channels across stages of customer purchase decision-making. The methodological approach provides empirical insights into how hospitality firms can strategically align digital advertising tools with specific phases of the customer journey to enhance decision outcomes in competitive hospitality markets.

FINDINGS AND DISCUSSION

Outer Model

Convergent Validity Test

Validity testing was conducted to ensure that each indicator used in the research variables met the required statistical criteria. Convergent validity was assessed using the outer loading values of each indicator. An indicator is considered valid and acceptable if it has an outer loading value greater than 0.50, as recommended by Hair et al. [11]. A summary of the indicator validity test results is presented in Table 1.

Table 1. Outer Loading Values

Variable	Indicator	Outer Loading	Remarks
Affiliate Marketing	AF1	0.892	Valid
	AF2	0.889	Valid
	AF3	0.936	Valid
Email Marketing	E1	0.731	Valid
	E2	0.701	Valid
	E3	0.858	Valid
	E4	0.793	Valid
Evaluation of Alternatives	EA1	0.925	Valid
	EA2	0.899	Valid
Purchase Decision	PD1	0.839	Valid
	PD2	0.833	Valid
	PD3	0.697	Valid
	PD4	0.653	Valid
Mobile Marketing	M1	0.572	Valid
	M2	0.851	Valid
	M3	0.882	Valid



	M4	0.858	Valid
	M5	0.844	Valid
Information Search	IS1	0.862	Valid
	IS2	0.823	Valid
	IS3	0.684	Valid
Search Engine Marketing	SEM1	0.718	Valid
	SEM2	0.877	Valid
	SEM3	0.877	Valid
	SEM4	0.858	Valid
	SEM5	0.850	Valid
Social Media Marketing	SMM1	0.896	Valid
	SMM2	0.890	Valid
	SMM3	0.596	Valid
	SMM4	0.521	Valid
	SMM5	0.507	Valid
Website Marketing	WM1	0.881	Valid
	WM2	0.818	Valid
	WM3	0.806	Valid

Source: Data processed using SmartPLS version 3.2.9

Based on the results, all indicators exhibit outer loading values exceeding the recommended threshold of 0.50, indicating that the measurement model demonstrates satisfactory convergent validity. Therefore, all indicators are considered valid and appropriate for further structural model analysis.

Subsequently, the SmartPLS output for the structural model is presented after confirming the validity of the measurement model.

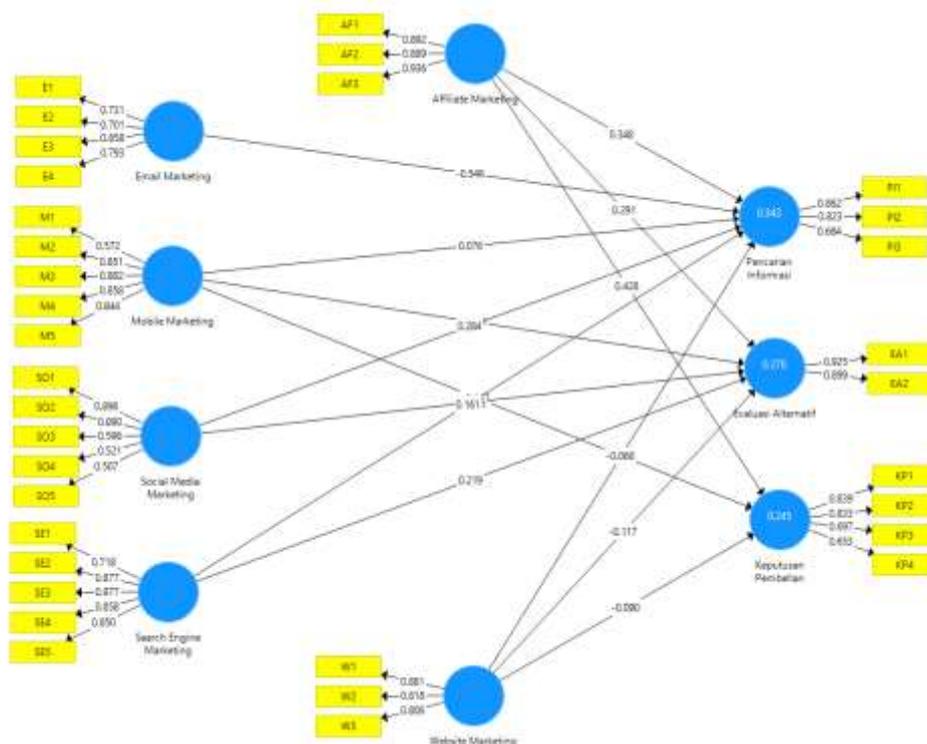


Figure 3. Structural Model



Discriminant Validity Test

This test was conducted to ensure that each construct in the research model is empirically distinct from the others. In this study, discriminant validity was assessed using the Fornell–Larcker Criterion, a classical and widely applied approach for evaluating discriminant validity in PLS-SEM studies.[11] The results of the discriminant validity assessment are presented in Table 2.

Table 2. Fornell–Larcker Criterion Results

Variable	Affiliate Marketing	Email Marketing	Evaluation of Alternatives	Purchase Decision	Mobile Marketing	Information Search	Search Engine Marketing	Social Media Marketing	Website Marketing
Affiliate Marketing	0.906								
Email Marketing	0.292	0.773							
Evaluation of Alternatives	0.390	0.043	0.912						
Purchase Decision	0.467	0.212	0.753	0.760					
Mobile Marketing	-0.163	0.439	-0.336	-0.213	0.810				
Information Search	0.155	-0.326	0.497	0.401	-0.003	0.794			
Search Engine Marketing	0.109	0.128	0.170	0.020	0.123	0.259	0.838		
Social Media Marketing	-0.176	0.205	-0.193	-0.186	0.684	0.238	0.476	0.704	
Website Marketing	-0.177	-0.091	-0.111	-0.159	-0.044	-0.039	0.209	0.030	0.836

Source: Data processed using SmartPLS version 3.2.9

Based on Table 2, the square root of the Average Variance Extracted (AVE), indicated by the diagonal values, is greater than the inter-construct correlation values for each construct. This result confirms that all constructs satisfy the discriminant validity criteria according to the Fornell–Larcker Criterion.

Reliability Test

Reliability testing was conducted to assess the internal consistency of the measurement items representing each construct in the research model. According to Ghozali (2018), a questionnaire is considered reliable if respondents’ answers to the measurement items are consistent and stable over time. In this study, reliability was evaluated using Cronbach’s alpha and composite reliability values. The results of the reliability test are presented in Table 3, demonstrating that all constructs meet the recommended reliability thresholds, thereby indicating that the measurement instruments used in this study are reliable and appropriate for further analysis.



Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Remarks
Affiliate Marketing	0.890	0.931	Reliable
Email Marketing	0.804	0.867	Reliable
Evaluation of Alternatives	0.794	0.906	Reliable
Purchase Decision	0.776	0.856	Reliable
Mobile Marketing	0.896	0.928	Reliable
Information Search	0.701	0.834	Reliable
Search Engine Marketing	0.900	0.925	Reliable
Social Media Marketing	0.823	0.919	Reliable
Website Marketing	0.812	0.882	Reliable

Source: Data processed using SmartPLS version 3.2.9

Based on the data analysis results, all constructs examined in this study—namely Affiliate Marketing, Email Marketing, Evaluation of Alternatives, Purchase Decision, Mobile Marketing, Information Search, Search Engine Marketing, Social Media Marketing, and Website Marketing—exhibit Cronbach's alpha and composite reliability values exceeding the recommended threshold of 0.60. Therefore, it can be concluded that all constructs demonstrate satisfactory internal consistency and are reliable for further analysis.

Inner Model

R-Square (R²)

The R-square (R²) test was conducted to measure the proportion of variance explained by each endogenous variable, thereby assessing the explanatory power of the structural model. [11] Table 4 presents the results of the R-square analysis.

Table 4. R-Square Results

Variable	R Square	Adjusted R Square
Evaluation of Alternatives	0.276	0.253
Purchase Decision	0.265	0.252
Information Search	0.351	0.327

Source: Data processed using SmartPLS version 3.2.9

Table 4 shows the adjusted R-square values for the three endogenous variables examined in this study. The adjusted R-square value for the evaluation of alternatives construct is 0.253, indicating that 25.3% of the variance in evaluation of alternatives is explained by the independent variables—namely mobile marketing, social media marketing, search engine marketing, affiliate marketing, and website marketing—while the remaining 74.7% is explained by other factors outside the research model. Similarly, the adjusted R-square value for the purchase decision construct is 0.252, suggesting that 25.2% of the variance in customer purchase decisions is explained by the independent variables included in this study, whereas the remaining 74.8% is influenced by factors not examined in the model. Meanwhile, the adjusted R-square value for the information search construct is 0.327, indicating that 32.7% of the variance in customer information search behavior can be explained by e-mail marketing, mobile marketing, social media marketing, search engine marketing, affiliate marketing, and website marketing. The remaining 67.3% of the variance is attributed to other variables beyond the scope of this study.

Q-Square (Q²)

The Q-square (Q²) test was conducted using the blindfolding procedure to assess the predictive relevance of the structural model. According to Hair et al, Q-square values greater than zero indicate that the model has adequate predictive relevance, whereas values equal to or below zero suggest a lack of predictive capability. [11] Table 5 presents the results of the Q-square analysis.



Table 5. Q-Square Results

Variable	SSO	SSE	Q ² (= 1 – SSE/SSO)
Information Search	495.000	396.604	0.199
Evaluation of Alternatives	330.000	260.748	0.210
Purchase Decision	660.000	561.608	0.149

Source: Data processed using SmartPLS version 3.2.9

The Q-square results presented in Table 5 indicate that all endogenous variables exhibit positive Q² values greater than zero, specifically 0.199 for Information Search, 0.210 for Evaluation of Alternatives, and 0.149 for Purchase Decision. These positive values confirm that the structural model demonstrates satisfactory predictive relevance for the observed data. In other words, the model is capable of explaining the observed variance adequately, indicating that the research possesses acceptable predictive relevance and that the structural model is sufficiently robust for analyzing the relationships among the examined variables.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS version 3.2.9 to determine whether the proposed hypotheses were supported. A significance level of 10% was applied in this study; therefore, a hypothesis is considered accepted when the p-value is less than 0.10. The results of the hypothesis testing are presented in Table 6.

Table 6. Hypothesis Testing Results

Hypothesis Code	Hypothesized Relationship	Original Sample (β)	T-Statistics	P-Value	Result
H1	E-mail marketing → Information Search	0.533	5.439	0.000	Supported
H2	Mobile marketing → Information Search	-0.254	0.874	0.382	Not Supported
H3	Mobile marketing → Evaluation of Alternatives	0.115	2.159	0.031	Supported
H4	Mobile marketing → Purchase Decision	0.100	1.482	0.139	Not Supported
H5	Social media marketing → Information Search	0.080	2.308	0.021	Supported
H6	Social media marketing → Evaluation of Alternatives	0.259	0.697	0.486	Not Supported
H7	Search engine marketing → Information Search	0.223	3.057	0.002	Supported
H8	Search engine marketing → Evaluation of Alternatives	0.211	3.156	0.002	Supported
H9	Affiliate marketing → Information Search	0.304	4.440	0.000	Supported
H10	Affiliate marketing → Evaluation of Alternatives	0.472	3.694	0.000	Supported
H11	Affiliate marketing → Purchase Decision	0.343	6.247	0.000	Supported
H12	Website marketing → Information Search	-0.099	0.877	0.381	Not Supported
H13	Website marketing → Evaluation of Alternatives	-0.075	1.121	0.263	Not Supported
H14	Website marketing → Purchase Decision	-0.086	0.897	0.370	Not Supported

Source: Data processed using SmartPLS version 3.2.9



The hypothesis testing results presented in Table 6 indicate the following findings.

First, e-mail marketing has a significant effect on information search, as indicated by a p-value of 0.000, which is lower than the 0.10 significance threshold. Therefore, Hypothesis H1 is supported. The original sample coefficient ($\beta = 0.533$) shows a positive relationship, indicating that more intensive implementation of e-mail marketing leads to a higher level of customer information search regarding Hyatt Hotel services in Indonesia.

Second, mobile marketing demonstrates a partial and stage-specific effect on customer behavior. Mobile marketing has a significant positive effect on the evaluation of alternatives, with a p-value of 0.031 (< 0.10), thus supporting Hypothesis H3. The positive coefficient ($\beta = 0.115$) suggests that more effective mobile marketing strategies enhance customers' ability to evaluate and compare hotel alternatives. However, mobile marketing does not have a significant effect on information search, as indicated by a p-value of 0.382 (> 0.10), leading to the rejection of Hypothesis H2. The negative coefficient ($\beta = -0.254$) implies that increased mobile marketing activity is not associated with higher information search behavior. In addition, mobile marketing does not significantly influence purchase decisions (p-value = 0.139 > 0.10), resulting in the rejection of Hypothesis H4. Although the coefficient is positive ($\beta = 0.100$), it is not sufficiently strong to indicate a statistically significant effect on customers' purchase decisions.

Third, social media marketing has a significant positive effect on information search, as evidenced by a p-value of 0.021 (< 0.10), supporting Hypothesis H5. The positive coefficient ($\beta = 0.080$) indicates that more active utilization of social media platforms by the hotel increases customers' interest in searching for information. However, social media marketing does not significantly affect the evaluation of alternatives, with a p-value of 0.486 (> 0.10), leading to the rejection of Hypothesis H6. Although the relationship is positive ($\beta = 0.259$), the effect is not statistically strong enough.

Fourth, search engine marketing has a significant positive effect on both information search and evaluation of alternatives. The effect on information search is supported by a p-value of 0.002 (< 0.10), confirming Hypothesis H7, with a positive coefficient ($\beta = 0.223$). This result indicates that more optimal use of search engine marketing increases customers' information search activities. Similarly, search engine marketing significantly influences the evaluation of alternatives (p-value = 0.002 < 0.10), supporting Hypothesis H8. The positive coefficient ($\beta = 0.211$) suggests that search engine marketing helps customers compare and assess different hotel options before making a purchase decision.

Fifth, affiliate marketing exhibits a consistently significant influence across all stages of customer behavior. Affiliate marketing significantly affects information search (p-value = 0.000 < 0.10), supporting Hypothesis H9, with a positive coefficient ($\beta = 0.304$), indicating that increased affiliate recommendations lead to greater customer information-seeking behavior. It also has a significant positive effect on the evaluation of alternatives (p-value = 0.000 < 0.10), supporting Hypothesis H10, with a coefficient of $\beta = 0.472$, suggesting that affiliate reviews and promotions strengthen customers' consideration processes. Furthermore, affiliate marketing significantly influences purchase decisions (p-value = 0.000 < 0.10), supporting Hypothesis H11, with a positive coefficient ($\beta = 0.343$), indicating that higher intensity of affiliate marketing increases the likelihood of customers making purchase transactions.

Finally, website marketing does not have a significant effect on any stage of customer behavior, as all p-values exceed the 0.10 threshold. Specifically, website marketing does not significantly influence information search (p-value = 0.381; H12 not supported), with a negative coefficient ($\beta = -0.099$), indicating that increased website marketing activity does not stimulate customers' information search. It also does not significantly affect the evaluation of alternatives (p-value = 0.263; H13 not supported), with a negative coefficient ($\beta = -0.075$), suggesting limited effectiveness of the website in supporting customer comparison processes. Likewise, website marketing does not significantly influence purchase decisions (p-value = 0.370; H14 not supported), with a negative coefficient ($\beta = -0.086$), implying that the website's features or presentation have not become a decisive factor in customers' purchase decisions.

Discussion

The Effect of E-mail Marketing on the Information Search Stage of Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of e-mail marketing on the information search stage shows a p-value of 0.000, which is below the significance level of 0.10; therefore, Hypothesis H1 is supported. The original sample value ($\beta = 0.533$) indicates a positive relationship, suggesting that the more intensively and relevantly e-mail marketing is implemented, the higher the likelihood that Hyatt Hotel customers will engage in further information search regarding the products or services offered. This finding confirms that e-mail serves as an effective direct communication channel in stimulating customers' initial interest. These results indicate that e-mail



marketing plays a crucial role in encouraging customers to seek information about hotel offerings. Promotional emails containing special offers, exclusive stay packages, and personalized content create a sense of individual relevance that stimulates curiosity. Customers who receive emails featuring room promotions, exclusive packages, or special events are more inclined to visit Hyatt's official website or application to obtain more detailed information. In this sense, e-mail marketing functions as an initial bridge connecting customers with the hotel's official information sources.

From a theoretical perspective, this finding is consistent with the view of Kotler and Keller, who argue that direct marketing communication through e-mail strengthens customer relationships by delivering personalized and relevant messages [12]. Similarly, Chaffey and Ellis-Chadwick emphasize that regularly delivered and customized e-mail marketing enhances awareness and encourages additional information search [13]. Within the consumer decision-making model proposed by Engel, Blackwell, and Miniard, e-mail marketing operates at the early stages of problem recognition and information search by providing stimuli that trigger exploratory behavior [14]. The results of this study also align with the findings of Sembiring and Kurniawan, who reported that e-mail marketing significantly increases brand awareness and information search activities in Indonesia's hospitality sector [15]. Moreover, Ozuem and Azemi found that personalized and consistently delivered e-mails enhance customer engagement and motivate consumers to explore additional information prior to making purchase decisions [16].

In the context of Hyatt Hotels in Indonesia, professional and segmentation-based e-mail marketing implementation can strengthen initial relationships between the hotel and potential customers. By optimizing content personalization based on customers' stay history or preferences, Hyatt can stimulate greater interest in exploring its facilities and services. Thus, e-mail marketing not only serves as a one-way communication tool but also functions as an effective strategy to initiate interaction and reinforce customers' information search intentions in the digital hospitality environment.

The Effect of Mobile Marketing on the Information Search Stage of Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of mobile marketing on the information search stage yields a p-value of 0.382, which exceeds the significance threshold of 0.10; therefore, Hypothesis H2 is not supported. The original sample value ($\beta = -0.254$) indicates a negative direction, suggesting that increased mobile marketing activity has not been accompanied by an increase in customer information search. In other words, mobile-based promotions have not been effective in stimulating Hyatt Hotel customers' initial interest in seeking additional information. These findings suggest that promotional messages delivered through mobile marketing—such as SMS, push notifications, or instant messages—have not sufficiently captured customers' attention to encourage deeper information search. Customers tend to ignore brief messages perceived as generic or mass promotions. This low response rate may be attributed to notification fatigue or limited message appeal, indicating that Hyatt's mobile marketing strategy has yet to play an optimal role at the initial stage of the purchase decision process. According to Kotler and Keller, the effectiveness of mobile marketing depends heavily on message relevance, timing, and personal context [12]. Messages that are poorly targeted or overly frequent may lead to information overload, reducing customers' motivation to engage further. The consumer information processing theory proposed by Engel, Blackwell, and Miniard explains that excessive marketing stimuli lacking strong informational value are likely to be ignored due to low perceived relevance [14]. This negative finding suggests that Hyatt's mobile marketing should be redirected toward providing greater informational value and contextual relevance.

This result contrasts with the findings of Chinomona and Sandada, who reported a positive effect of mobile marketing on consumer information search in the service industry [17]. However, it supports the study by Santoso, which found that response rates to text-based promotional messages in the hospitality sector remain low, as customers tend to prefer visually rich media such as websites and social media platforms [18]. These findings indicate that mobile marketing effectiveness is highly dependent on message design and delivery platform. In the context of Hyatt Hotels in Indonesia, this outcome may be explained by customer preferences for more visual and interactive information channels rather than simple text messages. Therefore, mobile marketing strategies should be optimized through the Hyatt mobile application, relevant push notifications, and integration with mobile-friendly landing pages to encourage further information search. An interactive digital experience is likely to enhance customer curiosity and strengthen the role of mobile channels at the information search stage in the future.

The Effect of Mobile Marketing on the Evaluation of Alternatives Stage of Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of mobile marketing on the evaluation of alternatives stage shows a p-value of 0.031, which is below the significance level of 0.10; thus, Hypothesis H3 is supported. The original sample value ($\beta = 0.115$) indicates a positive effect, suggesting that more active mobile marketing strategies increase customers' tendency to consider and compare various hotel



alternatives before making a purchase decision. This finding confirms that mobile marketing facilitates consumers' awareness of available options in the digital marketplace. Empirically, these results indicate that mobile marketing effectively influences customers' cognitive behavior during the evaluation of alternatives stage. Hyatt customers who receive promotional notifications, price updates, or special offers via mobile applications are more likely to compare hotels, room types, and service packages. Real-time information delivered through mobile devices supports rational analysis related to value, price, and convenience.

Theoretically, this finding is consistent with the concept of mobile consumer behavior proposed by Varnali and Toker, who argue that mobile marketing accelerates customer evaluation processes by providing easy access and emotional engagement [19]. Kaplan also emphasizes that mobile marketing is not merely a communication medium but a tool for shaping brand preferences through interactive and personalized experiences [20]. Within the consumer decision-making framework of Engel, Blackwell, and Miniard, mobile marketing enriches the informational inputs used during the evaluation and comparison of alternatives [14]. This finding is supported by prior studies, such as Salo and Karjaluoto, who demonstrated that mobile-based promotional messages enhance customers' ability to evaluate service alternatives [21]. Similarly, Grewal et al. found that application-based digital communication strengthens perceived customer value through interactive, two-way engagement between firms and consumers [22]. These results confirm that mobile marketing contributes to improved decision quality when consumers select alternatives that best match their preferences.

In the context of Hyatt Hotels in Indonesia, mobile marketing strategies can be further leveraged through optimized booking applications and behavior-based personalized notifications. Delivering visually appealing room promotions, competitive price updates, and deal comparison features can encourage deeper evaluation. Such strategies not only enhance customer engagement with the Hyatt brand but also foster positive perceptions of transparency and ease during the decision-making process.

The Effect of Mobile Marketing on the Purchase Decision Stage of Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of mobile marketing on the purchase decision stage yields a p-value of 0.139, which exceeds the significance threshold of 0.10; therefore, Hypothesis H4 is not supported. Although the original sample value ($\beta = 0.100$) indicates a positive direction, the effect is not statistically significant, suggesting that mobile marketing activities have not directly influenced Hyatt customers' purchase decisions. While mobile promotions may enhance awareness and information search, they are insufficient to convert intention into actual purchase behavior. Empirically, these findings indicate that mobile promotional messages alone do not effectively stimulate transaction completion. Hyatt customers, who largely belong to a premium market segment, consider factors beyond promotional messages, such as brand reputation, customer reviews, and perceived service quality. This suggests that purchase decisions in five-star hotel services are more strongly driven by emotional and experiential considerations rather than purely functional digital marketing stimuli.

Theoretically, this result aligns with Kotler and Keller's argument that digital communication channels exert stronger influence at earlier stages of the consumer decision process—such as awareness and information search—than at the final purchase stage [12]. According to the Hierarchy of Effects model proposed by Lavidge and Steiner, consumers must progress through cognitive and affective stages before reaching the conative stage of actual purchase [23]. If mobile marketing focuses primarily on informational content without fostering trust or emotional engagement, its impact on purchase decisions remains limited. This finding is also consistent with the study by Grewal et al., who noted that mobile advertising significantly affects awareness and purchase intention, but its direct impact on actual purchase behavior depends heavily on brand trust [22]. Similarly, Kim and Kim found that mobile promotions not integrated with seamless booking systems may reduce transaction conversion rates in the tourism industry [24].

In the context of Hyatt Hotels in Indonesia, this result reflects customers' preference for more exclusive and trusted channels—such as official websites, online travel agencies, or personal recommendations—when making purchases. To improve effectiveness, mobile marketing should be integrated with stronger digital experiences, including instant booking features, mobile-exclusive discounts, and app-based loyalty programs. Such integration would enhance customer trust in mobile platforms and encourage conversion from intention to actual purchase decisions.

The Influence of Social Media Marketing on the Information Search Stage among Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of social media marketing on the information search stage shows a P-value of 0.021, which is below the significance threshold of 0.1; therefore, Hypothesis H5 is supported. The Original Sample (O) value of 0.080 indicates a positive relationship, suggesting that the more intensively Hyatt Hotel utilizes social media platforms, the higher the level of customer information search regarding the hotel's products and services. This finding confirms that social media marketing plays a critical role



in shaping initial awareness and stimulating information-seeking behavior in the digital hospitality era. Empirically, the results demonstrate that interactions and content disseminated through social media are capable of attracting the attention of potential customers. Visual features such as room photographs, promotional videos, and customer testimonials on platforms like Instagram, TikTok, and YouTube play a significant role in fostering curiosity and encouraging further information search. Contemporary consumers no longer rely solely on official websites; instead, they actively seek information from user-generated content, which is often perceived as more credible and authentic. Accordingly, social media marketing proves effective in generating initial interest among Hyatt Hotel customers in Indonesia.

From a theoretical perspective, this finding is consistent with the Consumer Decision Journey framework proposed by Kotler and Keller, in which social media plays a substantial role at the awareness and information search stages [25]. Ashley and Tuten emphasize that the effectiveness of social media marketing depends heavily on content relevance and a brand's ability to foster customer engagement [26]. This is further aligned with the Elaboration Likelihood Model, which posits that emotionally appealing and visually engaging messages can stimulate cognitive processing and motivate consumers to voluntarily seek additional information [27].

Prior studies also support this result. Recent research indicates that social media marketing significantly contributes to brand awareness and encourages consumers' information search as an initial phase of the purchase decision-making process. Setiawan et al. report that social media marketing has a significant impact on brand awareness, online engagement, and consumer purchase decisions, with brand awareness being established during early digital interactions [28]. Moreover, a recent literature review highlights that social media marketing strategies enhance brand visibility and consumer interest, thereby influencing information search behavior within e-commerce and tourism contexts [29]. These findings suggest that social media functions not merely as a promotional channel but also as a vital information source in consumer decision-making.

In the context of Hyatt Hotel in Indonesia, social media serves as an essential medium for strengthening brand awareness and facilitating two-way communication with customers. However, to maximize its impact, content strategies should be tailored to the characteristics of the premium market segment, which prioritizes exclusivity and personalized experiences. Through targeted content marketing—such as highlighting unique facilities, guest experiences, and social initiatives—social media can further reinforce information search intentions while cultivating a strong brand image in consumers' minds.

The Influence of Social Media Marketing on the Alternative Evaluation Stage among Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of social media marketing on the alternative evaluation stage yields a P-value of 0.486, which exceeds the significance level of 0.1; thus, Hypothesis H6 is rejected. Although the Original Sample (O) value is positive (0.259), the effect is not statistically significant. This indicates that social media marketing activities conducted by Hyatt Hotel have not been sufficient to encourage customers to use social media as a primary platform for comparing hotel alternatives prior to making purchase decisions. This finding contrasts with several previous studies suggesting that social media can function as an evaluative tool, where consumers compare options based on reviews, testimonials, and peer recommendations [30], [31]. However, in the Indonesian Hyatt context, the hotel's social media presence is largely limited to Instagram, Facebook, and LinkedIn, thereby constraining the depth and breadth of customer interaction. The absence of review-oriented or community-based platforms such as YouTube or TikTok reduces the availability of rich evaluative content that could support alternative comparison.

Furthermore, Hyatt's social media content primarily emphasizes brand image and visual promotion rather than comparative or experiential information. Posts tend to highlight aesthetics, lifestyle appeal, and exclusive promotions, while providing limited transparency regarding pricing comparisons, customer experiences, or detailed guest reviews. According to consumer engagement theory, the effectiveness of social media at the evaluation stage depends on the depth of interaction and the level of customer participation in shaping brand perceptions [32].

These limitations reveal a strategic gap in Hyatt's social media marketing implementation. With restricted platform usage and limited interactive features—such as polls, reposted reviews, user-generated content, or live Q&A sessions—social media channels fail to function as information-rich evaluative sources. This observation aligns with Mangold and Faulds, who argue that social media effectively supports evaluation only when it facilitates bidirectional information exchange between consumers and service providers [33].

Therefore, to enhance the role of social media marketing at the alternative evaluation stage, Hyatt Hotel should expand its presence to more interactive platforms such as YouTube, TikTok, or TripAdvisor, while integrating credible customer reviews and influencer



collaborations. Such strategies would enhance information credibility, enrich consumer perspectives, and transform social media from a purely image-building tool into a rational comparison resource prior to purchase decisions.

The Influence of Search Engine Marketing on the Information Search Stage among Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of search engine marketing (SEM) on the information search stage shows a P-value of 0.002, which is below the significance threshold of 0.1; hence, Hypothesis H7 is supported. The Original Sample (O) value of 0.223 indicates a positive effect, suggesting that more effective SEM implementation increases customers' propensity to search for information related to Hyatt Hotel. This finding reinforces the notion that search engines constitute a critical entry point in the digital customer journey. Empirically, potential Hyatt customers frequently initiate their search using keywords such as "five-star hotels in Jakarta" or "premium hotels near the airport." When Hyatt successfully positions its website at the top of search engine results through Search Engine Optimization (SEO) and paid SEM campaigns (e.g., Google Ads), the likelihood of consumer engagement increases substantially. High visibility in search results also enhances perceived brand credibility among prospective customers.

From a theoretical standpoint, this result aligns with Järvinen and Karjaluo, who identify search engines as a key mechanism for establishing initial brand awareness in digital environments [34]. Chaffey and Ellis-Chadwick further emphasize that SEM strategically bridges consumer information needs with brand offerings [35]. Within digital consumer behavior models, SEM shortens the distance between promotional stimuli and information search responses by delivering relevant content instantaneously. Previous studies corroborate these findings. Tiago and Veríssimo report that SEM is particularly effective at the early stages of decision-making, as consumers tend to trust both organic and paid search results when they are relevant [36]. Similarly, Chaffey finds that brands appearing on the first page of search results enjoy significantly higher click-through rates and purchase potential compared to those with lower visibility [37].

In the Indonesian Hyatt context, SEM strategies can be optimized by selecting keywords that reflect both local and international search behavior, such as "Hyatt Jakarta promo," "luxury hotel near Soekarno-Hatta Airport," or "Hyatt Bali luxury resort." Integrating SEM and SEO efforts with high-quality website content further strengthens Hyatt's position as a primary reference for premium hotel information. Thus, SEM functions not only as a promotional tool but also as a mechanism for enhancing brand visibility and credibility at the initial stages of the consumer decision journey.

The Influence of Search Engine Marketing on the Alternative Evaluation Stage among Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of search engine marketing on the alternative evaluation stage yields a P-value of 0.002, which is below the significance threshold of 0.1; therefore, Hypothesis H8 is supported. The Original Sample (O) value of 0.211 indicates a positive relationship, implying that more effective SEM implementation increases customers' likelihood of evaluating available hotel alternatives. This finding confirms that search engines support not only initial information search but also deeper consideration processes prior to purchase. Empirically, customers who encounter Hyatt Hotel through search engines are exposed to a variety of information sources, including the official website, TripAdvisor reviews, travel blogs, and price comparisons on Online Travel Agent (OTA) platforms. This diversity of information enables customers to objectively assess the strengths and weaknesses of different hotels, thereby enriching the alternative evaluation process. SEM's effectiveness lies in its ability to direct users to relevant and credible information sources efficiently.

From the perspective of contemporary digital marketing theory, search-based campaigns play a crucial role in structuring the digital customer journey by helping consumers systematically organize and compare product information from the information search stage through to purchase consideration. Recent meta-analytical studies indicate that search engine optimization consistently enhances brand visibility and organic traffic, contributing to early-stage consumer awareness and decision-making in digital marketing contexts [38]. Other studies highlight that integrated search strategies significantly influence the customer journey by facilitating access to relevant information and enabling further brand interaction through digital channels [39]. These insights align with modern information search process theories, which emphasize consumers' active use of online platforms—including search engines—to gather, compare, and evaluate information before making purchase decisions [40].

Prior empirical evidence further supports this finding. Chaffey and Ellis-Chadwick assert that SEM effectively expands consumers' consideration sets by increasing exposure to relevant comparative information [35]. Meanwhile, Chen demonstrates that brand presence on the first page of search results significantly enhances perceived value and credibility in consumers' minds [41]. In the context of Hyatt Hotel in Indonesia, SEM strategies may be strengthened through effective keyword management reflecting both domestic and international search behavior, such as "luxury hotel Jakarta," "Hyatt promo," or "exclusive Bali resort." Additionally,



optimizing landing pages with price comparisons, facility visuals, and customer reviews can enhance users' evaluative experiences. Such strategies not only improve conversion rates from search to booking but also reinforce Hyatt's competitive position within the premium hospitality market.

The Influence of Affiliate Marketing on the Information Search Stage among Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of affiliate marketing on the information search stage shows a P-value of 0.000, which is below the significance level of 0.1; therefore, Hypothesis H9 is supported. The Original Sample (O) value of 0.304 indicates a positive relationship, implying that the broader and more active the affiliate network, the higher customers' interest in searching for information about Hyatt Hotel. This finding suggests that affiliate marketing serves as a key digital channel in stimulating initial awareness and information-seeking behavior among potential customers. Empirically, affiliate marketing operates through external partners such as travel bloggers, review websites, and digital influencers who promote hotel offerings via direct links to Hyatt's booking pages. Customers exposed to affiliate-generated content are typically encouraged to seek more detailed information regarding hotel facilities, pricing, and services. This mechanism demonstrates that affiliate marketing can reach audiences in a more personalized and contextually relevant manner, as promotional messages are delivered through third-party sources perceived as more objective and trustworthy.

From a theoretical perspective, this finding aligns with Chaffey and Ellis-Chadwick, who describe affiliate marketing as a trust-based digital communication strategy that effectively enhances brand visibility and information engagement [42]. Kotler and Keller further argue that consumers tend to rely more heavily on independent and informative sources during the early stages of information search [43]. Empirical support is provided by Lee et al., who found that credible affiliate networks strengthen information search behavior and increase purchase intention through enhanced brand trust [44]. Similarly, Moriuchi demonstrated that affiliate reviews possess strong persuasive power by combining informative and recommendation-based elements [45]. Collectively, these findings confirm the effectiveness of affiliate marketing in encouraging Hyatt customers to actively seek deeper information regarding promotions and hotel facilities.

In the Indonesian Hyatt context, collaboration with travel platforms such as Traveloka, Tiket.com, and Agoda, as well as tourism-focused influencers, represents an effective strategy to increase awareness and stimulate information search. By offering review-based content, travel videos, and exclusive promotional links, Hyatt can extend its market reach while reinforcing its reputation as a credible and accessible premium hotel brand across digital channels.

The Influence of Affiliate Marketing on the Alternative Evaluation Stage among Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of affiliate marketing on the alternative evaluation stage yields a P-value of 0.000, which is below the significance threshold of 0.1; thus, Hypothesis H10 is supported. The Original Sample (O) value of 0.472 indicates a strong positive effect, suggesting that the strength and quality of affiliate networks significantly influence customers' alternative evaluation processes. This result demonstrates that affiliate marketing not only facilitates information discovery but also functions as a critical reference source in comparing hotel alternatives. Empirically, Hyatt customers frequently rely on affiliate articles, travel blogs, and review videos to evaluate differences among hotels. Affiliate content presenting strategic location, stay experiences, and loyalty program benefits provides evaluative perspectives that support both rational and emotional comparison. The visual and narrative elements embedded in affiliate content enhance customers' ability to assess competing alternatives in a more comprehensive manner.

Theoretically, this finding is consistent with Kotler et al., who argue that affiliate marketing strengthens perceived value by providing credible external information sources [46]. Moriuchi further emphasizes that affiliate-generated content enhances perceived credibility because it is delivered in a recommendation-oriented and informative format [45]. From a consumer behavior perspective, affiliates act as reference groups that exert social influence on purchase-related evaluations. Prior studies support this conclusion. Duffy found that affiliate marketing focused on authentic reviews and real customer experiences significantly enhances brand evaluation in the hospitality and tourism sectors [47]. Likewise, Lee and Kim reported that consumers who rely on trusted affiliate sources exhibit higher confidence when evaluating available alternatives [48].

In the context of Hyatt Hotel in Indonesia, affiliate marketing strategies should prioritize long-term partnerships with reputable travel websites, professional bloggers, and credible influencers within the hospitality domain. Content emphasizing price comparisons, facility advantages, and guest experiences can substantially enrich customers' evaluative processes.

The Influence of Affiliate Marketing on the Purchase Decision (Transaction) Stage among Hyatt Hotel Customers in Indonesia



The path coefficient for the effect of affiliate marketing on the purchase decision stage shows a P-value of 0.000, which is below the significance level of 0.1; therefore, Hypothesis H11 is supported. The Original Sample (O) value of 0.343 indicates a positive effect, suggesting that more effective affiliate marketing strategies increase customers' likelihood of completing actual transactions. This finding is consistent with Salehi et al., who concluded that recommendations from trusted third parties significantly increase the probability of actual purchase behavior [49]. Empirically, affiliate marketing plays a crucial role in converting purchase intention into actual transactions. Affiliates typically provide direct booking links to Hyatt's reservation system, reducing transactional friction. Features such as exclusive discounts, affiliate-specific offers, and seamless booking integration encourage both affiliates to actively promote Hyatt services and customers to complete purchases. Trust and convenience increase simultaneously, leading to higher conversion rates.

From a digital marketing theory perspective, this result aligns with Kotler and Keller's assertion that social influence is particularly salient at the conative (action) stage of the consumer decision process [43]. Affiliate marketing functions as a trust-based channel that combines emotional persuasion with perceived credibility. Moreover, social proof theory suggests that consumers tend to follow recommendations from trusted others, especially in experience-based purchase decisions such as hotel stays [50].

Supporting evidence is provided by Moriuchi, who demonstrated that affiliate promotions significantly increase conversion rates by enhancing trust and brand credibility [45]. Duffy similarly reported that affiliate marketing positively affects transaction outcomes in the tourism sector, particularly when affiliate promotions are directly integrated with online booking systems [47]. These findings confirm the effectiveness of affiliate marketing in strengthening the final stage of the consumer decision-making process. In the Indonesian Hyatt context, partnerships with travel bloggers, online travel agents, and professional influencers can be leveraged to create more integrated transaction experiences. Strategies such as limited-time offers, early-bird discounts, and affiliate-exclusive packages can enhance purchase urgency. By combining trust-based recommendations with seamless digital reservation systems, Hyatt can increase conversion from interest to actual purchase while expanding its premium customer base.

The Influence of Website Marketing on the Information Search Stage in Hyatt Hotel Customers' Purchase Decisions in Indonesia

The path coefficient for the effect of website marketing on the information search stage shows a P-value of 0.381, which exceeds the significance threshold of 0.1; thus, Hypothesis H12 is rejected. The Original Sample (O) value of -0.099 indicates a negative and insignificant effect, suggesting that increased website marketing activity has not effectively encouraged customers to search for information directly through Hyatt's official website. Empirically, customers tend to obtain initial information about Hyatt from other channels such as search engines, social media, or online travel agents (OTAs), rather than from the official website. This lack of significance may be attributed to limited interactivity, suboptimal user interface design, or weak search engine optimization (SEO) performance. Consequently, the website may appear less attractive as a primary information source, particularly for customers seeking fast, dynamic, and informative digital experiences.

According to the Web Experience Model, the effectiveness of a website in influencing consumer behavior depends on interface design, content quality, and navigational ease [51]. Recent studies further emphasize that website effectiveness in information search relies heavily on its integration with SEO and user-oriented content strategies. Chaffey and Smith demonstrated that SEO-optimized websites play a vital role in supporting information search and alternative evaluation stages in digital customer journeys [52]. However, recent research also indicates that although official websites remain a foundation of brand credibility, they often lag behind more interactive digital channels in attracting consumer attention [53]. In the hospitality industry, post-pandemic studies show that consumers increasingly prefer OTAs and social media over hotel websites due to superior price comparison features, real-time reviews, and persuasive visual content [54], [55]. These trends highlight a shift in consumer information search behavior toward digital ecosystems that offer greater transparency and richer user experiences.

For Hyatt Hotel in Indonesia, strengthening website marketing may involve incorporating interactive features such as virtual tours, customer service chatbots, and high-quality multimedia content. Enhancing website speed, usability, and integration with search engine results would further reinforce the website's role as a primary information source.

The Influence of Website Marketing on the Alternative Evaluation Stage in Hyatt Hotel Customers' Purchase Decisions in Indonesia

The path coefficient for the effect of website marketing on the alternative evaluation stage yields a P-value of 0.263, which is greater than the significance level of 0.1; therefore, Hypothesis H13 is rejected. The Original Sample (O) value of -0.075 indicates a negative and insignificant effect, suggesting that customers do not optimally utilize Hyatt's official website when comparing hotel alternatives. Empirically, customers are more inclined to use travel aggregator platforms such as Traveloka, Agoda, and Booking.com,



which offer direct price comparisons, customer reviews, and facility comparisons. Although Hyatt's official website provides comprehensive information, it lacks comparative flexibility and transparency, particularly regarding pricing and user reviews. As a result, customers do not rely on the website as their primary evaluative reference.

Digital touchpoint theory suggests that the effectiveness of digital channels depends on their ability to present relevant and easily comparable information [42]. Buhalis and Law further argue that hotel websites often lag behind OTAs due to limited interactivity and evaluative features [56]. Supporting evidence from Kim and Kim indicates that hotel websites become more effective in alternative evaluation when they integrate price comparison and customer review systems [57]. In the Indonesian Hyatt context, the official website should emphasize comparative and transparent features such as "room comparison," "guest ratings," and "dynamic pricing" to enhance its evaluative function.

The Influence of Website Marketing on the Purchase Decision (Transaction) Stage among Hyatt Hotel Customers in Indonesia

The path coefficient for the effect of website marketing on the purchase decision stage shows a P-value of 0.370, which exceeds the significance threshold of 0.1; thus, Hypothesis H14 is rejected. The Original Sample (O) value of -0.086 indicates a negative and insignificant effect, suggesting that website marketing has not effectively driven customers to complete transactions through Hyatt's official website. Empirically, customers prefer to complete purchases via OTAs or third-party digital platforms that offer more efficient user experiences and additional incentives such as discounts or loyalty points. Although Hyatt's website serves as the official channel, it remains less competitive in terms of transaction convenience and perceived added value.

According to Kotler et al., purchase decisions in premium service contexts are strongly influenced by perceived convenience and trust in digital distribution channels [46]. Prior research indicates that interactive and personalized digital channels exert stronger influence on purchase actions than static websites [36]. Without strong usability and user experience (UX), transaction conversion via official websites remains limited.

Supporting studies indicate that transaction-optimized websites require clear calls to action, secure payment systems, and loyalty program integration to achieve higher conversion rates [42]. Grewal et al. further highlight that consumers are more likely to transact through channels offering personalization, real-time promotions, and fast processing [58]. For Hyatt Hotel in Indonesia, strengthening website marketing at the transaction stage may involve implementing instant booking features, real-time pricing, flexible payment options, and deeper integration with the World of Hyatt loyalty program. With these improvements, Hyatt's website can evolve from a purely informational platform into a strategic and competitive transaction channel.

CONCLUSION AND RECOMMENDATIONS

This study provides empirical evidence on the differentiated roles of digital advertising channels across the stages of customer purchase decision-making in the context of Hyatt Hotels in Indonesia. The findings demonstrate that the effectiveness of digital advertising is not homogeneous; instead, it varies depending on both the characteristics of the advertising channel and the specific stage of the customer decision journey. These results reinforce the notion that digital marketing strategies in the hospitality industry should be designed in a segmented and journey-oriented manner, rather than relying solely on the frequency or intensity of promotional exposure. Specifically, e-mail marketing is found to have a significant influence at the information search stage, highlighting its effectiveness in initiating early exploration through personalized content and targeted offers. Social media marketing and search engine marketing also play a critical role during this stage, with social media serving as a source of inspiration and brand awareness, while search engines facilitate more rational and structured information exploration. At the evaluation of alternatives stage, mobile marketing and search engine marketing exhibit significant effects, indicating that consumers rely on mobile-based and search-driven channels to compare options more thoroughly before progressing toward a purchase decision.

The most salient finding of this study is the consistent influence of affiliate marketing across all stages of the purchase decision process, from information search to final purchase. This result underscores the high level of consumer trust placed in third-party platforms such as online travel agents, review websites, and video-based content providers that offer comprehensive information alongside transaction convenience. Conversely, website marketing does not demonstrate a significant effect at any stage of the decision-making process, suggesting that Hyatt's official website has not yet functioned optimally as a primary decision-support channel for consumers. Overall, this study enriches the digital marketing literature in the hospitality sector by emphasizing the importance of an integrative, stage-based approach to managing digital advertising strategies. The findings highlight that aligning



specific digital channels with corresponding stages of customer decision-making is essential for enhancing marketing effectiveness and driving purchase conversion in competitive hospitality markets.

Based on the findings of this study, several recommendations are proposed for future research. First, subsequent studies are encouraged to employ more representative sampling techniques, such as stratified random sampling or cluster sampling, to capture greater diversity in customer characteristics. Future research may also include potential customers who have not yet stayed at Hyatt Hotels but have been exposed to its digital advertising, thereby improving the generalizability of findings and broadening insights into advertising effectiveness across different market segments.

Second, future research is advised to adopt a mixed-methods approach by integrating quantitative analysis with qualitative methods. Qualitative techniques, such as in-depth interviews or focus group discussions, may provide richer contextual understanding of customer motivations, experiences, and perceptions related to various digital advertising channels. Such approaches would enable researchers to better explain the underlying mechanisms behind statistical relationships identified in quantitative models.

Finally, future studies may enhance the research framework by incorporating demographic and psychographic segmentation variables, as well as moderating factors such as digital literacy, internet usage intensity, and trust in digital media. Comparative studies involving Hyatt Hotels and other hotel brands across different market segments are also recommended to identify distinctive digital strategies and assess their relative effectiveness. These extensions would not only strengthen theoretical contributions but also generate more robust managerial implications for strategic decision-making in the increasingly digitalized hospitality industry.

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