



THE INFLUENCE OF SOCIAL MEDIA ON  
PURCHASE DECISION TOWARDS HOSPITALITY PRODUCT

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## ABSTRACT

The growth of online social networks around the world has created a new place of interaction and communication among people. Individuals can share their knowledge, opinions, and experiences with one other due through the online social networks provided features that may have an impact on people's behaviour in terms of communication and purchasing.

The purpose of this study was to investigate the influence of social media on purchase decision towards hospitality products using five benefit factors consist of functional, social, psychological, hedonic and monetary factors. The findings of this study provide significant relationship between five beneficial factors on purchase decision towards hospitality products. Thus, the study contributes understanding in consumer purchase decision towards hospitality products.