

UNIVERSITI TEKNOLOGI MARA

THE INFLUENCE OF SOCIAL MEDIA TOWARDS  
GUEST VISIT INTENTION TO HOTEL INDUSTRY

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## **ABSTRACT**

This study was conducted to assess the influence of social media towards guest visit intention in the hotel industry. The objective of this study is to identify the types of social media that influence guest visit intention in the hotel industry and to also determine the type of social media that mostly influences the guest visit intention in the hotel industry. In addition, the previous literature was used in this study to bridge the gap between the title of the study and the existing study. The journal and articles are from reliable sources, and the information provided by the journal is adequate to meet the needs of researchers. Today, many hotels use social media as their main platform to let people know about their hotel because technology is one of the important platforms to people and social media also plays a vital role in the hotel industry. The increased use of social media creates new chances for evaluating various elements and trends in communication. Therefore, social media is an interactive, computer-mediated technology that enables the creation and exchange of ideas, information, professional abilities, and other forms of expression across virtual communities and networks. Social media encompasses several types, which are Facebook, Instagram, Twitter, Tik-Tok, LinkedIn, and also YouTube. The researchers used secondary data to identify which social media influences guest visit intention and which social media is mostly used to influence guest visit intention to Hotel Industry. Furthermore, the researchers used content analysis in this study to acquire data from the previous study. Content analysis is used to analyse the data from the previous study, which the researchers mentioned in the variable from the previous literature review, that must be argued. As a result, Facebook is one type of social media that mostly influences guest visit intention in the hotel industry. This data is procured by the researchers from previous studies that is postulated by previous authors. Last but not least, Facebook is the most popular social media site in which organizations used to engage, where the participation of users is not limited, and is what many people use "Several times a day."

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