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**Influence of Social Media Marketing Strategies and
Best Practices on E-Satisfaction And E-Loyalty**

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Abstract: This study investigated hotels' social media marketing strategies in Davao Region. This study used mixed method with explanatory sequential. The respondents for research survey were 455, while there were 8 respondents for in-depth interviews. Data revealed that social media is one of the most cost-efficient digital marketing methods; Facebook is the most prevalent Social Networking Site (SNS) used by hotels and uses third-party booking sites to support the hotel's revenue. The results of this study show that selected hotels implemented a high level of effectiveness of social media, a high level of customers' e-satisfaction on social media, and a high level of e-loyalty of hotels' customers on social media marketing strategies by hotels. Thus, the result clarified that compared to social media marketing, e-satisfaction, as a factor in general, was influential in igniting e-loyalty. Lastly, three best practices were identified by the participants: innovation, accessibility, and customer engagement.

Keywords: Social Media Marketing; Social Media; E-Satisfaction; E-Loyalty; Online Travel Agency

Introduction

In recent years, social networking site (SNS) users have significantly grown on sites like Facebook and Twitter. SNSs have altered people's lifestyles, and the way salespeople interact with their customers in line with this popularity. Perrin (2015) reports that in 2014, 84% of American people used the Internet and 74% used SNSs. Additionally, SNS usage by Internet

users in the US reached over 121.8 minutes per month in 2014 (EMarketer, 2015).

The development, management, and marketing of tourist goods are all being reengineered thanks to e-tourism, which encourages interaction between tourism businesses and customers. The tourist sector's current customer service, marketing, and promotional procedures are being tested by social media. The ICT-driven reengineering has gradually generated a new paradigm shift, altered the industry structure, and developed a new range of opportunities and threats (Mustafa, 2015).

Through social media, travelers from all over the world share information in many ways. The instant usage of social media is altering how businesses respond to their products and services in a tailored way while considering the requirements and wishes of their customers (Marzouk, 2016). Effectively integrating social media into a company's marketing strategy necessitates that the company's "Web 1.0" legacy be in good shape: the corporate website must be able to serve as the corporate platform while meeting the expectations of the online customer (Constantinides, 2004; Constantinides and Geurts, 2005). This is because most of the strategic goals of social media marketing call for the presence of an impeccable company web site: functional, effective, and user-friendly.

According to Dwivedi, Kapoor, and Chen (2015), some hotels were against imposters on these social media platforms who may harm the brand by disseminating false information about it, thereby reinforcing the need of monitoring and filtering conversations over these sites. Based on Noone, McGuire, and Rohlfs (2011), single challenge hotels face in their efforts to engage customers through social media is the environment's highly individualized character. Hotels are business organizations. As a result, hotel chains must figure out how to establish an online persona that is compatible with the brand promise while yet interacting with customers in a way that builds trust. Due to concerns over the validity of user-generated content, some hotel owners are likewise hesitant to completely embrace the SM media system. The issue, though, is not whether the information is accurate, but rather how much of it the buyer finds trustworthy. A primary factor in choosing a hotel can be found in online customer reviews.

The goal of the study is to understand and identify the driving forces leading firms in the hotel and tourism sector to consider e-commerce and social media marketing strategies. Some organizations may embrace cutting-edge technology to "be digital" without considering what it means to the company in a virtual environment as the online world is growing quickly.

Best practices for hotels and travel companies when promoting to customers their physical and intangible items while improving the promotional instrument they have selected. In accordance with Schultz & Peltier (2013), there must be enough space for practitioners (and academics) to write best practices and relevant articles highlighting significant approaches and techniques with successful outcomes.

Most social media campaigns have failed, and many of them appear to be limited to more than sales promotion campaigns aimed at loyal brand supporters. Even though social media

professionals and scholars must investigate better ways to use these platforms for social engagement, this is true of practically all technology, styles of thought, and marketing paradigms (Schultz & Peltier, 2013).

Hoteliers offer a big potential with SM; however, companies must incorporate it into their current operational, marketing, and branding strategies. Because of the novelty and rapid adoption of SM, several hotels are only touching the surface of the opportunities that this new resource possesses. To successfully develop these social media strategies in the future, DMOs should firstly acknowledge the scope and reach social media can have (Hays, Page, & Buhalis, 2013). Similarly, it is also applicable to hotels as Destination Marketing Organizations.

Furthermore, the researcher intends to reveal and value the contributing factors that pushed firms in the hospitality and tourism sectors to include social media within their marketing plan. Based on the challenges of Philippine tourism stakeholders and the Department of Tourism, the researcher believes in the innovation of social media marketing strategies to be more globally competitive that can affect tourists in their purchase intention.

This study will be contributing to the 4th Industrial Revolution as the results will determine needed innovations and upgrades of hotels and travel agencies that best suit the business' needs. The Fourth Industrial Revolution (4IR) was highlighted by the integration of technologies that reduced the boundaries between the physical, digital, and biological domains, collectively referred to as cyber-physical systems. The beneficiaries of this study may adopt technological trends such as the Internet of Things (IoT), robotics, virtual reality (VR), and artificial intelligence (AI) is changing the way we live and work (Philbeck and Davis, 2018).

In relation to the ASEAN Tourism Strategic Plan 2016-2025, there is a need to reinforce previously established benefits and take a more proactive approach to focusing solely on destination marketing, quality standards, human resource development, connectivity, investment, community participation, safety and security, and natural and cultural heritage conservation challenges addressing ASEAN's development as a competitive, sustainable, and socioeconomically integrated organization. In this framework, the ASEAN tourist vision for the coming decade, up to 2025, is as stated below:

"By 2025, ASEAN will be a quality travel destination presenting an exceptional, varied ASEAN experience, and will be dedicated to accountable, sustainable, inclusive and balanced tourism development, to contribute significantly to the socioeconomic well-being of ASEAN people."

Beyond that, this study represents one of the ASEAN strategic choices to increase ASEAN's competitiveness as a single tourism destination by carrying out improved promotion and marketing

Literature Review

Social Media

Social Media (SM) accelerates interaction as compared to traditional media, which transmits information but does not allow the consumer, whether reader, viewer, or listener, to participate in the development and transmission of that material. SM sites are classified into several types, including strictly review sites (such as TripAdvisor and Yelp), social networks and microblogging sites (such as Facebook and Twitter), news sites (such as Digg), social sharing (such as Flickr and YouTube), social bookmarking (such as Delicious and Faves), and purchase/review sites (such as Amazon and Travelocity) (Ruddell and Jones, 2013). The unifying element of these many social media applications is that they invite everyone who is interested to participate in debate, reaction, voting, criticism, and information exchange.

Blogs, company-sponsored dialogue boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, moblogs (sites that contain digital audio, images, movies, or pictures), and social networking websites are all examples of social media.

Social media's principal role is consistent with the application of classic IMC technologies. Corporations may communicate with their customers via blogs, Facebook groups, and MySpace groups. These media outlets may be sponsored by a company or by other people or groups. Customers can utilize social media to speak with one another, which is a unique advertising-related function.

By linking the content analysis approach to every hotel website in Hong Kong, Leung et al. (2011) observed a rising tendency of leveraging social media. These findings show the industry's limited and poor progress in responding to industry prospects carried forward by social media. The cyber-world is rapidly developing, and some organizations may adopt new technologies to "be digital", but they are not reasonable regarding what it means for their firm in a digital world. As an alternative to just existing in the virtual realm, Salkhordeh (2011) claimed that it is prudent for hotel and tourist enterprises to have prior understanding of emerging technologies.

In the future, Facebook advertising is advised. Furthermore, there are now just a handful of publications of research accessible that examine revenue studies on Facebook. Future research should promote the concept that Facebook is useful not only for personal or social consumption, but also for understanding modern marketing communication technology (Palma, 2016).

Social media is a change agent and a source of opportunity for marketing strategists who will learn to work in a new business climate that prioritizes the consumer again (Constantinides, 2014).

Several academic research have confirmed the impact and function of social networking sites on travel-related decisions. McCarthy, Stock, and Verma (2010) investigated the influence of

social media on influencing customer preferences in the hotel industry. In another study, Fotis, Buhalis, and Rossides (2011) discovered that social media has changed how online Internet users in Russia and other former Soviet Union republics organize their vacations.

According to Sparks and Browning (2011), the valence, framing, and inclusion of ratings in online reviews influence hotel guests' likelihood of booking. Similarly, Tussyadiah, Park, and Fesenmaier (2011) argued that UGC on social media helps viewers learn about a location by finding consistency in the tale and, as a result, creates higher quality content.

Social media, driven by social networking, is putting pressure on providers and purchasers, who are increasingly valuing the opinions, ratings, and recommendations of fellow travelers. The data provided by these agents (Travel 2.0 users) tend to be more trustworthy and dependable than the business owners themselves. The content posted in social media communities and blogs are narrative travel stories and experiences. According to Tussyadiah et al. (2011), the tale might enable viewers to envisage the use of a product or service.

Social Media Marketing: Scope, Purpose, and Benefits

Constantinides (2014) stressed the versatility of Social Media applications as marketing tools. They are low-cost but vital sources of "live" consumer feedback that help businesses to tailor their marketing efforts and, in many circumstances, prevent disasters. Social media may also be used for public relations and advertising, as techniques of consumer influence, and as tools for customers to personalize their online experience and the products they purchase. It may provide organizations with an unlimited number of chances as platforms for leveraging collective creativity and intelligence, as well as stimulate customer interaction with the brand through contribution to the manufacturing and innovation processes.

As stated by Miguéns, Baggio, & Costa (2008), online communities have a tremendous influence on consumer behavior and, as a finding, on the image and marketing of hotels. The primary mechanism for ranking hotels on TripAdvisor.com is user-generated content. Because of the importance of the online travel industry, we thought it was important to examine a critical component in promoting hotels on the Web and travel 2.0 websites like TripAdvisor. These hotels' TripAdvisor ratings closely mirror the conventional star categorization. Given the large number of evaluations, participation is high. Most of the information offered in the discussion boards is textual in nature. It demonstrates Lisbon's people's keen interest and engagement in greeting potential tourists and may be seen as an important resource for the destination, deserving of special attention and, potentially, funding.

By bringing social media into the advertising mix, these new modes of communication find a home in traditional marketing management strategies and concepts. This new home for social media gives managers a better knowledge of the medium as well as a structure for implementing it into their IMC strategies, allowing them to communicate more effectively with their target markets (Mangold & Faulds, 2009). A study, however, found that Lisbon has a very low number of hotels promoted on social travel networks (just 191 hotels are listed on TripAdvisor). This is a significant restriction for a successful internet marketing

plan for a particular location.

Although marketing managers cannot control the information disseminated through social media, ignoring the realities of the impact of information transmitted through these forums on consumer behavior is tantamount to handing over control of the communications process to the vagaries of the marketplace (Mangold et al, 2009). However, when it comes to implementing SM throughout the organization, hoteliers should keep in mind that it should be considered as a crucial component of the overall business, marketing, and operations plan, rather than as a separate strategic initiative.

Undoubtedly, most social media efforts have failed, and many appear to be purely sales promotion activities intended for clients who are already familiar with the company. However, as with nearly all innovations, ways of thinking, and marketing paradigms, social media practitioners and academics need to find better ways to use these forms of social interaction (Schultz and Peltier, 2013).

Nonetheless, we feel that practitioners (and researchers) have a wonderful opportunity to publish best practices and applied articles emphasizing crucial techniques and approaches with demonstrated effectiveness. Educators will need to transmit suitable information and give insights into how to best teach and implement social media principles in their classrooms as social media continues to develop in the corporate sector (Schultz et al, 2013).

E-Satisfaction

According to (Anderson and Srinivasan 2003; Kumbhar 2012), e-satisfaction is a consumer's contentment with his or her earlier purchase experiences with a certain retail-oriented website. It has been investigated as an antecedent to the continuous intention of e-commerce services in technology acceptance (Hsu & Chiu, 2004). Therefore, e-satisfaction can be recognized as behavioral attitude from the attitudinal and behavioral perspectives (Cenfetelli, 2005). Several marketing experts have experimentally demonstrated that e-satisfaction has a favorable influence on e-loyalty based on these studies (Toufaily, 2013).

E-loyalty

As extensively discussed in (Coker 2013; Schefter and Reichheld,2000), e-loyalty is all about quality customer support, on-time delivery, convincing product demonstrations, appropriate and practically priced shipping and handling, and clear and trustworthy privacy guidelines.

In e-loyalty, which has a comparatively compressed buying cycle time, the main importance is converting behavioral intent to immediate purchasing action (Skudiene, 2015).

As a result, there is an asymmetric relationship between loyalty and satisfaction (Kha, 2008). This problem is especially important in e-marketplaces since (dissatisfied) customers have a wider range of options. Baldinger and Rubinson (2009) discovered through public study that exceptionally loyal consumers are likely to stay loyal if their perception of a company is good. Furthermore, the ability to convert a switching consumer into a loyal consumer is

substantially greater if the buyer has a positive view of the company.

Synthesis

The presentation and discussion of diverse literature have been beneficial in shining light on the effect of social media and e-satisfaction on e-loyalty in selected Davao Region hotels. The literature has also proven that it may help the researcher by providing indications of social media, e-satisfaction, and e-loyalty. The literature underlined the usefulness of social media and its impact on hotel customers' e-satisfaction and e-loyalty. According to Kamal, Abdullah, Nor Ngelambong, and Bahari (2018), e-satisfaction leads to e-loyalty.

Furthermore, it has been underlined in related research that demonstrates how social media apps may be used as marketing tools in a variety of ways (Constantinides, 2014). According to Kamal et al. (2018), hotels should never underestimate the value of pre- and post-purchase customer care. To boost e-satisfaction and foster e-loyalty, friendly service should be included in e-service practice.

Methods

This study is descriptive research which used mixed method that is explanatory sequential. First, quantitative research is used in collecting, analyzing results; results explained in more detail with qualitative research, and mixing both using correlational technique. A correlation technique is used when the research goal is to find out the relationship between variables and when the researcher wants to figure out which variables are connected. Hence in this research, the correlation was used to evaluate the efficiency of social media marketing methods, e-satisfaction, and e-loyalty in selected Davao Region hotels.

In determining the total number of respondents, a stratified random sampling method approach was employed. The researcher explained the nature of the study to the participants and informants by providing information sheets and consent forms. The respondents of this research were inbound foreign tourists and local tourists patronizing hotels and eight managers of hotels for the in-depth interview Davao Region, Philippines. The researcher facilitated the discussion with the participants by asking specific questions about the study. The researcher recorded the conversation and transcribed them for interpretation of data.

Table 1. **Profile of Respondents**

ITEM	<u>A</u> \bar{x} (n=72)	<u>B</u> \bar{x} (n=95)	<u>C</u> \bar{x} (n=185)	<u>D</u> \bar{x} (n=60)	<u>E</u> \bar{x} (n=43)	Number of Respondents (N)	Percentage (%)
Sex:							
Male	34	45	89	28	20	215	47.25
Female	38	50	96	32	23	240	52.75
TOTAL						455	100.00
Age:							

18-22	17	23	45	15	10	110	24.18
23-27	18	24	46	15	11	114	25.05
28-32	12	16	30	10	7	75	16.48
33-37	7	9	18	6	4	44	9.67
38-42	5	7	13	4	3	33	7.25
43-47	4	6	10	3	2	25	5.49
48-52	5	5	12	4	3	29	6.37
53-57	3	3	7	2	1	16	3.52
58-62	1	1	3	1	1	7	1.54
Over 63	0	1	1	0	0	2	0.44
TOTAL						455	100.00
Marital Status							
Married with children	21	28	54	18	13	134	29.45
Married without children	6	9	17	5	4	41	9.01
Separated or divorced	3	4	7	2	1	17	3.74
Widowed	2	2	5	1	1	11	2.42
Living with partner	8	11	21	7	5	52	11.43
Single	32	42	81	26	19	200	43.96
TOTAL						455	100.00
Educational Attainment:							
High school graduate or level	14	19	37	12	8	90	19.78
Vocational	8	10	19	6	5	48	10.55
College level	15	19	37	12	9	92	20.22
College graduate	29	38	74	24	17	183	40.22
Master's degree	4	5	12	3	2	26	5.71
Doctorate	2	2	5	1	1	11	2.42
Others	1	1	2	1	0	5	1.10
TOTAL						455	100.00
Nationality:							
Filipino	70	92	179	58	42	441	96.92
Japanese	0	1	1	0	0	2	0.44
Korean	1	1	2	1	0	5	1.10
Native American	0	0	1	0	0	1	0.22
Canadian	0	0	2	0	0	2	0.44
Others	1	1	2	0	0	4	0.88
TOTAL						455	100.00
Nature of Occupation:							
Food services	11	15	29	9	7	72	15.82
Hospitality or Tourism	11	14	28	9	7	69	15.16
BPO	3	3	7	2	2	17	3.74
Education	7	9	17	5	4	42	9.23

Manufacturing	2	3	6	2	1	14	3.08
Medical	1	2	4	1	1	9	1.98
Business	9	11	22	7	5	55	12.09
Engineering	3	3	7	2	2	17	3.74
Architecture	1	1	2	1	1	6	1.32
IT	3	3	7	2	1	16	3.52
Government	11	15	28	9	7	70	15.38
TOTAL	72	95	185	60	43	455	100.00
Occupation Status:							
	22	29	56	18	13	138	30.33
Entry-level							
Supervisory	9	12	22	7	5	55	12.09
Managerial	3	4	8	3	2	21	4.62
Executive	2	3	6	2	1	14	3.08
Businessman or self-employed	11	14	28	9	7	69	15.16
Student	8	11	21	6	5	51	11.21
Retired or Pensioner	1	1	3	1	1	7	1.54
Housewife	5	7	13	4	3	32	7.03
Unemployed	4	5	10	3	2	25	5.49
Others	6	8	15	5	4	38	8.35
Missing values	1	1	1	0	0	3	0.66
TOTAL						455	100.00

Legend:

Province:

- A – Davao de Oro
- B – Davao del Norte
- C – Davao del Sur
- D – Davao Occidental
- E – Davao Oriental

Findings

Presented in Table 2 are the ratings of respondents on the frequently employed social media networking sites by the tourists that were used by hotels and travel agencies in Region XI. Data revealed that Facebook ranks first as the most employed social media among tourists among all available social networking sites. On the other hand, Face Party ranks last.

Bearing in mind that Facebook allows college-aged populations to study about products, it signifies a revolutionary trend for promoters that hope to encourage or influence a consumer to pass along information to others that are the main foundation of viral marketing (Ferguson 2008; Chu 2011). In the future, Facebook advertising is recommended. Furthermore, there are now just several works of research readily available that analyze revenue studies on Facebook. Future research should promote the notion that Facebook is useful not just for personal or social consumption,

but also for comprehending current marketing communication technology (Palma, 2016).

However, as this study simply implies, the effectiveness of Facebook as a marketing tool may be influenced by the intensity of the promotion and the amount of awareness of human emotion or consumer behavior. This gives evidence to corroborate the previous study that Facebook users' primary concern may not be directly related to marketers' intentions of creating brands or attracting customers (Palma, 2016).

Findings under Creativity Works Sharing Sites showed that more than half of the tourist sample (N=455) claimed they are using YouTube (72.09%) or 328 respondents and can watch advertisements about the products and services offered by hotels and travel agencies. Also, 27.03 % of 123 respondents used Instagram to see posts of pictures from the person they are following, and they can click the link shared and redirect them to the hotel's website and social media page for more information. Osei (2016) explained that Creativity Works Sharing Sites was one of the fifteen types of social media used, on the other hand, a major issue of concern among these taxonomies is that there exist similar examples but with different names. The result indicated that YouTube or video sharing site is the most common creativity works sharing site operated by the tourists, followed by Instagram, which ranked second from the highest. The result was reinforced by the study of Ioanid and Scarlet (2016) since his study shown that Twitter and YouTube can increase the visibility and online performance by up to 30 % depending on the sector in which YouTube was used primarily for marketing.

A literature review supports this that as a Web 2.0 technology, as more travelers use this strategy to communicate information, OSNs are gaining popularity as information-sharing platforms for the travel and tourism sector. They have been acknowledged as innovative knowledge-sharing networks (e.g., product reviews, trends, restaurant, hotel ratings, and travel blogs) by allowing users to link, exchange, and interact with one another (Papetti, 2018).

Findings under Hotel Booking Sites showed that Booking.com tops the hotel booking sites employed by tourists. The top employed hotel booking sites or Online Travel Agencies are booking.com (44.62%), followed by Trivago (36.26 %), and third is Agoda.com (22.64 %).

The literature result supports the worldwide, internet sales of travel-related services and vacation lodgings are expanding (Talwar, Dhir, Kaur, & Mantymaki, 2020). Furthermore, in European Union (EU) nations, internet purchases of transportation and vacation accommodations are increasing at a startling rate. According to the Eurostat survey (Eurostat, 2017), the average of European people aged 16 to 74 who bought online transportation and vacation accommodation increased from 51.5% in 2017 to 53.5% in 2018. According to Ramos (2019), a website must be functional and useful, and in order to be certified as such, it must fulfill specific dimensions and elements in terms of the information it offers to the intended consumers. Dimensions in the dimensional approach to website evaluation are divided into three groups: website management, navigation, functionality, and social networking; information: customer-relationship management (CRM), surrounding information, product information, and corporate information; and purchase: payment and

reservation. Booking websites, in this sense, should attract more consumers by offering information that is beneficial to them, and they should be enjoyable to make use of to influence a customer's purchase.

Findings under Blogging Sites revealed that Tumblr tops the list of the blogging sites employed by the tourists with (43.52%), followed by Blog.com (36.92%), and last is Blogger (18.68%). According to Yang, Quadir, Chen & Miao (2016), consumers likely perceive these blogs more positively than commercially oriented CEO statements. Comparably, blog advertising generated by an individual or group with a higher social impact than media advertising might deliver comparably effective advertising messages. Conforming to Lee and Gretzel (2014)'s research, if travel and tourism businesses wish to keep a blog or give blogging options on their websites, they must address cultural variations in blogging-related requirements and behaviors.

Table 2. Social Networking Sites, Creativity Works Sharing Sites, Hotel Booking Sites, and Blogging Sites Used and Frequently Employed by the Tourists

Social networking sites	Sample size (N)	Number of Respondents who Employed	Percentage (%)
Myspace	455	36	7.91
Facebook	455	385	84.62
Face Party	455	13	2.86
Twitter	455	73	16.04
Others	455	19	4.18
Creativity works sharing sites			
YouTube	455	328	72.09
Flicker	455	75	16.48
Instagram	455	123	27.03
Others	455	11	2.42
Hotel booking sites			
Trivago	455	165	36.26
Booking.com	455	203	44.62
Agoda.com	455	103	22.64
Expedia/Travelocity	455	23	5.05
Others	455	33	7.25
Blogging sites			
Tumblr	455	198	43.52
Blog.com	455	168	36.92
Blogger	455	85	18.68
Wix.com	455	22	4.83
Others	455	19	4.18

Pointed out in Table 3 is the result of median scores on the perceived level of e-satisfaction on social media marketing strategies in terms of ease of use.

The overall results showed that most respondents were satisfied with all the items stated under ease of use. The item stating, "Using the company's social media site requires much effort," got the highest median score of 4.2473, while the statement, "All my purchasing needs are included in the menu options," got the lowest median score 4.0938. The result means that the level of e-satisfaction on social media marketing strategies implemented by hotels across provinces in the Davao region was high in terms of ease of use.

Nisar (2017) supported the results that the easier to use social media means the higher e-satisfaction of the consumers is in manipulating it. Also, the higher customer e-satisfaction in this area, the more consumers will spend.

Another study by Elkaseh, Wong & Fung (2016) supported the result that the ease of use and perceived usefulness of social networking media are considered the key factors in assessing the consumers' and hotel managers' behavioral intention to accept and use online platforms such as SMMS.

Analyzing the results per item across provinces showed that in the question "Using the company's social media site requires much effort," all the provinces' respondents were satisfied, especially the area of Davao del Norte, which has the highest median score of 4.3797. At the same time, Davao Occidental got the lowest median score of 3.9737.

On the item "All my purchasing needs are included in the menu options," all provinces responded that they were satisfied with the statement. The area of Davao de Oro got the highest median score of 4.2414, while Davao Occidental got the lowest median score of 3.9762. This implies that the hotel's social media marketing menu options are simple to use and handy. Hotel managers in Davao Occidental must upgrade their social media site and improve their social media marketing as most tourists were tech-savvy and navigated more in social media.

On the other hand, on the item stating, "The organization and structure of online content are easy to follow," the respondents in the provinces of the Davao region were all satisfied, specifically Davao del Norte with the highest median score of 4.2568. At the same time, Davao oriental got the lowest median score of 4.0667. It means that the structure of online content is utilized by the social media marketing in charge of all the hotels in the Davao region.

Moreover, on the item stating, "The company provides most of the purchasing functions that I need," the respondents in the provinces of the Davao region were all satisfied, specifically Davao del Norte with the highest median score 4.1622. At the same time, Davao Oriental got the lowest median score of 4.0313. This means that tourists want to have lots of options in booking transactions online since most of the purchasing transactions done nowadays are cashless, which gives convenience.

Furthermore, on the item stating, "The social media sites accessibility of the hotel is high," the respondents in the provinces of Davao region were all satisfied, specifically Davao del

Norte with the highest median score of 4.3038. At the same time, Davao de Oro got the lowest median score of 4.1228. Berezina (2016) stressed the significance of using social media in the hotel business by showing that gaining new customers is more luxurious than retaining prevailing ones. Therefore, shown in the results, guests find it accessible enough to check information about the products and services offered by the hotels. In addition, most hotels add more budget as part of their marketing tactics on social media to be at par with the big hotel chain.

Table 3. **Level of E-Satisfaction of Social Media Marketing of the Selected Hotels in Terms of Ease of Use**

ITEM	A	B	C	D	E	OVER-ALL
	\bar{x} (n=72)	\bar{x} (n=95)	\bar{x} (n=185)	\bar{x} (n=60)	\bar{x} (n=43)	\bar{x} (n=455)
1. Using the company's social media site requires much effort.	4.2188	4.3797	4.2903	3.9737	4.1290	4.2473
2. All my purchasing requirements are available on the menu options.	4.2414	4.2400	3.9926	3.9762	4.0909	4.0938
3. The format and structure of internet material are simple to understand.	4.1379	4.2568	4.2384	4.0800	4.0667	4.1901
4. The firm offers the purchasing I require certain functions.	4.1404	4.1622	4.1164	4.0962	4.0313	4.1191
5. The social media sites accessibility of the hotel is high.	4.1228	4.3038	4.2119	4.2222	4.1429	4.2128

Legend:

Province:

A – Davao de Oro

B – Davao del Norte

C – Davao del Sur

D – Davao Occidental

E – Davao Oriental

Perceived E-loyalty of Customers of Hotels

Disclosed in Table 3 is the result of median scores on the perceived e-loyalty of hotels' customers. E-loyalty appears to be strongly related to customers' perceived website service quality and consequences (Jeon & Jeong,2017).

The overall results showed that most of the respondents were satisfied with all the items stated under e-loyalty. The item stating, “I will continue to do business with the hotel even if the

price is higher than the competition, I am confident in my interactions with this hotel, "got the highest median score of 4.1873, while the statement "I would not switch to a competitor, even if I had a problem with the products/services of the hotel since it is very good" got the lowest median rank of 4.0300. The result means that the perceived e-loyalty of hotels 'customers on social media marketing strategies by hotels across provinces in Davao was more loyal compared to the first statement.

When analyzing the results per item across provinces, it showed that in the statement "I will regularly avail the products/services of the hotel despite the competition.," all the respondents across provinces in the Davao region were satisfied where Davao de Oro got the highest median score of 4.1754 while Davao Oriental got the lowest median score of 3.8400. Distributing superior customer value and satisfaction is vital to competitiveness (Berlianto, 2019). It is critical to understand what consumers value the most, and this knowledge assists businesses in allocating resources for continual development based on their demands and desires. To deliver superior service quality, an online business must first understand how customers perceive and evaluate its service quality (Lee et al. 2016; Pappas et al. 2014) establishes that a fulfilled customer is more likely to offer repeat business for a company.

On the item "I will visit this hotel again since I can trust its employees and never too busy to respond to my request," all provinces responded that were more loyal with the statement. The area of Davao de Oro got the highest median score of 4.1967, while Davao Oriental got the lowest median score of 3.8125. Abdullah, Hambali, Kamal, Din, and Lahap (2016) identified the importance of attaining e-loyalty among hotel booking website users as revisit intention signifies users' appreciation and perceived value.

On the other hand, the item states, " I will continue to do business with the hotel even if the value is higher than the competition." Davao de Oro's area got the highest median score of 4.2857, while Davao Oriental got the lowest median score of 3.9667. As Kucukemiroglu & Kara (2015) suggests companies could also offer these consumers incentives for their social media postings regarding their brand experiences. Moreover, this type of consumer involvement in developing the brand on social media and generating WOM or C2C interactions (Luo, Wong, King, Liu, & Huang, 2019) should not go without an official reply from the brand.

Furthermore, the item stating, "I would not switch to a competitor, even if I had a problem with the products/services of the hotel since it is very good." The area of Davao de Oro got the highest median score of 4.2881, while Davao del Sur got the lowest median score of 3.8231. Customer-provided WOM, online or offline, positive or negative, is closely reviewed by current and potential customers (Han, 2019).

Also, the item states, "I will recommend the hotel to others or someone who seeks hotel accommodation." The area of Davao de Oro got the highest median score, 4.3016, while Davao del Sur got the lowest median score of 4.1034. Loyal hotel online booking users will purchase products and services from the same e-retailers and support the business by persuading new online users through positive word-of-mouth marketing (Kamal, 2018). Consumer loyalty is also related to positive word of mouth (WOM) (Tripathi,2017).

Moreover, the item states, "I consider myself to be a loyal patron of the hotel.". The area of Davao de Oro got the highest median score of 4.2903, while Davao del Sur got the lowest median score of 3.9043. E-loyalty intention and commitment produce a vast profit to e-retailers as it reduces the cost of finding new purchasers (Rosli, Jamil, Kamal, Abdullah, & Azmi, 2018).

Furthermore, the item states, "I give the hotel sincere suggestions (feedback) as to their needs and expectations.". The area of Davao del Norte got the highest median score of 4.2078, while Davao Oriental got the lowest median score of 3.9286. Given the increased consumer involvement, participation, and engagement in WOM practices through social media networks by actively posting their evaluations, reviews, and opinions about brands or products, marketers should reach out to consumers and include them in the establishment of a brand social media.

Thus, on the item stating, "I strongly believe that hotel deserves my loyalty." The area of Davao de Oro got the highest median score of 4.2985, while Davao del Sur got the lowest median score of 4.0797. Loyal customers in a long-term relationship with a company tend to extend their relationship, providing cumulative rewards to the firm (Vinerean & Opreana, (2018).

Table 4. Perceived E-loyalty of Hotels' Customers

ITEM	A	B	C	D	E	OVER - ALL
	\bar{x} (n=72)	\bar{x} (n=95)	\bar{x} (n=185)	\bar{x} (n=60)	\bar{x} (n=43)	\bar{x} (n=455)
1. I will regularly avail the products/services of the hotel despite the competition.	4.1754	4.1690	4.0652	4.0213	3.8400	4.0828
2. I will visit this hotel again since I trust its employees and am never too busy to respond to my request.	4.1967	4.1000	3.9365	4.1731	3.8125	4.0412
3. I will continue to do business with the hotel even if the price is higher than the competition, and I am confident in my interactions with this hotel.	4.2857	4.3117	4.1389	4.1429	3.9667	4.1873
4. Even though I had an issue with the hotel's services or goods, I would not switch	4.2881	4.1733	3.8231	4.1633	3.8438	4.0300

	to a rival.						
5.	.I will suggest the hotel to those who are looking for hotel accommodations.	4.3016	4.2078	4.1034	4.2222	4.1613	4.1811
6.	I consider myself to be a loyal patron of the hotel.	4.2903	4.2000	3.9043	4.0667	4.0000	4.0744
7.	I give the hotel sincere suggestions (feedback) as to their needs and expectations.	4.1864	4.2078	4.0979	4.1667	3.9286	4.1320
8.	I strongly believe that the hotel deserves my loyalty.	4.2985	4.2703	4.0797	4.1522	4.0938	4.1709

Legend:

Province:

A – Davao de Oro

B – Davao del Norte

C – Davao del Sur

D – Davao Occidental

E – Davao Oriental

Multiple Linear Regression Model Summary and Statistics

It is shown in Table 5, where the values indicate that the model is an acceptable fit ($R = .805$). Thus, 80.5 percent of the variability of E-loyalty can be attributed to the chosen predictors. F-test has a P-value of .00, revealing further that significant predictor can be generated from the model, as coefficients (or the slopes) of each predictor are not equal to zero.

E-loyalty indicates that a consumer gives an essential perspective on why a business should build and retain customers rather than only attract customers. This explanation is derived from the definition of 'custom,' which means "to make something habitual or usual." Habits are developed by the purchase and frequent contact over a certain length of time. These folks are not clients unless they have a track record of strong relationships and regular transactions. It means they are buyers (Tjhin, Tavakoli, and Atmojo, 2016).

For improving sales process effectiveness, the results of the study of Marzouk (2016) shown that social media marketing helps to sell high-profit-margin items and generates sales of new products. While acknowledging the benefits of digital transformation in terms of reducing time, assisting decision-making, and increasing income, the high cost of RM software emerges as a major impediment to digital transformation. The data also show that automating numerous manual heuristics in RM is a long way off, and hence digital change is unlikely to threaten the RM profession's future (Alrawadieh, Alrawadieh & Cetin, 2021).

Table 5. Multiple Linear Regression Model Summary and Statistics

Statistics	Value	P-value	Description	Interpretation
R	.805	-	Model summary of the goodness of fit	80.5 percent of the variability of the dependent variable can be attributed to the model predictors
R Square	.647	-	Model summary of the goodness of fit	Moderate model fit
Adjusted R Square	.639	-	Model summary of the goodness of fit	Moderate model fit
F-test	81.52	.00	Significance of the coefficients or slopes of the predictors	Coefficients or slopes of the model's predictors are not equal to zero

Conclusion

Social media is one of the most cost-effective digital marketing tools for increasing the popularity of a hotel company. Facebook is the most prevalent Social Networking Sites (SNS) used by hotels, followed by Twitter. Most hotels use third-party booking sites, also called Online Travel Agencies such as Trivago, Booking, Agoda.com, Expedia, and others, giving support for the hotel's revenue.

There is a high level of effectiveness of social media implemented by selected hotels across provinces in the Davao Region regarding brand awareness, experience, attitude towards social-media-page, attitude towards the hotel, booking intention, and e- WOM.

There is a high level of customers' e-satisfaction on social media implemented by selected hotels across provinces in the Davao Region regarding ease of use, trust, perceived value, security, and safety. There is a high level of e-loyalty of hotels 'customers on social media marketing strategies by hotels across provinces in Davao.

The result of multiple regression analysis clarified that compared to social media marketing, e-satisfaction, as a factor in general, may be influential in igniting e-loyalty. All predictors with a P-value less than $\alpha = .05$ are significant. Thus, a null hypothesis stating no correlation between social media marketing on e-satisfaction and e-loyalty was reject

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