

THE IMPACT OF SOCIAL MEDIA MARKETING ON GUEST SATISFACTION IN THE AMBIANZA APARTELLE

ABSTRACT

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Social media has transformed marketing strategies within the hospitality industry, playing a key role in shaping guest perceptions and satisfaction. This study explores the impact of social media marketing (SMM) on guest satisfaction at Ambianza Apartelle, examining how demographic factors and various SMM elements—such as service quality, promotions, pricing, and facilities—influence customer preferences and experiences. A descriptive research design was employed to analyze data collected through a researcher-designed questionnaire administered to 30 frequent guests of Ambianza Apartelle who actively engage with its social media platforms. Respondents were selected using purposive sampling. Data analysis involved frequency distribution, weighted mean, and ranking techniques to assess guest perceptions and identify key social media marketing issues. The findings reveal that most respondents were males aged 26–30, with the majority visiting Ambianza Apartelle infrequently. Social media marketing was rated as "very influential" in shaping guest expectations and preferences across service quality (mean = 3.56), promotions (3.61), price (3.52), and facilities (3.61). However, key issues such as misleading visuals, delayed responses to inquiries, and technical problems with the booking system were identified. These challenges contribute to guest dissatisfaction despite effective promotional efforts. The results suggest that although social media marketing (SMM) plays a significant role in guest satisfaction, its effectiveness depends heavily on authenticity, prompt responsiveness, and reliable technical support. To enhance guest experiences and foster loyalty, it is recommended to focus on accurate advertising, timely customer engagement, and personalized marketing strategies. Bridging the gap between online representation and actual service delivery is crucial to maximize the positive impact of SMM within the hospitality industry.

RECOMMENDED CITATION

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