

The Influence of Digital Marketing on the Decision to Stay at a Syari'ah Homestay (Case Study: Ortega Syariah Homestay)

Aprilia Dian Rohsianti¹, Arziqna Nisa Almadani¹, Mayada Wafiq Azizatustani¹, Titik Hinawati¹

¹Universitas Sains Al-Qur'an

ARTICLE INFO

Article history:

DOI:

[10.30595/pssh.v22i.1529](https://doi.org/10.30595/pssh.v22i.1529)

Submitted:

December 28, 2024

Accepted:

April 30, 2025

Published:

May 06, 2025

Keywords:

Social Media; Search Engine Optimization; Online Travel Agent; Decision To Stay

ABSTRACT

Sharia homestay is a form of accommodation that provides temporary housing for tourists by complying with Islamic sharia principles. This study aims to analyze the effect of digital marketing on the decision to stay at Homestay ortega svari'ah In the digital era, marketing through online platforms has become very important to attract consumers' attention, therefore it is important to understand how digital marketing elements, such as online visibility, social interaction, reviews, promotions, and educational content, influence consumer decisions. This research method uses quantitative methods and collects data by distributing questionnaires. This involves 30 respondents who are consumers who have stayed at the homestay. The questionnaire was designed to measure aspects of digital marketing such as Social Media, Search Engine Optimization (SEO), and Online Booking Platforms (OTA). The main variables analyzed include digital marketing strategies, such as the use of social media and OTA, and their impact on guests' stay decisions. Data analysis was carried out using multiple linear regression to determine the relationship between digital marketing variables and stay decisions. The results of the analysis show that digital marketing through social media (Instagram) and search engine optimization (SEO) have a positive effect on the decision to stay at a sharia homestay. This study recommends the development of digital marketing through email, which can be an effective strategy to reach potential consumers to reach potential guests, provide information about special offers, and build stronger relationships with customers.

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).



Corresponding Author:

Aprilia Dian Rohsianti

Universitas Sains Al-Qur'an

Andongsili, Kec. Mojotengah, Kabupaten Wonosobo, Jawa Tengah 56351, Indonesia

Email: ad8939924@gmail.com

1. INTRODUCTION

In the rapidly evolving digital era, traditional marketing has transformed into digital marketing which is now the main strategy for companies to reach and interact with consumers. This transformation is very felt in the hospitality industry, where digital marketing plays a very crucial role in influencing the decision to stay with potential guests. One of the segments that is becoming increasingly popular in this context is sharia homestays that offer accommodation that is not only comfortable, but also in line with Islamic sharia principles. Digital marketing is the use of the internet and other interactive technologies to create and connect information between businesses and customers. Examples of this interactive technology include web sites, search engine marketing, web banners, social networking, viral marketing, e-mail marketing, and affiliate marketing (Malik, 2017).

Proceedings homepage: <https://conferenceproceedings.ump.ac.id/pssh/issue/view/41>

Digital marketing in the tourism industry has a very useful role, because it serves as the main portal for foreign tourists to get information about tourist attractions in Indonesia. It is known that digital marketing can increase the number of tourists visiting, both from within the country and abroad, when compared to non-digital marketing. With the growth in the number of tourists increasing, the economic condition of the Indonesian region has automatically improved. Social media is a development of online media technology that makes it easier for people to communicate online, participate, provide, and share information, as well as connect online to disseminate content and information. Nowadays, the use of social media is very popular because it is easy and offers an opportunity for people to communicate and connect online in the form of personal relationships and transactions as well as to get information quickly. Rahardaya and Irwansyah, 2021, in Luh Gede Putri Sari P, Suhardi, 2023. Digital marketing theory can increase hotel occupancy rates, although a lot of research has been done on this strategy (Kesumawatie et al., 2018).

The promotion of using the internet today is a great opportunity to go beyond the limitations of space and time to increase public attention to the existence of businesses. This is due to the support or assistance from the internet network, which can help the community as consumers in the process. data search or process to find relevant information about the item you want to know or buy anytime and anywhere. More and more people are using digital marketing. A digital marketing strategy is a series of steps taken by companies to promote their goods and services through digital platforms. According to Syahputra and Herman (2020), the implementation of digital marketing can be considered as part of an effort to influence the level of purchase decisions made by consumers. Promotional activities are the term used to describe these efforts. Sharia Lodging integrates Islamic principles into all their services. This concept emphasizes the importance of maintaining cleanliness, eating halal food, and providing an environment that allows overnight guests to worship. In addition to educating guests about religion, sharia homestays encourage positive social relationships. As one of the perpetrators in this category, Homestay Ortega Syariah is an interesting example to research. It is an attractive option because of its strategic location, close proximity to many tourist attractions, and having facilities that cater to the needs of Muslim tourists. Homestay Ortega Syariah can increase its visibility in a competitive market, attract more customers, and maintain its position as a favorite accommodation destination for visitors looking for a stay experience that is in line with sharia values. This can be achieved by using the right digital marketing strategy.

The main goal of the study was to see how various elements of digital marketing, including online visibility, social interaction, reviews, promotions, and educational content, impact consumer decisions about Homestay Syariah Ortega. Specifically, the goal of this study was to find the components of digital marketing that most influenced the decision to stay. evaluate the relationship between the use of social media, SEO, and OTAs as well as the decision to use them or not.to find out how well Homestay Ortega's digital marketing strategy attracts customers. Concepts such as content-based marketing, social media marketing, search engine optimization (SEO), and online travel agencies are included in the theory underlying digital marketing strategies. Metric methods for digital marketing strategies: how to use blogs, articles, videos, and infographics to attract and capture the attention of your readers. promotional activities on social media such as Instagram. There is a process that customers have to go through before they make a purchase decision. The first stage is to find the problem where the customer realizes what they need. After knowing their desires or interests, buyers will look for information about the items they will buy through online media, reservation channels, online reviews, or ask their friends and family. Consumers will judge alternative products based on the information they get once they find the information they need. Consumers will make decisions about what they buy after they have gathered all the information, which will influence their post-purchase behavior, including their level of satisfaction and dissatisfaction.

Literature Review

2.1 Accommodation Decision

In this case, the guest (guest) decides to stay at the hotel and make their own purchase decision. perception or belief to analyze all the information and make a conclusion about the item to be purchased (Syahputra, 2020) According to Dewi (2021) the stages of purchase consist of:

- a. Problem Recognition The purchase process exists because of the recognition of problems, needs or interests of the potential consumers themselves. B
- b. Before starting to search for which hotel to book, he first determines where he will start looking for information. Whether through online reservation channels, reviews, promotions and online advertisements, asking friends and family about places they are going to visit orally, or through offline media, such as travel agents.
- c. Alternative Assessment: After searching for the necessary information, the customer will assess the alternative options available for the product based on the information obtained.
- d. Purchasing Decision: Various factors, such as the hotel brand, type, quality, price, and room type, will influence your decision when purchasing a hotel room. In addition, they include the simplest and most secure

payment methods for customers; Some even offer cash back, member discounts, free exemptions, or payment only at check-in.

- e. Post-Purchase Behavior: Customers may feel satisfied or dissatisfied after booking a hotel room and then leave, because it is in accordance with or not in accordance with the expectations or the initial picture.

2.2 Digital Marketing

Digital marketing is an online marketing medium by utilizing technology as an intermediary or liaison between the party providing products or services and consumers (Hanafi, 2021). The practice is implemented by promoting products and services in an inventive way by using database-assisted distribution channels to reach customers faster, relevant, and cost-effectively by prioritizing interactions, responses, and reviews (Komalasari, 2020).

2.3 SEO

Search Engine Optimization, or SEO, is a series of actions that are carried out systematically that aim to increase the number and quality of traffic visits through search engines by using algorithms or search engine working mechanisms (BunafitNugroho:2010). The goal of search engine optimization is to place a website first in search results based on targeted keywords. Logically, more people will visit websites that are in the top position in search results (Yohan Jati:2011).

2.4 OTA (Online Travel Agernt)

"Online travel agents (OTAs) provide a point of contact via the World Wide Web (WWW) to enable customers to search for appropriate flights and fares and make a selection," said Clemons et al. (2010 : which is then booked and ticketed by the OTA." Online travel agents (OTAs) are points of contact through the World Wide Web (WWW) that allow customers to search and choose the right flight prices and schedules. The OTA then orders and gives the ticket to the customer. One type of travel agency that operates online is an online travel agency, which offers a very important online reservation service. someone who is on the go. The task of an Online Travel Agent is to be a trusted intermediary and consultant for accommodation companies and airlines in conducting online promotions and increasing guest visits. They also offer convenience in booking rooms with an easy-to-understand online form that is directly processed to the intended hotel or restaurant.

2. RESEARCH METHODS

Researchers used this type of quantitative research to explain how digital marketing, SEO and online travel agents influence the decision to stay. Researchers used a population of customers aged between 18 and up. In addition, respondents are customers who have stayed at a hotel, have a desire to stay with the app, or who have seen hotel promotions on the internet and read reviews about hotels on the hotel service information provider app. The solvin formula with 217 respondents was used to select the sample. Furthermore, purposive sampling, also known as decision sampling, is used to collect research samples. The spread will produce a sample. questionnaire to the customer (customer) using a Google form on the condition that the customer (customer) or hotel stay plan. The questionnaire was distributed through social media and WhatsApp groups. In the data collection process, the researcher uses primary data sources. Primary data was then obtained through the distribution of questionnaires to respondents, consisting of questions and statements. Digital marketing (X1), SEO (X2) and Online Travel Agent (X3) are independent variables, and the decision to stay is a dependent variable.

To analyze this data, the researcher used Multiple Linear Regression Analysis. The first requirement to use this analysis is that the data must have an interval scale and ratio. By using the transformation technique from ordinal, the data will undergo the interval successive method (MSI) is considered to be able to change ordinal data that turns into interval data (Ningsih, 2019). In the processing process, multiple linear regression analysis will be carried out with the help of the SPSS 23.0 computer program. This linear regression analysis method will be used to analyze the data requirements. To begin, a classical assumption test, consisting of (1) a normality test, (2) a multicollinearity test, and (3) a heteroscedasticity test, should be performed. Furthermore, the feasibility test of the data analysis model includes (1) the determination coefficient (R²), (2) the statistical test F, and (3) the statistical test t.

3. RESULTS AND DISCUSSIONS

For the calculation of validity and reliability tests carried out on 25 statement items representing digital marketing, SEO and Online travel agent variables, it was obtained by first looking for the correlation of each statement item and then looking for the value of the validity coefficient of reliability and r table using SPSS version 25. The results of linear regression analysis, especially the coefficients table, show the relationship between independent variables (Digital Marketing, SEO, and Online Travel Agent) to dependent variables (Stay Decisions). In the Unstandardized Coefficients (B) column, a constant value of 5.473 indicates that if all

independent variables have zero values, then the average overnight decision is 5.473. Digital Marketing has a B value of 0.793, indicating that an increase of one unit in this variable will increase the decision to stay by 0.793, with a significant value (Sig.) of 0.000, so the influence is significant. It shown in [Table 1](#).

Table 1. Results of Multiple Linear Analysis Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	BRIGHT
1 (Constant)	5.473	1.001		5.469	.000		
Digital Marketing	.793	.088	.576	9.027	.000	.595	1.681
THIS	.144	.107	.091	1.340	.182	.520	1.923
Online travel agent	.150	.117	.098	1.288	.199	.422	2.371

Dependent Variable: Accommodation decision

SEO has a B value of 0.144 and Online Travel Agent of 0.150, but both have significant values of 0.182 and 0.199, respectively, which is greater than 0.05, so it is considered insignificant. The highest Beta value is in Digital Marketing (0.576), indicating that this variable has the greatest contribution in the model. The collinearity analysis showed no serious problems with multicollinearity, with all Variance Inflation Factor (VIF) values below 10. The highest VIF is at Online Travel Agent (2,371), but still within the tolerance limit. In conclusion, only Digital Marketing significantly influences the decision to stay, while SEO and Online Travel Agent do not have a significant influence.

Regression analysis was carried out to assess the relationship between independent variables, namely Online Travel Agent (OTA), Digital Marketing, and SEO to the dependent variable, namely "Stay Decision". The *R* value of 0.696 indicates a fairly strong positive correlation between the independent and dependent variables. Furthermore, the *R Square* value of 0.485 shows that 48.5% of the variation in the stay decision can be explained by a combination of OTA, Digital Marketing, and SEO variables. The rest, which is 51.5%, is influenced by other factors outside of this model. A slightly lower Adjusted R Square value of 0.478 provides an adjustment measure to the number of predictors in the model. This shows that the model still has good predictive power even though there are many independent variables. Meanwhile, the Standard Error of the Estimate value of 3.43117 indicates the average prediction error rate in the same unit as the dependent variable. It shown in [Table 2](#).

Table 2. Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.696a	.485	.478	3.43117	

- a. Predictors: (Constant), Online travel agent, Digital Marketing, SEO
b. Dependent Variable: Decision to stay

Overall, the model is pretty good at explaining the influence of independent variables on overnight decisions. However, to obtain more accurate results, it is recommended to consider other variables that may be relevant and increase the sample size if possible. The interpretation of the results should also be adjusted to the context of the research. The results of hypothesis testing with the use of F-test with the help of support from the SPSS version 25 for windows program are shown in [Table 3](#).

Table 3. Test F

ANOVA						
Model	Sum of Squares	df	Mean Square	F	Mr.	
1 Regression	2360.397	3	786.799	66.831	.000b	
Residual	2507.631	213	11.773			
Total	4868.028	216				

- a. Dependent Variable: Decision to stay
b. Predictors: (Constant), Online travel agent, Digital Marketing, SEO

[Table 3](#) shows the results of the ANOVA analysis used to test the overall significance of the regression model. This analysis divides the total data variation (4868,028) into two main components, namely the model-

explained variation (Regression) of 2360,397 and the non-model unexplained variation (Residual) of 2507,631. This result was calculated based on the degree of freedom, which is 3 for regression (number of independent variables) and 213 for residual (number of samples minus number of parameters). The mean variation, called Mean Square, for regression is 786.799, while for residual is 11.773. The F-test statistic, obtained from the ratio between Mean Square Regression to Residual, yields an F-value of 66.831. The significance value (p-value) of the model is 0.000, which is much smaller than 0.05. This shows that the overall regression model is significant at a 95% confidence level. Thus, it can be concluded that the independent variables in the model simultaneously have a significant influence on the dependent variables. This model is considered to be able to explain the relationship between variables well.

The results of the regression analysis, it can be concluded that the Digital Marketing variable has a significant influence on the decision to stay. This is indicated by a coefficient value of 0.793 with a significance level (Sig.) of 0.000, which is less than 0.05. Digital Marketing also has the largest contribution compared to other variables, with a standard beta value (β) of 0.576. In contrast, the SEO and Online Travel Agent variables did not show a significant influence on the decision to stay, with significance values of 0.182 and 0.199, respectively, which was greater than 0.05. Nonetheless, the coefficient value for SEO of 0.144 and Online Travel Agent of 0.150 indicates a positive, albeit insignificant, relationship. From the multicollinearity analysis, the VIF value for all independent variables is below 10, namely 1,681 for Digital Marketing, 1,923 for SEO, and 2,371 for Online Travel Agent, so there is no multicollinearity problem in the model. Overall, Digital Marketing is the most dominant factor in influencing customers' decision to stay, while SEO and Online Travel Agent have a relatively small and insignificant contribution. It shown in **Table 4**.

Table 4. Persial

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.	Collinearity Statistics	
	B	Std. Error	Beta			B	
1 (Constant)	5.473	1.001		5.469	.000		
Digital Marketing	.793	.088	.576	9.027	.000	.595	1.681
THIS	.144	.107	.091	1.340	.182	.520	1.923
Online travel agent	.150	.117	.098	1.288	.199	.422	2.371

a. Dependent Variable: Decision to stay

Discussions

3.1 The influence of digital marketing on the decision to stay

Digital marketing greatly influences travelers' decisions to stay at online travel agencies. Today, digital marketing has entered global life and serves as a new way to communicate and market. Various types of activities without being able to do so in this case apart from the intervention of technology which in this case provides an impact that is able to provide an advantage and is able to provide assistance in human life in the information technology sector where this is especially the internet. With the existence of an internet presence, it will be able to have an impact on the occurrence of changes that are able to significantly and many people in the process of delivering a message or in the process of delivering information to others.

Today's online media helps with marketing and helps visitors make choices and make decisions by providing information anytime and anywhere. Online media is essential for promoting tourist attractions and helping customers with information about travel such as hotel listings, maps, and tourist attractions. According to Alghizzawi (2019), more than 74% of tourists use the opinions of others when planning a trip. Marthasari and Widjaja (2020) found that online reviews can increase tourist interest and encourage consumers to make decisions, impacting an increase in hotel revenue through the use of online travel agencies and other online media. Thus, digital marketing and e-wom are an effective combination.

3.2 The Influence of Search Engine Optimization on Accommodation Decisions

SEO has a significant influence on consumers' choices about where to live. Lodging can increase the number of bookings by increasing visibility, providing the best customer experience, and fostering trust through great content and reviews. However, to succeed, search engine optimization requires a flexible, consistent, and customer-focused approach. SEO (Search Optimization) is an important part of digital marketing, especially in the hospitality industry. Today's consumers tend to use search engines like Google to search for lodging. Lodging or hotels can increase the likelihood of customers finding them by using SEO, which has an impact on their stay decision. For illustration, when someone searches for "cheap hotels in Bandung", the inns that appear on the first page of search results are more likely to be chosen than the inns that appear on the next page. Great Influence

Proceedings homepage: <https://conferenceproceedings.ump.ac.id/pssh/issue/view/41>

3.3 The Influence of Online Travel Agent on the Decision to Stay

Online travel agents (OTAs) have a huge influence on customers' choices about where to live. Consumers can make smarter choices with OTA comparison features, price transparency, customer reviews, and easy access to information. Digital devices allow customers to find and book accommodations according to their needs and preferences without the need to come directly to the location. Completeness of information is a key component that influences the decision to stay through OTA. By providing a detailed description of the property, which includes amenities, location, price, and hotel policies, OTAs help customers choose a property that suits their needs, such as convenience, distance from destination, or amenities such as Wi-Fi or a swimming pool. One of the features that greatly affects consumer trust is the reviews of other users. Additionally, compared to conventional methods such as direct hotel booking, OTA price transparency helps customers compare accommodation prices and find discounts or special offers that are often only available on OTA platforms. This feature increases the appeal of OTAs as the main booking channel.

From a customer perspective, the ease of searching, ordering, and paying online improves the user experience. Consumers can save time and money by taking advantage of the various promotions and features offered by OTAs. This is especially important in today's digital age, where speed and ease are essential. However, it's important to remember that not only the OTA itself influences the decision to stay, but also other factors such as personal preferences, trust in the hotel, and previous experiences. Customers still consider subjective factors such as the hotel's reputation or recommendations from friends and family. The existence of OTAs provides opportunities and challenges for hotel business people. On the one hand, OTAs help expand market reach by attracting customers who may not be able to find hotels without an online platform. On the other hand, reliance on OTAs and sizable commission fees can hinder profits. Therefore, an effective hotel marketing strategy leverages OTAs to attract new customers while still encouraging customers to book directly through loyalty programs. In other words, OTAs have transformed the world of travel and hospitality. With ever-evolving features and services, OTAs remain one of the main channels in the stay-at-home decision-making process. OTAs offer convenience and efficiency to consumers, and OTAs provide opportunities for the hospitality industry.

4. CONCLUSIONS

1. The Influence of Digital Marketing on Consumer Stay Decisions Digital marketing has a significant and beneficial impact on consumer decisions about where to stay. An effective digital marketing strategy can help companies reach a larger audience by using various platforms such as digital advertising, email, and social media. It increases brand awareness, improves the hotel's reputation, and engages customers to make a purchase decision. There is evidence that customer preferences can be directly influenced by the success of digital marketing in providing interesting, relevant, and interactive information.
2. The Influence of Search Engine Optimization (SEO) on Stay-Down Decisions SEO as part of a digital marketing strategy has a significant impact on consumer decisions. By increasing the visibility of a hotel website on search engines, SEO helps potential customers find accommodation-related information that is relevant to their needs. The top position in the search results creates an impression of credibility and trust, thus increasing the likelihood that consumers will choose the hotel. Effective SEO implementations, such as the use of relevant keywords, site speed optimization, and quality content, are able to increase the number of website visitors and drive the decision to stay.
3. The Influence of Online Travel Agents (OTAs) on OTA Consumers' Stay Decisions greatly influences their decision to stay. OTA platforms provide easy access to information, price comparisons, customer reviews, and attractive promotions that drive bookings. Recommendations from other users on OTA platforms greatly affect customer trust. With the existence of OTAs, the hotel market is wider and customers have more opportunities to find accommodation that suits their needs.
4. The Influence of Overall Variables on Stay Decisions: Digital marketing, SEO, and OTA influence each other in creating a complete digital experience for customers, from attracting attention and providing relevant information to simplifying the booking process. The combination of a strong digital marketing strategy with optimized SEO and OTA presence can be

REFERENCES

- Satcitanandadewi, P. (2023). THE INFLUENCE OF DIGITAL MARKETING AND ELECTRONIC. *Volume 12 – Issue 1 – February 2023*, 12, 23.
- Putri, P. M., & Marlien, R. A. (2022). The Influence of Digital Marketing on Online Purchase Decisions. *Jesya (Journal of Sharia Economics and Economics)*, 5(1), 25-36.
- WAHYUNINGRUM, A. T. (2024). ANALYSIS OF THE INFLUENCE OF THE QUALITY OF MARKETING CONTENT AND ONLINE CUSTOMER REVIEWS ON THE DECISION TO STAY WITH CUSTOMER

TRUST AS A MEDIATING VARIABLE AT HOMESTAY NGERILAN LODGE YOGYAKARTA (Doctoral dissertation, UPN Veteran Yogyakarta).

Sentana, I. (2024). *STRATEGY OF UTILIZING DIGITAL MARKETING BY GANGGA HOMESTAY IN MUNDUK VILLAGE* (Doctoral dissertation, Ganesha Education University).

Lestari, A. A., & Hendra, H. (2024). The Influence of Tourism Products, Brand Strategy and Facilities on the Decision to Visit Talago Paradise Café, Restaurant and Homestay. *Economics and Digital Business Review*, 5(2), 653-659.

Sudiarta, I. N., & Suwintari, I. G. A. E. (2020). The Influence of Canggu Homestay Services and Facilities on Backpacker Satisfaction. *Scientific Journal of Hospitality Management*, 11(1), 24-35.

Marthasari, D., & Widjaja, D. C. (2020). The effect of online reviews on online travel agencies (OTAs) on interest in booking hotel rooms in Surabaya. *Journal of Hospitality Management*, 6(1), 1-8