

Effect of advertising content and key opinion leaders on consumer's visit intentions to Novotel Bogor Golf Resort

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ABSTRACT

In the digital era, marketing strategies now include digital content and Key Opinion Leaders (KOLs) to boost consumer engagement. Advertising content helps shape perceptions, while KOLs, as social media influencers, play a major role in influencing consumer decisions. Both are crucial in competitive industries like hospitality. This study examines how advertising content and KOLs affect consumer interest in visiting Novotel Bogor Golf Resort & Convention Center. A survey was conducted with 100 respondents, including potential and past guests, and data was analyzed using SmartPLS. The results show that while advertising content has a positive effect on visit interest, it is not statistically significant. However, KOLs have a significant and positive impact, demonstrating their effectiveness in attracting consumer interest through authentic, engaging content, especially videos.

ABSTRAK

Di era digital, strategi pemasaran kini mencakup konten digital dan Key Opinion Leaders (KOLs) untuk meningkatkan keterlibatan konsumen. Konten iklan membantu membentuk persepsi, sementara KOLs, sebagai influencer media sosial, memainkan peran penting dalam mempengaruhi keputusan konsumen. Keduanya sangat penting di industri yang kompetitif seperti perhotelan. Penelitian ini mengkaji bagaimana konten iklan dan KOLs mempengaruhi minat konsumen untuk mengunjungi Novotel Bogor Golf Resort & Convention Center. Survei dilakukan dengan 100 responden, termasuk tamu potensial dan sebelumnya, dan data dianalisis menggunakan SmartPLS. Hasilnya menunjukkan bahwa meskipun konten iklan memiliki efek positif terhadap minat kunjungan, pengaruhnya tidak signifikan secara statistik. Namun, KOLs memiliki dampak positif yang

signifikan, menunjukkan efektivitas mereka dalam menarik minat konsumen melalui konten yang autentik dan menarik, terutama video.

INTRODUCTION

The tourism sector, especially the hospitality industry, has been undergoing rapid development, demanding a conducive environment and the provision of products and services capable of attracting potential customers (Ali et al., 2021; Streimikiene et al., 2021). The significance of tourism as a central economic and social activity has become more prominent due to its capacity to stimulate local economies, create job opportunities, and promote cultural exchange (Kataya, 2021; Rainanto et al., 2021; Thommandru et al., 2023). Among these sectors, accommodation is one of the most critical components, as it provides the necessary infrastructure for tourists to stay during their trips.

Hotels, as one of the main forms of accommodation, are vital in sustaining the tourism economy (Tahiri et al., 2021; Trišić et al., 2021). The importance of hotels in the tourism sector goes beyond offering a place to stay; they contribute significantly to local economies, provide employment opportunities, and facilitate cultural exchange (Rahman & Baddam, 2021). As such, the role of hotels is integral to creating a positive and memorable experience for tourists (Agyeman & Antwi-Bosiako, 2022; Elshaer & Marzouk, 2024; Hosany et al., 2022).

The hotel industry plays a central role in global tourism, providing accommodation and services to millions of travelers each year (Tahiri et al., 2021). Technological advancements, such as smart technologies and data analytics, have also transformed hotel operations, enhancing customer satisfaction and efficiency (Diwan, 2025; García-López et al., 2025). Sustainability is now a key concern, with eco-friendly practices becoming more important to consumers (Duric & Topler, 2021; Rainanto, 2023).

One prominent example of a hotel in Indonesia that plays a significant role in the hospitality industry is Novotel Bogor Golf Resort & Convention Center, a five-star hotel located in Bogor. Offering modern facilities such as meeting rooms, recreational spaces, and dining options, With its comprehensive range of facilities, it is considered an ideal venue for a variety of events, conferences, and holiday retreats.

The hospitality industry, like many other sectors, is highly sensitive to changes in the economic landscape and the competitive environment (Dutta, 2024; Giousmpasoglou, 2024; Velaoras et al., 2025). Therefore, a hotel's ability to adapt to these changing market conditions and respond effectively to consumer preferences is crucial for sustaining business performance. In response to these challenges, one of the key strategies that Novotel Bogor has employed to enhance its occupancy rate is the use of attractive advertising content and the collaboration with Key Opinion Leaders (KOLs) (Chen et al., 2024). Advertising content refers to promotional messages that are strategically designed to inform and engage target audiences, with the ultimate goal of influencing consumer perceptions and behaviors (Theodorakopoulos & Theodoropoulou, 2024). Advertising content is crucial for shaping consumer perceptions and behavior (Vadivel, 2024). In the hotel sector, content must engage potential customers by highlighting the brand's offerings and creating emotional connections (Khairani, 2021).

The integration of KOLs into marketing campaigns has become a popular approach in the digital age. KOLs, or social media influencers, have the ability to reach vast audiences (Ye, 2024). KOLs are individuals with a significant following on social media platforms, and they are often perceived as experts or trusted figures in their respective fields (Ye, 2024). KOLs (influencers) have significant power over their followers' decisions (Ye, 2024). KOLs must also maintain authenticity in their messages to maintain credibility (Pradhan et al., 2023; Zniva et al., 2023).

In the case of Novotel Bogor, the use of advertising content in conjunction with KOL collaborations has proven to be an effective strategy for reaching potential customers. However, it is important to note that the effectiveness of these strategies depends on various factors, including the quality of the content and the alignment between the KOL and the target audience (San et al., 2025).

Visit intention refers to the likelihood that a consumer will choose to visit a destination or book a service (Wu et al., 2024). This intention is influenced by factors like perceived value, service quality, and emotional connections with the brand (Anabila et al., 2022). Positive advertising content and KOL recommendations are key factors that affect visit intention (Gong et al., 2022). Additionally, a hotel's perceived value—balancing price and quality—also affects the decision to visit (Wu et al., 2024).

To achieve this, the study adopts a quantitative research approach, utilizing surveys to gather data from a sample of 100 respondents. By employing data analysis techniques such as SmartPLS, the study will assess the validity, reliability, and significance of the relationships between advertising content, KOLs, and consumer interest in visiting the hotel. The results of this research will provide valuable insights into the effectiveness of digital marketing strategies in the hospitality sector and offer recommendations for enhancing promotional.

METHODS

This study employs a quantitative research approach characterized by objectivity, measurability, and empirical analysis. This approach was chosen to ensure a systematic and verifiable assessment of how advertising

content and Key Opinion Leaders (KOLs) influence consumers' intention to visit Novotel Bogor Golf Resort & Convention Center.

Sampling and Respondents

The study involved 100 respondents, consisting of potential customers and previous guests. The sample size determination follows the minimum sample adequacy rule for Structural Equation Modeling–Partial Least Squares (SEM-PLS), which suggests that the number of observations should be at least 10 times the largest number of indicators associated with a single latent variable (Ghozali & Latan, 2015).

Data Collection

Two data sources were utilized: primary and secondary data. The questionnaire was structured to measure the constructs of advertising content, Key Opinion Leaders, and visit intention.

Operational Definition of Variables

Each variable in this study is operationalized using established indicators adopted and adapted from previous studies:

1. **Advertising Content (X₁):** Measured through indicators reflecting informativeness, creativity, message clarity, emotional appeal, credibility, and visual quality.
2. **Key Opinion Leaders (KOLs) (X₂):** Measured by credibility, expertise, attractiveness, trustworthiness, and communication style.
3. **Visit Intention (Y):** Measured through interest in visiting, willingness to recommend, and likelihood of future visit.

All indicators were assessed for validity and reliability prior to hypothesis testing to ensure they accurately represent their corresponding constructs.

Data Analysis Technique

Data analysis was conducted using SmartPLS version 4, a variance-based SEM technique that allows the analysis procedure consists of two primary stages:

1. **Outer Model Analysis**, Average Variance Extracted (AVE), and composite reliability; and
2. **Inner Model Analysis**, which evaluates the path coefficients, coefficient of determination (R²), and significance levels.

RESULT AND DISCUSSION

The analysis is divided into two main models: the measurement model (outer model) and the structural model (inner model). In the measurement model, key indicators such as Loading Factor, Average Variance Extracted (AVE), Composite Reliability, and Discriminant Validity were assessed. These measures are critical in ensuring that the constructs used in the study are both reliable and valid, providing a solid foundation for subsequent analysis. The structural model was analyzed by evaluating the R-Square values. The path coefficients were also analyzed to determine the direction and strength of the relationships between the constructs. Additionally, the F-Square values were considered to assess the effect size of the independent variables on the dependent variables.

Hypothesis testing was performed to examine the proposed relationships, with the results being further validated through Bootstrapping procedures in Smart-PLS. This section includes detailed tables and figures that illustrate the statistical significance of the findings, offering insights into the relationships between advertising content, Key Opinion Leaders (KOLs), and consumer visit intentions to Novotel Bogor Golf Resort & Convention Center, as processed by Smart-PLS Ver.4.

Measurement Model Analysis (Outer Model)

The Measurement Model Analysis (Outer Model) evaluates the reliability and validity of the constructs in this study. Table 1 presents the Loading Factor values, ensuring that the constructs meet the necessary validity and reliability standards.

Table 1. Loading Factor

Variable	Indicator	Loading Factor	Rule of thumb	Kesimpulan
Advertising Content	KI1	0.802	0.5	VALID
	KI2	0.828	0.5	VALID
	KI3	0.855	0.5	VALID
	KI4	0.853	0.5	VALID
	KI5	0.853	0.5	VALID
	KI6	0.878	0.5	VALID
	KI7	0.836	0.5	VALID
	KI8	0.853	0.5	VALID

Key Opinion Leader	KI9	0.860	0.5	VALID
	KI10	0.868	0.5	VALID
	KOL1	0.806	0.5	VALID
	KOL2	0.879	0.5	VALID
	KOL3	0.817	0.5	VALID
	KOL4	0.858	0.5	VALID
	KOL5	0.850	0.5	VALID
	KOL6	0.843	0.5	VALID
	KOL7	0.863	0.5	VALID
	KOL8	0.836	0.5	VALID
Visit Intention	KOL9	0.841	0.5	VALID
	KOL10	0.850	0.5	VALID
	MK1	0,829	0,5	VALID
	MK2	0,866	0,5	VALID
	MK3	0,796	0,5	VALID
	MK4	0,815	0,5	VALID
	MK5	0,827	0,5	VALID
	MK6	0,858	0,5	VALID
	MK7	0,854	0,5	VALID
	MK8	0,898	0,5	VALID
MK9	0,848	0,5	VALID	
MK10	0,845	0,5	VALID	

The convergent validity analysis reveals that all indicators for the variables of Advertising Content, Key Opinion Leader, and Visit Intention have loading factor values exceeding 0.7 and Average Variance Extracted (AVE) values above 0.5.

Table 2. Average Variance Extracted

Variables	AVE	Rule of Thumb	Result
Advertising Content (X1)	0.721	0.5	Valid
Key Opinion Leader (X2)	0.713	0.5	Valid
Visit Intention (Y)	0.712	0.5	Valid

The Average Variance Extracted (AVE) values for all variables on table 2 in this study exceed 0.5, indicating that each indicator has a strong correlation with the construct it measures.

Table 3. Composite Reliability

Composite reliability (rho_a)	Average variance extracted (AVE)	Result
Advertising Content	0.958	VALID
Key Opinion Leader	0.956	VALID
Visit Intention	0.956	VALID

The reliability test as seen on table 3 shows that all variables in this study meet the criteria, with composite reliability values exceeding 0.7, indicating high consistency. Additionally, the AVE values suggest that these variables effectively explain the variance of their indicators. Therefore, it can be concluded that all variables are valid and reliable for further analysis.

Table 4. Discriminant Validity

	X1 (KI)	X2 (KOL)	Y (MK)
Advertising Content	0.849		
Key Opinion Leader	0.913	0.845	
Visit Intention	0.913	0.958	0.844

The discriminant validity test, using the Fornell-Lareker Criterion, indicates that each construct has a square root of AVE greater than the correlations between constructs, demonstrating good discriminant validity.

Analysis of Model Structural (Inner Model)

Table 5. R-Square

	R-square	R- Square Adjusted
Y	0.927	0.925

The R-Square test results on table 5 show a value of 0.927, meaning that advertising content and the role of Key Opinion Leaders (KOLs) explain 92.7% of the variability in the model, indicating a strong model.

Table 6. F-Square

	KI	KOL	MK
Advertising Content			0.122
Key Opinion Leader			1.274
Visit Intention			

The F-Square test results on table 6 show that advertising content has a weak effect on visit intention (F2 = 0.122), while the role of Key Opinion Leaders (KOLs) has a strong effect (F2 = 1.274). This indicates that KOLs play a more dominant role in increasing visit intention compared to advertising content.

Table 7. Path Coefficient

	Advertising Content	Key Opinion Leader	Visit Intention
Advertising Content			0.231
Key Opinion Leader			0.747

The results of the path coefficient test as seen on table 7 reveal that advertising content has a weak yet positive influence on visit intention, with coefficient values ranging from 0.10 to 0.30. This suggests that advertising content contributes to shaping visit intention, its impact remains relatively limited. Key Opinion Leaders (KOLs) demonstrate a strong and positive influence on visit intention, with path coefficient values exceeding 0.50. This indicates that the KOLs is more dominant in increasing visit intention.

Hypothesis testing

The hypothesis testing results as seen on table 8 and figure 1 show that advertising content has a positive influence on visit intention, but this effect is not statistically significant (T-statistics = 1.548, P-Value = 0.122). In contrast, the role of Key Opinion Leaders (KOLs) has a positive and significant influence on visit intention (T-statistics = 5.190, P-Value = 0.000), leading to the acceptance of the second hypothesis.

Table 8. Hypothesis testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remarks
Advertising Content -> Visit Intention	0.231	0.249	0.149	1.548	0.122	Not Significant
Key Opinion Leader -> Visit Intention	0.747	0.730	0.144	5.190	0.000	Significant

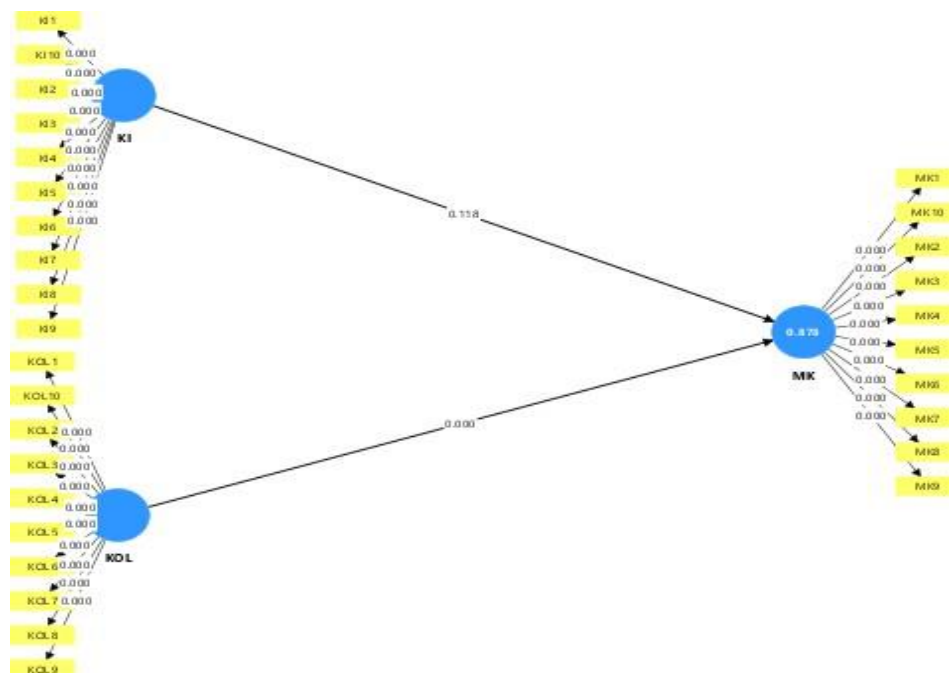


Figure 1. Bootstrapping Result

DISCUSSION

The Impact of Advertising Content on Consumer Visit Intention

This study, analyzed using Smart-PLS, shows that while advertising content positively correlates with visit intention, its impact is not significant (T-statistics = 1.548, P-value = 0.122). This suggests that other factors may play a larger role in driving visit intention. Therefore, improving advertising content alone may not lead to a significant increase in consumer visit intention. Previous research (Oka & Subadra, 2024), indicates that effective promotions can influence engagement and consumer perceptions. However, in this study, the advertising content for Novotel Bogor Golf Resort & Convention Center didn't show a significant impact, possibly due to misalignment with audience preferences or ineffective visuals. Other factors like the hotel's marketing strategy, target audience, and competition may also explain these findings. Consumers tend to trust reviews and personal experiences more than ads, indicating that customer experience and testimonials often outweigh promotional content in the hospitality industry.

The Role of Key Opinion Leaders (KOLs) on Consumer Visit Intention

Smart-PLS analysis shows that KOLs have a significant positive impact on visit intention (T-statistics = 5.190, P-value = 0.000), suggesting that KOLs are highly effective in influencing consumer decisions. This finding highlights that collaborations with KOLs should be prioritized in marketing strategies, as they help build trust, enhance engagement, and extend market reach. KOLs are trusted more than conventional advertisements due to their perceived authenticity and personal experiences (Aydin, 2020). The content produced by KOLs, such as videos and reviews, engages potential customers and builds a positive hotel image. This study supports the idea that KOLs can be more effective than traditional ads, emphasizing their role in connecting consumers emotionally with brands. Therefore, investing in KOL partnerships can significantly improve marketing efforts, especially in the competitive tourism sector.

CONCLUSION

This study examines the impact of advertising content and the role of Key Opinion Leaders (KOLs) on consumer visit intentions to Novotel Bogor Golf Resort & Convention Center. The findings indicate that both independent variables have a positive influence on visit intention, albeit with different levels of significance. Advertising content shows a positive but statistically insignificant effect, with a P-value of 0.122, which is greater than the 0.05 threshold. This suggests that, although there is a positive relationship, the influence of advertising content is relatively weak and may be affected by other factors, such as direct experiences or customer reviews.

In contrast, the role of KOLs is found to have a significant impact on consumer visit intention. The analysis shows a P-value of 0.000, which is below the 0.05 threshold, thus supporting the hypothesis. The strong influence of KOLs in attracting consumer interest can be explained by the high level of trust audiences place in the recommendations provided by KOLs. Additionally, content created by KOLs, especially in the form of videos, captures the audience's attention more effectively as it feels more authentic and easier to understand compared to traditional advertising content.

Based on the contributions derived, the role of KOLs has a much greater impact on visit intention, with a contribution of 74.7%. This finding supports the results of the journal "Influencer Marketing of Four Seasons Luxury Hotel, Cyprus" (Cotsoni, 2024), which also indicates that KOL recommendations are more effective in attracting visitors and building a positive image of the hotel. Conversely, the influence of advertising content on consumer visit intention is relatively low, with a contribution of only 23.1%, which found that advertising does not significantly impact visit decisions, as consumers tend to rely more on reviews and personal experiences.

RECOMMENDATIONS

This study shows that advertising content has no significant impact on consumer visit intention, while Key Opinion Leaders (KOLs) positively influence guest attraction to Novotel Bogor Golf Resort & Convention Center. Therefore, the hotel's promotional strategy should focus more on utilizing KOLs than traditional advertising. **Optimizing Advertising Content:** Advertising content should be strengthened with more emotional narratives, visuals, and guest testimonials. Increased interaction on social media, along with regular evaluations to stay aligned with market trends, is also recommended. **Enhancing the Role of KOLs:** Selecting KOLs whose image aligns with Novotel's brand can help build trust. KOLs should provide authentic reviews and engage followers with interactive content like Q&A sessions or live broadcasts. **Increasing Consumer Visit Intention:** Promotions highlighting the hotel's unique services should be clearer and more accessible. Positive guest experiences shared on social media can attract more visitors. Loyalty programs or special offers for specific market segments can also boost bookings. By optimizing advertising and leveraging KOLs, Novotel Bogor can attract more guests.

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