APPLYING SOCIAL MEDIA IN THE HOTEL SECTOR: SATISFACTION WITH THE FACEBOOK PAGES OF HOTELS AND INTENTION OF FUTURE VISIT

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Abstract. *This study is carried out with the main objective of analyzing the determining factors for the gratification of Facebook users when accessing a hotel's Facebook page and verifying the relationship between satisfaction with the Facebook page and the intention to visit a hotel. This study surveyed 404 Facebook users in Vietnam. The methods of exploratory factor analysis, confirmatory factor analysis, and structural equation modeling are used to process the data. The results conclude that the factors affecting satisfaction with hotels' Facebook pages are information, convenience, and social interaction; in addition, satisfaction with these Facebook pages has a positive effect on the intention to visit a hotel. This study contributes to hotels by helping them to understand the expectations of customers on their Facebook pages. From there, suggestions as to how to take measures to improve their presence on Facebook and enhance their competitiveness on the virtual platform are provided.*

Keywords: *Facebook, hotel, satisfaction, stimulus organism response theory, uses and gratifications theory*

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JEL Codes: *L82, L86, Z33*

1. Introduction

In recent decades, the development of tourism and the hotel industry has witnessed information technology's great contribution (Collins et al., 2013). With the surprising advantages of speed and software, more and more people are tending to use the internet as a purchase channel (Connolly & Olsen, 2000). The internet has become a foundation of social media, where people do not only use it to market online but also to create their content (Balakrishnan et al., 2014) and interact with others. As a result, the major form of direct sharing has changed from face-to-face meeting to technology-based meeting. This has significantly contributed in the hospitality industry because of its dependence on intermediates such as travel agencies for introducing and selling products (Amaro & Duarte, 2015). In fact, reservations via travel agencies can lead to increased prices due to commissions compared to direct booking at hotels. Based on social media, hotels can create their own pages, such as a Facebook page, for the purposes of providing information about their room systems, prices, promotion policies, as well as online booking (Connolly & Olsen, 2000). With respect to customers, they can seek information about rooms, compare prices, and partly assess the quality of a hotel via reviews and interactions with others on the hotel's social media platforms without contacting travel agencies before deciding on their reservations. Therefore, using social media to dispense information has been seen as a competitive tool in the hospitality industry (Pemsteiner & Rauseo, 2000; Van Hoof et al., 1999). Among social media platforms, Facebook is well known as the vital social media form. The widely popular phenomenon of Facebook use has also been seen in the hotel industry (Leung & Baloglu, 2015)including the determinants, the process and the consequences of hotel Facebook marketing, as Facebook – the most popular social media platform – has become an important marketing tool for hotels. Design/methodology/approach The study proposed an integrated model consisting of antecedents and consequences of Facebook marketing based on both marketing and social psychology theories. A pseudo hotel Facebook page was created and an online survey was conducted to collect data. Structural equation modeling (SEM.

The result of Connor's 2011 research indicated that most international hotels have created their own Facebook page (Connor, 2011). Facebook is seen as a brand-building tool by many companies, as well as an effective way to improve support from customers by enhancing their emotions (Smith, 2013). Haigh et al. (2013) showed that interaction on a Facebook page brings positive perceptions about a company to customers, and attitudes towards a hotel's Facebook page are seen as elements motivating the booking intentions of customers, as well as word of mouth on Facebook (Leung & Baloglu, 2015). For hotels, effective engagement on Facebook increases their competitiveness, reputation, and sales by targeting the right customers and optimizing marketing resources (Wang & Kubickova, 2017). With the prevalence and competitive role of Facebook, it is vital for both researchers and hotel managers to comprehend the factors that increase the gratification of Facebook users when accessing hotels' Facebook pages. As a result, hotel managers can enhance their Facebook page management abilities.

In Vietnam, customers are today adequately facilitated in their purchase decision through various social media platforms, especially Facebook. According to the data of one survey, Facebook was voted the most used and loved social network: 97% of internet users use Facebook with

a full profile, and 94% are daily users (Q&Me Vietnam Market Research, 2020). According to the same statistics, the average adult spends at least 3 hours per day on social networks, and most people have made at least one purchase through Facebook (Q&Me Vietnam Market Research, 2020). Consequently, hotels must adapt to the new changes that occur in the Vietnamese market to reach customers and conduct business.

However, research has shown that limited knowledge of Facebook is prevalent in significant numbers of hoteliers (Leung & Baloglu, 2015). In terms of the hospitality context, researchers have concentrated on: hotel website quality to customer satisfaction, leading to intention to purchase (Ali, 2016; Kim et al., 2006); the influence of Facebook on intention to purchase (Duffett, 2015); and Facebook page content (Cervellon & Galipienzo, 2015). Very few researchers have assessed the motivation of customers to access hotel Facebook pages, except for Choi et al. (2016) and Leung and Baloglu (2015). Therefore, this research was conducted to contribute to a better understanding regarding this subject. To achieve this goal, this research used both the Mehrabian–Russell environmental psychology model (S-O-R theory) and Uses and Gratifications (U&G) theory to explain and provide the factors impacting customer satisfaction regarding a hotel's Facebook page and, in turn, how this influences hotel visit intention. Through the findings of the study, some significant recommendations for hotel managers are provided.

2. Literature review

2.1. Facebook and the hotel industry

There is no doubt that interaction between guests and companies has changed for the better thanks to the evolution of information technology (Hanna et al., 2011). In the era of WEB 1.0, communication was almost one-way, because stakeholders could only access a large amount of content through reading, listening, and viewing, and could not interact. Meanwhile, WEB 2.0 technology, with the emergence of social networks, has led to the sharing, cooperation, consumption, and communication of information (Aral et al., 2013). This form of media is based on a group of online tools which aim to enhance the way people interact with each other and facilitate the exchange of knowledge, especially when moving from a monologue (from the company to the clients) to a conversational form (Hansen et al., 2010). In the modern world, the use of social networks is more popular than ever (Statista, 2018), especially for tourism in general and the hotel industry in particular. For this reason, the hotel industry is considered to be strongly influenced by the appearance of this form of media (Sheldon, 1997; Werthner & Klein, 1999).

Facebook is widely used throughout the tourism industry (Leung et al., 2013), especially in the hotel sector (Albayrak et al., 2021; Cervellon & Galipienzo, 2015). Previous research has shown that using Facebook provides users with 3 forms of experience, including: a cognitive experience, a sensory experience, and an emotional experience (Smith, 2013). Therefore, this platform plays an important role in affecting consumer decisions at all phases of purchase. Facebook positively affects the needs recognition, information search, actual purchase, and post-purchase evaluation phases of the hotel selection decision-making process (Abuhashesh et al., 2019). These experiences are supposed to drive user behavior, such as by leaving comments on a page or sharing with others (Oracle, 2012). In the hospitality industry, emotional experiences can come from customer-hotel interactions through positive comments and Facebook chats, which

drive purchase intention and increase customer loyalty to the hotel (Kasavana et al., 2010). The sensory experience is expressed through the information, images, and videos provided by the hotel, and a lack of information on a Facebook page is also considered to be the main reason why guests do not return to a hotel's Facebook page. In the survey by Cervellon and Galipienzo (2015), it was shown that for young clients, the attitude towards the Facebook page is the decisive factor in choosing whether to stay at a hotel or follow the hotel's Facebook page (Oracle, 2012). Moreover, Facebook can be used as a communication tool between customers to share experience, knowledge, and opinions about products or services (Yoo & Lee, 2017), and such shared information can affect the decision of customers to choose a certain hotel (Zhang et al., 2017). Furthermore, the customer's relationship with the products and services does not end after purchase. Customers reassess their beliefs, opinions, and attitudes from the first opinion they formed at the beginning of the hotel accommodation selection process, and this sustains business growth (Brassington & Pettitt, 2007). Dissatisfied customers can spread their negative experiences and comments about products or services in many different ways on Facebook, which can influence other potential customers (Sweeney & Craig, 2010). Therefore, hotel managers need to satisfy customers and meet their expectations.

Moreover, Facebook can be used as a communication tool between customers to share experience, knowledge, and opinions about products or services (Yoo & Lee, 2017), and such shared information can affect the decision of customers to choose a certain hotel (Zhang et al., 2017). Furthermore, the customer's relationship with the products and services does not end after purchase. Customers reassess their beliefs, opinions, and attitudes from the first opinion they formed at the beginning of the hotel accommodation selection process, and this sustains business growth (Brassington & Pettitt, 2007). Dissatisfied customers can spread their negative experiences and comments about products or services in many different ways on Facebook, which can influence other potential customers (Sweeney & Craig, 2010). Therefore, hotel managers need to satisfy customers and meet their expectations.

In addition, many hotels use social networks for recruitment by posting job offers on social media, communicating with partners, or reporting hotel news (García et al., 2017). Consequently, many hotels began to pay their attention to creating their own Facebook pages. Facebook provides information, images, videos about hotels and room systems, as well as available services for clients. Using Facebook helps hotels to promote customer interaction and to improve their business affairs. When customers press the "like" button on a Facebook page owned by a hotel, these users can access an updated page and interact with other users and hotels on Facebook. In order to attract visitors and users towards clicking the Facebook page of a hotel, hotels often provide information about promotions on their Facebook pages (Syed-Ahmad & Murphy, 2010). Although Facebook is the social networking site with the largest number of consumers, to date there is still little research on the details of Facebook's context, especially in the tourism and hospitality sectors. These few studies have only evaluated the impact of Facebook on the creation of oral advertising (Minazzi & Lagrosen, 2013; Sanz-Blas et al., 2017; Cervellon & Galipienzo, 2015). Very few studies have analyzed the motivation of customers to visit hotels' Facebook pages, or how satisfaction on a hotel's Facebook page affects the customer's intention to visit. Therefore, this study is conducted to assess the theoretical basis of – and to provide hotel managers with recommendations regarding – the reasons why customers visit a hotel's Facebook page and

the aspects that affect customer satisfaction on Facebook.

2.2. The Mehrabian–Russell environmental psychology model, 1974 (the S-O-R theory)

Mehrabian and Russell (1974) introduced the theoretical framework for the environmental psychology model in 1974. The theoretical framework proposes that environmental stimuli (S) affect the user's emotions (O); from there, this shapes their intentions or behavior (Mehrabian & Russell, 1974). Many past studies in the context of the retail domain have studied and applied this framework (Ong et al., 2012), in which stimulating factors include social factors, design factors, and the environment. Furthermore, this analytical framework is also believed to be important in predicting online customer behavior (Hsu et al., 2012; Kawaf & Tagg, 2012; Manganari et al., 2011). The results of the research by Chang and Chen (2008) showed that the quality and brand of the website impact significantly on the trust and risk perception of customers, which affects the purchase intentions of customers.

Environmental stimuli	Emotional state	Approach or avoidance responses
(S)	(O)	(R)
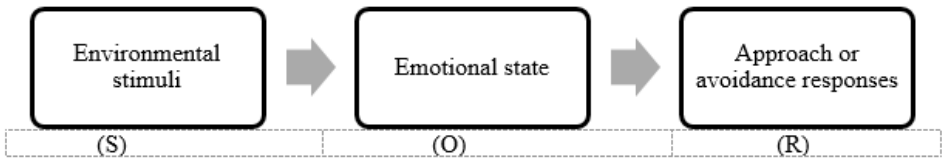
In the tourism sector, this model has been used to evaluate the websites of hotels and travel agencies with respect to satisfaction and reservation intention (Gao & Bai, 2014; Ali, 2016). Consequently, the study by Ali (2016) shows that factors such as usable and private aspects of a hotel website or safety and basic function of hotel website act as stimulants of customer perception. This perception affects satisfaction with the hotel's website, leading to the intention to use the hotel's services and website (Ranganathan, 2012). Based on S-O-R theory and the results of many previous studies, it can be confirmed that elements of the website or social network presence work as stimuli in the framework of S-O-R, affecting the satisfaction of customers and thus impacting their purchase intention.

2.3. Uses and Gratifications theory

U&G theory was introduced with the aim of explaining how people actively use communication media to satisfy their specific needs (McCay-Peet & Quan-Haase, 2016). In other words, U&G theory is like an instrument that determines the core factors of the motives for the selection and use of the means (Papacharissi, 2002). This theory has been widely applied to all types of media, from traditional media such as radio, television, or newspaper, to new media (Choi et al., 2016).

New media requires a higher level of interactivity from its users compared to other traditional media (Ruggiero, 2000). Therefore, the rapid development of these media has prompted the application of U&G theory to explain people's behavior with the use of media.

According to the results of many investigations into psychological and behavioral aspects

of internet users to identify motivations for internet use, U&G theory has been effective in understanding the motivations and needs for using the internet, including using social networks (Ko et al., 2005; Larose et al., 2001). The adaptability of U&G theory when studying the use of social networks has been realized, and many results have confirmed that this theory is relevant to explain the use of social networks (Park et al., 2009; Quan-Haase & Young, 2010).

2.4. Gratification factors for Facebook

This study proposes five factors, synthesized from previous studies, to evaluate the satisfaction of visitors to a Facebook page created by a hotel: information, convenience, entertainment, self-expression, and social interaction.

a) Information

Information satisfaction refers to the various levels of useful information provided by a website (Chen & Wells, 1999; Luo, 2002). In the consumer purchasing decision process, finding information about products and services is an essential step (Liang & Lai, 2002). The search for information on online websites is increasing, especially for the tourism and hospitality sectors (Gregory & Breiter, 2001). The reason that explains this trend is that because tourism products are intangible, diverse, and dependent, to reduce the risk of using a lodging service or travel experience, consumers want to browse and compare reviews from travel experiences that are widely available on online social networking sites (O'Connor & Frew, 2002). In the study about business strategies in the hotel industry by Jeong et al. (2001), a dramatic growth in the number of online reservations was witnessed when increasing customer satisfaction with online information. Among the online platforms used by the hotel industry, Facebook is considered the most popular form of social media (Statista, 2017). Users use hotel Facebook pages to seek room data as well as reviews from other guests (Mccarthy et al., 2010). These experiences influence customers' attitudes about the hotel's Facebook page, which in turn leads to hotel booking intentions, or even word of mouth advertising (Leung & Baloglu, 2015).

Therefore, the study proposes the following hypothesis:

H1: Information satisfaction has a positive impact on customer satisfaction with the hotel's Facebook page.

b) Convenience

Finding online information through a social network has be a wide trend in the travel and accommodation industry (Jang, 2004; Seiders et al., 2000). This trend has motivated companies to develop marketing policies on social networking sites. Facebook is regarded as one of the most useful marketing channels in the hotel industry (Friebe & Campbell, 2010). This leads hotel companies to pay increased attention to the quality of their Facebook pages, in order to provide customer satisfaction when accessing Facebook. Based on the similarities of Facebook to the hotel's website and social media, Choi et al. (2016) studied the impact of convenience in the context of a Facebook page. Their results show that the convenience factor of the Facebook page plays a considerable role in enhancing online customer satisfaction with the Facebook page of hotel.

Therefore, the study proposes the following hypothesis:

H2: Convenience satisfaction has a positive impact on customer satisfaction with the hotel's Facebook page.

c) Entertainment

Entertainment represents how exciting, cool, and imaginative a site is (Chen & Wells, 1999). Therefore, entertainment satisfaction refers to the level to which a user rates the use of the media or the website as fun and entertaining (Eighmey & McCord, 1998). Users spend their time for the purposes of relaxing through interaction with social media. Therefore, when social media entertainment satisfies user demands for such purposes as enjoyment, relaxation, and excitement (Papacharissi & Rubin, 2000), these positive emotions will efficiently impact on user satisfaction with that media. The entertainment aspect can be perceived through hedonic aspects including color, music, images, graphics, videos, and reaction (Davis et al., 2008). For the tourism sector specifically, Facebook users can entertain themselves by browsing their friends' pages, viewing photos and videos, reading news on Facebook (Special & Li-Barber, 2012), and promoting positive entertainment on Facebook, thus estimating user satisfaction with the Facebook page (Basak & Calisir, 2015).

Therefore, the study proposes the following hypothesis:

H3: Satisfaction with entertainment has a positive impact on customer satisfaction with the hotel's Facebook page.

d) Self-expression

Self-expression denotes the levels to which the individual attempts to manage the impressions that they make on other's thought (Berry & Howe, 2004; Kang & Park-Poaps, 2011). One feature that makes Facebook unique is that users can update their information and images to create a profile for themselves. Facebook is a tool to help people express themselves to other users (Bumgarner, 2007). According to Sheikh and Dhaha (2013), individuals provide information on Facebook to create an image of themselves, and it is believed that this motivation is related to users' satisfaction with Facebook (Special & Li-Barber, 2012). This result is supported by the study of Seidman (2013) and Valentine (2011), which suggests that the motive of self-expression has an effective impact on the use of Facebook. A study on hotel Facebook page satisfaction conducted by Choi et al. (2016) also confirmed that self-expression when sharing customer feelings and opinions about a hotel makes users feel satisfied about the hotel's Facebook page (Kang & Park-Poaps, 2011).

Therefore, the study proposes the following hypothesis:

H4: Self-expression satisfaction has a positive impact on customer satisfaction with the hotel's Facebook page.

e) Social interaction

Social interaction refers to the motivation of an individual to receive communication or interaction with other individuals (Whiting & Williams, 2013). Papacharissi and Rubin (2000) expanded this concept to include the level of connection, communication, and showing users with other users based on the website platform or social networking site (Berry & Howe, 2004). Social networking sites provide forms of interaction for visitors with similar interests to know about, interact with, and exchange information about products, services, and brands (Muntinga et al., 2011). In the hotel industry, customers interact with each other on social media to share good or bad experiences during their stay at a hotel (Lian & Yoong, 2019), which could provide the results of their emotional experience, impacting on satisfaction and intention to book a hotel (Kasavana et al., 2010; Sanz-Blas et al., 2017).

Therefore, the study proposes the following hypothesis:

H5: Social interaction satisfaction has a positive impact on customer satisfaction with the hotel's Facebook page

2.5. Consumer satisfaction, intention of hotel visit, and the proposed model

Satisfaction is considered to be the key factor for a customer's positive intentions and behaviors, including: revisit; purchase intention; repurchase intention; and long-term loyalty (Kang & Park-Poaps, 2011; Su & Huang, 2018). In the online context, when shoppers are satisfied with the website, they have an increased probability of buying online (Anderson & Srinivasan, 2003; Wang et al., 2015). The purchasing intention is known as the ability of a guest to buy a specific product or service (Dodds et al., 1991); applied to the hotel sector, this is the intention to visit or reserve a hotel room (Kang & Park-Poaps, 2011). In their research on customer e-satisfaction in 12 hotels in Beijing, Kim et al. (2006) showed a favorable link between satisfaction and the intention to book a room online at a hotel. Choi et al. (2016) supported this finding, adding that customers with a high satisfaction towards a hotel's page on Facebook tend to visit that hotel in the future.

Therefore, the study proposes the following hypothesis:

H6: Satisfaction with a hotel's Facebook page has a positive impact on the intention to visit the hotel.

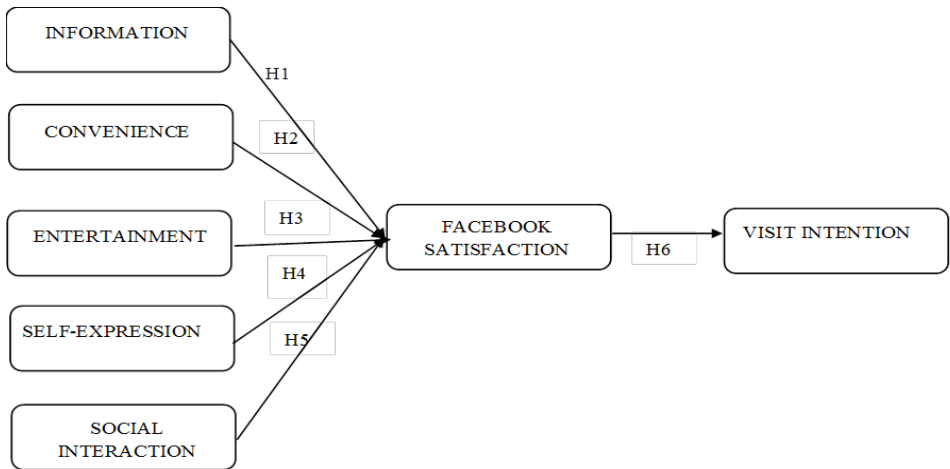The study proposes the following model:

Figure 1. *Proposed model*

3. Methodology

3.1. Study context: Facebook applied the hotel sector in Vietnam

Within the framework of the development of tourism worldwide, tourism in Vietnam has shown outstanding growth. According to a report from the Vietnam Tourism Organization, the

hotel industry is taking advantage of this and developing rapidly. The tourist service has witnessed a significant improvement in quality. By 2019, the country had 30,000 tourist accommodation establishments with 650,000 rooms, including 171 hotels of 5-star and 295 hotels of 4-star quality (Giang, 2020), resulting in tough competition in the Vietnamese hospitality industry. To make a difference and improve competitiveness, each hotel is constantly looking for and improving factors in business activity. In particular, the application of information technology is an important factor in contributing to the success of the business, in which Facebook has emerged as a potential marketing tool because of its huge number of users. In fact, at least 269 hotels, from three- to five-star, have a presence on Facebook in Vietnam.[1] However, in Vietnam, there have been very few studies related to the topic of social media, in particular Facebook, in the hotel sector. Therefore, this empirical study was conducted in Vietnam to provide practical implications alongside a contribution via theoretical implications.

3.2. Research instruments

a) Design of the questionnaire

A 25-question questionnaire was developed that included 21 variables of 7 factors and 4 elements of demographic information. Most of the items employed in this study, except for 4 items related to demographic information, were assessed by five-point Likert scales, which range from *strongly disagree* (1) to *strongly agree* (5).

b) Sample

The sample size depends on the requirements of the research based on the data collected and the relationship proposed by the study (Totawar & Prasad, 2016). However, in truth, sampling also depends on the time and financial capacity of the researcher. Researchers have proposed sampling from many different points of view. According to Bollen (1986), a reasonable size is a sample with 5 respondents per 1 observed variable, and preferably 10 respondents per 1 observed variable. This study implemented sampling from this point of view, so the ideal sample size in this study had to be greater than 250 for a total of 25 observed variables. The total number of valid questionnaires was 404. Therefore, the final sample size was sufficient for obtaining stable results within the structural equation model, which has statistical testing power.

An online survey was conducted to collect information from respondents who were Facebook users and who knew about hotels' Facebook pages. The questionnaire was created on Google Docs and was then shared via Facebook from May 6 to August 6, 2020. A total of 421 responses were collected, with 17 containing insufficient information and 404 providing complete information. The data are shown in Table 1.

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[1] Before testing the research hypotheses, a study was used to establish the presence of Vietnamese hotels on Facebook. Based on the registry of the Vietnam Tourism Organization, a database of 891 three- to five-star hotels was found. Due to the limited investigation time, not all 891 hotels could be checked. Therefore, 269 hotels were selected. It was observed that all 269 hotels, 100% of the sample, had a presence on Facebook. To see the list of the Facebook pages of the selected hotels, visit: https://drive.google.com/file/d/1osK9YjxokcXwZdcsU2UD52FvZxh0NkeD/view?usp=sharing

Table 1. *Data characteristics*

Items		Frequency	Percentage (%)
Gender	Male	186	46.04%
	Female	218	53.96%
Age (years)	Under 18	3	0.74%
	19–25	165	40.84%
	26–40	215	53.22%
	41+	21	5.20%
Marital status	Single	218	53.96%
	Married	186	46.04%
Education level	Less than high school	10	2.46%
	High school	38	9.41%
	College/university	297	73.52%
	Post-graduate study	59	14.61%

Source: authors.

c) Analysis techniques

The study used the SPSS 18 and AMOS 24 tools. After analyzing data demographics, the collected data were summarized and condensed by exploratory factor (EFA) analysis before including the procedures of multivariate analysis. In order to test the reliability of the scales in the proposed model, the study used Cronbach's alpha reliability coefficient, while the quality of all the measurement models with Structural Equation Modeling (SEM) was examined by a Confirmatory Factor Analysis (CFA). In the final step, SEM tests were run to test the hypotheses.

4. RESULTS

Exploratory factor analysis (EFA) and Cronbach's alpha

Exploratory factor analysis was performed for all observed variables. The results of the extraction of 7 factors to Eigenvalues was 1.068, and the total variance extracted was 77.512% (>50%), showing that the EFA model is appropriate. The 7 analytical factors condensed 77.512% of the variation of the observed variables. The KMO coefficient was 0.719 (>0.5); statistical significance of the Bartlett test was established, with Sig. = 0.000 (<0.05). As the factor loading of all was greater than 0.5 (see Table 2), all were kept for the following analysis.

The analytical results of Cronbach's alpha (see Table 2) show that the scales ensured intrinsic consistency because Cronbach's alpha was greater than 0.7. Specifically, Cronbach's alpha of information (INF), convenience (CONV), entertainment (ENT), self-expression (SE), social interaction (SI), satisfaction with the Facebook page (FPS), and intention to visit the hotel (HIV) were: 0.812; 0.845; 0.887; 0.778; 0.899; 0.744; and 0.885, respectively.

Table 2: Exploratory factor analysis and Cronbach's alpha analysis

Factor	Factor loading	Eigen value	Cumulated variance explained (%)	Cronbach's alpha
SI: Social Interaction		4.458	21.229	0.899
SI1 – To find similar reviews about hotel services	0.818			
SI2 – To compare with other reviews about hotel services	0.942			
SI3 – To seek empathy with other clients about hotel services	0.946			
ENT: Entertainment		2.843	34.767	0.877
ENT1 – It is entertaining to me	0.909			
ENT2 – I enjoy surfing the hotel's Facebook page (HFP)	0.780			
ENT3 – It is fun to use	0.917			
VIH: Intention to visit the hotel		2.436	46.368	0.885
VIH1 – I hope to visit the hotel in the future	0.854			
VIH2 – Given the chance, I would like to stay at the hotel in the future	0.920			
VIH3 – Given the opportunity, I intend to stay at the hotel in the future	0.894			
CONV: Convenience		2.003	55.904	0.845
CONV1 – To get information about hotel services quickly	0.734			
CONV2 – To save time during hotel room shopping	0.906			
CONV3 – Can be accessed from anywhere	0.921			
INF: Information		1.864	64.781	0.812
INF1 – Useful information can be found	0.784			
INF2 – New knowledge can be understood from information on the HFP	0.892			
INF3 – To get information on product quality faster in comparison with other channels	0.845			
SE: Self – Expression		1.606	72.427	0.778
SE1 – To share positive hotel experience with others	0.727			

SE2 – To share negative hotel experience with others	0.810			
SE3 – To help others users to have a good hotel experience	0.815			
FBS: Facebook page satisfaction		1.068	77.512	0.744
FPS1 – Experiences obtained made me satisfied	0.845			
FPS2 – Visiting HFP was the right decision	0.821			
FPS3 – Visiting HFP made me happy	0.753			

Source: authors

4.1. Confirmatory factor analysis

Table 3 shows the test results of the convergence values of 7 full-scale models. The convergent validity of any measurement model should be supported by its item reliability, construct (composite) reliability, and average variance extracted. Standardized loading estimates of all items in this study ranged from 0.532 to 0.995, exceeding the required value of 0.5 (Bagozzi & Yi, 1988). The results show that the reliability of the observed variables (normalized weighting, SMC, t-value) satisfied the requirement of the convergence test, so that the observed variables achieved reliability. On the other hand, the research concepts were satisfactory because the combined reliability (CR) was greater than 0.7 and the average extraction variance (AVE) was greater than the recommended level of 0.5 (Table 3).

The AVE method (Fornell & Larcker, 1981) was applied to test distinction. This method shows that when the correlation between the two constructs is less than that of the AVE of both constructs, a distinction is achieved between the two. Table 4 shows that all values met the requirements of the discriminant validity test, from which the discriminant value of all relationships between scales is guaranteed.

The test results of the general scale model of the entire model through CFA showed that the model had a Chi-square statistical value of 367.6 with 168 degrees of freedom (p = 0.00), and a relative Chi-square in terms of degrees of freedom (cmin/df = 2.188 < 3). Other compliance metrics, such as GFI, IFI, CFI, NFI, and TLI, all exceeded the recommend value of 0.9; both PNFI and PCFI met the requirement (>0.5); and RMSEA = 0.054 (<0.08) (Table 4). Therefore, the general scale model is suitable for the actual data set. In addition, the calculation of skewness in the analysis showed that the value of all variables measured was between −0.5 and 0.5, the data were fairly symmetrical, and the value of kurtosis was between −2.0 and 2.0, which is considered acceptable in order to prove normal distribution (Table 3).

Table 3. *Calculation of skewness and kurtosis*

	INF1	INF2	INF3	CONV1	CONV2	CONV3	ENT1	ENT2	ENT3
Skewness	−0.433	−0.480	−0.496	0.449	0.285	0.455	0.181	−0.348	−0226
Kurtosis	−0.471	−0.643	−0.824	−1.714	−0.277	−0.667	−861	0.546	−0.925
	SE1	**SE2**	**SE3**	**SI1**	**SI2**	**SI3**			
Skewness	−0.274	−0.322	−0.101	−0.150	−0.224	−0.130			
Kurtosis	−0.943	−0.804	−1.044	−1.119	−0.699	−0.612			
	FPS1	**FPS2**	**FPS3**	**VIH1**	**VIH2**	**VIH3**			
Skewness	0.242	0.148	−0.406	0.339	−0.163	0.310			
Kurtosis	−1.246	−1.080	−1.288	−1.160	−1.072	−1.238			

Table 4 shows the test results of the convergence values of 7 full-scale models. The results reveal that the reliability of the observed variables satisfied the requirement of the convergence test, so the observed variables were reliable. On the other hand, the research concepts are satisfactory because the combined reliability (CR) was greater than 0.7 and the average extraction variance (AVE) was greater than the recommended level, that is, 0.5.

Table 4. *Convergent validity of the measurement model*

Factor	Variable	Observed variable reliability			CR	AVE
		Standardized Loading Estimates	SMC	t-value		
INF	INF1	0.624	0.390	12.165***	0.826	0.619
	INF2	0.944	0.891	-		
	INF3	0.759	0.576	14.355***		
CONV	CONV1	0.611	0.373	13.319***	0.857	0.732
	CONV2	0.895	0.802	19.949***		
	CONV3	0.920	0.846	-		
ENT	ENT1	0.940	0.884	27.781***	0.896	0.745
	ENT2	0.707	0.500	17.537***		
	ENT3	0.923	0.852	-		
SE	SE1	0.584	0.342	11.727***	0.815	0.601
	SE2	0.891	0.794	16.716***		
	SE3	0.817	0.667	-		
SI	SI1	0.672	0.451	17.400***	0.914	0.785
	SI2	0.956	0.914	43.040***		
	SI3	0.995	0.990	-		

FPS	FPS1	0.706	0.498	9.858***	0.747	0.505
	FPS2	0.856	0.733	-		
	FPS3	0.532	0.383	8.689***		
VIH	VIH1	0.754	0.568	18.478***	0.891	0.745
	VIH2	0.940	0.883	-		
	VIH3	0.864	0.746	22.354***		

Source: authors

Note: GFI = 0.922; IFI = 0.960; CFI = 0.960; PNFI = 0.743; AGFI = 0.893, PCFI = 0.671; RMSEA = 0.054, NFI = 0.929 and TLI = 0.950

The AVE method was applied to test the distinction. This method shows that when the correlation between the two constructs is less than that of the AVE of both constructs, a distinction is achieved between the two. Table 5 shows that all values met the requirements of the discriminant validity test, from which the discriminant value of all relationships between the scales is guaranteed.

**Table 5.** *Discriminant validity of the measurement model*

AVE/ R2	INF	CONV	ENT	SE	SI	FPS	VIH
INF	0.787						
CONV	0.221	0.821					
ENT	0.024	0.165	0.863				
SE	0.157	0.282	0.562	0.775			
SI	0.166	0.041	0.149	0.167	0.886		
FPS	0.193	0.208	0.096	0.130	0.139	0.711	
VIH	0.151	0.029	0.053	0.189	0.214	0.123	0.856

Source: authors

 Structural equation modeling (SEM)
a) Accessing the overall goodness-of-fit of the model

The proposed research model was tested through Structural Equation Modeling (SEM) analysis, with 7 structural models and a correlation matrix of 21 observed variables (Figure 2). The SEM results depicted in Figure 2 are χ^2= 393.7 (p = 0.00), df = 173, χ^2/df = 2.276 (<3), IFI = 0.956, TLI = 0.946 (>0.9), PNFI = 0.761 (>0.5), and RMSEA = 0.056 (<0.08). Overall, these results show a good fit for the proposed structural model.

Figure 2. Results of structural equation modeling (SEM)
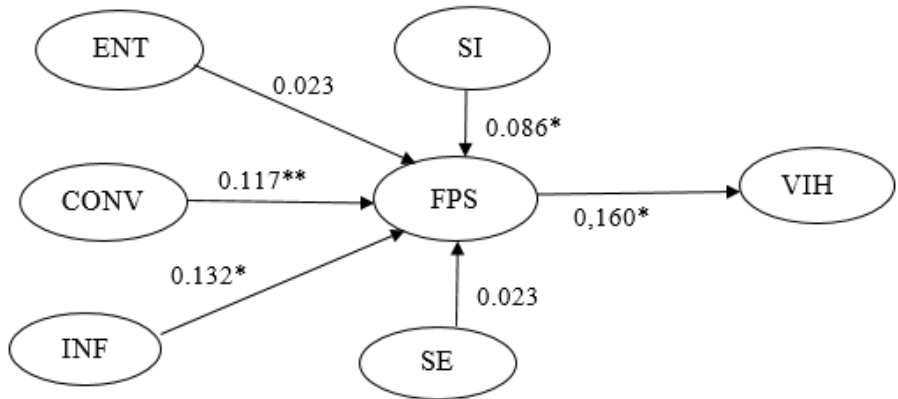
Note: ***p < 0.001, **p < 0.01, *p < 0.05.
Source: authors

b) Research hypothesis testing

Table 6 shows the results of the direct relationship analysis and is used to test the proposed hypotheses. As a result, there are only three factors – namely, information, convenience, and social interaction (estimate = 0.132, 0.117, and 0.086, respectively, $p < 0.05$) – that play a vital role in enhancing user satisfaction with the hotel's Facebook page (FPS). This supports H1, H2, and H5. More specifically, information and convenience gratification have a significant contribution to the satisfaction of Facebook users regarding a hotel's Facebook page, in comparison with the minor impact of social interaction. Meanwhile, in testing the effects of self-expression and entertainment on user satisfaction, the findings show that both factors did not influence customer satisfaction, meaning that H3 and H4 are not supported.

Hypotheses examining the link between user satisfaction with a hotel's Facebook page and its performance, namely future hotel visit intention, were demonstrated to be meaningful in this model (estimate = 0.160, $p < 0.05$) (see Table 5).

Table 6. *Results of research hypotheses*

Causal path	Hypotheses	Estimate	S.E.	C.R.	P	Test results
INF➔FPS	H1	0.132	0.055	2.421	0.015	Supported
CONV → FPS	H2	0.117	0.044	2.634	0.008	Supported
ENT → FPS	H3	0.023	0.055	0.409	0.682	Not Supported
SE → FPS	H4	0.023	0.043	0.530	0.596	Not Supported
SI → FPS	H5	0.086	0.043	1.984	0.047	Supported
FPS → VIH	H6	0.160	0.065	2.447	0.014	Supported

Source: authors

5. Conclusion

5.1. Discussion and implication

This study provides a number of theoretical and practical implications. The theoretical implications indicate that this study provides further analysis of the determining factors of user satisfaction which are the reasons for visiting hotels' Facebook pages and thus the intention to visit the hotel. The application of the Mehrabian–Russell environmental psychology model and U&G theory helps to explain why consumers use social media as a tool for exchange with hotels. It also serves as a stimulus to explain the reasons for accessing this virtual platform. The factors obtained from the results contribute to the theory in explaining how gratification of the use of Facebook is generated in the hotel sector. Specifically, this study explains the positive impact that the integration of information, convenience, and social interaction have when visiting hotels' Facebook pages and on fostering the intention to stay in hotels.

This finding indicates that only some of these factors are key drivers in creating user satisfaction and improving customer intentions to visit. In addition, unequal roles in contributing to dimensions of customer satisfaction are demonstrated in this study. Specifically, the results show agreement with prior research which has suggested that, in context of the internet and social networking, information plays the most vital role (Liang & Chen, 2009). In fact, today more and more people tend to access hotels' Facebook pages to receive information rather than searching on other websites. This can be explained by the fact that on social media such as Facebook, besides official information from hotels, they also collect information from feedback or comments. Furthermore, seeking information plays a vital role in the process of deciding on a product because of reducing risk – especially in the hospitality industry, where products are intangible. Therefore, providing sufficient information about a hotel and its elements on the hotel's Facebook page acts as a useful way to improve the satisfaction of online users. In additional, hoteliers should pay attention to addressing the questions that users leave ¬¬on their Facebook page, as well as keeping information up-to-date in order to support customers in selecting their desired services.

A substantial effect of the convenience factor on Facebook users' satisfaction with hotel Facebook pages was also demonstrated in the present study. This finding is in parallel with those of Srinivasan et al. (2002), Kim et al. (2006), and Choi et al. (2016). Convenience-satisfied people

are more likely to stay longer on a website as well as engage in human-human interaction (Ko et al., 2005). When a Facebook page offers a convenient feeling to users, they extend their stay on Facebook to search for information and interact, which can in turn meet their needs and shape their satisfaction regarding a hotel's Facebook page. Hotel managers can design a Facebook page that customers can get information from, use, and navigate easily, which in turn can help customers to reduce time consumption and can lead to their satisfaction. In terms of social interaction, this is also identified as an antecedent of user satisfaction for a hotel's Facebook page. Via a Facebook page, customers can interact with other users, hence they can search for common and useful reviews when selecting accommodation that would satisfy their need for love and belonging according to Maslow's demand pyramid (1943).

Although existing research has shown the significant roles of 2 dimensions in improving users' satisfaction – entertainment and self-expression (Basak et al., 2015; Li et al., 2017; Choi et al., 2016) – in this study both factors did not influence customer satisfaction with a hotel's Facebook page. The development of the internet led to huge entertainment tools, so perhaps Facebook users do not consider a hotel Facebook page as a tool for the purposes of relaxation. In the other words, customers access the Facebook page of a hotel to search for information on products, services, and prices, and to interact with others. Self-expression is the highest need of a human, according to Maslow (1943), in which people wish to express themselves and be recognized. Because of security and privacy aspects of a hotel's Facebook page, which could include unknown users or fake accounts, people may tend to ignore this as a suitable place to express themselves.

The favorable relationship between social networking satisfaction and purchase intention has been proved in many prior studies. This study is no exception. These findings indicate that when customers are satisfied with a hotel's Facebook page, they are more likely to stay in the hotel in future. By fulfilling the user's needs of information, convenience, and social interaction with their hotel's Facebook page, hoteliers can enhance the potential number of customers that could make use of their services.

The practical implications present a new perspective on how hotels can communicate more effectively with their customers, explaining how they can obtain greater effectiveness and responsiveness from customers through Facebook given the factors that affect customer satisfaction when visiting the hotel's Facebook page. Furthermore, this study helps hotels to better analyze the new, changed communication environment: more creativity is required to capture the attention of Facebook users who may be potential customers. Hotels should incorporate Facebook into their virtual marketing strategies as it proves to be an excellent platform to attract the attention and interaction of potential customers; thus, it stimulates the intention to visit the hotel.

5.2. Limitations and future research

The limitations of this study include data collection: clients of the hotel industry are often both national and international tourists; however, in this study, the respondents were solely Vietnamese. Therefore, the sample does not entirely accurately represent all customers on Facebook. The survey was also conducted online, so it was difficult to respond to the respondents' doubts when answering the questionnaire, leading to some invalid responses due to missing data.

Finally, and as a future line of research, the respondent information shows that the sur-

veyed ages of 18–25 and 26–40 represented 94% of the total, so future studies could focus on analyzing these generations through multi-group analysis. In addition, it is possible to apply research on other social networks sites that are also very popular in Vietnam, such as YouTube, Instagram, or Zalo.

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