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Content marketing on social media and its impact on achieving tourist satisfaction "an analytical study of the opinion of a sample Instagram followers of Sabri hotel in Annaba"

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Abstract:

This study explores the impact of content marketing on social media on achieving tourist satisfaction with the services of Sabri Hotel in Annaba. The descriptive-analytical method was used to achieve this objective, using a questionnaire as the data collection tool from a sample of 112 followers of the hotel's Instagram page. Upon analyzing the collected data using SPSS V.26, the study concluded that content marketing on social media, including its five dimensions (relevance, reliability, attractiveness, value, emotions), significantly contributes to and impacts achieving tourist satisfaction with Sabri Hotel's services.

Key Words: *content marketing, social media, tourist satisfaction, hotel services.*

JEL Classification: *M31, Z31*

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1. *Introduction*

Today's world is witnessing rapid digital developments that are contributing to a qualitative leap in various fields. The internet has emerged as the defining feature of this era, catalyzing significant advancements in communication technologies. Social networking sites are crucial communication tools that have transformed global interactions. These platforms serve as personal communication tools and function as instrumental resources in various fields, particularly in marketing. Their myriad characteristics and advantages drive the shift toward digital mediums. Relying solely on traditional forms of marketing is no longer sufficient. Instead, there is a pressing need to embrace new methods that cultivate long-term relationships with current and prospective customers tailored to their preferences and behaviors. This necessity has given rise to content marketing through social media sites.

Consequently, numerous hotel institutions have focused on these platforms to enhance their services and increase revenue by reaching a broader customer base. They aspire to provide distinguished services, retain customers, sustain continuous communication, and prioritize customer satisfaction.

The problem of the study

The study's central question is: "**What is the impact of content marketing through social media sites on achieving tourist satisfaction with hotel services among a sample of followers of Sabri Hotel's Instagram page in Annaba**?"

The hypothesis of the study

The following central hypothesis was formulated to address the study's question;

There is a statistically significant impact of content marketing through social media sites, whith its five dimensions, on achieving tourist satisfaction with the services offered by Sabri Hotel at a significance level ($\alpha \leq 0.05$) among a sample of followers of the hotel's Instagram page.

Objectives of the study

This study aims to accomplish the following objectives:

- Highlight the importance of content marketing on social media as an effective marketing tool in the new digital marketing environment.
- Explore the role of the content published on Sabri Hotel's Instagram page and highlight the level of interaction among followers.
- Examine how Sabri Hotel utilizes its Instagram page to enhance tourist satisfaction with its hotel services.
- Investigate and analyze the role of content marketing via social media platforms in realizing tourist satisfaction with hotel services.

Study methodology

In this study, we adopted the descriptive-analytical method, one of quantitative scientific research's most commonly used approaches. The descriptive method was employed to present the concepts and general foundations of the study topic. In contrast, the analytical method was employed to analyze the data and provide commentary based on the tables derived from the electronic questionnaire.

2. *Theoretical Framework of the Study*

2.1 Content marketing on social media

Content marketing on social media is a type of content marketing. Definitions of content marketing vary depending on perspectives and viewpoints. In 2009, Pulizzi and Barrett proposed the first definition of content marketing, describing it as follows:"Content marketing is the creation and distribution of compelling educational content in various formats to attract and retain customers."(Rancati & Niccolo, 2014, p. 94)

Barry Graubart defined content marketing as "the approach by which organizations aim to create and share specific content to establish or enhance messages related to the brand of the product or marketer". (Baltes, 2015, p. 112)

Kotler and colleagues defined it as "a marketing approach that involves creating, moderating, distributing, and amplifying content in an engaging and useful way to a clearly defined set of followers to create conversations about the content. Content marketing is another form of brand journalism and publishing that generates deeper connections between brands and customers" (kotler, katajaya, & setiawan, 2018, p. 153).

The University of San Diego defines content marketing as "the process of creating and distributing valuable content to attract, acquire, and build loyalty among a clearly defined audience, to generate profitable gains" (lutfi & Heneidy, 2019, p. 290).

Human, Hirschfelder, and Nel defined content marketing as "a promotional strategy that expands the promotional mix, leveraging various communication channels, especially social media. It focuses on providing something of value to the consumer by considering consumer-generated content and communicating with the audience by using attractive, functional**,** or entertaining content. The strategy aims to build trust and a long-term relationship with the consumer" (Human, Hirschfelder, & Nel, 2018, p. 06).

From the previous definitions, we conclude that content marketing through social media is a digital marketing strategy that aims to communicate information in a variety of forms such as images, videos, infographics, across different social platforms to attract target groups and strengthen relationships with them.

2.1.1 The importance of content marketing on social media

The importance of content marketing through social media lies in the following:(amna, 2018, p. 75)

- Building brand awareness by using high-quality content and reaching more customers at a lower cost.
- Answering customer inquiries, improving the organization's image and its products, increasing sales, and connecting the target customer to the site by providing updated and diverse content
- Increasing the number of visitors and enhancing their loyalty to the site, attracting and retaining target customers with content capable of changing their purchasing behavior.
- Improving the site's ranking in search engine results, supporting electronic services, boosting product sales, and identifying the interests of current or potential customers.

2.1.2 Elements of Content Marketing

In her definition of content marketing, author Claudia Hilker points out the characteristics an organization's content must have to be effective. She says: "Content marketing is an innovative marketing approach to place brand-related content online. Relevant content is inspiring, informative, motivating, entertaining, emotional, and shareable. It is, first and foremost, relevant and not promotional. Content marketing supports online marketing, branding, and sales promotion (Hilker, 2017, p. 04).

For a successful content marketing strategy, the content provided must have specific characteristics, including;

- **Relevance**: One of the most critical factors in the success of content marketing is providing the consumer with relevant and permanent information that reflects their needs and desires in a valuable and simplified way in order to persuade customers and guide them to new services and products by sharing content that is characterized by clarity and brevity in presentation (Gagnon, 2014, p. 68).
- **Reliability:** It means that the information provided is correct and reliable and answers all questions. Content credibility is also defined as the extent to which the customer is able to believe what is included in the advertising content on social media sites. It is also described as impartiality, precision, taking into account the interests of the audience, commitment to universal ethics and realism, and consideration of the audience's overarching concepts. (Amani Tawfik, 2019, p. 15).
- **Attractiveness:** It is considered one of the most important features of good content because it captures the customer’s attention. This is especially true the age of information, images and content in all its forms, where attractive content takes no more than 10 seconds to attract the customer (sunia, 2023, p. 1286).
- **Value:** All academic studies agree that there are two distinct values in content, which are: functional value and emotional value. Functional value comes from the service's functions and how well it achieves the intended goals when used. While emotional value is the feelings that the customer experiences when using the service provided by the organization (mechti & ait oukassi, 2022, p. 537).

As noted by (PRAZERAITE & REPOVIENE, 2016, p. 104), the value of content should reflect the customer’s constantly changing desires and interests. Therefore, the content must be useful and allow the target customer to interact with it easily, using various content types, such as social media posts, blogs, and others, to convert potential customers into buyers.

- **Emotions**: Emotions are related to the customers' feelings have toward the products and services offered by the organization and the methods it uses to reach and satisfy them. This can be achieved by delivering content that includes exciting, entertaining, and enjoyable stories filled with surprises and excitement. Including elements of entertainment, emotion, and fun in content is essential because emotional content is more effective than neutral content, especially if it is well-crafted. Emotional content has a strong viral impact, and promotional content becomes effective when it provides customers with valuable information and entertainment. For instance, offering games and prizes on social media can achieve high engagement and successfully attract and retain customers. Additionally, humorous messages are effective in grabbing attention (ben hohou & ben djaroua, 2022, p. 379).

2.2 Hotel Service and Tourist Satisfaction

2.2.1 Concept of Tourist Satisfaction

Satisfaction is defined as tourists' evaluation of a service based on the ability of the product or service to meet their needs and expectations. Therefore, dissatisfaction results from the service's failure to fulfill their needs and expectations. Consequently, their satisfaction is influenced by their perception of service quality and price, and situational and personal factors (yahiaoui & bouhdid, 2018, p. 391).

Satisfaction is also defined as: "The tourist's judgment based on their consumption experience of the tourism program and the use resulting from his evaluation of his expectations of the tourism product and the expected performance." (Quraishan & Falak, 2020, p. 255).

2.2.2 Determinants of Tourist Satisfaction

The determinants of tourist satisfaction consist of three main elements: expectations, perceptions of the service, and the comparison between them. These determinants can be detailed as follows: (hadouka, 2022, p. 288)

Expectation: Expectation refers to the customer's estimation, at the time of purchase or before use, about the service's ability or inability to provide benefits to him.

Actual performance: Performance's importance in achieving satisfaction is a benchmark, and it is often assumed that increasing performance raises the level of satisfaction.

Conformity or non-conformity: Conformity is achieved when the actual performance of the service equals the expected performance, which generates a feeling of satisfaction with the service. On the other hand, non-conformity can be defined as the degree of deviation of the service performance from the expected level that appears before the purchase process, resulting in dissatisfaction.

2.2.3 The concept of hotel services

The definition of hotel services does not differ from the general definition of services. Hotel services are tangible and intangible activities that can be provided separately to fulfill the needs and desires of guests without necessarily being tied to the sale of another product. Additionally, providing these services does not require ownership transfer.

Hotel services also comprise tangible components, such as food, drink, and lodging, and intangible elements, such as the overall hotel atmosphere, comfort, enjoyment, and security. (Mansouri & Msani, 2021, p. 36).

3. Application framework

3.1 Introducing the organization

The Sabri Tourist Complex in Annaba Province is a private four star organization established in 2003 and renovated in 2009. The hotel is strategically located facing the Bay of Annaba, just 15 minutes from the city center and 25 minutes from the airport, near province's main tourist attractions. It also offers easy access to restaurants, shops, and local points of interest.

The hotel consists of **9 floors** and **129 rooms**, including:

- 5 suites
- 47 rooms
- 55 non-smoking rooms
- Two buildings (2 and 3 floors) containing:

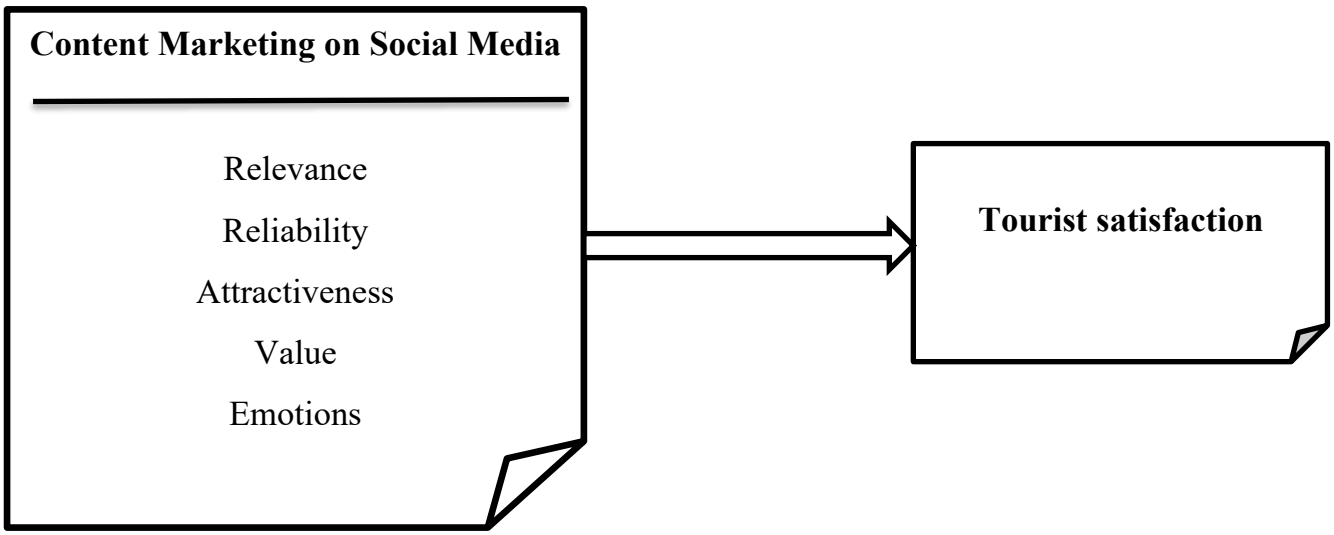
- 66 standard apartments
- 28 apartments with a kitchenette
- 6 premium apartments
- large suites
- 36 sea-view rooms, 4 of which have terraces

Additionally, the hotel features an outdoor swimming pool.(Ladj & Dhib, 2022, pp. 74-75).

3.2 Model of the study

To address the study questions and test its hypotheses, the dimensions of content marketing "relevance, reliability, attractiveness, value, and emotion" will be used to monitor the opinions of a sample of Instagram followers of Sabri Hotel in Annaba and their evaluation of these dimensions and their level of satisfaction with the content provided by Sabri Hotel on its Instagram page. The following model displays the study's approach:

Fig.1. Model of the study



Source: prepared by researchers

3.3 Study sample and data collection tool

This study aims to determine the impact of content marketing through social media on achieving tourist satisfaction. It was limited to a random sample of followers of Sabri Hotel's Instagram page. The questionnaire was designed and distributed electronically to increase response effectiveness and facilitate its distribution on social media sites. One hundred twelve (112) valid questionnaires were collected for processing and analysis.

The questionnaire was structured into three main sections as follows:

- **First Section:** Items related to demographic variables, including gender, age, educational level, and monthly income.
- **Second Section:** This section consisted of 20 statements. Items measuring the independent variable, which is content marketing on social media, divided into five dimensions: relevance, reliability, attractiveness, value, and emotion.
- **Third Section:** Items specific to the dependent variable, tourist satisfaction with hotel services. This section included 10 statements.

The study utilized a five-point Likert scale to measure participants' responses, offering five options as follows:

Table 1.Weights given to the alternatives available in the questionnaire

alternatives	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
weight	1	2	3	4	5
Arithmetic mean	1-1.79	1.8-2.59	2.6-3.39	3.4-4.19	4.2-5
Degree of agreement	Very low	Low	Neutral	High	Very high

Source: Prepared by researchers based on previous studies

3.4 Statistical Methods Used to Analyze the Data

To meet the study's goals and analyze the data collected, we used the Statistical Package for Social Sciences (SPSS) version 26 for the calculations:

-Frequencies and Percentages to identify personal data and determine their impact on the uses of the sample individuals.

-Arithmetic Mean to assess the extent of variation in the responses of the study sample to each of the main study statements.

-Standard Deviations to understand the extent to which the responses of the study sample deviate from the arithmetic mean of each study statement.

-Alpha Cronbach's Coefficient to measure the reliability of the questionnaire items.

-Multiple Linear Regression.

3.5 Validity and Reliability of the Study tool

- **Apparent Validity:**

A group of experienced marketing and business administration professors reviewed the study's tool to ensure its apparent validity. This expertise was conducted to verify each statement's structure, linguistic formulation, clarity appropriateness, and comprehensibility. The feedback was considered, and necessary modifications were made accordingly, including rephrasing some statements, removing others, and rearranging certain items.

- **Stability of the Study tool:**

Alpha Cronbach's test was used to measure the questionnaire's stability, and its results were as follows:

Table 2.Alpha Cronbach's coefficient to measure the stability of the sections of the study

variables	**Number of items**	**Alpha Cronbach's value**
Independent variable	20	0.759
Dependent variable	10	0.880
Entire questionnaire	30	0.783

Source: Prepared by the researchers based on SPSS V26 results.

The above table indicates that the Alpha Cronbach's coefficient value for all sections and dimensions (the entire questionnaire) was 0.783, which is statistically acceptable. This demonstrates that the responses of the study sample exhibit stability at a rate of 78.30%, showing

the high reliability of the questionnaire high reliability. Additionally, the Alpha Cronbach's value for each individual axis was statistically acceptable.

3.6 Characteristics of the Study Sample

To identify the distribution of the study sample according to demographic characteristics, frequencies and percentages were calculated, and the results were as follows:

Table 3.Distribution of the study sample according to demographic variables

variables	Statements	Frequency	Percentage %
Gender	Male	48	42.90
	Female	64	57.10
	Total	112	100%
Age	Less than 18 years	9	8
	From 18 to less than 30 years	42	37.50
	From 30 to less than 40 years	43	38.40
	More than 40 years	18	16.10
	Total	112	100%
Educational level	Baccalaureate or less	22	19.64
	University level	55	49.12
	Postgraduate studies	25	22.32
	Other certificate	10	8.92
	Total	112	100%
Monthly income	Less than 18 000 Da	16	14.28
	From 18000 to less than 36000	18	16.07
	From 36000 to less than 54000	27	24.11
	From 54000 to less than 72000	22	19.65
	More than 72000	29	25.89
	Total	112	100%

Source: Prepared by the researchers based on SPSS V26 results.

Table 3 shows that most the sample consists of females, accounting for 57.10%, while males make up the remaining 42.90%. Regarding age, the sample is divided into four categories, with the group aged between 30 and less than 40 years forming the largest segment, representing 38.40% of the total sample. This age group is likely to be employed, financially capable, and interested in travel. The second-largest group is the 18 to less than 30 years category, with 37.50%. The other age categories are relatively similar in size.

Regarding educational level, most of the sample members have a university degree, accounting for 49.12%, followed by those with postgraduate education at 22.32%. This suggests a highly educated sample.

As for monthly income distribution, the highest proportion of respondents (25.89%) earn more than 72,000 DZD, followed by 24.11% earning between 36,000 and less than 54,000. Generally, it can be inferred that the sample consists mainly of individuals with a good financial standing, who are likely to be able to participate in tourism activities.

In summary, the sample consist of financially capable, young to middle-aged individuals with a good level of education, and a higher representation of females. This profile is suitable

for studying tourism-related behaviors, as these individuals are likelier to engage in travel and tourism activities.

3.7 Analysis and Discussion of the Study Sample's Responses

- **Analysis of Results Related to the Study Sample's Responses on the Independent Variable (Content Marketing on Social Media):**

Table 4.Statistical Analysis of the Study Sample's Opinions on Content Marketing via Social Media

Statement Number	Statement	Mean	Standard Deviation	Rank	General Trend
1	Sabri Hotel's Instagram page in Annaba provides content suitable for its field of activity.	4.402	0.753	1	Strongly Agree
2	The page features modern content for customers.	4.027	0.677	2	Agree
3	The content provided on the page offers sufficient information about the hotel's services and facilities.	3.446	0.985	4	Agree
4	The content of the page reflects the type of services provided.	3.848	0.761	3	Agree
Dimension 1: Relevance		**3.931**	**0.606**	/	**Agree**
1	Sabri Hotel Instagram page's content has high credibility.	3.357	0.847	4	Neutral
2	The information provided by Sabri Hotel's Instagram page is accurate.	3.536	0.684	3	Agree
3	I trust the information provided by the page through its posts.	3.866	0.474	1	Agree
4	The content on the page provides high-quality information.	3.812	0.691	2	Agree
Dimension 2: Reliability		**3.643**	**0.445**	/	**Agree**
1	Sabri Hotel Instagram page's content is attention-grabbing.	4.214	0.412	1	Strongly Agree
2	The posts on the page have a distinctive and appealing style.	4.071	0.439	3	Agree
3	The page has the ability to persuade tourists about its services.	3.804	0.567	4	Agree
4	The Instagram page of Sabri Hotel always strives for creativity and innovation in its content.	4.179	0.469	2	Agree
Dimension 3: Attractiveness		**4.067**	**0.371**	/	**Agree**
1	Sabri Hotel Instagram page's contentvaluereflects the current and future needs and interests of followers.	4.107	0.763	2	Agree
2	Followers interact well with the page's posts.	3.804	0.655	4	Agree

3	The value of the content contributes to creating a positive feeling among followers about the hotel services.	4.179	0.469	1	Agree
4	The content provided by the page reflects the level and quality of the hotel services offered.	3.964	0.599	3	Agree
Dimension 4: Value		**4.013**	**0.510**	/	**Agree**
1	Sabri Hotel Instagram page's content includes competitions and prizes that interest me.	3.152	1.109	4	Neutral
2	The content provided by the page creates an emotional connection with the hotel services.	3.982	0.644	3	Agree
3	The content of the page is exciting and enjoyable.	4.009	0.741	2	Agree
4	The content provided by the page plays an important role in guiding followers toward the hotel services.	4.036	0.643	1	Agree
Dimension 5: Emotion		**3.795**	**0.650**	/	**Agree**

Source: Prepared by the researchers based on SPSS V26 results.

❖ **Analyze the results related to the study sample's responses on the dimension of Relevance:**

Table 4 shows that the Relevance dimension of the Instagram page of Sabri Hotel in Annaba has a general mean score of 3.931 with a standard deviation of 0.606, indicating an overall agreement with the statements in this category.

- The statement "Sabri Hotel Instagram page's content provides content suitable for its field of activity" ranked first with a mean score of 4.402 and a standard deviation of 0.753, with a general trend toward "Strongly Agree". This suggests that the hotel effectively delivers content that aligns with its activity.
- The second-ranked statement, "The page features modern content for customers" received a mean score of 4.027 and a standard deviation of 0.677, indicating that followers perceive the content as modern and up-to-date.
- The statements "The page's content reflects the type of services provided" and " The content provided on the page offers sufficient information about the hotel's services and facilities" ranked third and fourth, respectively, with mean scores of 3.848 and 3.446, and standard deviations of 0.761 and 0.985.

These results indicate that Sabri Hotel ensures the content on its Instagram page is relevant and modern, accurately reflecting the services provided. However, more comprehensive details about the hotel's services and facilities could enhance the overall value of the marketing content.

❖ **Analyze the results related to the study sample's responses on the dimension of Reliability:**

- Respondents have a moderate level of trust in the page's content (Mean = 3.866 for "I trust the information provided by the page").

- The lowest-rated statement was: "The content on the Instagram page has high credibility" (Mean = 3.357, Neutral), indicating some uncertainty about the information's reliability.

This shows that while people generally see the page as trustworthy, some have questions about the accuracy of the information. The hotel can strengthen its credibility by providing verified testimonials, customer reviews, and behind-the-scenes insights.

❖ **Analyze the results related to the study sample's responses on the dimension of Attractiveness:**

- "The content on Sabri Hotel's Instagram page is attention-grabbing" received the highest rating (Mean = 4.214, Strongly Agree), confirming that the page effectively captures followers' interest.
- The second-highest score was "The page strives for creativity and innovation in its content" (Mean = 4.179), indicating that respondents appreciate the hotel's efforts in offering unique and engaging posts.

Since all statements in this dimension were rated positively, visually appealing and creative content seem as key strength of Sabri Hotel's marketing approach. The hotel should continue using high-quality images, videos, and interactive content to maintain this advantage.

❖ **Analyze the results related to the study sample's responses on the dimension of Value:**

The value dimension evaluates whether the content meets the needs and interests of the audience.

- The highest-rated statement was: "The value of the content contributes to creating a positive feeling among followers about the hotel services" (Mean = 4.179), suggesting that respondents view the page's content as impactful in shaping their perceptions.
- The lowest-rated statement was: "Followers interact well with the page's posts" (Mean = 3.804), indicating that while engagement exists, it may not be as high as desired.

These results indicate that the value-driven content shared on the hotel's Instagram page contributes to customer satisfaction with the promotional message of the hotel services. Additionally, the hotel effectively communicates values that cater to both the current and future needs of its followers, reinforcing its appeal to potential customers.

❖ **Analyze the results related to the study sample's responses on the dimension of Emotion:**

This dimension examines whether the content evokes emotional responses from followers.

- The highest-rated statement was: "The content plays an important role in guiding followers toward hotel services" (Mean = 4.036, Agree), showing that marketing efforts influence customers' decisions.
- The lowest-rated statement was: "The Instagram page includes competitions and prizes that interest me" (Mean = 3.152, Neutral), indicating that contests and promotions are not a major engagement tool for followers.

These results indicate that the value-driven content shared on the hotel's Instagram page contributes to customer satisfaction with the promotional message of the hotel services. Additionally, the hotel effectively communicates values that cater to its followers' current and future needs, reinforcing its appeal to potential customers.

- **Analyze the results related to the responses of the study sample on the dependent variable (tourist satisfaction with hotel service):**

Table 5.Statistical analysis of respondents' opinions on tourist satisfaction

Statement Number	Statement	Mean	Standard Deviation	Rank	General Direction
01	I find that the services displayed on the Instagram page of Sabri Hotel exceed my expectations.	3.339	1.036	10	Neutral
02	I receive answers to all my inquiries posted on the Instagram page of Sabri Hotel.	2.786	0.981	8	Neutral
03	Interacting with the Instagram page of Sabri Hotel meets my needs and desires.	3.741	0.744	9	Agree
04	I believe that the hotel's digital services are better than traditional services.	4.295	0.916	1	Strongly Agree
05	I have a positive attitude towards the content of Sabri Hotel's Instagram page compared to competitors.	3.902	0.615	6	Agree
06	I find that the services offered by the hotel are evolving and increasing.	4.089	0.512	2	Agree
07	I am satisfied with interacting with the hotel through its Instagram page.	3.902	0.615	5	Agree
08	I speak positively with others about the services provided by the hotel and recommend it to those I know.	3.973	0.592	4	Agree
09	I feel confident and secure when dealing with the hotel through its Instagram page.	3.866	0.664	7	Agree
10	Overall, I believe I am satisfied with the services and offers provided by Sabri Hotel.	4.000	0.658	3	Agree
Overall Tourist Satisfaction Variable		**3.789**	**0.522**		**Agree**

Source: Prepared by the researchers based on SPSS V26 results.

Table 5 results indicate that the dependent variable “tourist satisfaction” has a general mean of 3.789 with a standard deviation of 0.522, trending towards the **"Agree"** response. These findings suggest that content marketing through social media contributes to achieving tourist satisfaction with hotel services.

Respondents in the study confirmed that Sabri Hotel effectively provides its customers with sufficient information through the content shared on its Instagram page. This implies that digital marketing efforts, particularly content marketing on social media play a crucial role in

shaping customer perceptions and satisfaction. However, further improvements in content engagement and responsiveness could enhance overall tourist satisfaction even more.

Overall, the findings highlight that while tourists are generally satisfied with the digital marketing and services offered through Sabri Hotel's Instagram page, areas require improvement. Specifically, customer engagement, response to inquiries, and efforts to exceed customer expectations should be enhanced. Strengthening these aspects could further improve customer satisfaction and encourage stronger brand loyalty.

3.8 Multiple Linear Regression Test

A multiple linear regression test was conducted to measure the impact of the independent variables of content marketing (relevance, Reliability, attractiveness, value, and emotion) on the dependent variable, tourist satisfaction with hotel services.

Main Hypothesis Test:

Null Hypothesis (H_0):

There is no statistically significant effect at a significance level of ($\alpha \leq 0.05$) between content marketing through social media and tourist satisfaction with Sabri Hotel's services.

Alternative Hypothesis (H_1):

There is a statistically significant effect at a significance level of ($\alpha \leq 0.05$) between content marketing through social media and tourist satisfaction with hotel services.

Table (06): Analysis of multiple linear regression coefficients

Correlation Coefficient (R)		0.821				
Coefficient of Determination (R^2)		0.682				
F-value: 60.396	**Significance Level:** 0.000			At α = 0.05		
Independent variable	**Dependent variable**	**Unstandardized Coefficients**		**Standardized Coefficients**	**t-value**	**Sig t**
		β	***ε***	**Beta**		
Constant	**Tourist satisfaction**	2.595	0.091	-	0.701	0.000
Relevance		0.243	0.089	0.750	12.485	0.000
Reliability		0.138	0.111	0.118	7.240	0.000
Attractiveness		0.195	0.055	0.520	9.785	0.030
value		0.385	0.132	0.376	12.913	0.004
Emotion		0.237	0.114	0.295	20.074	0.000

Source: Prepared by the researchers based on SPSS V26 results.

❖ **Coefficient of Determination (R^2) and Correlation Coefficient (R)**

- The multiple linear regression analysis results indicate that the coefficient of determination (R^2) is 0.682, meaning that 68.2% of the variations in tourist satisfaction can be explained by the dimensions of content marketing (relevance, reliability, attractiveness, value, and emotion).
- The remaining 31.8% is attributed to other factors not included in this model, such as random errors.
- The correlation coefficient (R = 0.821) signifies a strong relationship between content marketing dimensions and tourist satisfaction, suggesting that enhancing these dimensions can significantly improve customer satisfaction.

❖ **Model Significance (F-Test)**

- The calculated F-value is 60.396 with a significance level of Sig = 0.000 at a 5% significance level ($\alpha = 0.05$).
- This confirms that the regression model is statistically significant, indicating that content marketing dimensions significantly impact tourist satisfaction.

❖ **Analysis of Independent Variables' Impact on Tourist Satisfaction**

All aspects of content marketing positively impact tourist satisfaction based on the unstandardized regression coefficients (β). This means that when any of these aspects improve, tourist satisfaction also increases. Here is how each factor specifically affects satisfaction:

- Relevance ($\beta = 0.243$, Sig t = 0.000), has the highest impact on satisfaction, indicating that tourists value relevant content in their decision-making.
- Reliability ($\beta = 0.138$, p = 0.000): Although significant, its impact is lower than other factors, suggesting that while credibility matters, other elements contribute more to satisfaction.
- Attractiveness ($\beta = 0.195$, Sig t = 0.030): Shows a moderate influence, indicating that visually appealing content engages tourists but is not the most critical factor.
- Value ($\beta = 0.385$, Sig t = 0.004): Demonstrates a strong impact, implying that tourists appreciate valuable and informative content when choosing hotel services.
- Emotion ($\beta = 0.237$, Sig t = 0.000): Highlights the role of emotional engagement in influencing tourist satisfaction

❖ **Discussion of Standardized Beta Coefficients**

- Relevance (Beta = 0.750) is the most significant factor, indicating that content that meets tourists' needs is crucial in content marketing.
- Value (Beta = 0.376) ranks second, showing that tourists' perception of service benefits plays a major role in satisfaction.
- Attractiveness (Beta = 0.520) is also crucial, emphasizing the importance of visually and emotionally appealing content.
- Reliability (Beta = 0.118) has the least impact, suggesting that tourists may prioritize other aspects over trustworthiness.

❖ **Acceptance of the Alternative Hypothesis**

Based on these results, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1), which states that "There is a statistically significant effect of content marketing dimensions on tourist satisfaction toward Sabri Hotel's services at a 5% significance level, as perceived by Instagram followers of the hotel.

4. *CONCLUSION*

This study examines the role of content marketing through social media in enhancing tourist satisfaction with hotel services based on an analysis of the opinions of a sample of followers of the Sabri Hotel's social media page in Annaba. The study yielded several significant results, including:

- Content marketing has become a crucial advertising tool, especially with the widespread adoption of digital media in general and social media platforms in particular.

- Social media content marketing plays a major role in increasing tourist satisfaction with hotel services. By publishing valuable and engaging content on social media platforms, hotels can attract more tourists and enhance their overall experience.
- Sabri Hotel actively engages with its followers, responding quickly to their inquiries and complaints, strengthening tourist satisfaction and fostering a strong interactive relationship with them.
- The quality and authenticity of social media content play a crucial role in capturing tourists' attention and increasing their comfort and trust in the hotel.
- The study confirmed that the content provided by Sabri Hotel on its Instagram page is credible, relevant, valuable, engaging, and emotionally appealing. The positive evaluations from the hotel's followers indicate a high level of acceptance of the content.
- There is a statistically significant relationship at a significance level ($\alpha \leq 0.05$) between the five dimensions of content marketing (relevance, credibility, attractiveness, value, and emotional appeal) and tourist satisfaction with hotel services.

Recommendations

Based on the study's findings, several recommendations can be proposed to enhance the effectiveness of content marketing in the hotel industry:

1. Develop guest experience enrichment programs, such as exclusive offers for social media followers and subscribers, and organize interactive events, and unique hotel experiences that reflect the hotel's concept.
2. Hotels should adopt a diverse and effective content strategy, incorporating images, videos, articles, engaging stories, and other appealing formats. The content should be regularly updated and provide added value to attract and retain tourists.
3. Encourage hotels to enhance the quality and authenticity of their social media content to attract new tourists and maintain existing customers.
4. Train hotel staff on practical communication skills and prompt responses to customer inquiries on social media platforms.
5. Continuously monitor developments in social media marketing and adapt content marketing strategies to align with the latest digital trends.
6. Track and measure the results of social media content marketing campaigns to assess their effectiveness and impact on tourist satisfaction.

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