The Impact of Content Marketing on Improving Hotel Service Quality: A Case Study of Seybouse Annaba Hotel

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Abstract:

This study aims to highlight the growing impact of content marketing, specifically by social media activists, in improving hotel service quality. It adopted a descriptive and analytical approach, collecting data during field visits to Seybouse Hotel Annaba using paper/digital questionnaires and interviews, distributing 144 valid responses analyzed via SPSS v.26.Results showed a clear and strong positive effect of social media activists' content on customers' perceptions and purchasing behavior toward hotel services. This reflects influencer marketing's effective strategic role within contemporary hotel communication policies. Such marketing enhances service quality, positively impacting booking rates and overall hotel activity growth.The study recommends integrating influencer content marketing into hotel plans, focusing on credible influencers with genuine target audience impact to optimize service enhancement and development.

Keywords: *Content marketing, contemporary communication policies, social media activists, hotel service quality, Seybouse Annaba Hotel.*

1. INTRODUCTION

Recently, the marketing field has witnessed radical transformations due to rapid technological advancements and the widespread use of social media platforms, which now play a pivotal role in shaping customer behaviors and guiding their purchasing decisions. Among the modern marketing forms that have emerged strongly during this phase is influencer content marketing, which relies on content created and shared by social media activists and

influencers. These individuals possess a unique ability to influence audiences by building bridges of trust and credibility.

In the hotel services sector—one of the most affected by customer experiences and recommendations—influencer content marketing emerges as a strategic tool capable of improving service quality and enhancing hotels' mental image. Social media activists do not limit their role to promotion alone; they contribute to shaping customers' perceptions of service quality, positively impacting booking decisions and guest satisfaction levels.

Therefore, this study focuses on an in-depth examination of one of the vital factors influencing hotel service quality improvement, through analyzing the actual impact of marketing content created by social media activists.

Research Problem:

Content created by social media activists has transformed from mere individual opinions into a collective influence force that reshapes the services offered by hotel brands. This has made the relationship between hotels and digitalization a growing focus of interest for researchers and industry practitioners, seeking to understand the extent of impact from one of these digital forces that has become a hot topic among both current and potential customers. Based on this reality, the core research problem can be summarized in the main question: "To what extent do the dimensions of influencer content marketing impact the improvement of hotel service quality?"

To explore the implications of this question, the study addresses several sub-research questions:

1- To what extent does the influential dimension of social media activists impact the improvement of hotel service quality from the perspective of Seybouse Annaba Hotel customers, with statistical significance?

2- To what extent does the interactive dimension of social media activists impact the improvement of hotel service quality from the perspective of Seybouse Annaba Hotel customers, with statistical significance?

3- To what extent does the content dimension of social media activists impact the improvement of hotel service quality from the perspective of Seybouse Annaba Hotel customers, with statistical significance?
4- To what extent does the ethical dimension of social media activists impact the improvement of hotel service quality from the perspective of Seybouse Annaba Hotel customers, with statistical significance?
5- To what extent does the social dimension of social media activists impact the improvement of hotel service quality from the perspective of Seybouse Annaba Hotel customers, with statistical significance?

Research Hypotheses:

To answer the previous questions and interpret the posed research problem, we deemed it appropriate to formulate hypotheses that will be tested to determine their validity through confirmation or rejection. The main hypothesis is formulated as follows:

"There is a positive effect with statistical significance of the dimensions of influencer content marketing on improving hotel service quality." From this main hypothesis, the following sub-hypotheses emerge:

1- There is a positive effect with statistical significance of the influential dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.
2- There is a positive effect with statistical significance of the interactive dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.
3- There is a positive effect with statistical significance of the content dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.
4- There is a positive effect with statistical significance of the ethical dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.
5- There is a positive effect with statistical significance of the social dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.

Research Importance:

Studying the impact of influencer content marketing on improving hotel service quality holds significant importance, starting from the problem it seeks to address and several other considerations outlined below:

- This topic is particularly relevant for hotel customers and digital platform followers, as the study aims to leverage the advantages of social media activists in the hospitality field to serve customers and followers, meeting their contemporary needs and desires.
- The study sheds light on one of today's most innovative marketing trends, applied to the hotel sector, potentially serving as a scientific reference for those interested in this subject within hotel business operations.

Methodology and Tools:

Given the nature of our study, multiple epistemological models were adopted rather than relying on a single one to achieve the research objectives. The positivist model was combined with the interpretative model: the positivist reflects the reality of the studied hotel as the most commonly used approach in organizational studies, focusing on describing phenomena and examining relationships between components—which this study does to reveal the impact of digital platform activists on Seybouse Annaba Hotel's services. The interpretative model explains this role based on study sample responses.

Both inductive and deductive approaches were used as sources of scientific knowledge. Additionally, the following were adopted:

Field Research Method: Aligned with the applied study in this scientific work, specifically using the case study approach. Seybouse Annaba Hotel was selected as the case among Annaba's most prominent hotels to showcase its services and reveal the impact of influencer content marketing on improving service quality. The survey method was used, specifically sample survey, by directing questions to a sample of hotel customers to understand their trends, opinions, and beliefs about the study topic, with results generalized to other active hotels.

According to the study's nature, several data collection sources were relied upon:

- Questionnaire: A series of statements formulated by researchers to determine the extent of influencer content marketing dimensions'

impact on improving the studied hotel's service quality from customers' perspectives via field sample survey.

- Interviews: Structured interviews used alongside questionnaire distribution to support it, clarify research purposes to respondents, hear their opinions, and provide interpretations for their responses during analysis. Unstructured interviews gathered necessary data and information about the hotel and its services.

2. Literature Review on Influencer Content Marketing and Hotel Service Quality:

The world has witnessed a radical transformation in communication and information exchange methods over the past two decades, driven by the widespread adoption of digital platforms such as Facebook, Instagram, TikTok, and YouTube. With the emergence of social media activists, these platforms have become fundamental in shaping customer opinions and decisions, particularly in tourism and hospitality sectors. Hotel or resort selection no longer relies solely on traditional advertisements or travel agency recommendations; it is now significantly influenced by the experiences and reviews documented with precision and professionalism by these activists, impacting their audiences. Consequently, the hospitality sector has begun adapting to this phenomenon, striving to enhance the quality of services it provides.

2.1 The Nature of Content Marketing:

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Amid rapid digital developments and the growing role of social media platforms, content marketing has emerged as one of the most effective and leading approaches in modern marketing. This type of marketing reflects the significant shift in consumer behavior, where customers now trust content provided by activists and influencers on social media platforms more than traditional advertisements. The interactive relationship these activists create with their audiences makes influencer content marketing a strategically important mechanism for enhancing communication between brands and customers, and improving the quality of services offered across various sectors, particularly the hotel industry.

2.1.1 Definition of Content marketing :

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience—and, ultimately, to drive profitable customer action". (Pulizzi, 2012)

This definition emphasizes creating consumer value through relationship marketing concepts while achieving organizational profitability goals, distinguishing strategic content marketing from general online content sharing.

2.1.2 Dimensions of Content Marketing:

The dimensions of content marketing refer to the aspects that

social media activists seek to touch upon, shaping their presence and impact in the digital space. These dimensions are used in fields like digital marketing, public relations, and media studies to analyze their roles and scope of influence. The main dimensions include:

1. **Influential Dimension:** Divided into:

- Scope of Influence: Number of followers, geographical reach, interaction frequency (views, shares).

Influential Authority: Audience trust in the activist's content and credibility within their specialty (Karen Freberg, 2011).

- Behavioral Influence: Activist's ability to motivate followers to make decisions or adopt specific behaviors (e.g., purchasing, supporting causes) (Watts, 2007).

2. **Interactive Dimension:** Includes:

- Interaction Rate: Ratio of comments, likes, shares relative to followers.
- Interaction Quality: Depth of interactions (discussions, questions, reflections) beyond mere quantity.
- Mutual Response: Activist's engagement with audience (replying to comments, polls, direct messages) (Kietzmann, 2011).

3. **Thematic/Specialized Dimension**: Encompasses:

- Thematic Focus: Activist's specialized field (beauty, education, politics, health).
- Content Depth: Level of specialization and accuracy in presentation.
- Thematic Consistency: Commitment to a specific topic without audience distraction (Labrecque, 2011).

4. **Value/Ethical Dimension**: Contains:

- Credibility: Transparent practices in advertising/promotion.
- Ethical Values: Promotion of positive values (human rights, diversity, social responsibility).
- Digital Responsibility: Warning against fake news, prioritizing follower safety (Lou, 2019).

5. **Social/Psychological Dimension**: Includes:

- Digital Identity: Image the activist projects of themselves.
- Emotional Connection: Forming affective bonds with followers (through stories, personal sharing).
- Public Opinion Influence: Contribution to shaping or directing public discourse on social/political issues (Zhao, 2008).

2.2 Hotel Service Quality:

Hotel service quality is a fundamental pillar that hotel establishments rely on to achieve excellence and success in a highly competitive market. It goes beyond merely providing services that meet guests' basic needs, extending to delivering a comprehensive experience that combines tangible and intangible factors ensuring customer satisfaction and loyalty. Achieving hotel service quality requires precise understanding of customer expectations and monitoring of actual service performance, creating opportunities for continuous improvement that enhances the hotel's position and reputation.

2.2.1 Hotel Service Quality Definition

Hotel service quality represents a critical competitive advantage in the hospitality industry, where customer satisfaction directly influences loyalty and profitability. According to established academic frameworks, it encompasses multiple dimensions that collectively determine guest perceptions and experiences.

Hotel service quality is the consistent delivery of superior service that meets or exceeds customer expectations across key dimensions including tangibles, reliability, responsiveness, assurance, and empathy" (Ala`a Nimer AbuKhalifeh, 2012)

2.2.2 Dimensions of Hotel Service Quality:

The SERVQUAL framework provides a comprehensive approach to measuring hotel service quality through five essential dimensions, each representing critical aspects of guest experience: (Parasuraman, 1988)

- **Tangibles:** The physical appearance of facilities, equipment, personnel, and communication materials. This includes hotel cleanliness, room aesthetics, staff uniforms, and modern amenities that create a positive first impression.

- **Reliability:** The ability to deliver the promised service accurately, dependably, and on time. Guests expect reservations honored, services performed correctly, and billing without errors.
- **Responsiveness:** The willingness of staff to provide prompt assistance and address guest needs quickly. This dimension emphasizes efficient check-in/check-out processes and immediate problem resolution.
- **Assurance:** The knowledge, courtesy, and competence of employees that inspire trust and confidence. Well-trained staff who communicate effectively and handle guest concerns professionally fall under this dimension.
- **Empathy:** The provision of caring, individualized attention to customers. Personalized service, understanding specific guest preferences, and demonstrating genuine concern for their comfort characterize this dimension.

3.The Applied Aspect of the Study

Amid the widespread proliferation of digital platforms, activists on these platforms have emerged as significant influencers across various sectors, notably the hospitality industry. These digital influencers actively shape public perceptions through their evaluations and personal experiences, directly impacting hotels' reputations and occupancy rates. Their influence extends beyond mere promotion to include constructive criticism that may erode customer trust when not addressed effectively. Consequently, comprehending and strategically harnessing this influence has become imperative for advancing and enhancing hotel service quality. The present study investigates the impact of digital platform activists' influential content on improving hotel service quality through empirical fieldwork conducted at Seybouse Annaba Hotel. The findings, derived from this field investigation, will be systematically presented in this section of the research paper.

3.1Testing for Normality:

The Kolmogorov-Smirnov test results were employed to assess the normality distribution of the study variables. As indicated in the table above, all dimensions exhibited normal distribution characteristics, evidenced by p-

values exceeding the conventional significance threshold of 0.05 adopted for the current statistical analysis. Specifically, the digital platform activist's variable (independent variable) recorded a significance level of 0.070 ($p > 0.05$) across all dimensions ($n = 144$), while the dependent variable yielded a p-value of 0.200 ($p > 0.05$). These findings justify the application of parametric statistical tests for hypothesis testing and support the generalizability of the study's results to the broader population.

Table N°(01) : Normality Test

Axis	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig	Statistic	df	Sig
Influential Dimension	0.047	144	*0.200	0.988	144	0.225
Interactive Dimension	0.042	144	*0.200	0.990	144	0.356
Thematic Dimension	0.055	144	*0.200	0.992	144	0.650
Ethical Dimension	0.049	144	*0.200	0.981	144	0.049
Social Dimension	0.048	144	*0.200	0.988	144	0.275
Digital Platform Activists	0.071	144	*0.070	0.979	144	0.026
Hotel Service	0.054	144	*0.200	0.979	144	0.025

Source: (Prepared by the researchers based on outputs and results from SPSS Statistics 26 software).

3.2Hypothesis Testing:

This section aims to test the hypotheses underpinning this study through the application of statistical methods to its data. Accordingly, the sub-hypotheses will be examined to verify their validity or otherwise, utilizing simple linear regression analysis, in addition to presenting the results obtained.

3.2.1 Testing the First Sub-Hypothesis for the Influential Dimension :

The first sub-hypothesis of the main hypothesis states: "There exists a positive effect with statistical significance of the influential dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers."

Null Hypothesis (H1a0): There does not exist a positive effect with statistical significance of the influential dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.

Alternative Hypothesis (H1a1): There exists a positive effect with statistical significance of the influential dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.

Table N°(02): Coefficients for the Influential Dimension[a]

Model	B Unstandardized	Std. Error	B Standardized	t-value	Sig
1.Constant	9.280	0.814		10.134	0.000
Influential Dimension	0.725	0.332	0.910	5.195	0.000

[a]. Dependent Variable: Hotel Service Quality

Source: (Prepared by the researchers based on outputs and results from SPSS Statistics 26 software).

The preceding table illustrates the standardized and unstandardized regression coefficients, standard error, t-test values, and significance levels. The standardized coefficient value recorded $\beta = 0.910$, indicating that the influential dimension exerts a very strong positive effect on hotel service quality. Additionally, the t-value was estimated at 5.195, representing a substantially large value that reinforces the existence of a significant relationship between the variables at a significance level of 0.000 (< 0.05). This justifies rejecting the null hypothesis and accepting the alternative hypothesis, which posits the existence of a statistically significant positive effect of the influential dimension of social media activists on hotel service quality from the perspective of Seybouse Annaba Hotel customers. The regression line equation is as follows:

Predicted (JS): 9.280 (Constant) + 0.814 (Influential Dimension) + e

3.2.2 Testing the Second Sub-Hypothesis for the Interactive Dimension

The second sub-hypothesis of the main hypothesis states: "There exists a positive effect with statistical significance of the interactive dimension of

social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers."

Null Hypothesis (H1a0): There does not exist a positive effect with statistical significance of the interactive dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.

Alternative Hypothesis (H1a1): There exists a positive effect with statistical significance of the interactive dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers.

Table N°(03): Coefficients for the Interactive Dimension[b]

Model	B Unstandardized	Std. Error	B Standardized	t-value	Sig
1.Constant	31.000	3.149		9.844	0.000
Interactive Dimension	2.069	0.257	0.860	8.060	0.000

[b]. Dependent Variable: Hotel Service Quality

Source: (Prepared by the researchers based on outputs and results from SPSS Statistics 26 software).

From the results shown in the above table for the interactive dimension coefficients, the standardized coefficient value was estimated at $\beta = 0.860$, indicating that the interactive dimension exerts a very strong positive effect on hotel service quality. Additionally, the t-value was estimated at 9.844, representing a substantially large value that reinforces the existence of a significant relationship between the variables at a significance level of 0.000 (< 0.05). This entails rejecting the null hypothesis and accepting the alternative hypothesis, which states the existence of a statistically significant positive effect of the interactive dimension of social media activists on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers. The regression line equation is as follows

Predicted (JS): 31 (Constant) + 2.069 (Interactive Dimension) + e

3.2.3 Testing the Third Sub-Hypothesis for the Thematic Dimension:

This hypothesis was tested using simple linear regression equation to detect the presence or absence of a statistically significant effect of the thematic

dimension on improving hotel service quality. The test yielded results presented in the following table:

Table N°(04): Coefficients for the Thematic Dimension[a]

Model	B Unstandardized	Std. Error	B Standardized	t-value	Sig
1.Constant	27.985	3.071		9.112	0.000
Thematic Dimension	2.311	0.250	0.713	9.257	0.000

[a]. Dependent Variable: Hotel Service Quality

Source: (Prepared by the researchers, based on outputs and results from SPSS Statistics 26 software).

From the results shown in the above table for the thematic dimension coefficients, the standardized coefficient value was estimated at $\beta = 0.713$, indicating that the thematic dimension exerts a strong positive effect on hotel service quality. Additionally, the T-value was estimated at 9.112, representing a substantially large value that reinforces the existence of a significant relationship between the variables at a significance level of 0.000 (< 0.05). This justifies rejecting the null hypothesis and accepting the alternative hypothesis, which states the existence of a statistically significant positive effect of the thematic dimension on improving hotel service quality from the perspective of Seybouse Annaba Hotel customers. The regression line equation is as follows:

Predicted (JS): 27.985 (Constant) + 2.311 (Thematic Dimension) + e

3.2.4 Testing the Fourth Sub-Hypothesis for the Ethical Dimension:

This hypothesis was tested using simple linear regression equation to detect the presence or absence of a statistically significant effect of the ethical dimension on improving hotel service quality. The test yielded the following results:

Table N°(05): Coefficients for the Ethical Dimension[b]

Model	B Unstandardized	Std. Error	B Standardized	t-value	Sig
1.Constant	32.796	2.946		11.131	0.000

Ethical Dimension	1.926	0.240	0.758	8.017	0.000

a. Dependent Variable: Hotel Service Quality

Source: (Prepared by the Researchers, based on outputs and results from SPSS Statistics 26 software).

From the results of the table above for the coefficients of the ethical dimension, the standardized β value was estimated at 0.758, indicating that the ethical dimension has a strong and positive impact on hotel service quality. The T value was estimated at 11.131, which is a very large value, reinforcing the existence of a significant relationship between the variables at a negligible significance level below 0.05. This means rejecting the null hypothesis and accepting the alternative hypothesis, which states the existence of a statistically significant positive impact of the ethical dimension of social media influencers on improving hotel service quality from the perspective of Seybouse Annaba Hotel clients. The regression line equation is as follows:

Predicted (JS): 32.796 (Constant) + 1.926 (Ethical Dimension) + e

Testing the Fifth Sub-Hypothesis for the Social Dimension

This hypothesis was tested using the simple linear regression equation to detect the presence or absence of a statistically significant contribution of the social dimension to hotel service quality dimensions. This test yielded the following results:

Table N°(06): Coefficients for the Social Dimension

Model	B Unstandardized	Std. Error	B Standardized	t-value	Sig
1.Constant	26.321	3.240		8.124	0.000
Social Dimension	2.467	0.266	0.814	9.280	0.000

b. Dependent Variable: Hotel Service Quality

Source: (Prepared by the Researchers, based on outputs and results from SPSS Statistics 26 software).

From the results of the table above for the coefficients of the social dimension, the standardized β value was estimated at 0.814, indicating that the social dimension has a very strong and positive impact on hotel service quality. The

T value was estimated at 8.124, which is a very large value, reinforcing the existence of a significant relationship between the variables at a negligible significance level below 0.05. This means rejecting the null hypothesis and accepting the alternative hypothesis, which states the existence of a statistically significant positive impact of the social dimension on improving hotel service quality from the perspective of Seybouse Annaba Hotel clients. The regression line equation is as follows:

Predicted (JS): 26.321 (Constant) + 2.467 (Social Dimension) + e

From the previous sub-hypotheses, the main null hypothesis will be rejected, which states "There is no statistically significant positive effect of influencer content marketing dimensions on improving hotel services quality," and the alternative will be accepted, stating the existence of a statistically significant positive effect of influencer content marketing dimensions on improving hotel services quality from the perspective of Seybouse Annaba Hotel clients.

4. **Results and discussion :**

This study yielded the following results, confirming strong positive effects across all tested dimensions:

- The existence of a strong positive effect of the influential dimension of social media activists on hotel service quality at Seybouse Annaba Hotel, reflecting the cognitive and emotional influence power of activists on their audience, confirming that their opinions directly impact service evaluation.
- The existence of a strong positive effect of the interactive dimension of social media activists on hotel service quality at Seybouse Annaba Hotel, confirming the presence of rapid response from activists that enhances trust and encourages continuous interaction.
- The existence of a strong positive effect of the thematic dimension of social media activists on hotel service quality at Seybouse Annaba Hotel, which reflects activists' commitment to accuracy. According to respondents' opinions, they perceive them as unbiased in their views, thereby enhancing content credibility.
- The existence of a strong positive effect of the ethical dimension of

social media activists on hotel service quality at Seybouse Annaba Hotel, confirming activists' commitment to professional ethics on social media platforms.

- The existence of a strong positive effect of the social dimension of social media activists on hotel service quality at Seybouse Annaba Hotel, which establishes their possession of substantial influential power through social media platforms.

5. Conclusion :

This research paper has analyzed the impact of influencer content marketing dimensions on enhancing hotel service quality from the perspective of Seybouse Annaba Hotel customers. The study presented relevant literature alongside empirical findings, with particular emphasis on the pivotal role played by social media activists in shaping customer orientations and perceptions toward hotel services. This topic gains increasing significance amidst the profound transformations characterizing the hospitality sector.

The influence of these activists extends beyond mere expression of opinions; they have become primary actors in shaping hotel reputations, influencing booking decisions, and defining new standards for service quality. The study examined the interaction mechanisms between these activists and hotels, the impact of their comments on booking rates and revenues, as well as hotels' responses to these challenges and opportunities.

Understanding these dynamics has become vital for hotels seeking sustainability and growth in a complex, highly competitive market. Consequently, engaging with social media activists represents a strategic necessity rather than an option, aligning with modern market requirements and evolving customer expectations. This study thus constitutes a valuable contribution to understanding hotel service quality management within this critical context.

In light of the findings presented in this research paper, the following recommendations are proposed to enhance hotel service quality in the future:

- Strengthen partnerships with local social media activists, particularly those specialized in tourism and hospitality, such as content creator Khabib.

- Leverage the influential dimension of these activists in designing and implementing hotel promotional campaigns.
- Enhance ethical aspects in collaborations with activists to ensure credibility of influence and content quality.
- Implement a periodic monitoring system to measure activists' impact on customer experience and continuously analyze feedback.
- Integrate thematic and interactive dimensions within the hotel's digital marketing strategy to achieve more comprehensive and effective impact.
- Encourage the audience and customers to share their personal experiences through the hotel's digital platform or via activists, thereby enhancing interaction and increasing transparency.

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7. Appendices:

Questionnaire:

Section A: Demographic Information

Gender: ☐ Male ☐ Female

Age: ☐ Under 25 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55 and above

Educational Level: ☐ Secondary ☐ Bachelor ☐ Master ☐ Doctorate

Number of Hotel Visits per Year: ☐ 1–2 ☐ 3–5 ☐ More than 5

Main Source of Hotel Information: ☐ Social Media ☐ Travel Agencies ☐ Friends/Family ☐ Other

Section B1: Influential Dimension

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The influencer has a large number of followers.	☐	☐	☐	☐	☐
2. I trust the influencer's opinions about hotel services.	☐	☐	☐	☐	☐
3. The influencer strongly affects my hotel booking decisions.	☐	☐	☐	☐	☐
4. The influencer appears credible in the hospitality field.	☐	☐	☐	☐	☐
5. The influencer's recommendations influence my perception of hotel quality.	☐	☐	☐	☐	☐

Section B2: Interactive Dimension

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6. The influencer responds to followers' comments regularly.	☐	☐	☐	☐	☐
7. The influencer interacts actively with their audience.	☐	☐	☐	☐	☐
8. The influencer encourages discussions about hotel experiences.	☐	☐	☐	☐	☐
9. I feel engaged when interacting with the influencer's content.	☐	☐	☐	☐	☐
10. The influencer values followers' feedback about hotel services.	☐	☐	☐	☐	☐

Section B3: Thematic Dimension

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11. The influencer specializes in tourism or hospitality content.	☐	☐	☐	☐	☐
12. The content shared about the hotel is detailed and informative.	☐	☐	☐	☐	☐
13. The influencer provides accurate information about hotel services.	☐	☐	☐	☐	☐
14. The influencer focuses consistently on travel-related topics.	☐	☐	☐	☐	☐
15. The influencer explains hotel features clearly.	☐	☐	☐	☐	☐

Section B4: Ethical Dimension

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
16. The influencer clearly discloses paid promotions.	☐	☐	☐	☐	☐
17. The influencer provides honest reviews about hotels.	☐	☐	☐	☐	☐
18. The influencer respects ethical standards in content sharing.	☐	☐	☐	☐	☐

19. The influencer avoids misleading information.	☐	☐	☐	☐	☐
20. The influencer promotes responsible digital behavior.	☐	☐	☐	☐	☐

Section B5: Social Dimension

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
21. The influencer creates emotional connection with followers.	☐	☐	☐	☐	☐
22. The influencer shares personal hotel experiences authentically.	☐	☐	☐	☐	☐
23. The influencer shapes public opinion about hotel services.	☐	☐	☐	☐	☐
24. I feel socially connected to the influencer.	☐	☐	☐	☐	☐
25. The influencer builds a positive digital identity.	☐	☐	☐	☐	☐

Section C: Hotel Service Quality

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
26. The hotel provides visually appealing facilities.	☐	☐	☐	☐	☐
27. The hotel delivers services as promised.	☐	☐	☐	☐	☐
28. The hotel staff respond quickly to customer needs.	☐	☐	☐	☐	☐
29. The hotel staff are professional and trustworthy.	☐	☐	☐	☐	☐
30. The hotel provides personalized attention to guests.	☐	☐	☐	☐	☐