



An Examination of How Social Media Participation and Customer Satisfaction Affect the Likelihood that a Business Will Make Another Transaction in the Hospitality Sector

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Abstract

This paper explores the moderation role of social media and customer satisfaction to determine its influence on the probability of customer repeat purchases in the hospitality industry. Since the hospitality industry has grown more conscious of digital technologies, applications like Facebook, Instagram, and Twitter have determined fundamental strategies for customers and service promotion. The uses of these platforms extend business to customers, timely promotions are made, and customer feedback, which can impact satisfaction and customer loyalty, is received. To this end, the study seeks to determine the correlation between customers' use of social media and customer satisfaction and how these variables impact customer revisits. This study conducted a cross-sectional quantitative survey of 100 hospitality customers to determine the impact of engagement on the customers' behavior as influenced by social media usage. This study established a highly positive relationship between an establishment's participation in social media and future patronage (Pearson correlation coefficient of 0.963), indicating that social media helps boost customer loyalty and subsequent purchases. Nevertheless, the correlation between social media presence and the Customer Satisfaction index was relatively low; thus, those other variables have a stronger relationship with Customer Satisfaction. While social media has proven useful in encouraging customers to visit an

establishment multiple times, it seems to be less useful in increasing their satisfaction level. The study implies that social media is an important element in customer retention; however, there can be other ways to improve customer satisfaction. It brings new information for constructing a theoretical framework for investigating digital engagement in hospitality. It emphasizes managerial applicability to enhance social media utilization for revenue generation through repeat patronage and customer retention on top of other factors affecting user satisfaction.

Subject Areas

Behavioral Economics, Business Management

Keywords

Social Media Engagement Customer Satisfaction, Repeat Business, Hospitality Sector, Digital Marketing

1. Introduction

1.1. Background of the Study

The hospitality industry is one of the fields which have been greatly affected by changes in the digital world; social media stands at the core of changes. Social sites like Facebook, Instagram, twitter, etc., have nowadays become important in customer engagement and business service promotion for satisfying consumers and achieving an improved customer's experience. In general, the development of social media has influenced the direct communications with customers as well as provision of instantaneous timely discounts and promotions besides featuring customers' experience, which in turn alters customer satisfaction and subsequent loyalty among hospitality firms.

Satisfying the customers' needs is an essential factor in the success of the hospitality industry, and this factor is more and more conditioned by the online relationships. Social media enable customers to express themselves and their standing regarding certain brands/organizations, and their status carries the potential to influence the brand substantially. Hence, there is acknowledgment of positive social media engagement in building trust and brand patronage, while negative comments on social media, if poorly managed, are damaging to the company's reputation [1]. Hence, social media has an establishment of constructing business's consumer relationship to ensure it covers all its needed aspects and secure its position as the market leader through engaging the consumers in their platforms using their feedback [2].

See **Figure 1** below. Customer satisfaction as influenced by social media is therefore not limited to brand promotion and social media interactions. Studies show that the visibility benefits of social media facilitate improved customer

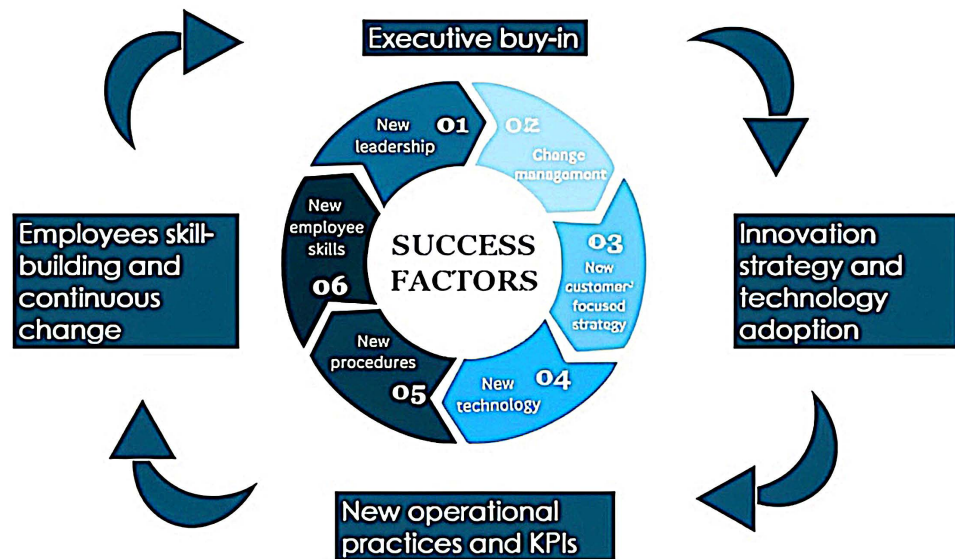


Figure 1. The various circle of opportunities [27].

relations by offering information on services offered, creating an easy way to reserve services and offer immediate feedback on inquiries [3]. For instance, Instagram is being utilized in marketing more attractive sides of the hospitality services, making the potential customer interested in buying services, as a result of high-quality pictures and word of mouth of other consumers [4]. This kind of involvement does more than help in getting the attention of other consumers; the latter generally will be in a position to favor the company since one has enjoyed his/her interaction online.

Furthermore, there is a need to appreciate the details of social media participation with regard to customer loyalty improvement within the industry. Higher level of brand interaction on social media prescribes higher level of customer satisfaction and loyalty [5]. Consequently, hospitality organisations must find how to incorporate social media into customer relations and marketing communication, to address the concerns of new generations as consumers.

1.2. Problem Statement

Although social media has emerged as critical tool in the marketing of products and services by organizations, its impact on customer patronage and subsequent repeat purchases in hospitality industry is still inconclusive. While spending millions targeting guests virtually, hospitality companies often fail to turn those guests into loyal repeat customers. Thus, the present study aims to consider a role of social media participation and customer satisfaction in the probability of repeated purchases.

1.3. Aim of the Study

The purpose of this research will be to evaluate the effects of participation within social media on an operational customer satisfaction model and subsequent

purchase repasts within the hospitality industry.

1.4. Research Questions

- 1) To what extent does customers engagement on the social media impact customer satisfaction in the hospitality industry?
- 2) The impact of customer satisfaction on repurchases in the hospitality sector: A systematic review.
- 3) The third research question seeks to understand the part played by social media participation in improving the chances of future business transactions.

1.5. Research Objectives

- 1) In order to investigate the impact of social media presence on customers' satisfaction within the hospitality industry.
- 2) In order to explore the impact that customer satisfaction has towards repeat business in the hospitality industry.
- 3) In order to answer the research questions, the cross-sectional survey methodology was employed in this study and was seeks to uncover the particulars associated with the engagement of social media participation in forecasting the likelihood of repeat transactions towards Hospitality Sector.

1.6. Significance of the Study

The information presented in this research helps hospitality business leaders understand the impact of social media activities and customer satisfaction on customers' revenue, or repeated patronage. The study's results will guide current practitioners of social media management to advance their methods of increasing customer loyalty and improving the firm's profitability by repeat sales. Besides, it enriches academic publications on the adoption of social media in the business models in the hospitality industry.

1.7. Structure of the Study

The subject matter of the study is firstly presented and explained in Chapter 1, which includes background information, research issue, purpose, questions, and objectives.

Chapter two present related literature on social media participation in the hospitality industry, customer satisfaction and repeat transactions.

This Chapter highlights research methodology comprising the following; research philosophy, research design and data collection, and analysis methods as outlined in Chapter 3.

The collected data has been analyzed and presented in chapter; Chapter 4 of this study.

Chapter 5 is the final chapter of the study that presents the research conclusions and the discussion of the results with reference to future research implication and the practical implication of the findings to the industry.

2. Literature Review

2.1. Introduction

The hospitality industry is in a process of the intense transformation influenced by innovations, especially through the utilization of the social networks. Some of them include Facebook, Instagram, and Twitter and others; most businesses operating in this sector depend on these platforms to effectively market their services and influence customer's behaviors [6]. Through SM, a real-time conversation is possible and acceptable, it has features that allow people to interact in person, and has spaces for broadcast by individuals. Following the advancement in this industry by adopting these tools, the nature of customer satisfaction and loyalty has also shifted. This paper aims at reviewing literature which examines the effects of user participation in social media and its impact to customer loyalty in particularly, the hospitality industry [7].

2.2. Social Media Participation in the Hospitality Sector

It also means that social media has taken an important role in communication, marketing and customer relations in the hospitality industry see in **Figure 2**. Social media is not just used as a tool to market the business and its services, but it allows the business to communicate with customers, receive feedback and market the business's services. Research findings reveal that firms, especially in the context of the present work, rely on platforms like Facebook and Instagram to keep customers engaged and connected all the time, therefore enhancing brand communities [8].

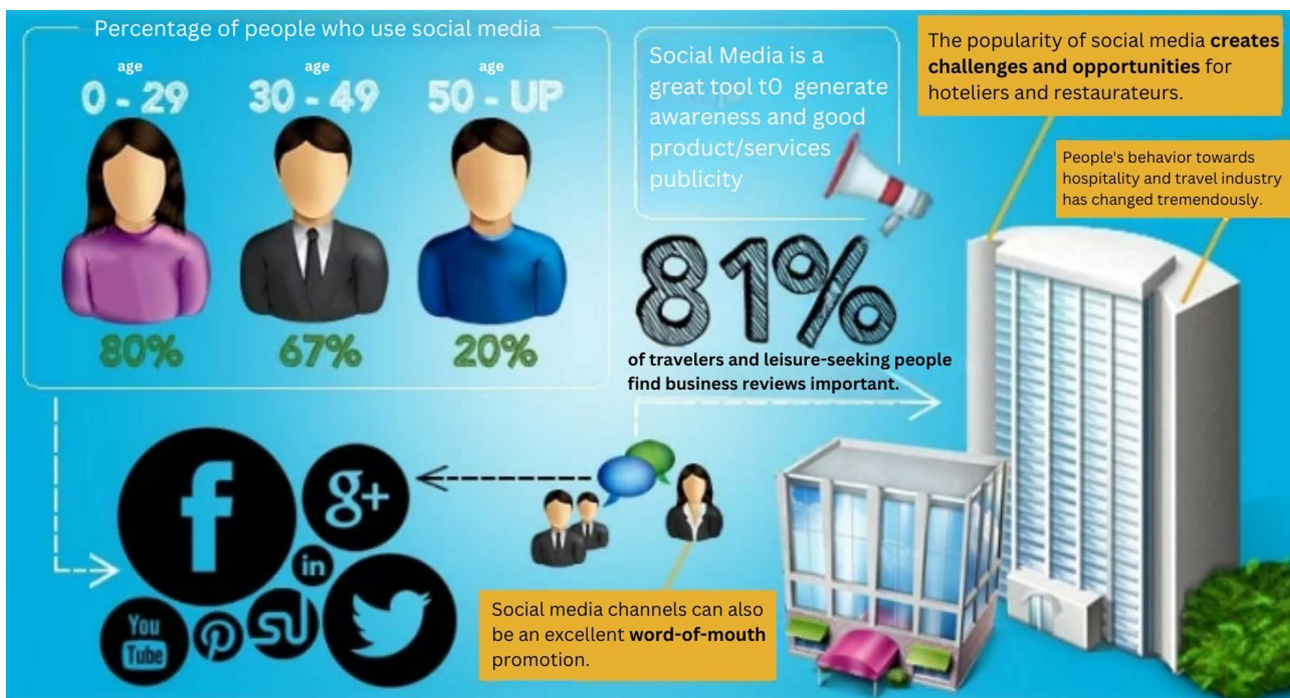


Figure 2. Social media: An effective marketing tool in the hospitality industry.

One of the most effective strategies that many businesses deploy to create engagement is through use of UGC. For example, hotels encourage customers to post their experiences and to mention the brand or to use some specific hash tags [9]. Not only does it result in free marketing, for which businesses pay a lot of money, but also helps in building a community of brand ambassadors. Customers' views and preferences are available for businesses on social media networks, and this created opportunities to use them to enhance services and target individual customers' needs [10].

2.3. The Role of Customer Satisfaction in New Repeat Transactions

Satisfied customer have always been central to the success of organizations particularly those operating in the service industries including the hospitality industry. In such cases, satisfied customers will book again, reuse the same service provider, and refer their friends to use the service [11]. Firms in the hospitality sector that invest in improving their customers loyalty experiences usually record higher cyclical demand which can be critical when establishing regular sales revenue in such a competitive market domain [12].

Various aspects can explain the satisfaction of customers in the hospitality industry. The factors such as service quality, value for the money, and the overall customer experiences are essential towards satisfaction [13]. For instance, a guest who has a notion that they are being provided with high quality service at a small expense they are willing to pay will continue to make successive transactions. In addition, the easy check-in, willingness of the hotel's staff, cleanliness and tidiness of the hotel, bear testimony to the fact that increases levels of satisfaction [14].

Customer satisfaction is also keenly involved in word-of-mouth communication especially in the social networking period. Satisfied guests of service providers, for instance, customers of a particular hotel or people who have taken meals at a restaurant, are most likely, to share a positive word about the provider of the service to the rest. Such feedback bears a lot of influence on potential customers as we know from reading the TripAdvisor and Google reviews [15]. Thus, customer satisfaction not only plays the role of the "repeat business" factor but also is the factor initiating new sales [16].

2.4. The Correlation between Using the Social Media and Customers Satisfaction

There are prior empirical studies that explored the connection of with SNS use and customer satisfaction. A passive approach to social media marketing is less effective than an active one which increases the quality of the interaction's businesses have with customers [17]. There is a positive relationship between social media visibility and hospitality businesses that post pictures on their female customers' fans or followers on Instagram and tweets on their male fans or followers on Twitter [18]. This link, in turn, increases customer satisfaction, as a result of

improved customer engagement.

By social media, businesses can point customers to detailed answers or experts, reply to customer complaints immediately and appreciate customers through responding to their compliments. The perceived brand communication on SMM mediate the relationship between perceived service quality, satisfaction and overall service experience [19]. By so doing, this emotional engagement can greatly enhance the business outcomes for the brand mostly because consumers are more likely to remain loyal users of the particular services by the brand [20].

Furthermore, customers often rely on information available in the social media platforms especially when incorporating a purchase decision of the hospitality sector. Many potential clients use social media accounts for hotels or restaurants to learn more about them, warnings, or opinions about particular places. These results can be positively influenced by businesses constantly providing updated and valuable content on their social media accounts, ensuring that, after use of the identified services, the customer will be a satisfied client [21].

2.5. Role of Social Media & Repeat Business

The academic literature today has shown that social media participation directly influences customer purchasing behavior and commitment. Companies within the hospitality industry with the active accounts and interactions on the social media platform usually create brand loyalty. In particular, the obtained brand loyalty is a result of greater brand recognition, customer trust, and positive emotions due to daily social media engagement [22].

This paper noted that one way by which businesses in the hospitality sector are using social media to advocate repeat transactions includes the preparation of quality material. For instance, the restaurant can post videos of how chefs prepare certain meals, or a hotel can post pictures of events going on in their compound [23]. More often than not, such content tends to grab the attention of the customers while at the same time reinforcing the brand image to the customers by taking them down memory lane about the numerous good experiences they have had with your brand.

Furthermore, replying to customer messages or comments on the social site is another way of improving the brand's customer care services. The evidence of outcome indicates that customers who get quick and satisfying replies to their queries or dissatisfaction with the company on social media sites are likely to use the company's products and services repeatedly [24]. This causes development of perception of value in the customers as they are promptly attended to whenever they have something to say.

3. Methodology

3.1. Research Philosophy

This study adopts a positivist research philosophy, rooted in the belief that an objective reality exists and that it can be measured using quantitative methods.

Positivism is concerned with uncovering the truth through scientific inquiry, and it aligns with the objective of this study, which seeks to examine measurable relationships between variables such as social media participation, customer satisfaction, and repeat transactions in the hospitality industry [25]. By applying a positivist lens, the study focuses on empirical evidence, aiming to test hypotheses derived from existing theories and gain insights into how digital engagement through social media impacts consumer behavior.

3.2. Research Design

The research design of this study is quantitative, employing a survey-based approach to collect numerical data that can be analyzed statistically. This approach is ideal for examining causal relationships between social media participation, customer satisfaction, and repeat transactions in the hospitality sector [26]. By focusing on these measurable constructs, the study seeks to understand how social media engagement influences customer experiences and satisfaction, and whether this engagement leads to increased loyalty and repeat business. The quantitative design allows for objective data collection, analysis, and testing of hypotheses regarding these relationships.

3.3. Research Approach

A deductive research approach is used in this study, whereby hypotheses are formulated based on existing literature and theories regarding social media's influence on customer behavior. The deductive approach follows a logical path from general theories to specific hypotheses, which are then tested empirically using collected data [27]. For instance, based on the theory of customer engagement, the hypothesis is that increased social media participation leads to higher customer satisfaction, which subsequently increases the likelihood of repeat transactions. The deductive approach is suitable for testing such relationships, as it allows for a clear framework to guide data collection and analysis.

3.4. Data Collection

Data for this study will be collected through an online survey questionnaire, distributed to 100 participants, all of whom are customers of various hospitality businesses that engage in social media marketing. The survey will contain closed-ended questions that are designed to capture quantitative data on variables such as the frequency of social media participation, perceptions of customer satisfaction, and the likelihood of making repeat transactions [28]. The questionnaire will be structured to ensure clarity and relevance, focusing on key aspects of the customer experience as shaped by digital interactions on platforms like Instagram, Facebook, and Twitter.

The data collection method is chosen for its efficiency and ability to reach a broad range of respondents, especially in the context of the hospitality sector, where customers are often active on social media. Online surveys offer the

advantage of rapid data collection and are cost-effective, making them a practical choice for a study of this nature [29].

3.5. Sampling Technique

The sampling technique employed in this study is convenience sampling, a non-probability sampling method. Convenience sampling allows for easy access to participants who have experience using social media to engage with hospitality businesses [30]. Although convenience sampling may limit the generalizability of the findings due to its non-random nature, it is practical for this study as it enables the recruitment of participants who are knowledgeable about the research topic.

Participants will be selected based on their engagement with hospitality businesses on social media platforms. This will ensure that the sample reflects the population of interest—customers who use social media as part of their interaction with hospitality businesses. The inclusion of active social media users will enhance the relevance of the findings by focusing on those most likely to be influenced by digital innovations in the hospitality sector.

3.6. Data Analysis

The collected data will be analyzed using both regression and correlation analyses to assess the relationships between the variables of social media participation, customer satisfaction, and repeat transactions. Regression analysis will be employed to test the predictive power of social media participation and customer satisfaction on the likelihood of repeat transactions. This analysis will help determine whether customer engagement through social media platforms can be linked to actual behavioral outcomes, such as repeat bookings or purchases [31].

Correlation analysis will also be conducted to evaluate the strength of the relationships between social media participation, customer satisfaction, and repeat transactions. By measuring the degree of association between these variables, the study aims to uncover the extent to which social media engagement affects customer satisfaction and loyalty. Together, these statistical techniques will provide insights into the role that digital interactions play in shaping consumer behavior within the hospitality industry.

3.7. Sample Size

A sample size of 100 participants is considered appropriate for the purposes of this study. This number is sufficient to allow for meaningful statistical analysis, while also ensuring that the data collection process remains manageable. A sample of this size provides enough variability to capture different levels of social media participation and customer satisfaction, making it possible to draw valid conclusions about the relationships between these variables.

Given the focus of the study on social media participation in the hospitality sector, 100 respondents represent a diverse range of customer experiences and perspectives, which will enhance the overall validity and reliability of the findings.

4. Result and Findings

4.1. T-Test Analysis

According to **Table 1**, the data listed below presents the three major concerns for a business—repeat Business, social media, and Satisfaction—measured by 100 respondents. The mean values are the quantitative values for each indicator, which describe common tendencies of customers' behavior in general.

Table 1. One sample.

	N	Mean	Std. Deviation	Std. Error Mean
Repeat Business	100	15.24	3.48674	0.34867
Social Media Presence	100	15.21	3.45859	0.34586
Customer Satisfaction	100	14.54	3.40428	0.34043

Source (Author).

The above results show that the possibility of coming back to the business has been rated higher on average (mean score of 15.2380), meaning that customers are likely to come again probably due to a level of loyalty and satisfaction with services. The standard deviation of 3.48674 gives some idea of repeat business variation but is not a very large deviation, implying some amount of consistency among customers.

Another variable, our Social Media Presence, also has an almost identical mean score of 15.2120 and a slightly lower standard deviation of 3.45859. This implies a set and uniform social media plan and approach that has similar impacts on customers on the social media platform, hence enhancing online presence.

Customer Satisfaction has a slightly lower mean (14.5400), which means that while the customers are satisfied, they expect more effort from the firm and/or they may not find the product/service up to the mark. The standard deviation (3.40428) shows that satisfaction levels are more variable than repeat business and social media presence, suggesting the need for more sensitivity in the quality sought-after customer experience.

Taken collectively, these data points indicate very high customer retention and social media activity levels and modest customer satisfaction fluctuations.

4.2. Correlations

According to **Table 2**, the correlation matrix results will help in understanding the level of business repeatability, social network activity, and customer satisfaction with the institution's services by the 100 respondents. The analysis pointed to a strong positive relationship between repeat business and posts on social media, accounting for the Pearson correlation coefficient of 0.963 ($p < 0.001$). This means that social media is positively related to customer traffic and could, therefore, mean that good social media strategies would boost traffic levels in subsequent customer visits.

Table 2. Correlation.

		Repeat Business	Social Media Presence	Customer Satisfaction
Repeat Business	Pearson Correlation	1	0.963**	0.164
	Sig. (2-tailed)		0.000	0.104
	N	100	100	100
Social Media Presence	Pearson Correlation	0.963**	1	0.14
	Sig. (2-tailed)	0.000		0.000
	N	100	100	100
Customer Satisfaction	Pearson Correlation	0.164	0.14	1
	Sig. (2-tailed)	0.000	0.000	
	N	100	100	100

Source (Author).

However, the coefficient of repeat business and customer satisfaction was 0.164, which is not significantly different from 0, and the coefficient of social media marketing and customer satisfaction was 0.140, which is also not significantly different from 0 ($p > 0.05$). This means that even though repeat business correlates with social media engagement, customer satisfaction does not have the same correlation. These indicate that various aspects that determine customer satisfaction could be factors that may not directly affect loyalty regarding return traffic or popularity on social networking sites.

In aggregate, these findings suggest the significance of social media as a means of securing return consumers. However, they also reveal a lack of knowledge about how these factors are connected to consumer satisfaction. Organizations may have to consider factors other than social media pages and repeat buying behavior that affect customer satisfaction in their attempt to get a broader perspective of customers' loyalty and experience. This suggests that there is scope for future studies to reveal other factors that have an effect on customer satisfaction in this respect.

5. Conclusions and Recommendations

5.1. Conclusions

This paper examined how social media use and customer satisfaction levels influence customers' returns in the hospitality industry. The studies prove that social media is a significant drive for repeat purchases. Namely, the Pearson correlation of variable 3, social media presence, to variable 5-, repeat business is highly positive at 0.963, proving that constant updates of social media accounts and proper management of the social network profiles might quickly increase customer loyalty and make the clients come back. This result underlines the relevance of reference to digital communication in the contemporary hospitality environment, which significantly impacts customers through electronic platforms and information.

In addition, the study gives insight into how customer satisfaction management plays out in this constantly evolving market. Therefore, although positive results strongly have associations with repeat business, customers' satisfaction has no significant connections or not very high relationships with possible repeat business or social media presence, represented by coefficients 0.164 and 0.140, respectively. Based on these findings, it can be concluded that even though social media participation entices customers and customer loyalty, it does not guarantee customer satisfaction. This means that the digital presence is different from other aspects of the business that customers access to determine if they have had an adequate experience.

These results suggest that, for hospitality businesses, it is no longer enough to have a social media account. Though clicks and customer loyalty can be sourced through social media, customer satisfaction calls for efforts in a different direction using other mediums, such as service quality, customer care services, or perceived gains. This suggests that while a firm could attract customers through digital interfaces, it may not be able to meet the higher satisfaction needs. The study indicates that organizations need to go deeper with their social media tactics and incorporate strategies that focus on enhancing the whole customer experience.

There is agreement with the literature review, specifically about consumer engagement and personalization on social media. Addressing customer concerns through messages like inquiries or complaints and generating more light-hearted content like process videos or customer submissions can help hospitable-making firms develop a deeper relationship with buyers that could lead to another purchase and improve the duration of a single overall customer enjoyment. Also, businesses should pay attention to what is being said on social media and be ready to tweak their services to enhance the delivery of satisfactory services to customers.

Therefore, it is established that the present study contributes to understanding how social media affects customer loyalty and the likelihood that travellers will return to hospitality establishments. Nevertheless, the relatively low positive relationship between measures of social media activity and customer satisfaction underscores the importance of businesses not only to attract customers through the assistance of information technologies but also to provide them with high-quality services that meet their requirements. Social media has been a strategic weapon in relationship marketing and business development for hospitality organizations. However, it should be accompanied by efforts to enhance overall guest satisfaction to provide sustainable competitive advantages in the current structure of the hospitality market.

5.2. Limitation and Further Suggestions

However, several limitations to this study should be stated here, though it would be important to note that they do not reduce the value of the findings of this research in any way. First, this research limited the antecedents to participation in social media and customer satisfaction, which explained the repeat patronage.

Some other factors that may have a strong impact on repeat transactions are as follows: These factors include service quality, price competence, and the brand image and reputation of the online store, all of which were beyond the scope of the present study. Future studies should incorporate these variables to develop a full picture of the factors contributing to customers' loyalty in the hospitality industry.

Alternatively, this study did not use a longitudinal survey because it involved collecting information at only one time. This approach does not consider shifts in patronage trends in social media platforms over time. This type of research, following customers' experiences and attitudes more during the continuance, would help in understanding the extent of social media participation's influence on returning customers' business.

Moreover, the present study was conducted among 100 respondents only, which could be less diverse to accommodate the heterogeneous hospitality customers. It would, therefore, make sense for future research to use participants from a greater number and different geographical areas, and from different demographic backgrounds and/or across different sub-sectors of the hospitality industry so as to enhance external validity of the study.

As for few suggestions for future work, it is vital for hospitality businesses to link their social media efforts to other components of the consumer experience, such as service, to improve the customer experience. Future work should also delineate the effects of specific kinds of material posted on SNSs and approaches to stimulate engagement on satisfaction and loyalty in various forms of the hospitality industry.

Conflicts of Interest

The authors declare no conflicts of interest.

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