

**EFFECT OF SOCIAL MEDIA PLATFORMS' USE ON HOTEL
PERFORMANCE IN STAR RATED HOTELS WITHIN UASIN GISHU
COUNTY, KENYA**

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DECLARATION

Declaration by the Candidate

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Declaration by the Supervisors

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DEDICATION

I dedicate this research thesis to my dear husband, my children, my beloved family members and my dear friends for their love, support and encouragement.

ABSTRACT

Many businesses have reoriented to attract and retain customers and ensure sustainability in response to technological changes. Businesses that do not use social media for customer satisfaction lose revenue, profits, and shareholder value. Social media enhances positive customer-business relationships. The main objective of this study was to investigate the effect of social media platform use on hotel performance in star-rated hotels within the Uasin Gishu County of Kenya. Specific objectives were; to determine the effect of Facebook use, Instagram use, YouTube and Website use on hotel performance. The study was guided by performance theory, technology acceptance (TAM), and resource-based view theory. The study used a descriptive survey research design. The target population was 142 respondents, comprising of 12 marketing managers and 130 departmental supervisors. The sample size was 110 respondents. Sampling techniques were stratified random sampling and census techniques. This study used questionnaires to collect data. Data were then analysed using both descriptive and inferential statistics utilizing SPSS version 25. The descriptive statistics used were frequencies, percentages, means and standard deviation. Inferential statistics included correlation and multiple regression. Frequency tables and graphs were used to present the research results. The study findings revealed that Facebook use positively and significantly has an effect on star-rated hotel performance ($\beta_1=0.317$, $p=0.002$). It was also established that Instagram use positively and significantly affects star-rated hotel performance ($\beta_2=0.278$, $p=0.019$). It was further established that YouTube use positively and significantly affects star-rated hotel performance ($\beta_3=0.137$, $p=0.044$). Finally, website use was found to have a positive and statistically significant effect on star-rated hotel performance ($\beta_4=0.212$, $p=0.037$). The study concluded that Facebook pages help management reach a wide range of customers. Instagram use plays a crucial role in star-rated hotel performance. The study further concluded that YouTube use affects the selected star-rated hotels performance. The study finally concluded that Website use has affected star-rated hotel performance. Through the websites, the market goals and objectives of the Hotels have been achieved. The study recommends that; the social media marketers of the selected star-rated hotels should ensure that their pages are impressive and attractive to the customers. The Hotel management should ensure that the YouTube Advertisement videos are engaging and lively to the customers. Management of the selected star-rated hotels should ensure that the Market website and Facebook pages are fully established.

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LIST OF ABBREVIATIONS AND ACRONYMS

AOL	Online Service Provider
CBT	Community-Based Tourism
CSR	Corporate Social Responsibility
EWOM	Electronic Word-of-Mouth
GDP	Gross Domestic Product
ICT	Information Communication Technology
KPI	Key Performance Indicator
NACOSTI	National Commission for Science, Technology and Innovation
RBV	Resource-Based View
SEM	Search Engine Marketing
SPSS	Statistical Packages for Social Science

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CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter presents the background to the study, statement of the problem, Objectives of the study, hypothesis of the study, significance of the study, scope of the study and limitations of the study.

1.2 Background to the Study

Performance measurement is an important managerial activity that is of key concern to the hotel general manager (Altin, Koseoglu, Yu & Riasi, 2018). Unfortunately, there has been a few of hospitality related studies to assess the appropriateness of existing hotel performance measurement systems in use (Deng, Veiga & Wiper, 2019). The performance indicator is a measurable value that provides relevant information to know if the hotel, is being effective in achieving its main objectives (Buics & Süle, 2020). To increase the financial benefits, it is essential to implement appropriate strategies based on the interpretation of the results obtained such as social media platforms' use.

Hotel performance refers to the overall assessment of a hotel's operational and financial success, reflecting its ability to attract guests, generate revenue, and manage costs efficiently. Key performance indicators (KPIs) such as occupancy rates, average daily rate (ADR), and revenue per available room (RevPAR) are commonly used to gauge a hotel's success (Kularatne, Wilson, Månsson, Hoang & Lee, B. (2019). A well-performing hotel typically maintains high occupancy levels, achieves competitive room rates, and maximizes revenue from various sources, including rooms, food and beverage, and additional services. Additionally, exceptional

customer service, positive online reviews, and a strong reputation are vital for sustained success, as they contribute to repeat business and word-of-mouth recommendations, further enhancing a hotel's overall performance. In essence, hotel performance is a multifaceted measure of a hotel's ability to provide a satisfying guest experience while achieving financial viability (Azimovna, 2022).

The social media is evolving at a remarkable rate as promising digital technologies and media proliferation give rise to unprecedented ways of engaging with consumers (Dwivedi et al., 2021). This has triggered a transformation in consumer purchasing behaviour where online purchasing and a surge in mobile transactions have come to the fore. Hoteliers must take advantage of such changes in order to remain relevant in a highly competitive industry (Jacobson, Gruzd & Hernández-García, 2020).

Social media platforms' use has become a lucrative digital marketing strategy for growing hotel performance, customer loyalty and driving direct bookings (Yetimoğlu & Uğurlu, 2020). This is because social media is diffused significantly faster than its traditional methods of advertising and has the potential to reach a much larger audience. More importantly, though, social media platforms' use has seen an exponential rise in authority, credibility and trust among today's consumers (Ristova & Angelkova, 2019).

The rationale behind this is spontaneous; people are more likely to trust peer recommendations than traditional adverts such as television commercials when making travel purchase decisions (Chen, Nguyen, Klaus & Wu, 2015). Consumers are looking for authentic advice and have become desensitized to traditional advertising with self-promotional adverts increasingly ignored or rejected. Furthermore, the digital arena has seen a greater number of online users downloading ad-blocks on

their browsers (Yetimoğlu et al., 2020).

Social media platforms' have significant potential in the hotel industry. This may be especially true in regard to international markets where traditional media may be impeded by geographic or cultural barriers (Chatzigeorgiou, 2017). The most effective way to solve this cross-cultural gap has been direct response marketing employed through the use of social media and online platforms' (Gavino, Williams, Jacobson & Smith, 2019).

Cheung, Pires and Rosenberger (2020) have noted that hotels have implemented extensive marketing efforts through Facebook, twitter, and other forms of social media to promote their services, and products offering discounts. Other popular activities included responding to clients' reviews, handling complaints, and holding contests. Hotels mostly use YouTube to display advertisements that show the company's distinctiveness as well as introduce the hotel's product and services to guests. Many hotels used Flickr to show photos of the hotel's interior. About 24% of hotels reply to customer reviews on Trip Advisor and 75% of these properties provided personalized responses (O'connor, 2020).

Social media platforms' use is a very important tool for building brand awareness, researching consumer opinion and crowd sourcing, and driving traffic to brand websites which can affect hotel performance. Furthermore, social media marketing plays an important role in hotel industry (Kim, Yoo & Yang, 2020). Social media permits hotel managers to get immediate and direct feedback from their clients, so they can understand better their needs and wants. On the other hand, social media can have a negative effect too (Bilgin, 2018). A hotel owner has no control over the online review "blogs". A single bad review from an unhappy customer on Trip Advisor can

hurt the business.

Social media has revolutionized the way businesses interact with their customers, and the hospitality industry is no exception. With the rise of platforms like Facebook, Instagram, Twitter, and TripAdvisor, hotels have found themselves navigating a digital landscape where guest reviews, photos, and recommendations can significantly influence their reputation and, consequently, their bottom line (Lytovchenko & Kharenko, 2019). The use of social media allows hotels to engage with their guests in real-time, showcase their amenities, and build brand loyalty. Positive online reviews and captivating visual content can attract potential customers, while negative feedback can harm a hotel's reputation (Camilleri & Kozak, 2022). As a result, understanding how social media platforms are used by star-rated hotels and their guests and how this usage impacts various aspects of hotel performance, including occupancy rates, revenue, and customer satisfaction, has become a critical area of research (Sigala, 2018).

Several key factors influence the relationship between social media use and hotel performance. The effectiveness of a hotel's social media marketing strategy and the engagement it generates can directly affect the hotel's occupancy rates and revenue (Tajvidi & Karami, 2021). Effective campaigns can create buzz and attract new customers, while poorly managed social media accounts can damage a hotel's reputation. Additionally, online reviews and user-generated content on platforms like TripAdvisor and Yelp play a crucial role in guests' decision-making processes. High ratings and positive comments can lead to increased bookings, while negative reviews can deter potential guests. Moreover, social media provides a platform for hotels to directly communicate with guests, address concerns, and offer personalized

experiences, which can significantly impact customer satisfaction and loyalty (Tajudeen, Jaafar & Ainin, 2018). Therefore, investigating how different social media strategies, content types, and engagement levels influence these various aspects of hotel performance is vital for both hoteliers and researchers seeking to understand the complex dynamics at play in the digital age of hospitality (Cao & Yu, 2019).

1.3 Statement of the Problem

The hospitality industry in Uasin Gishu County is facing increasing competition from other counties in Kenya and from international tourist destinations. In order to remain competitive, hotels in Uasin Gishu County need to find ways to reach a wider audience and to differentiate themselves from their competitors. Social media platforms can be a powerful tool for reaching a wider audience and for differentiating hotels from their competitors. By creating and maintaining a strong social media presence, hotels can increase brand awareness, generate leads and bookings, improve customer service and build relationships with potential guests.

Despite the growing importance of social media in the hospitality industry, there is a dearth of empirical studies specifically focused on the utilization and impact of social media by star-rated hotels within Uasin Gishu County, Kenya. Current research predominantly examines global or urban contexts, leaving a significant research gap in understanding the unique dynamics, challenges, and opportunities faced by these hotels in a regional, non-urban setting. Exploring how social media platforms are leveraged and their direct influence on the performance metrics of such hotels within this specific county remains an unaddressed area in the literature

Stiff competition with technological changes has forced more business to reorient their operation as a means of attracting and retaining customers to ensure business

sustainability (Holmes & King, 2019). The service sector has taken a lead in global business operation and therefore most hotels have resorted to social media use for sustainability as they encounter a number of challenges (Neubauer & Lank, 2016). Statistics indicates that the Kenya's coastal region receives 60% of all tourists in the country while the Western Kenya Zone which include Uasin Gishu County receives an insignificant 2% of visitors in the region (GOK, 2019), posing poor performance in hotel services. Despite the fact that the region is endowed with rich cultural attractions, wonderful landforms, high altitude climate suitable for sports, forests and wildlife, star rated hotels, visitation to the region has not improved significantly. There is a research gap on the relationship between social media platforms' use and hotel performance. Therefore, this study sought to fill the gap by establishing the effect of use of various social media platforms' on hotel performance in Uasin Gishu County of Kenya.

1.4 Main Research Objective

The main objective of the study was to investigate the effect of social media platforms' use on hotel performance in star rated hotels within Uasin Gishu County of Kenya.

1.4.1. Specific Research Objectives

- i. To determine the effect of facebook use on performance of star rated hotels in Uasin Gishu County.
- ii. To establish the effect of instagram use on performance of star rated hotels in Uasin Gishu County.
- iii. To assess the effect of you-Tube use on performance of star rated hotels in Uasin Gishu County.

- iv. To establish the effect of website use on performance of star rated hotels in Uasin Gishu County.

1.4.2 Hypotheses of the Study

H₀₁: Facebook use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County

H₀₂: Instagram use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County

H₀₃: YouTube use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County

H₀₄: Website use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County

1.5 Significance of the Study

Hotel owners and managers can use the study findings to optimize their social media marketing strategies. They can tailor their content, engagement practices, and advertising budgets based on the proven impact of social media on hotel performance. Understanding how social media influences hotel performance can give hotels a competitive edge. They can adapt and innovate their services based on customer feedback and trends observed on social media platforms.

County governments of Uasin Gishu can use the study findings to inform their tourism development strategies, allocating resources to support the adoption of social media marketing by hotels within their jurisdiction. Based on the study's findings, county governments may need to invest in digital infrastructure to ensure that hotels have access to high-speed internet and other tools necessary for effective social media marketing

This study findings will be helpful to policy makers understand the role of social media in promoting tourism and hospitality. They can use the findings to develop policies that encourage hotels to harness the potential of social media for marketing and customer engagement. Policy makers may need to consider regulations related to online advertising, customer reviews, and data privacy in the context of social media marketing for hotels. By understanding how social media impacts hotel performance, policy makers can make informed decisions to support the growth of the tourism sector, which can have positive economic implications for a region.

Scholars in the field of hospitality management and marketing can build upon this study's findings to conduct further research. They can explore specific aspects of social media marketing in the hotel industry and contribute to the academic literature. The study can inform the development of educational curricula in hospitality and tourism management programs, ensuring that future professionals are well-prepared to navigate the digital landscape. In addition, the study findings will open up opportunities for future researchers to delve deeper into the subject. They can explore the impact of different social media platforms, the effectiveness of various marketing strategies, and the evolving dynamics of social media in the hotel industry.

1.6 Scope of the Study

The study focused on effect of social media platforms' use on hotel performance in star rated hotels within Uasin Gishu County, Kenya. The study was carried out in star rated hotels within Uasin Gishu County of in Kenya. The study variables were; facebook, instagram, you-Tube, website use and hotel performance. A descriptive survey design was utilized in this study. The target population were 142 respondents comprising of 12 marketing managers and 130 supervisors from the star rated hotels

as presented from the three star rated hotels. The study used simple random sampling technique to select the 93 supervisors from hotels. This study used questionnaires to collect data from respondents. The research was done from November 2021 to September 2022.

1.7 Limitations of the Study

The study was subject to the following limitations; the sample of star-rated hotels used in the study may not be representative of all star-rated hotels, leading to selection bias. To mitigate this, randomly select a diverse sample of star-rated hotels to reduce selection bias. Ensure the sample includes a mix of different star ratings, locations, and sizes.

In addition, the responses from the selected population may be biased or inaccurate. To mitigate this, the researcher anonymized responses, ensure the confidentiality of participants, and use a mix of qualitative and quantitative data sources to corroborate findings.

The study also was also subject to generalization of the findings. Findings from the study may not be applicable to all types of hotels or other industries. To mitigate this, the researcher clearly defined the scope and limitations of the study, avoid making broad generalizations and focus on providing insights within the specific context of star-rated hotels.

1.8 Operational Definition of Terms

Facebook use is the utilization of social networking sites that allows users to connect with hotels. It is a networking site which allows users (Hotel customers), who sign-up for free profiles, to connect with hotel

services online (Kitsios, Mitsopoulou, Moustaka & Kamariotou, 2022).

Hotel performance refers to the measurement and evaluation of a hotel's operational and financial success that encompasses various key performance indicators (KPIs) and metrics that help assess how effectively a hotel is running and how profitable it is (Demirtaş, 2019).

Hotel stars are a rating system that evaluates the features and amenities available at a hotel to help guests choose the best hotel for their stay and budget (Padma & Ahn, 2020).

Instagram use is the utilization of social networking sites that emphasize photo and video sharing via its mobile app concerning the hotels services (Ula, 2022).

Social media platform is any medium whereby content such as images, videos, messages and sound files are broadcast to, or capable of being broadcast to, the general public or a significant section of the general public. Social Media Platforms' include YouTube, Facebook, Twitter and web journal (Spencer, 2019).

Website is a collection of web pages and related content of the hotel that is identified by a common domain hotel name and published on at least one web server (Leung, Lee & Law, 2019).

YouTube use is the utilization of video sharing service where users can watch, like, share and comment on hotel services (Kim, Jo, Yhee & Koo, 2022).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the theoretical review, the concept of hotel performance, social media, empirical literature review, summary of literature, research gaps and conceptual framework.

2.2 Hotel Performance

In the hotel industry, the term performance, is used in a variety of contexts as the product of the hotel business (Melián-González & Bulchand-Gidumal, 2016). Typically, performance is measured in terms of output or the accomplishment of numerical objectives (Farokhi & Roghanian, 2018). Hotel performance demonstrates how hotels try to keep an eye on and manage how predetermined duties are carried out. Every business analysis has as its objective to improve the efficacy and efficiency of operations. Hotels have to adopt effective and strategic performance measurement tools in order to obtain the stated benefits. For the full benefit of measurement to be exploited, it is important for hotels to maximize the appropriateness and effectiveness of measurement activities at all levels of their operations. This is true for all industries including Kenyan hotels. Hotels have always been evaluated by performance measurement models that emphasize financial aspects of performance (Luo, 2018). Such measures of performance have been criticized for lacking of neutrality; encouraging short-termism; and lacking balance. However, when evaluating an organization's performance, hotels have recognized that the industry should consider not only financial figures, but also non-financial aspects (Bénet, Deville, Raïes & Valette-Florence, 2022).

The structure, culture, resources, tactics, procedures, systems, goods, or the role and responsibility of persons are explored in relation to the internal environment of hotels (Zhao & Zhou, 2021). As important elements of the interior environment that affect hotel performance, hotel features stand out. Hotel features are particulars of a hotel that pertain to the establishment's physical features, services, or line of business. Hotels set themselves apart from other hotel accommodations and take a position in the market based on these features. The features' contribution to the total hotel performance will be greater the more market-specific and market-adapted they are to a target market segment.

In terms of the market, hotels are categorized according to factors like hotel categories, the types of services they offer to guests, the standard of service quality, price (in accordance with the standards of services offered), the amount of earnings, location, method of construction, belonging to the hotel chain, and/or a specific hotel brand, according to Sainaghi, Baggio, Phillips and Mauri (2018).

2.3 Use of Social Media Platforms

Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications. Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers (Srivastava, Chaudhury, Prakash & Dhamija, 2019). The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously. Social media marketing for hotels is key to increasing visibility, boosting direct bookings, and

improving brand awareness. With more and more guests interacting with social media on a regular basis and getting inspiration for their next trip, it has become an integral part of any marketing strategy (Alobaidi, 2021).

By posting regularly on your channels, potential and regular clients have the chance to interact with your brand, and you have the chance to remind them that your brand is worth it. Furthermore, it allows the possibility to connect with these users on a deeper level. Through consistency and an optimal strategy, you can help drive more bookings. Liu and Chou (2016) pointed out that tourist destinations must be regarded as brands, which have to be managed from a strategic point of view. Tourism destination competitiveness can be enhanced through the pursuit of strategies, including marketing, destination management and sustainable development. Arguing from a market perspective, Ampountolas, Shaw and James (2019) have claimed that social media platforms' use in hospitality industry can be enhanced through product development, distribution channels, promotion and communication and, most importantly, through pricing. Competitive strategies, which emphasize destination management approaches and activities including organization, marketing, information, quality of service experience, human resource development, visitor management, finance and venture capital and resource stewardship. It is their view that destination competitiveness be enhanced through a carefully selected and well-executed programme of destination management (Owiyo, 2018).

Social media has completely changed how companies communicate with their customers. Customers today's online business environment has as a key feature their use of social networks to maintain and grow their interactions with others (Ganjeh, Khani & Tabriz, 2019). Social networking sites allow constant interaction between

people, something that was previously unthinkable with the ease of online access that exists now (Andalibi & Forte, 2018). Social media, despite its recent origin, is a phenomenon that is quickly becoming a crucial component of all firms' marketing and customer acquisition strategy. An extensive and responsive use of social media technologies must now be added to marketing that was previously solely accomplished through a traditional website (Lamberton & Stephen, 2016).

The dissemination of information through electronic word-of-mouth (eWOM) is one of the most significant functions of social media (Fang, Tang, Li, & Wu, 2018). WOM or eWOM on social media platforms' is one of the most effective ways, according to research, to shape consumer opinions toward a good or service (Shen, Chiou, Hsiao, Wang & Li, 2016). The development of information technology has boosted consumer online communication through a variety of media, including social networking sites and travel websites (such as TripAdvisor, Expedia, Hotels.com, and Orbitz) (for example, Twitter, Facebook, and MySpace). WOM recommendations also have more immediate results and have greater carryover effects than conventional marketing techniques (Srivastava & Sharma, 2017). Since anyone can readily distribute their opinions about products or services to total strangers via the Internet, eWOM has become more effective than interpersonal WOM communication in this day and age. Companies should therefore make substantial efforts to comprehend the effect of online evaluations and develop better social media marketing strategies.

Michopoulou and Moisa (2019) elucidate that academics and industry professionals in the hospitality sector have questioned the social media platforms' overall effect. For instance, in order to effect consumer behaviour and raise brand awareness, marketers

are now spending more time and money on social media than ever before. However, top managers and owners are pressuring hotel marketers to provide evidence to support the growing budget for social media marketing as hotel executives question social media's effectiveness in encouraging hotel guests' booking behaviours, which in turn results in higher occupancy and higher room rates (Hanssens & Pauwels, 2018).

2.4 Empirical Literature Review

This section reviewed literature related to Facebook, Instagram, You-Tube use and Website use.

2.4.1 Facebook use and Hotel Performance

Facebook is a social media platform and website that was founded by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes (Jain, 2021). It was launched in February 2004 and has since become one of the largest and most popular social networking sites in the world. Facebook allows users to create personal profiles, connect with friends and family, share text and multimedia content (such as photos and videos), and interact with others through comments, likes, and private messages (Pallivalappil, Jagadeesha & Krishna Prasad, 2021).

Importance of social media platform and its effect on customers' decision process in the hotel selection. Consumers have been exposed to digital information through Facebook; this information has effect consumers' decision (Abuhashesh, Al-Khasawneh, Al-Dmour & Masa'Deh, 2019). In addition, the finding revealed that the way customers search and book hotel have changed. Future social media marketing research and practice. Active members are likely to be satisfied with community participation and developed positive behaviours that benefit hotel. Facebook pages,

specifically willingness to promote the community to others and modify purchasing and information-searching behaviours. Marketers are advised to identify members' needs, create special offerings that accommodate those needs, and effectively communicate and share information with members in order to increase the level of satisfaction of members of online communities (Kang, 2018). Nevertheless, the study used convenient sampling method to collect data from individuals who were or currently are members of hotel Facebook pages while the current study used random sampling to collect data from the entire sample.

According to Sajilan, Tehseen, Yafi and Ting (2019), Facebook has been acknowledged to play a vital role in firms achieving superior performance. Malaysia is a multicultural country in which the Malaysian Chinese are considered to be the most successful entrepreneurs. There is, however, a lack of research regarding the effect of Facebook usage on firm performance among Malaysian Chinese retailers (Tehseen et al., 2021). Compatibility, cost effectiveness, and interactivity have an effect on Facebook usage, which in turn has a statistically significant positive effect on the retailers' perceived financial performance, perceived non-financial performance, perceived business growth, and perceived performance relative to competitors. Moreover, market turbulence was only found to be a moderator that improves the impact of Facebook usage on perceived financial performance, perceived business growth, and perceived performance relative to competitors, but not perceived non-financial performance (Sajilan et al., 2019). However, the study was done in Malaysia while the current study was done in Kenya.

The use of Facebook by hotels has resulted in changing pricing structures, customer interaction, and the distribution of services. Consumers are always looking for the

next best deal and Facebook is often an online destination where promotions can be found (Ampountolas, Shaw & James, 2019). For example, on the New York City District Hotel's Facebook page, the hotel provides Facebook Fans up to 25% off if they book rooms through Facebook. Beacon Hotel in South Beach Miami provides 15% off for Facebook Friends through the "Facebook-it" function, which hyperlinks customers directly to the booking system on the hotel's website. Some hotels have "Fans Only" promotions which provide special offers exclusively for Facebook followers after they join the hotel's Facebook group (Christou & Chatzigeorgiou, 2020).

Facebook marketing for hotels has grown to new heights in recent years as social media sites continue to showcase the ability to reach a massive, worldwide audience (Pinto & Yagnik, 2017). Through content management, demographic targeting, and customizable ad campaigns, hotels that utilize Facebook successfully are able to accomplish numerous goals at once. Through content management, demographic targeting, and customizable ad campaigns, hotels that utilize Facebook successfully are able to accomplish numerous goals at once (Kaur & Kumar, 2020).

2.4.2 Instagram use and Hotel performance

Instagram is a popular social media platform that focuses on sharing photos and videos. It was created by Kevin Systrom and Mike Krieger and launched in October 2010 (Bossio, 2021). Instagram allows users to upload photos and videos, apply various filters and effects to them, and share them with their followers or a selected group of people. Instagram has grown to become one of the most popular social media platforms globally, with over a billion monthly active users as of my last knowledge update in September 2021. It is used for various purposes, including

personal expression, sharing photos and videos with friends and family, marketing and advertising, and connecting with like-minded individuals or communities (Appel, Grewal, Hadi & Stephen, 2020).

In recent years' social media is deeply integrated in daily lives and specifically Instagram has gained popularity as a communication and marketing tool among social networks (Song, Lee & Kim, 2019). Many companies are trying to develop an Instagram marketing strategy in order to connect with customers and increase their productivity. Instagram pages of the hotels were analysed according to criteria such as number of shared posts, theme and format of these posts, number of likes and comments to these posts. According to the findings majority of posts were in image format and published in Russian language. It can be said that hotels in Kyrgyzstan do not fully use the marketing power of Instagram (Asanbekova & Maksudunov, 2018). However, the study was done in Kyrgyzstan and other study needs to be done in Kenya.

In hotel industries, connecting, communicating and updating their personal activities with other people is ideal doing their business (Kurniawan et al., 2021). The problem is people usually do not understand how to use their social media effectively for business (Bharucha, 2018). Affectivity of social media Instagram to attract attention of hotel market (customers and potential customers). Hotels with four-five stars category are using social media Instagram effectively for marketing than other star hotels as it is found what kind of content that can attract attention of customers (Adani, 2019). Nevertheless, the study used secondary data while the currents study used primary data.

In the field of tourism, restaurants have become one of the destinations for consumers

who love culinary. Certainly, food become a basic need for every human being, the difference is only their lifestyles and tastes (Amelia & Hidayatullah, 2020). The indirectly effect delivered greater value on the analysis result than direct effect of Instagram to purchase intention, which means that substantial finding of this current study was luxury value perception variable as useful mediator (Amelia & Hidayatullah, 2020). The characteristic social media of Instagram such as community was eminent in increasing purchase intention of other consumers to purchase at Skylounge Restaurant. While on the luxury value perception, consumer motives to purchase at the luxury restaurant based on Skylounge were more emphasized on functional value and social value. In the factors that have been involved, afterward consumer would consider them and willing to have a meal at Skylounge Restaurant (Paker & Paker, 2021). Nevertheless, the study informed the current study on the use of questioners to collect data.

2.4.3 You-Tube use and Hotel Performance

YouTube is an online video-sharing platform that allows users to upload, view, share, and interact with a wide variety of video content (Srinivasacharlu, 2020). Founded in 2005, YouTube has become one of the most popular and influential websites on the internet. YouTube serves as a vast digital repository of user-generated and professional video content, covering topics ranging from entertainment, education, music, gaming, lifestyle, and much more. Users can access YouTube for free, and they can create their own channels to upload and share their videos with a global audience (Khan & Malik, 2022).

Regarding the segment of spa hotels, the participation of those who are represented on Instagram is less than 45%, on Facebook less than 24%, on YouTube less than 12%,

Trip Advisor less than 11%, compared to the average established on a sample of all hotels in Serbia (Mašić & Kosar, 2016). A passive approach to managing online spa hotel image is also registered. At the level of Serbia, hotel management responded to 28% of published reviews on Trip Advisor, while that percentage is lower for spa hotels and it is 22% (Mašić & Kosar, 2016). However, the study was done in Serbia and other study needs to be done in Kenya.

The phenomenal rise of social media as a factor in travel plans is a Janus-like development for operators of hotels, restaurants, and other travel industry businesses (McCarthy, Stock & Verma, 2010). On one hand, social media have created a new distribution channel and opened a deep well for marketing research. On the other, however, social media have changed the way travellers determine where they will stay particularly leisure travellers. Hospitality firms need to understand consumers' attitudes toward social media, and find ways to use the depth of information available on social media sites (Burroughs & Burroughs, 2020). For example, hotels can interact with their customers on such websites as Facebook, Flickr, Twitter, and YouTube, by sharing information, watching for service failures to correct, and to refine their brand. The study presented here takes a snapshot of the rapidly changing field of how consumers gather information and make their decisions regarding travel purchases, based on responses of 2,830 recent travellers. With regard to gathering information for a hotel stay, the principal dividing line occurs between business travellers and leisure travellers. Business travellers often use the hotel recommended by their company, although many of them use search engines or online travel agents for their hotel search (Parfenov, Shamina, Niu & Yadykin, 2021). Nevertheless, the study mainly focused on online and social media channels while the current study objective majored on you effect of Tube use on hotel performance.

Social media are still not an important marketing tool for Iranian hotels. Facebook and YouTube are the media which are mostly used for marketing purposes as videos and photos can be used on these sites more than others (Nasihatkon, Kheiri & Miralbell, 2016). Marketing abilities of Parsian Hotels improve with the increasing use of social media, but the hotel marketing sector has failed to fully utilize internet opportunity as a marketing tool (Nasihatkon et al., 2016). Nevertheless, the study informed the current study on the use of questionnaires in data collection.

According to Garrido-Moreno, García-Morales, Lockett and King (2018), hotels all over the world are increasingly using these tools, integrating them into their Customer Relationship Management (CRM) strategies to engage customers in active conversations. The use of Social Networking and Review Sites, like TripAdvisor, has become all pervasive, and hotels are investing large sums of money in engaging customers via social media. However, there is a certain degree of scepticism about how these technologies can help to create value. To shed light on the topic, based on a sample of 222 Spanish hotels, this study examined the real impact of Social Media use, showing the key role played by Social CRM Capabilities in the process of value creation with these tools. By building on the Resource-Based theory, the proposed model shows the pathway between Social Media use and organizational performance, in terms of profitability, sales and customer retention (Tajvidi & Karami, 2021). However, the study was done in Spain while the current study was done in Kenya.

YouTube's reach and international user bases allow hotels a unique opportunity to reach a much wider audience. If a hotel hosts a lot of international travellers or is looking to attract more, their videos should take advantage of YouTube's Closed Captioning features to translate their message into other languages (Katsikeas,

Leonidou & Zeriti, 2019). If there is a specific region being targeted, doing some research into their cultural values can help to shape the video to be more appealing and avoid any accidental cultural faux pas. Content is critical for these videos and should be made to represent the hotel best and the guests it wants to attract. Business hotels may take a more serious approach, while leisure properties and resorts may adopt a more playful and relaxing feel (Tallman, Luo & Buckley, 2018).

YouTube is a powerful platform that has significantly impacted the hotel industry's performance and marketing strategies. Hotels have leveraged YouTube as a visual storytelling tool to showcase their properties and amenities (Kim, Jo, Yhee & Koo, 2022). Through high-quality video content, hotels can offer potential guests virtual tours of their rooms, facilities, and surrounding areas, providing a more immersive and engaging experience than static images or text descriptions alone. This not only helps hotels attract more travelers but also allows them to establish a stronger online presence and differentiate themselves in a crowded marketplace. Moreover, user-generated content on YouTube, such as guest reviews and travel vlogs, plays a crucial role in shaping a hotel's reputation and influencing traveler decisions, further emphasizing the platform's importance in the industry (Gupta, 2019).

YouTube also serves as a valuable marketing and advertising channel for hotels. Through targeted advertising, hotels can reach specific demographics and tailor their messages to potential guests (Kujur & Singh, 2018). YouTube's robust analytics tools allow hotels to track the performance of their video campaigns, measure engagement, and gather insights about their audience, enabling them to refine their marketing strategies for maximum impact. Additionally, YouTube fosters community engagement, as hotels can interact with viewers through comments, further building

brand loyalty and trust. YouTube has revolutionized the way hotels market themselves and connect with travelers, ultimately enhancing their performance in terms of brand visibility, guest engagement, and revenue generation (Febriyantoro, 2020).

2.4.4 Website use on hotel performance

A website is a collection of related web pages, multimedia content, and digital assets that are accessible through the internet (Chimakurthi, 2020). It is typically hosted on a web server and can be accessed by users through web browsers like Google Chrome, Mozilla Firefox, or Safari. Websites are composed of web pages, which are written in languages like HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), and often include scripting languages like JavaScript to add interactivity and functionality. They can vary widely in design, complexity, and purpose, but they all share the common characteristic of being accessible over the internet through a web browser (Bala & Verma, 2018).

In today's linked world, the web is the primary source of information and outlet for millions of individuals (Mulaydinov, 2017). The hotel's website is primarily focused on informing and engaging existing and prospective guests, but it also delivers community-wide messaging and information. The hotel website caters to a wide range of customers, but its primary objective is to provide information about the hotel, such as menus, event calendars, and meal prices (Kaur, 2017). The reviewed study, on the other hand, did not look at how the website effects hotel performance, leaving a gap in the literature that the current study aims to address.

According to Husnain and Toor (2017), having a corporate website is now a need. Website marketing has provided more opportunities for businesses to reach out to their customers. As global competition heats up, an organization's capacity to successfully use information technologies will become more critical to its performance and strategic posture. According to Ramanathan, Subramanian and Parrott (2017), being online can help businesses improve their sales and marketing efforts. By providing yet another means of communication with clients, prospects, and the general public, the Internet can help an organization expand its circle of effect. This study, on the other hand, was more focused on marketing, as opposed to the present study area of hotels in Kenya's Uasin Gishu County.

The Internet and websites have ushered in a new era of real-time communication and interaction. Nowadays, companies use the internet, particularly websites, to promote their products and services (Gündüz, 2017). Companies all across the world are seeing the Internet as a valuable addition to their "toolbox" of marketing tools (Steinhoff, Arli, Weaven & Kozlenkova, 2019). According to Untari and Satria (2019), the internet accounted for around 12% of the global advertising business in 2010, with internet ad spending totalling USD 24 billion. By 2018, the amount spent is expected to exceed USD 64 billion. According to this study, the internet and websites in this area are more focused on communication, which differs with the current goal of hotel performance, resulting in a gap in the literature.

The internet has grown in importance as a commercial medium and marketing environment, with individuals, businesses, and governments adopting it faster than any other modern communication medium (Agwu & Onwuegbuzie, 2018). Internet usage is increasing, and users see the media as a more effective way to learn about

products and services (Meeker & Wu, 2018). According to Owoyele (2017), the number of internet users expanded by 4 times between 2000 and 2008, from around 361 million to more than 1.46 billion, with Asia accounting for 39.5 percent of global internet users. However, this study did not address hotel performance, leaving a knowledge gap that must be filled.

Being on the website can be beneficial to the firm if the effort is properly implemented and managed. As a result, it is critical for marketers and advertising agency staff to look for new ways to lead internet consumers to their websites and to communicate effectively with them once they arrive (Patruti-Baltes, 2016). Customers should not be confused about the firm's image if the company's online advertising matches what the company promotes offline (Warokka, Sjahrudin, Sriyanto, Noerhartati & Saddhono, 2020). Because all marketing communication messages will stem from the same concept, integrated marketing communication is a solid approach to go about it. The web page will be in line with what the company communicates offline if everything is based on the same concept (Keller, 2016). The study, however, focused on businesses, as opposed to the current study on hotels in Kenya's Uasin Gishu County, and the study's website focused on communication rather than hotel performance.

The rise of the internet as a valuable source of information has posed a problem for marketers to include it into their marketing communication mix (Hofacker & Belanche, 2016). A business website has the potential to communicate all aspects of the marketing communication mix while also providing a seamless link between a customer and a product. A website, according to Key and Czaplewski (2017), can reach and communicate with a variety of target audiences, including customers, the

media, employees, and other stakeholders. This study concentrated on the website's communication rather than the hotel's performance, which is the study's current focus.

Customers who would not otherwise come into contact with the company are targeted for goods and services. According to Baena (2016), the internet has broken down geographical barriers in marketing, allowing potential customers from all over the world to contact the company through its website, thus filling the knowledge gap. Organizations may put product information, special deals, company newsletters, and email addresses for customers to make comments, requests, or inquiries. According to Guven (2020), a website allows an organization to present information to potential and existing clients 24 hours a day, seven days a week, hence improving their performance and contributing to the current study's knowledge gap.

Creating a company's image and brand identity. A website, it has been suggested, is a mirror of the company itself. The website has the power to either attract and retain clients, or to instantly repel them. On the internet, competitors are simply a click away, thus the website design must be carefully considered. Using the website to replace manual activities and internal procedures with interactive and informed alternatives (Giao, Vuong & Quan, 2020). The study, on the other hand, was more focused on organizations, which differed from the current study on hotel performance, resulting in a knowledge gap.

To reduce the quantity of incoming phone enquiries, an organization can include a frequently asked questions (FAQs) section on its website (Korstjens & Moser, 2018). A website, if appropriately built to meet the demands of clients, can also reduce the quantity of letters, faxes, and phone calls received by the customer service department. As a result, the organization's overhead and other costs are decreased.

The study, on the other hand, did not provide us with information about hotel performance; instead, it focused on organizations other than hotels, resulting in a knowledge gap that the current study tries to fill.

The website also serves as an advertising medium and an interactive brochure; advertising on the internet is similar to advertising in any other medium in that the goal is to clearly express the message and pique the viewer's attention so that they will take action (Desai, 2019). The website functions as an interactive brochure, providing information about their businesses, the products or services they provide, and contact information, therefore filling the knowledge gap identified in the current study.

According to Pandey, Nayal and Rathore, (2020) research on websites as a marketing communication medium, approximately sixteen percent of enterprises or organizations use the Internet to provide help and services to their clients. Customers frequently ask inquiries and/or place service orders online, and businesses frequently respond with thorough replies within 24 hours. Some inquiries are anticipated in advance, and lists of frequently asked questions (FAQs) are available online. The study, on the other hand, focused on how the website improves communication, as opposed to the current study on hotel performance, which leaves a knowledge gap that the current study aims to solve.

There is no other medium that offers as many audience measurement options as the internet (Morris & Ogan, 2018). This is due to the fact that there are several factors to measure, as well as the fact that industries are still attempting to determine an effective audience measurement. The presence of a good audience gauge is important to the effectiveness of the internet as a medium for advertising (Katz, 2016). Advertising is expensive, according to Ahmad, Musa and Harun (2016), thus it's

critical for marketers to know who their target audiences are. The marketing objectives guide the selection of the target audience. The company's marketers must keep in mind that it's critical to target the correct audiences, which should be determined by looking at the company's product or service. This study, on the other hand, focused on companies rather than hotels, which is distinct from the current study region in Kenya's Uasin Gishu County.

Table 2.1 Summary of Reviewed Literature

Author(s)	Topic	Method	Findings/Conclusions	Knowledge/Methodology gap Addressed.
Abuhashesh et al., 2019	Importance of social media platform and its effect on customers' decision process in the hotel selection.	The study used convenient sampling method to collect data.	The way customers search and book hotel have changed. Active members are likely to be satisfied with community participation and developed positive behaviours that benefit hotel.	The study used convenient sampling method to collect data from individuals who were or currently are members of hotel Facebook pages while the current study used random sampling to collect data from the entire sample.
Sajilan et al., (2019)	Facebook play a vital role in firms achieving superior performance .	Structured survey instrument was used to gather data and used non-probability sampling techniques.	Market turbulence was only found to be a moderator that improves the impact of Facebook usage.	The study was done in Malaysia while the current study was done in Kenya.
Song et al., (2019)	Communication and marketing tool among social networks.	Stratified research design was used.	Majority of posts were in image format and published in Russian language. Hotels in Kyrgyzstan do not	The study was done in Kyrgyzstan and other study needs to be done in Kenya.

(Wibisono, 2020)	Marketing strategy of Madilog Coffee Shop Marketing Using Effects.	Purposive sampling technique was used.	fully use the marketing power of Instagram. Self-control has positive effect on consumer perception. Consumer perception has no positive effect on willingness to dine out.	The study informed the current study on the use of interviews and observations data collection techniques.
McCarthy et al., (2010)	Phenomenal rise of social media.	The study used convenient sampling method to collect data.	The principal dividing line occurs between business travellers and leisure travellers.	The study mainly focused on online and social media channels while the current study objective majored on you Tube use on hotel performance.
Husnain and Toor (2017)	Corporate website for marketing.	The study employed a stratified research design.	Website marketing has provided more opportunities for businesses to reach out to their customers.	This study, on the other hand, was more focused on businesses, as opposed to the present study area of hotels in Kenya's Uasin Gishu County.
(Gündüz, 2017)	Internet and websites and real-time communication.	To collect data, a structured survey instrument was employed.	Companies use the internet, particularly websites, to promote their products and services.	The internet and websites in this area are more focused on communication, which differs with the current goal of hotel performance.
Garrido-Moreno et al., (2018)	Integrating tools into their Customer Relationship Management .	To acquire data, the study used a straightforward sampling strategy.	The use of Social Networking and Review Sites, like TripAdvisor, has become all pervasive, and hotels are investing large sums of money in engaging	The study was done in Spain while the current study was done in Kenya.

			customers via social media.	
(Mulaydin ov, 2017)	Website is the primary source of information.	The technique of selective sampling was applied.	Hotel website caters to a wide range of customers, but its primary objective is to provide information about the hotel, such as menus, event calendars, and meal prices.	Did not look at how the website effects hotel performance, leaving a gap in the literature that the current study aims to address.

2.5 Theoretical Framework

This study was guided by performance theory, Technology Acceptance Model (TAM) theory and resource-based view theory.

2.5.1 Resource-Based View Theory

This study was guided by Resource-Based View theory developed by Wernerfelt in 1984. The resource-based view (RBV) is a managerial framework used to determine the strategic resources a firm can exploit to achieve sustainable competitive advantage. According Mishra and Yadav (2021) gaining a competitive advantage for the organization depends on the implementation of the organization's productive resources. Based on the RBV theory, organizational resources and capabilities that are "valuable, rare, inimitable and distinctive" are deemed crucial sources for enhancing performance and gaining competitive advantage (Halawani, Soh & Muthaiyah, 2019). In the tourism and hospitality industry, Gannon, Roper and Doherty (2015) stated that resources are the fundamental drivers of the resource-based view. These various resources consist of physical resources, human resources and organizational resources.

Physical resources include “building exteriors and interiors, geographic location, facilities, and finances”, human resources are composed of “staff and managerial skills”, and organizational resources include “culture, business processes and strategies, information technology, and knowledge (Gannon et al., 2015). According to Fraj, Matute and Melero, (2015), these several kinds of resources add to value creation strategies for tourism and hospitality organizations. On the other hand, Trainor, Andzulis, Rapp and Agnihotri (2014) defined capabilities as the ability of an organization to take benefit of its available resources and assets. Therefore, social media provides the chance to increase benefits from an organization’s IT resources and networking abilities (Trainor et al., 2014).

The Resource-Based View (RBV) theory is highly relevant to understanding the impact of social media platform use on hotel performance. RBV emphasizes that a firm's competitive advantage and performance are contingent upon its unique and valuable resources and capabilities (Safari & Saleh, 2020). In the context of hotels leveraging social media platforms, these platforms can be considered as resources that enable access to a vast online audience and facilitate the development of valuable capabilities in digital marketing, customer engagement, and reputation management. Therefore, hotels that effectively harness social media as a strategic resource can potentially gain a competitive edge, enhance their online presence, engage with customers, and ultimately improve their overall performance by leveraging the unique capabilities enabled by social media platforms in the highly competitive hospitality industry (Qalati, S. A., Ostic, Shuibin & Mingyue, 2022).

2.5.2 Technology Acceptance (TAM) Theory

The study was also guided by Technology Acceptance Model (TAM) Theory

developed by Davis in 1985. The major goal of the Technology Adoption Model (TAM) was to shed light on the mechanisms that drive technology acceptance in order to forecast behavior and provide a theoretical explanation for effective technology implementation (Camilleri & Falzon, 2020). TAM's practical goal was to educate practitioners about preventative actions they may take before implementing systems (Kalayou, Endehabtu & Tilahun, 2020). Several actions were taken in order to achieve the theory's goals. By outlining the mechanisms mediating the relationship between Information System (IS) features (external factors) and actual system use, Davis began developing the model of technological acceptance. The model was based on the Theory of Reasoned Action, which provided a psychological perspective on human behavior that had previously been lacking in the IS literature (Smith, 2017). The Technology Acceptance Model (TAM) makes the critical assumption that its belief constructs - Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) - fully mediate the effect of external variables on Information Technology (IT) usage behaviour, which is relevant to the current study on the effect of social media platforms' on hotel performance.

According to this theory, an individual's decision to engage in a behaviour is based on a comparison of the benefit they expect to obtain from the conduct with the effort/costs they put in to engage in the behaviour. This means that the decision to use an information system is based on a trade-off between the system's perceived usefulness and its perceived complexity to use. The individual's view of the amount to which the employment of a certain technology increases performance was described as perceived usefulness.

The Technology Acceptance Model (TAM) is highly relevant to understanding the

impact of social media platform usage on hotel performance. TAM helps elucidate the factors influencing users' acceptance and adoption of technology, in this case, social media platforms by hotels (Singh & Srivastava, 2019). It emphasizes two critical determinants: perceived ease of use and perceived usefulness. Hotels employing social media must ensure that their platforms are user-friendly (perceived ease of use) and provide tangible benefits to both the hotel and its customers (perceived usefulness). By assessing how hotel employees and guests perceive and interact with social media tools, TAM can offer insights into their willingness to engage with these platforms, leading to more effective strategies for enhancing hotel performance through improved online presence, customer engagement, and ultimately, increased bookings and guest satisfaction (Matikiti, Mpinganjir & Roberts-Lombard, 2018).

2.5.3 Performance Theory

Finally, the study was guided by Performance Theory developed by Richard Schechner in 1970. According to performance theory, each of us in our society puts on a show. Whether it's the clothes we wear, the conversations we have, or the food we eat, everything we do is a performance aimed to communicate to ourselves and others where we belong in our social group (Ngcobo, 2016). Goffman (2016), has highlighted the ways in which performances strive to reinforce and transmit our social identities. It goes on to say that when a person plays a part, he implicitly asks his audience to believe that the character they see has the attributes he appears to have, that the task he performs will have the consequences that are implicitly claimed for it, and that, in general, things are as they appear to be.

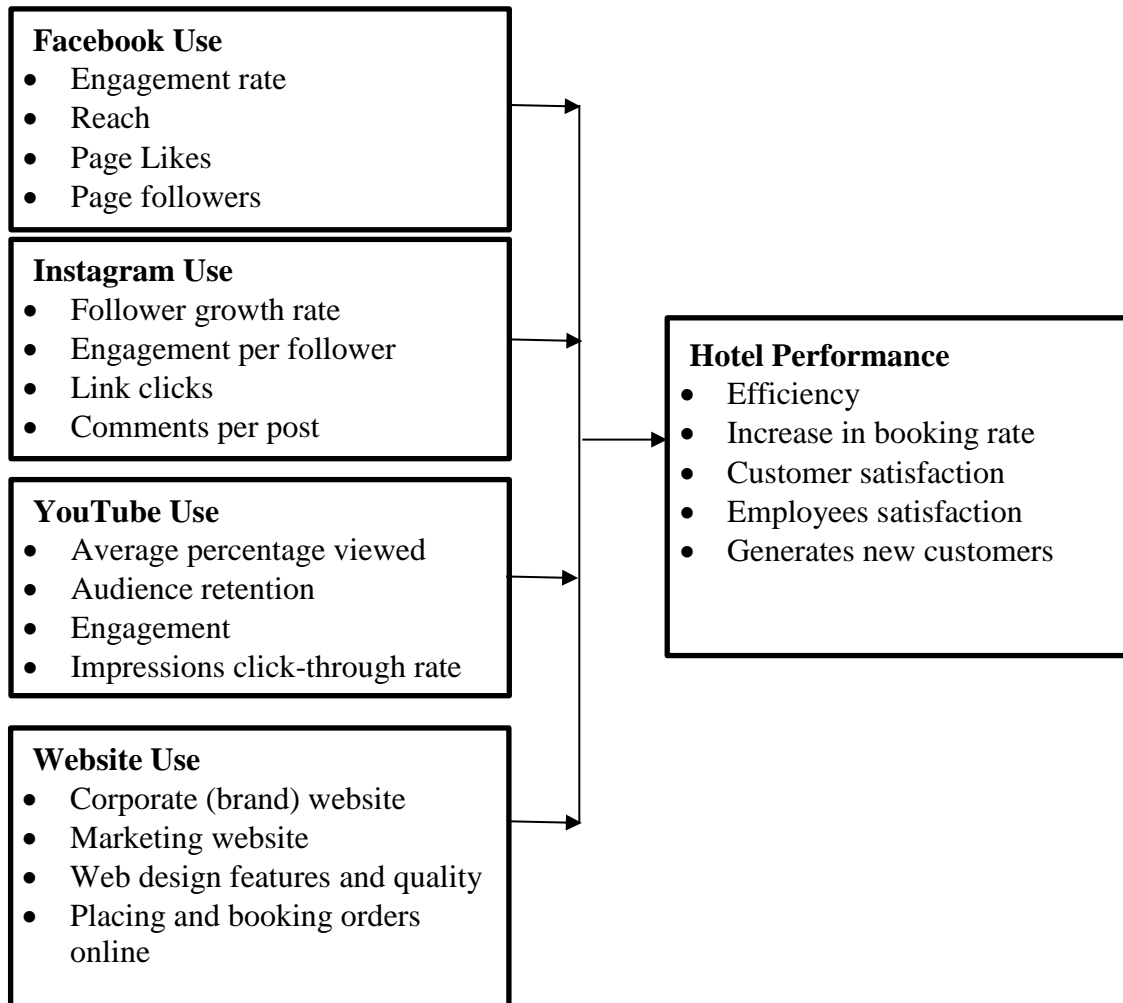
Performance theory is highly relevant to the hospitality industry, specifically hotel performance, as it provides a comprehensive framework for understanding and

optimizing the various elements that contribute to a hotel's success (Chen, Chen, Zhang & Xu, 2018). Drawing from disciplines such as management, economics, and marketing, performance theory enables hoteliers to analyze key performance indicators, assess operational efficiency, and gauge customer satisfaction, all of which are critical in achieving profitability and sustainability. By applying performance theory, hotel managers can identify areas of improvement, implement strategic changes, and adapt to evolving market dynamics, ultimately enhancing the overall performance and competitiveness of their establishments in the highly competitive and dynamic hotel industry (Sakshi, Shashi, Cerchione & Bansal, 2020).

The performance paradigm assumes that performance is a given in a non-optional performance system (for example, an organization) (Asl, Rashidi & Ghorbani, 2021). Organizations that do not perform, for example, will deteriorate and eventually dissolve. Performance is measured not merely in terms of profit, but also in terms of whatever criteria the company uses to define its main objectives (for example, citizen services for a government organization). There are basic outcomes in any performance system, as well as stakeholders or consumers who expect them to be met (Mmutle & Shonhe, 2017). Even non-profit and government organizations, which apply to the current study area on hotel performance in Kenya's Uasin Gishu County, suffer reorganization or extinction if they do not achieve their core aims.

2.6 Conceptual Framework

Based on the summary of literature reviewed and theories this study adopted the following conceptual framework as shown in Figure 2.1.

Independent Variables**Dependent Variable****Social Media Platforms' Use****Figure 2.1: Conceptual Framework****Source: Adapted from Azizan and Said (2015)**

The use of Facebook, Instagram, YouTube, and websites can have a profound impact on the performance of hotels in today's digital age. These platforms provide hotels with powerful tools to market themselves, connect with customers, and showcase their offerings (Ladhari, Massa & Skandrani, 2020). Facebook allows hotels to create official pages where they can post updates, engage with customers, and even run targeted advertising campaigns. Instagram, with its visually appealing format, is

particularly well-suited for showcasing hotel amenities, rooms, and the overall experience. Through captivating photos and videos, hotels can entice potential guests and build a strong brand presence (Karim, 2018).

YouTube can be a valuable resource for hotels, allowing them to create video content that provides virtual tours, showcases events, or offers travel tips for the local area. Engaging video content can help hotels connect with potential guests on a personal level and establish themselves as authorities in their destination. Additionally, a well-designed and user-friendly website is crucial for providing essential information, facilitating bookings, and offering a seamless online experience (Krasnov, 2018). Hotels that invest in responsive and visually appealing websites can attract and retain more customers, ultimately boosting their performance and revenue. The strategic use of Facebook, Instagram, YouTube, and websites can significantly influence a hotel's performance. These digital platforms enable hotels to reach a wider audience, build a strong online presence, and engage with customers in meaningful ways. By leveraging these tools effectively, hotels can enhance their marketing efforts, attract more guests, and ultimately drive success in a competitive industry (Platon, 2022).

CHAPTER THREE

METHODOLOGY

3.1 Introduction

The chapter describes the methodology that was adopted in the study. It describes the research design, target population; sample size and sampling techniques, data collection instrument, data collection procedure and data analysis techniques used.

3.2 Research Design

Research design is the framework of research methods and techniques chosen by a researcher (Rovai et al., 2013). A descriptive survey design was utilized in this study. This design is chosen because it is relatively quick and easy to conduct; data on all variables is only collected once. It is also good for descriptive analyses. It is because the research design is a theory-based design method which is created by gathering, analysing, and presenting collected data related to study variables within scope of the study (Siedlecki, 2020). This allowed the researcher to provide insights into the why and how of research questions.

3.3 Study Area

The study was carried out Uasin Gishu County, Kenya (Appendix VII). The Uasin Gishu County is located in Rift Valley region Kenya, along the country's national borders with Ethiopia, South Sudan, and Uganda. The region forms part of the famous cross-continental Great Rift Valley system – a series of contiguous geographic trenches that run approximately 6,000 kilometres from Lebanon in the Middle East to Mozambique in Southern Africa.

The Uasin Gishu county is witnessing a steady growth in hotel industry, with the number of hotels having reached 200 by the beginning of this year. The skyward trend

has been attributed, majorly, to the ever-soaring demand for hospitality and conferencing facilities due to the continuous expansion of Eldoret and other small towns in the region. Actors in the industry say presence of athletes and government offices are some of the pull factors for investors in the industry because of increased demand for bed spaces and conferencing halls. NGOs that started operating as peace agents in the region following the 2007 skirmishes have also heightened demand for the facilities since the organizations use them for their meetings. Hotel and conference facilities in the region include Sirikwa, Poa place, Cicada, Noble Conference Centre among many others. The increase in the number of facilities has bridged the acute shortage of bed spaces although players in the industry say the demand is still high (Muragu, 2018).

3.4 Target Population

The target population is the entire aggregation of respondents that meet the designated set of criteria (Khan, 2014). According to Tourism Regulatory Authority Website (2021) there are 12 star rated hotels in Uasin Gishu County. The target population comprised of 12 marketing managers and 130 supervisors as presented in Table 3.1.

Table 3.1 Target Population

Hotels	Respondents' Category		
	Marketing managers	Supervisors	Target Population
1. Boma Inn, Eldoret	1	15	16
2. The Noble Conference Centre	1	12	13
3. Ndupawa Prestige Platinum Resort	1	9	10
4. Eka	1	14	15
5. Hotel Comfy & Lodge	1	10	11
6. Starbucks Hotel and Restaurant Ltd	1	14	15
7. Hotel Winstar	1	8	9
8. Cicada Hotel	1	10	11
9. Kenmosa Resort	1	7	8
10. Poa Place Resort	1	17	18
11. Sirikwa hotel	1	8	9
12. Wagon Wheel Hotel Eldoret	1	6	7
Total	12	130	142

Source: TRA (2022)

3.5 Sample Size

Sample is the segment of the population that is selected for investigation (Moser & Korstjens, 2018). Sampling is the process of selecting a number of individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group (Majid, 2018). Yamane (1973) sample size formula were used to calculate a sample size for supervisors;

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size required

N is the population size =130

e is the level of precision =0.05

$$n = 130 / (1 + 130 * 0.05^2)$$

$$n = 98$$

Therefore, the sample size for this study were 110 respondents comprising of 98 supervisors and 12 marketing managers as presented in Table 3.2.

Table 3.2 Sample Size

Hotels	Respondents' Category		
	Marketing managers	Supervisors	Sample size
Boma Inn, Eldoret	1	11	12
The Noble Conference Centre	1	9	10
Ndupawa Prestige Platinum Resort	1	7	8
Eka	1	11	12
Hotel Comfy & Lodge	1	8	9
Starbucks Hotel and Restaurant Ltd	1	11	12
Hotel Winstar	1	6	7
Cicada Hotel	1	8	9
Kenmosa Resort	1	5	6
Poa Place Resort	1	13	14
Sirikwa hotel	1	6	7
Wagon Wheel Hotel Eldoret	1	5	6
Total	12	98	110

Source: Author, 2022

3.6 Sampling Techniques

The population were stratified into a number of non-overlapping strata and sample items are selected from each stratum. Stratified random sampling method was done according to the selected hotels and their structures. The hotels were stratified

according to their star rating and the marketing managers as first stratum and while the second stratum constituted supervisors in the 12 hotels. Census technique were used to select 12 marketing managers since the population was small and manageable during data collection (Salvo, Jacoby & Lobo, 2020). The study used simple random sampling technique to select the 98 supervisors from hotels.

3.7 Data Collection Instruments

This study used questionnaires for hotel employees to collect data. A questionnaire is easy to administer. Questionnaires also reduce bias since the researchers' own ideas would not affect the responses in a certain manner unlike if it could a face-to-face study. The questionnaire constructed using a Likert scale with close-ended questions. The questionnaire selected because it enabled the researcher to be consistent in asking questions and data yielded was easy to analyse. The questionnaires were formulated according to study objectives in a systematic procedure. The formulation of questionnaires was in six sections. Section A contained questions on demographic information of the respondents such as gender, age bracket, level of education, position held and work experience then the other section B, C, D and E is questions on independent and dependent variables. Responses were rated on a 5- point Likert scale for which 1-Strongly disagree, 2-Disagree, 3-Undecided, 4-Agree and 5-Strongly agree.

The questionnaires to be used in this study were developed using measures from previous studies. Respondents were asked the extent to which they agree/disagree with a series of statements about their perceptions concerning the variables on a 5-point Likert scale of (5) strongly agree to (1) strongly disagree each variable with five items. The summary is presented in Table 3.3.

Table 3.3 Data Measurements

Type	Variable	Measurement	Measurement scale	Source
Independent variable	Facebook Use	<ul style="list-style-type: none"> ✓ Engagement rate ✓ Reach ✓ Page Likes ✓ Page followers 	5-point Likert scale	(Abuhashesh et al. (2019); Kang, (2018); Sajilan et al. (2019); Tehseen et al. (2021)
Independent variable	Instagram Use	<ul style="list-style-type: none"> ✓ Follower growth rate ✓ Engagement per follower ✓ Link clicks ✓ Comments per post 	5-point Likert scale	Song et al. (2019); Asanbekova & Maksudunov (2018); Kurniawan et al. (2021); Adani (2019); Amelia & Hidayatullah (2020)
Independent variable	YouTube Use	<ul style="list-style-type: none"> ✓ Average percentage viewed ✓ Audience retention ✓ Engagement ✓ Impressions click-through rate 	5-point Likert scale	Mašić & Kosar (2016); Burroughs & Burroughs (2020); Parfenov et al. (2021); Nasihatkon et al. (2016)
Independent variable	Website Use	<ul style="list-style-type: none"> ✓ Corporate (brand) website ✓ Marketing website ✓ Web design features and quality ✓ Placing and booking orders online 	5-point Likert scale	Mulaydinov (2017); Kaur, (2017); Husnain and Toor (2017)
Dependent variable	Hotel Performance	<ul style="list-style-type: none"> ✓ Increase in booking rate ✓ Customer satisfaction ✓ Employees satisfaction ✓ Cooperate image ✓ Generates new customers 	5-point Likert scale	Altin et al. (2018); Buics & Süle (2020) Dwivedi et al. (2021); Jacobson et al. (2020)

Source: Author, 2022

3.8 Pilot Study

Pilot study refers to a small-scale replica and rehearsal of the main study (Hazzi & Maldaon, 2019). The pilot study assisted in determining the suitability and ease of use of the research instruments and the operational aspects of administering the questionnaires. In this study the purpose of a pilot test is to discover possible weaknesses, inadequacies, ambiguities and problems in any aspect of the research process. In this study pilot study were conducted at selected hotels in Nakuru County where 11 questionnaires were tested representing 10% of the sample.

3.8.1 Validity of Research Instruments

According to Walliman (2017), validity refers to the degree to which the instrument measures what it is supposed to be measuring. The researcher focused on content validity, which refers to the accuracy with which an instrument measures the factors under study. Therefore, content validity is concerned with how accurately the questions asked tend to elicit the information being sought. The research instrument was tested for content validity by giving the questionnaire to the managers, and to marketing executives who are experienced marketers in the hotel industry.

3.8.2 Reliability of Research Instruments

Reliability relates to the precision and accuracy of the instrument (Collis & Hussey, 2009). Reliability is the test of credibility, accuracy, and consistency of the data collected using research instruments and the results presented. The Cronbach's Alpha technique were used to measure the internal consistency technique, where alpha values range from 0 to 1, with the reliability increasing as the alpha value increases. The commonly used coefficient of reliability is 0.6 to 0.7, with greater than or equal to 0.8 indicating a good reliability (Kothari, 2014). In this study, a Cronbach's Alpha

of 0.7 and were accepted. The findings of the reliability test are presented in Table 4.4.

Table 3.4 Reliability Test of the Research Questionnaire

Variables	N of Items	Cronbach's Alpha	Comments
Facebook use	5	.986	Accepted
Instagram use	4	.939	Accepted
You-Tube use	4	.954	Accepted
Website use	4	.949	Accepted
star rated hotels performance	6	.989	Accepted

The findings in Table indicated that Facebook use had a Cronbach Alpha coefficient of 0.986. Instagram use had a Cronbach Alpha coefficient of 0.939. You-Tube use had a Cronbach Alpha coefficient of 0.954. Website use had a Cronbach Alpha coefficient of 0.949 and star rated hotels performance had a Cronbach Alpha coefficient of 0.989. All variables depicted that the value of Cronbach's Alpha was above value of 0.7 thus the research instruments were reliable (Ghazali, 2016). This indicates that scales used in this study were reliable enough to capture the variables.

3.9 Data Collection Procedures

Upon getting the consent of the University, the consent of the supervisors and obtaining permission from NACOSTI, the researcher proceeded to getting permission from selected hotels. On the set date, questionnaires were administered directly to the respondent using drop and pick method and a follow up were conducted by the researcher to ensure the questionnaires are filled in accordance with the research. The participants were allowed enough time to fill the copies of the questionnaires before picking for analysis. The researcher explained the purpose of the visit to the

respondents. This assured the respondents of their confidentiality of any information they give.

3.10 Data Analysis Procedure

Data analysis process refers to the packaging the collected data and putting it in an orderly way, and structuring the core elements in a way that the results of the data collected can be efficiently and easily communicated (Creswell, 2013). The questionnaire generated quantitative data. Collected data were cleaned and checked for completeness. Data were then analysed through the use of descriptive and inferential statistics with the aid of Statistical Package for Social Sciences (SPSS) version 25. Descriptive statistics included mean, mode, percentage, and standard deviation. Inferential statistics included correlation and multiple regression analysis to enable reject or accept the null hypothesis.

The following regression model was used:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \dots\dots\dots \text{Equation 3.1}$$

Where:

- Y** represents hotel performance
- β_0** represent the intercept when x is zero
- X_1** represent Facebook use
- X_2** represent Instagram use
- X_3** represent You-Tube use
- X_4** represent Website use
- ϵ** represents error term

Frequency tables, percentages, and means were used to present the research results.

3.10.1 Assumptions of Regression Model

Multiple regression is founded on several assumptions namely; linearity, homoscedasticity, normality, multicollinearity and independence of residuals (Wang, Chen & Chen, 2021). Linearity assumption implies that there is a linear relationship between the dependent variable and the set of independent variables. Linearity assumption was evaluated using Pearson's Product Moment Correlation coefficients. Residual for each observation in the data set is plotted on the vertical axis against the fitted value on the horizontal axis. It is expected that the residual plots show a random distribution of positive and negative values across the entire range of the variable plotted on the horizontal axis. If the residual points were scattered without an obvious pattern, there is no reason to doubt the linearity assumption (Garson, 2012).

Homoscedasticity assumption implies that the variation in the residuals is the same for both large and small values of the predicted value of the dependent variable (Osborne & Waters, 2019). This was tested by Levene's test of equality of error variances. The normality assumption implies that residuals are normally distributed and have a mean of zero. To find out whether residuals follow a normal distribution, Shapiro-Wilk were used. A normal probability plot shows expected cumulative probability and observed cumulative probability on the vertical and horizontal axes respectively. If the plotted points of residuals in the normal probability plot is fairly close to a straight line drawn from the lower left to the upper right of the graph, there is no reason to doubt that the residuals are normally distributed (Lind et al., 2012).

The assumption of independence of residuals implies that successive observations of the dependent variable are not correlated (Philippi, 2020). This means that successive residuals have no pattern and are not highly correlated and that there are no long runs

of positive or negative residuals. Autocorrelation occurs when residuals are correlated. Durbin-Watson statistic were used to test for autocorrelation. The value of the Durbin-Watson statistic ranges from 0 to 4. The value of Durbin- Watson statistic is 2.00 when there is no autocorrelation among the residuals gets close to 0 when there is positive autocorrelation and is beyond 2 when there is negative autocorrelation (Lind, Marchal & Wathen, 2012).

3.11 Ethical Considerations

Ethics are the moral principles that guide research from its inception to its completion and publication of results (Bell & Waters, 2018). The researcher adhered to various components of ethics during the entire research period. Before collecting data, the researcher acquired a research permit from National Commission for Science, Technology and innovation (NACOSTI). During data collection, the researcher was sensitive to gender, race, and social status. The researcher allowed all participants who were willing to participate in the study and fitted the research context to participate. The researcher also ensured that all participants consented prior to taking part in the research by giving them accurate and detailed information about the research.

CHAPTER FOUR

RESULTS AND DATA ANALYSIS

4.1 Introduction

Data analysis was carried out to address the four research objectives of the study. The primary outcomes of interest were; the influence of facebook, YouTube, instagram and website use on hotel performance, demographic and other characteristics of the study participants. The proportions for categorical variables are presented as frequencies and percentages.

4.2 Response Rate

The researcher anticipated that the response rate would be 100% since data collection procedures were done appropriately to ensure that all the questionnaires were duly filled and returned. The response rate results for the study are presented in Table 4.1.

Table 4.1 Questionnaires Returned

	Frequency	Percentage
Questionnaires returned	95	86.4
Unreturned questionnaires	15	13.6
Total	110	100.00

Source: Author, 2022

The response rate results in Table 4.1 revealed that 110 questionnaires were issued to the respondents however, 95 questionnaires were dully filled and returned translating to 86.4% response rate. Therefore, the overall response rate of questionnaires used in the study was 86.4%, which were considered adequate to avail the information on the subject matter.

4.3 Demographic Information of the Respondents

The study also sought to determine the demographic information of the respondents which included gender, age bracket and highest level of education. Demographic information helps the researcher to understand well about the study respondents. The study results are presented in Table 4.2. The study findings in Table 4.2 showed that 43(45.0%) of the respondents were male while 52(55.0%) were female. The findings showed that majority of the respondents are female. The finding shows that 10(10.0%) of respondents were aged 18-24 years, 24(25.0%) of respondents were aged 25-35 years, 38(40.0) of respondents were aged 36-45 years and the remaining 24(25.0%) of respondents were aged 46 years. The finding reveals that the majority of respondents were aged between 36-45 years.

Further, Table 4.2 showed that 38(40.0%) of the respondents had bachelor degree, 29(30.0%) of respondents had diploma, 14(15.0%) of respondents had certificate, and the remaining 14(15.0%) of respondents had a secondary certificate. The results showed that majority of the respondents hold diploma and degree levels.

Table 4.2 Demographic Information of Managers and Supervisors

Managers and Supervisors	Categories	Frequency	Percentage (%)
Gender	Male	43	45.00
	Female	52	55.00
Age	18-24 years	10	10.00
	25-35 years	24	25.00
	36-45 years	38	40.00
	46 years and above	24	25.00
Highest level of education	Bachelor's	38	40.00
	Diploma	29	30.00
	Certificate	14	15.00
	Secondary level	14	15.00

Source: Author, 2022

4.4 Analysis of Results

The study analysed views of the respondents on the effect of social media platforms' use on hotel performance in star rated hotels within Uasin Gishu County of Kenya. Respondents were asked to present their opinions in Likert scale of 1 to 5. Where; 1 represent strongly disagree (SD); 2 represent disagree (D); 3 represent neutral (N); 4 represented agree (A); 5 represented strongly agree (SA). The descriptive studies that were used in the study included; frequencies, percentages, mean scores and standard deviation. Mean scores were used to show the tendency of the respondents in responding to the study questions and standard deviation was used to show the spread of the respondents across responses.

4.4.1 Effect of Facebook Use on hotel performance

The study sought to determine the effect of Facebook use on performance of star rated hotels in Uasin Gishu County. The study findings are summarized in Table 4.3. The study findings in Table 4.3 showed that 82(86.3%) of the respondents agreed and 11(11.6%) disagreed that engagement rate between the hotel and customers using facebook is high. Further the study findings showed in terms of means and standard deviation that the respondents agreed that engagement rate between the hotel and customers using facebook is high (Mean =4.17, Standard Deviation=1.10). According to Social Media Industry Benchmark Report (2022), the median engagement rate for Facebook is 0.064%. Out of the top 25% of brands across all industries the brands performing best on social media the median engagement rate is 0.174%. Another factor that goes into engagement rate on Facebook is the posting frequency. When it comes to how often to post on Facebook, the median for brands across all industries is 5.87 times per week while brands in the top 25% for engagement post 5.11 times per week. Abuhashesh and Masa'Deh's (2019) research, which found that Facebook is the most influential platform for consumers, is supported by the findings of the present investigation. Furthermore, there has been a shift in how people go about finding and reserving a hotel room. The study and implementation of social media marketing in the future. Those that take part in the community are more likely to be happy with their experience, and they are more likely to establish hotel-friendly habits.

In comparison, 83(87.3%) of respondents agreed, and 10(10.6%) disagreed that using facebook, the hotels have managed to reach wide range of customers. Further the study findings showed in terms of means and standard deviation that the respondents agreed that using facebook, the hotels have managed to reach wide range of customers

(Mean =4.04, Standard Deviation=0.96).

Findings from this study corroborate those from the work of Khalayleh and Al-Hawary (2022), who found that most organizations rather than analysing the behaviour of their Facebook "followers" in relation to the product, these businesses tend to focus on the number of "followers" they have.

Moreover, it was noted that 81(85.3%) of the respondents agreed, and 11(11.6%) disagreed that through facebook use the hotels have manage to impress a lot of customers. In terms of mean and standard deviation the respondents that agreed that through facebook use the hotels have manage to impress a lot of customers (Mean = 4.03, standard Deviation=1.03). Findings corroborate those of Kaur and Kumar (2020) who discovered that purposeful use of Facebook by hotels enables them to simultaneously attain several objectives through content management, demographic targeting, and individualized marketing campaigns.

On the other hand, 35(36.8%) of the respondents agreed, and 56(58.9%) disagreed that the hotel facebook page have received a lot of likes. In terms of mean and standard deviation the respondents that in terms of mean and standard deviation of the respondents were undecided that Through Facebook Use the hotels have manage to impress a lot of customers (Mean = 2.54, standard Deviation=1.54). In line with Nunkoo (2020) findings, this increase in involvement has the same or greater impact on the campaign's brand awareness-raising efforts. Therefore, a group forms whenever people engage with the brand.

Finally, 76(80%) of the respondents agreed, and 17(17.9%) disagreed that the hotel facebook page have got a lot of followers. Further the study findings showed in terms

of means and standard deviation the respondents agreed that the hotel facebook page have got a lot of followers (Mean =3.99, Standard Deviation=1.20). The findings accord with those of Kraus et al. (2022), who concluded that Facebook effect has delivered benefits and have moved beyond marketing to drive sales for businesses.

The findings concur with Pinto and Yagnik (2017) who found out that Facebook marketing for hotels has grown to new heights in recent years as social media sites continue to showcase the ability to reach a massive, worldwide audience. Through content management, demographic targeting, and customizable ad campaigns, hotels that utilize Facebook successfully are able to accomplish numerous goals at once. Through content management, demographic targeting, and customizable ad campaigns, hotels that utilize Facebook successfully are able to accomplish numerous goals at once (Kaur & Kumar, 2020).

Table 4.3 Descriptive Statistics for Facebook Use

Statements		SD	D	N	A	SA	Total	Mea n	Std.Dev
1. Engagement rate between the hotel and customers using facebook is high	f	5	6	2	37	45	95	4.17	1.10
	%	5.3	6.3	2.1	38.9	47.4	100		
2. Using facebook, the hotels have managed to reach wide range of customers	f	3	7	2	54	29	95	4.04	0.96
	%	3.2	7.4	2.1	56.8	30.5	100		
3. Through Facebook Use the hotels have manage to impress a lot of customers	f	4	7	3	49	32	95	4.03	1.03
	%	4.2	7.4	3.2	51.6	33.7	100		
4. The hotel facebook page have received a lot of likes	f	37	19	4	21	14	95	2.54	1.54
	%	38.9	20.0	4.2	22.1	14.7	100		
5. The hotel facebook page have got a lot of followers	f	5	12	2	36	40	95	3.99	1.20
	%	5.3	12.6	2.1	37.9	42.1	100		
Average Mean								3.75	

Source: Author, 2022

SA-Strongly Agree, A-Agree, N-Neutral, and D-Disagree, SD-Strongly Disagree, f- Frequency, % - Percent.

Mean rating 0-1.4-SD, 1.5-2.4-D, 2.5-3.4-N, 3.5-4.4-A, 4.5-5 SA

n=95

4.4.2 Effect of Instagram Use on Performance of Star Rated Hotels

The study also sought to establish the effect of Instagram use on performance of star rated hotels in Uasin Gishu County. From Table 4.4, it was noted that 75(78.9%) of the respondents agreed, and 15(15.8%) disagreed that there is high follower growth rate in the hotel instagram page. Further, the study findings showed in terms of means and standard deviation that there is high follower growth rate in the hotel instagram page (Mean =3.86, Standard Deviation=1.11). The study supports the claims made by Aji, Nadhila, and Sanny (2020) that Instagram enables the hotel industry to increase sales. According to their analysis, 8 out of 10 users follow at least one of their favourite companies, and 14% of users would make an Instagram purchase.

Furthermore, 75(78.9%) of the respondents agreed, and 15(15.8%) disagreed that hotel has received several instagram page link clicks. Further, the study findings showed in terms of means and standard deviation respondents agreed that hotel has received several instagram page link clicks (Mean =4.01, Standard Deviation=1.31). The study supports Kurniawan et al. (2021) findings that Instagram users are encouraged to publish content, share their own experiences, and primarily to create emotional connections. Hotels do not hesitate to share user-generated content and coin buzzwords in an effort to draw in new customers or interact with their existing community and foster loyalty.

Finally, 80(84.2%) agreed, and 10(10.6%) of the respondents disagreed that the hotels are receiving several comments per post in the instagram. The study findings showed in terms of means and standard deviation that the hotels are receiving several comments per post in the instagram (Mean =4.18, Standard Deviation=1.10). According to research by Mahmoud et al. (2022), Instagram has emerged as a serious

player in the field of internet marketing. Instagram takes advantage of our short attention spans by pushing engaging material that is in line with our individual passions, hobbies, and product preferences through aesthetically stimulating small content bites.

The study findings are in line with Adani (2019), who came to conclusion that Affectivity of social media Instagram to attract attention of hotel market (customers and potential customers). Hotels with four-five stars category are using social media Instagram effectively for marketing than other star hotels as it is found what kind of content that can attract attention of customers Nevertheless, the study used secondary data while the currents study used primary data.

Table 4.4 Descriptive Statistics for Instagram Use

Statements		SD	D	N	A	SA	Total	Mean	Std.Dev
1. There is high follower growth rate in the hotel instagram page	f	5	10	5	48	27	95	3.86	1.11
	%	5.3	10.5	5.3	50.5	28.4	100		
2. There is high engagement per follower in the hotel instagram page	f	24	29	10	14	18	95	2.72	1.47
	%	25.3	30.5	10.5	14.7	18.9	100		
3. Hotel has received several instagram page link clicks	f	10	5	5	29	46	95	4.01	1.31
	%	10.5	5.3	5.3	30.5	48.4	100		
4. The hotel is receiving several comments per post in the instagram page	f	5	5	5	33	47	95	4.18	1.10
	%	5.3	5.3	5.3	34.7	49.5	100		
Average Mean								3.69	

Source: Author, 2022

SA-Strongly Agreed, A-Agreed, N-Neutral, and D-Disagreed, SD-Strongly Disagreed, f- Frequency, % - Percent.
 Mean rating 0-1.4-SD, 1.5-2.4-D, 2.5-3.4-N, 3.5-4.4-A, 4.5-5 SA
n=95

4.4.3 Effect of You-Tube Use on Performance of Star Rated Hotels

The study sought to access the effect of You-Tube use on performance of star rated hotels in Uasin Gishu County. Table 4.5 shows that 83(87.3%) of the respondents agreed that the average percentage viewed of hotel advertisement is high. Further the study findings showed in terms of means and standard deviation that the respondents agreed the average percentage viewed of hotel advertisement is high (Mean =4.25, Standard Deviation=1.07). The results of this study corroborate those of Garrido-Moreno, Garca-Morales, Lockett, and King (2018), who state that hotels all over the world are progressively incorporating these tools into their Customer Relationship Management (CRM) strategies in order to actively engage customers in dialogues.

Moreover, it was noted that 81(85.3%) of the respondents agreed that through YouTube video the hotel has managed to retain the customers. The mean and standard deviation of the respondents that agreed that through YouTube video the hotel has managed to retain the customers (Mean = 4.15, standard Deviation=1.11). Study agrees with Pozidou, (2022). finding that hotels use YouTube to promote and talk to their audience about their business. They do this by making high-definition (HD) videos and putting them on YouTube. This brings in new and retain customers.

On the other hand, 84(88.4%) of the respondents agreed that the engagement through hotel YouTube is high. Further the study findings showed in terms of means and standard deviation that that the engagement through hotel YouTube is high (Mean =4.17, Standard Deviation=1.01). Results of the study concedes with Mataram, et al. (2021) who discovered high engagement of YouTube use have created a new distribution channel and opened a deep well for marketing research.

Finally, 63(66.3%) disagreed that the impressions click-through rate of the hotel video

is high. Further the study findings showed in terms of means and standard deviation that they disagree that the impressions click-through rate of the hotel video is high (Mean =2.37, Standard Deviation=1.37). The study agrees with what Mengist (2021). found, which is that uploaded videos are seen by a lot of people, and the goal of using YouTube is to get people to visit a hotel or business. The study findings disagree with Nasihatkon, Kheiri and Miralbell (2016) who found out that social media are still not an important marketing tool for Iranian hotels. Facebook and YouTube are the media which are most used for marketing purposes as videos and photos can be used on these sites more than others). Marketing abilities of Parsian Hotels improve with the increasing use of social media, but the hotel marketing sector has failed to fully utilize internet opportunity as a marketing tool (Nasihatkon et al., 2016).

Table 4.5 Descriptive Statistics for You-Tube use

Statements		SD	D	N	A	SA	Total	Mean	Std.Dev
1. The average percentage viewed of hotel advertisement is high	f	5	4	3	33	50	95	4.25	1.07
	%	5.3	4.2	3.2	34.7	52.6	100		
2. Through YouTube video the hotel has managed to retain the customers	f	4	9	1	36	45	95	4.15	1.11
	%	4.2	9.5	1.1	37.9	47.4	100		
3. Engagement through YouTube is high.	f	4	5	2	44	40	95	4.17	1.01
	%	4.2	5.3	2.1	46.3	42.1	100		
4. The impressions click-through rate of the hotel video is high	f	33	30	4	20	8	95	2.37	1.37
	%	34.7	31.6	4.2	21.1	8.4	100		
Average Mean								3.73	

Source: Author, 2022

SA-Strongly Agreed, A-Agreed, N-Neutral, and D-Disagreed, SD-Strongly Disagreed, f- Frequency, % - Percent.

Mean rating 0-1.4-SD, 1.5-2.4-D, 2.5-3.4-N, 3.5-4.4-A, 4.5-5 SA

n=95

4.4.4 Effect of Website Use on Performance of Star Rated Hotels

The study also sought to establish the effect of Website use on performance of star rated hotels in Uasin Gishu County. From Table 4.6, it was noted that 84(88.5%) of respondents agreed that the hotel website is fully operational. The study findings showed in terms of means and standard deviation that the hotel website is fully operational (Mean =4.17, Standard Deviation=0.99). The findings of this study concur with those of Kaur (2017) who found that hotel websites appeal to a wide variety of clients, but their major purpose is to provide information about the hotel, including menus, event calendars, and meal rates.

The study findings also revealed that 56(58.9%) of respondents disagreed that market website for the hotel has been fully established. The study findings showed in terms of means and standard deviation that market website for the hotel has not been fully established (Mean =2.67, Standard Deviation=1.59). Research findings agrees to Patrutiu-Baltes (2016) who discovered that being on the website can be beneficial to the firm if the effort is properly implemented and managed.

The study findings further indicated that 82(86.3%) of the respondents agreed that website market goals and objective have been achieved. The study findings showed in terms of means and standard deviation that Website market goals and objective have been achieved (Mean =4.19, Standard Deviation=1.08). Finding concurs with Momanyi (2021) who disclosed becoming available on the internet can help businesses continue improving their marketing and sales efforts. Website marketing has provided more opportunities for businesses to reach out to their customers.

Finally, the study findings revealed that 79(83.2%) of the respondents agreed that the website marketing has been in operational since the institution was established.

Further, the study findings showed in terms of means and standard deviation that the website marketing has been in operational since the institution was established (Mean =4.12, Standard Deviation=1.10).

The findings may be attributed to Husnain and Toor (2017), who stated that having a corporate website is now a need. Website marketing has provided more opportunities for businesses to reach out to their customers. As global competition heats up, an organization's capacity to successfully use information technologies will become more critical to its performance and strategic posture. According to Ramanathan, Subramanian and Parrott (2017), being online can help businesses improve their sales and marketing efforts. By providing yet another means of communication with clients, prospects, and the general public, the Internet can help an organization expand its circle.

Table 4.6 Descriptive Statistics for Website Use

Statements		SD	D	N	A	SA	Total	Mean	Std.Dev
1. The hotel website is fully operational	f	4	4	3	45	39	95	4.17	0.99
	%	4.2	4.2	3.2	47.4	41.1	100.0		
2. Market website for the hotel has been fully established	f	31	25	4	14	21	95	2.67	1.59
	%	32.6	26.3	4.2	14.7	22.1	100.0		
3. Website market goals and objective have been achieved	f	5	5	3	36	46	95	4.19	1.08
	%	5.3	5.3	3.2	37.9	48.4	100.0		
4. The Website marketing has been in operational since the institution was established.	f	4	8	4	36	43	95	4.12	1.10
	%	4.2	8.4	4.2	37.9	45.3	100.0		
Average mean								3.79	

Source: Field Data (2022)

SA-Strongly Agreed, A-Agreed, N-Neutral, and D-Disagreed, SD-Strongly Disagreed, f- Frequency, % - Percent.

Mean rating 0-1.4-SD, 1.5-2.4-D, 2.5-3.4-N, 3.5-4.4-A, 4.5-5 SA
n=95

4.4.5 Descriptive Statistics for Star Rated Hotels Performance

The study also sought to establish the star rated hotels performance in Uasin Gishu County. From Table 4.7, it was noted that 59(62.1%) of the respondents agreed that social media utilization increases their hotel booking rate. The study findings showed in terms of means and standard deviation that social media utilization increases their hotel booking rate (Mean =3.58, Standard Deviation=0.68). The study's results corroborate those of Yousaf, Razzaq and Fan (2021) who reported businesses that use social media marketing can also implement social media monitoring, pushing back the interpretation and collecting of content. Videos, audio files, data, pictures, graphics, texts, and memes are all examples of content that users may upload, post, or share online.

Also, 48(50.6%) of the respondents agreed that social media utilization contributes to increasing customer satisfaction. The study findings showed in terms of means and standard deviation that social media utilization contributes to increasing customer satisfaction (Mean=3.43, Standard Deviation=0.85). The results corroborate the findings of Kumari and Jindal (2021), who found that the rise of social media and the resulting virtual society has made client engagement on these sites an essential aspect of doing business. In recent years, it has surpassed all other methods of client contact due to its many useful features, such as its ability to save both time and money.

Further, 81(85.2%) of respondents agreed that social media utilization leads to employee's satisfaction. The study findings showed in terms of means and standard deviation that social media utilization leads to employee's satisfaction (Mean =4.17, Standard Deviation=1.13). The results support the findings of Lukose and Lagat (2022) who found that social media utilization can boost profits and cut down on expenses. As a result, most businesses falsely believed they knew everything there was to know about employee's satisfaction and how to keep their employees happy.

Also, 84(88.5%) of the respondents agreed that social media utilization generates cooperate image. The study findings showed in terms of means and standard deviation that social media utilization generates cooperate image (Mean =4.23, Standard Deviation=1.02). The results of this study complement those of Rounsefell et al (2020), who found that the internet enables unprecedented levels of communication, connection, and collaboration. Can create a profile for yourself with various security and search engine options, making it possible to connect with other people and share your knowledge with them.

However, 84(88.4%) of the respondents agreed that social media activities increase

sales. Further, the study findings showed in terms of means and standard deviation that social media activities increase sales (Mean =4.17, Standard Deviation=0.94). Finally, 83(87.4%) of respondents agreed that social media utilization generates new customers. Further, the study findings showed in terms of means and standard deviation that social media utilization generates new customers (Mean =4.19, Standard Deviation=1.06).

Table 4.7 Descriptive Statistics for Star Rated Hotels Performance

Statements		SD	D	N	A	SA	Total	Mean	Std.Dev
1. Social media utilization increases our hotel booking rate	f	2	2	32	57	2	95	3.58	0.68
	%	2.1	2.1	33.7	60.0	2.1	100		
2. Social media utilization contributes to increasing customer satisfaction	f	5	2	40	43	5	95	3.43	0.85
	%	5.3	2.1	42.1	45.3	5.3	100		
3. Social media utilization leads to employee's satisfaction	f	7	2	5	35	46	95	4.17	1.13
	%	7.4	2.1	5.3	36.8	48.4	100		
4. Social media utilization generates cooperate image	f	5	2	4	39	45	95	4.23	1.02
	%	5.3	2.1	4.2	41.1	47.4	100		
5. Social media activities increase sales	f	4	2	5	47	37	95	4.17	0.94
	%	4.2	2.1	5.3	49.5	38.9	100		
6. Social media utilization generates new customers	f	6	2	4	39	44	95	4.19	1.06
	%	6.3	2.1	4.2	41.1	46.3	100		
Average mean								3.96	

Source: Author, 2022

Key: SD Strongly Disagreed, Disagree, UN undecided, A Agreed, SA-Strongly Agreed

n=95

4.5 Assumptions of Multiple Regression Model

The study tested linearity, multicollinearity, normality and independence of residuals assumption.

4.5.1 Linearity Test Results

The study sought to test the linearity assumption of the study variables. The results were presented in Table 4.8. Results presented in Table 4.8 revealed that the deviation from linearity and linearity values for Facebook use had $0.156 > 0.05$ and $0.002 < 0.05$ respectively. Instagram use had deviation from linearity and linearity values of $0.108 > 0.05$ and $0.013 < 0.05$ respectively. The study results also revealed that You-Tube use had deviation from linearity and linearity values of $0.122 > 0.05$ and $0.041 < 0.05$ respectively and Website use had deviation from linearity and linearity values of $0.138 > 0.05$ and $0.000 < 0.05$ respectively. This implies that the linearity values for the four study variables were less than 0.05 implying that the linearity assumptions were made. The study findings also imply that the deviation from linearity values for the four study variables were greater than 0.05 implying that the data were not deviating from linearity.

Table 4.8 Linearity Test Results

Variables	Linearity	Deviation from Linearity
Facebook use	.002	.156
Instagram use	.013	.108
You-Tube use	.041	.122
Website use	.000	.138

Source: Author, 2022

4.5.2 Multicollinearity Test

The study sought to test for multicollinearity assumption using tolerance and variance inflation factor. The study results were presented in Table 4.9. The results in Table 4.9 revealed that tolerance values and variance inflation factor values for Facebook use was (Tolerance=0.202, VIF=4.938). Instagram use had Tolerance=0.175 and VIF=5.730. You-Tube use had a Tolerance=0.409 and VIF=2.447 and Website use had a Tolerance=0.184 and VIF=5.430. The study results imply that all tolerance values for the four variables were all 0.10 and VIF values all less than 10. This gives an implication that data used had no multicollinearity. Multicollinearity test indicated that no independent variable was removed from the analysis. A VIF greater than 10 or tolerance below 0.10 implied serious multicollinearity problem (Craney & Surles, 2002).

Table 4.9 Multicollinearity Test

Variables	Tolerance	VIF
Facebook use	.202	4.938
Instagram use	.175	5.730
You-Tube use	.409	2.447
Website use	.184	5.430

Source: Author, 2022

4.5.3 Normality Test Results

The study sought to test normality of data using one-Sample Kolmogorov-Smirnov Test. The study findings were presented in Table 4.10. The study findings on Table 4.10 showed that Facebook use had Kolmogorov-Smirnov significant value of $p=0.067 > 0.05$. Instagram use had Kolmogorov-Smirnov significant value of

$p=0.173>0.05$. You-Tube use had had Kolmogorov-Smirnov significant value of $p=0.276>0.05$ and Website use had Kolmogorov-Smirnov significant value of $p=.224>0.05$. This showed that all Kolmogorov-Smirnov values were greater than 0.05 and this implies that the variables were normally distributed.

Table 4.10 Normality Test Results

Variables	Kolmogorov-Smirnov^a	Sig.
Facebook use	.313	.067
Instagram use	.377	.173
You-Tube use	.296	.276
Website use	.430	.224

Source: Author, 2022

4.5.4 Autocorrelation Test

The study sought to test the independence of residuals assumption using Durbin-Watson statistic. The results were presented in Table 4.11. The results as indicated in Table 4.11 revealed that Durbin- Watson statistic value of Facebook use was 1.577. Also, the Durbin-Watson statistic value for Instagram use was 1.740. Further the results indicated that Durbin-Watson statistic value for You-Tube use was 1.969 and for website use was 1.997. This implies that the study variables had independence of errors because it meets the threshold of Durbin-Watson between 0-4.

Table 4.11 Autocorrelation Test

Variables	Durbin-Watson
Facebook use	1.577
Instagram use	1.740
You-Tube use	1.969
Website use	1.997

Source: Author, 2022

4.6 Inferential Statistics

This section presents the results of correlation and multiple regression analysis in line with the specific objectives of this study.

4.6.1 Correlation Analysis Results

The study used the correlations to test for direction and strength of the relationship between independent variables and dependent variable. The results are presented in Table 4.12. Findings of the study in Table 4.12 showed that there was a positive and statistically significant effect of Facebook use on performance of star rated hotels in Uasin Gishu County ($r=0.857$; $p<0.01$). The study findings also revealed that there was a significant positive effect of Instagram use on performance of star rated hotels in Uasin Gishu County ($r=0.856$; $p<0.01$). The study findings further showed that there was a positive and statistically significant effect of You-Tube use on performance of star rated hotels in Uasin Gishu County ($r=0.745$; $p<0.01$). Lastly the study findings indicated that there was a significant positive effect of website use on performance of star rated hotels in Uasin Gishu County ($r=0.849$; $p<0.01$).

This gave an implication that all the study variables were positively correlated to performance of star rated hotels. Facebook use contributed 85.7% increase changes to performance of star rated hotels. Instagram use contributed 85.6% increase changes to performance of star rated hotels. You-Tube use contributed 74.5% increase changes to performance of star rated hotels. Website use contributed 84.9% increase changes to performance of star rated hotels.

Table 4.12 Correlation Results

	Performance	Facebook use	Instagram use	You-Tube use	Website use
Performance	1				
Facebook use	.857** 0.000	1			
Instagram use	.856** 0.000	.869**	1		
You-Tube use	.745** 0.000	.717**	.737**	1	
Website use	.849** 0.000	.857**	.876**	.745**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author, 2022

4.6.2 Multiple Regression Analysis

Multiple regression analysis was conducted to establish the relationship between variables of the study. Findings are summarized in following subsequent sections.

4.6.3 Regression Model Summary

Model summary provides the coefficient of determination (R^2) which shows proportion of the variance in the dependent variable that is predictable from the independent variable and correlation coefficient (R) showing the degree of association between the dependent and independent variables. The study findings are presented in Table 4.13. The study findings indicates that Facebook use, Instagram use, You-Tube use and Website use were found to be satisfactory variables in affecting star rated hotels performance in Uasin Gishu County. This is supported by the coefficient of determination or R square of .809 and this implies that Facebook use, Instagram use, You-Tube use and Website use explains 80.9% of the variations in star rated hotels performance in Uasin Gishu County. The results further imply that the model applied

to link the relationship of the variables was satisfactory. Adjusted R^2 is a modified version of R^2 that has been adjusted for the number of predictors in the model by less than chance. The adjusted R^2 of .800 which was slightly lower than the R square value was exact indicator of the relationship between the independent and the dependent variable.

Table 4.13 Regression Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.899^a	.809	.800	.39659

Source: Author, 2022

4.6.4 Regression Model Goodness of Fit

The study determined model fitness using analysis of variance. The study results in Table 4.14 indicated that the results computed using the regression model were significant, meaning that the regression model had been computed well and not by chance as supported by a p value of 0.000 which is lesser than the critical p value of 0.05. Further, the results imply that the independent variables are good predictors of star rated hotels performance in Uasin Gishu County. This was supported by an F statistic of 95.274 and the reported p value (0.000) which was less than the conventional probability of 0.05 significance level.

Table 4.14 Model Fitness Results

	Sum of Squares	df	Mean Square	F	Sig.
Regression	59.941	4	14.985	95.274	.000 ^b
Residual	14.156	90	.157		
Total	74.096	94			

Source: Author, 2022

4.6.5 Multiple Regression Coefficients

The study sought to determine the coefficients of the study variables. Table 4.15 presents the results. Regression of coefficients results in Table 4.15 revealed that Facebook use has a positive and statistically significant effect on performance of star rated hotels in Uasin Gishu County ($\beta_1=0.317$, $p=0.002$). It was also established that Instagram use has a positive and statistically significant effect on performance of star rated hotels in Uasin Gishu County ($\beta_2=0.278$, $p=0.019$). It was further established that You-Tube use has a positive and statistically significant effect on performance of star rated hotels in Uasin Gishu County ($\beta_3=0.137$, $p=0.044$). Finally, Website use was found to have a positive and statistically significant effect on performance of star rated hotels in Uasin Gishu County ($\beta_4=0.212$, $p=0.037$).

Therefore, when all the four study variables are held constant, star rated hotels performance in Uasin Gishu County would be at 0.409. A unit increase in Facebook use when other variables are held constant would increase performance of star rated hotels by 0.317. A unit increase in Instagram use holding other variables constant would increase performance of star rated hotels by 0.278. A unit increase in You-Tube use holding other variables constant would increase performance of star rated hotels by 0.137. A unit increase in Website use when other variables are held constant would increase performance of star rated hotels by 0.212.

Therefore, the overall regression results imply that there is a positive and statistically significant effect of social media platforms' use on performance of star rated hotels in Uasin Gishu County. As such, an improvement in these social media platforms' use would lead to a corresponding improvement star rated hotels performance in Uasin Gishu County.

The optimal model was;

$$Y = 0.409 + 0.317X_1 + 0.278X_2 + 0.137X_3 + 0.212X_4 \dots \dots \dots \text{Equation 4.1.}$$

Table 4.15 Multiple Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	.409	.199		2.053	.043
Facebook use	.317	.099	.329	3.212	.002
Instagram use	.278	.117	.262	2.380	.019
You-Tube use	.137	.067	.147	2.043	.044
Website use	.212	.100	.227	2.115	.037

Source: Author, 2022

4.7 Hypotheses Testing

The study hypothesized that Facebook use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County. The regression results in Table 4.15 indicated that there was a positive, statistically significant effect of Facebook use on performance of star rated hotels in Uasin Gishu County ($\beta_1=0.317$, $p=0.002<0.05$). Therefore, the study rejected the null hypothesis (H_01) and concluded that there was a statistically significant effect of Facebook use on performance of star rated hotels in Uasin Gishu County.

The study hypothesized that Instagram use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County. The null hypothesis (H_02) was rejected and concluded that there was a statistically significant effect of Instagram use on performance of star rated hotels in Uasin Gishu County since ($\beta_2=0.278$, $p<0.05$).

The study hypothesized that YouTube use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County. However, the null hypothesis (H_{03}) was rejected and concluded that there was a statistically significant effect of YouTube use on performance of star rated hotels in Uasin Gishu County ($\beta_3=0.137$, $p<0.05$).

The study hypothesized that Website use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County. However, the null hypothesis (H_{04}) was rejected and concluded that there was a statistically significant effect of Website use on performance of star rated hotels in Uasin Gishu County ($\beta_4=0.212$, $p<0.05$).

Table 4.16 Summary of Hypotheses Test Results

Hypotheses	β and P values	Decision rule(accept/reject)
H₀₁: Facebook use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County.	$\beta_1=0.317$, $p=0.002<0.05$	Rejected the null hypothesis
H₀₂: Instagram use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County.	$\beta_2=0.278$, $p=0.019<0.05$	Rejected the null hypothesis
H₀₃: YouTube use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County.	$\beta_3=0.137$, $p=0.044<0.05$	Rejected the null hypothesis
H₀₄: Website use has no statistically significant effect on performance of star rated hotels in Uasin Gishu County.	$\beta_4=0.212$, $p=0.037<0.05$	Rejected the null hypothesis

Source: Author, 2022

CHAPTER FIVE
SUMMARY OF FINDINGS, CONCLUSIONS AND
RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of findings, the conclusions of the study, recommendations based on the findings of the study and suggestions for further research.

5.2 Summary of Findings

This section presents the summary of the findings of the study based on the objectives of the study.

5.2.1 Effect of Facebook Use on Performance of Star Rated Hotels

The researcher's first objective was to determine the effect of Facebook use on performance of star rated hotels in Uasin Gishu County. Based on this objective, the finding showed that majority of the managers and supervisors agreed that engagement rate between the hotel and customers using Facebook is high. Hence through the Facebook the hotels have managed to reach wide range of customers. In the process majority of the customers have been impressed by the page. In addition, the Facebook pages of the Hotels have received a lot of likes.

The study findings further revealed in terms of correlation that there exists a strong, positive and statistically significant correlation between Facebook use and star rated hotels performance in Uasin Gishu County. Regression results revealed that Facebook use positively and significantly affects star rated hotels performance in Uasin Gishu County. This gave an implication that an increase in Facebook use increases performance of star rated hotels in Uasin Gishu County.

5.2.2 Effect of Instagram Use on performance of star rated hotels

The second objective was to establish the effect of Instagram use on performance of star rated hotels in Uasin Gishu County. The finding shows that Instagram use plays a crucial role in star rated hotels performance. Though there is high follower growth rate in the hotel Instagram page there have been a challenge in engagement per follower in the hotel Instagram page. Hotel have received several Instagram page links clicks. Hotels have been receiving several comments per post in the Instagram page.

The study findings further revealed in terms of correlation that there exists a strong, positive and statistically significant correlation between Instagram use and performance of star rated hotels in Uasin Gishu County. Regression results revealed that Instagram use positively and significantly affect performance of star rated hotels in Uasin Gishu County. This gave an implication that an increase in Instagram use increases performance of star rated hotels in Uasin Gishu County.

5.2.3 Effect of You-Tube Use on Performance of Star Rated Hotels.

The third objective was to assess the effect of You-Tube use on performance of star rated hotels in Uasin Gishu County. Based on this, the findings by managers and supervisors revealed that You-Tube use effects the star rated hotels performance. The result showed that customers always view the hotel YouTube for advertisement and Through YouTube video of the hotel has made them to visit the hotel always. However, though there is high engagement of customers through the YouTube customers still have not always liked the YouTube video of the hotel.

The study findings further revealed in terms of correlation that there exists a strong, positive and statistically significantly correlation between You-Tube use and

performance of star rated hotels in Uasin Gishu County. Regression results revealed that You-Tube use positively and significantly affects performance of star rated hotels in Uasin Gishu County. This gave an implication that an increase in You-Tube use increases performance of star rated hotels in Uasin Gishu County.

5.2.4 Effect of Website Use on Performance of Star Rated Hotels

The fourth objective was to establish the effect of Website use on performance of star rated hotels in Uasin Gishu County. Based on the managers and supervisors, the finding shows that Website have affects performance of star rated hotels. The hotels website are fully operational though they have no clear knowledge that market website for the hotels has been fully established. In addition, Website market goals and objectives have been achieved. Also, the website marketing has been in operational since the institution was established.

The study findings further revealed in terms of correlation that there exists a strong, positive and statistically significant correlation between website use and performance of star rated hotels in Uasin Gishu County. Regression results revealed that website use positively and significantly affects performance of star rated hotels in Uasin Gishu County. This gave an implication that an increase in website use increases performance of star rated hotels in Uasin Gishu County.

5.3 Conclusions of the Study

The study concluded that Facebook pages helps management to reach wide range of customers in the process impressing a lot of them. Hence engagement rate between the hotel and customers using Facebook is high. On the other hand, engagement rate between the hotel and customers using Facebook is high. Hence through the Facebook the hotels have managed to reach wide range of customers in the process majority of

the customers have been impressed by the page

The study also concluded that Instagram use plays a crucial role in the performance of star rated hotels. Since majority of the customers always follow the hotel Instagram page and in case of assistance, they always engage the hotel Instagram page there is high follower growth rate in the hotels

The study further concluded that You-Tube use affects the performance of star rated hotels. Customers always view the hotel YouTube for advertisement and through YouTube video of the hotel has made them to visit the hotel always. Through You Tube videos average percentage viewed of hotel advertisement is high this helps the management to retain customers Through YouTube video.

The study finally concluded that Website use affects star rated hotels performance. Through the Websites Market goals and objective of the Hotels have been achieved.

5.4 Recommendations of the Study

The study recommends that;

- The social media marketers of the star rated hotels should ensure that their pages are impressive and attractive to the customers
- The Hotel management should ensure that the You Tube Advertisement videos are engaging and lively to the customers further more they ensure that they reply the messages.
- Management of the star rated hotels should ensure that Market website and Facebook pages for the hotels are fully established in addition they ensure that they are fully operational.

5.5 Suggestions for Further Research

The study suggests that future research can be carried out on challenges facing the star rated hotels performance. The study recommends that a similar study should be conducted in the other regions at for comparison purposes as this study was done only in Uasin Gishu County. The observations from this research too can help in providing insights for scholars wishing to explore the issues raised here, and offer guidance on actions to be taken by managers hotels who are responsible for performance of hotels. Future research could include other characteristics in order to give a comprehensive result.

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APPENDICES**APPENDIX I: LETTER OF INTRODUCTION****ARUSHO LUCY RIWO**

P.O. BOX. 4549,

ELDORET.

Dear Sir/Madam,

RE: REQUEST TO COLLECT DATA FOR RESEARCH PROJECT

I am a student at the University of Eldoret, pursuing a Master of Business Management (Hospitality Management). I'm carrying out research on **“effect of social media platforms’ uses on hotel performance in star rated hotels within Uasin Gishu County of Kenya.”**

I hereby seek your permission to conduct my study in your hotel as it has been randomly selected.

The researcher will be involving marketing managers in filling in the questionnaires. Responses given will be treated with utter most confidentiality.

There will be no name of hotel or respondent required. A copy of the final report will be made available to you on request.

Thank you in advance.

Yours faithfully,

Arusho Lucy Riwo

Researcher

APPENDIX II: QUESTIONNAIRE FOR MARKETING MANAGERS AND SUPERVISORS

This data questionnaire has been designed for the sole purpose of collecting data on **effect of social media platforms' use on hotel performance in star rated hotels within Uasin Gishu County of Kenya**. The data collected will be treated with a very high degree of confidentiality and it's meant for academic purpose only. You are kindly requested to fill out this questionnaire by putting a mark (✓) or (X) in front of the applicable answer in cell, do not write your name or your enterprise/company name in the questionnaire.

Section A: Demographic Information

1. Gender: Male Female

2. Age Bracket

18- 24 Years 25 to 35 Years

36-45 Years 46 years and above

3. What is your highest level of Education?

Bachelors Diploma

Certificate Secondary Level

Primary Level Others

Section B: Facebook Use

To what extent do you agree or disagree with the following statement on Facebook Use. Please indicate how strongly you agree or disagree with the following statements (Tick appropriate: strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, strongly agree=5)

Statement	SD 1	D 2	NS 3	A 4	SA 5
1. Engagement rate between the hotel and customers using facebook is high					
2. Using facebook, the hotels have managed to reach wide range of customers					
3. Through Facebook Use the hotels have manage to impress a lot of customers					
4. The hotel facebook page have received a lot of likes					
5. The hotel facebook page have got a lot of followers					

Section C: Instagram Use

To what extent do you agree or disagree with the following statement on Instagram use. Please indicate how strongly you agree or disagree with the following statements (Tick appropriate: strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, strongly agree=5).

Statement	SD 1	D 2	NS 3	A 4	SA 5
1. There is high follower growth rate in the hotel instagram page					
2. There is high engagement per follower in the hotel instagram page					
3. Hotel has received several instagram page link clicks					
4. The hotel is receiving several comments per post in the instagram page					

Section C: YouTube use

To what extent do you agree or disagree with the following statement on YouTube use. Please indicate how strongly you agree or disagree with the following statements (Tick appropriate: strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, strongly agree=5)

Statement	SD	D	NS	A	SA
	1	2	3	4	5
1. The average percentage viewed of hotel advertisement is high					
2. Through YouTube video the hotel has managed to retain the customers					
3. Engagement through YouTube is high					
4. The impressions click-through rate of the hotel video is high					

SECTION D: Website use

To what extent do you agree or disagree with the following statement on Website use. Please indicate how strongly you agree or disagree with the following statements (Tick appropriate: strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, strongly agree=5)

Statement	SD	D	NS	A	SA
	1	2	3	4	5
1. The Company's corporate website is fully operational					
2. Market website for the company has been fully established.					
3. Website market goals and objective have been achieved					
4. The Website marketing has been in operational since the institution was established					

Section F: Hotel Performance

The following are statements on hotel performance, please tick the response which matches your opinion. (Tick appropriate: strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, strongly agree=5).

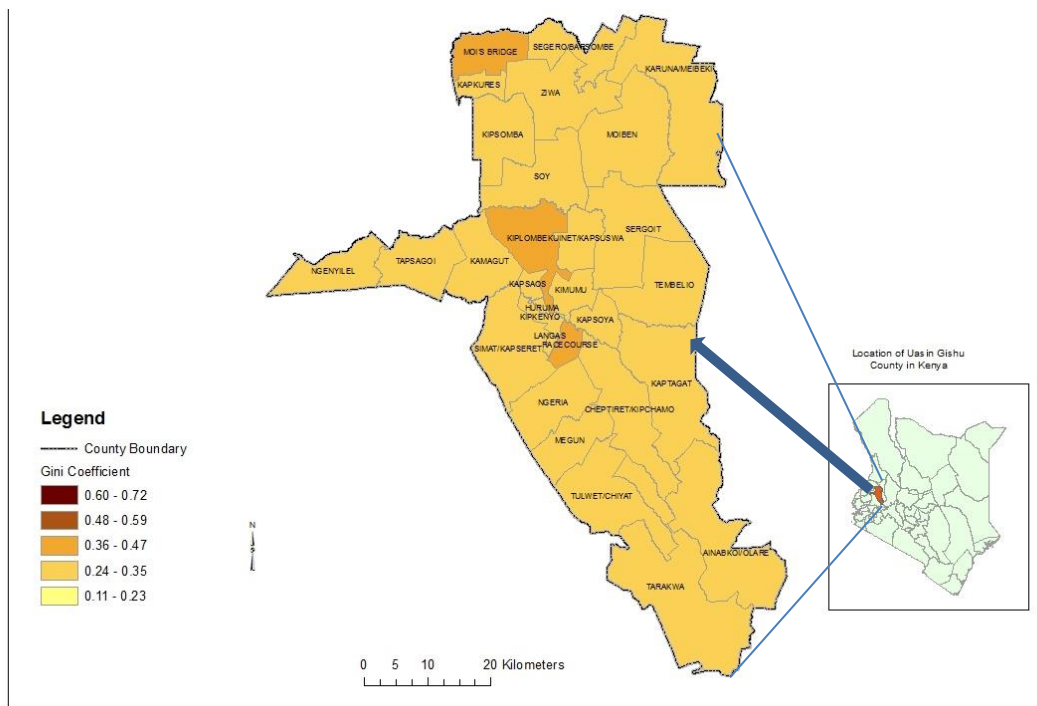
Statement	SD	D	NS	A	SA
	1	2	3	4	5
1. Social media utilization increases our hotel booking rate					
2. Social media utilization contributes to increasing customer satisfaction					
3. Social media utilization leads to employee's satisfaction					
4. Social media utilization generates cooperate image					
5. Social media activities increase sales					
6. Social media utilization generates new customers					

APPENDIX III: THREE STAR RATED HOTELS

	Hotels
1.	Boma Inn, Eldoret
2.	The Noble Conference Centre
3.	Ndupawa Prestige Platinum Resort
4.	Eka
5.	Hotel Comfy & Lodge
6.	Starbucks Hotel and Restaurant Ltd
7.	Hotel Winstar
8.	Cicada Hotel
9.	Kenmosa Resort
10.	Poa Place Resort
11.	Sirikwa hotel
12.	Wagon Wheel Hotel Eldoret

Source: TRA (2022)

APPENDIX IV: MAP OF UASIN GISHU COUNTY



Source: Uasin Gishu County records (2022)

APPENDIX V: SIMILARITY REPORT



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