

ABSTRAK

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PENGARUH *CONTENT MARKETING INSTAGRAM*, *SOCIAL MEDIA MARKETING INSTAGRAM*, *PRICE*, DAN *RESTAURANT ATMOSPHERE* TERHADAP *REPURCHASE INTENTION* PADA RESTAURANT DAN BAR

(160 halaman; 15 gambar; 23 Tabel; 11 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh variabel *content marketing instagram*, *social media marketing instagram*, *price*, dan *restaurant atmosphere* terhadap *repurchase intention* pada Restaurant dan Bar. Penelitian ini dilakukan terhadap 384 konsumen pada Restaurant dan Bar di Jakarta Selatan. Responden dipilih dari sampel yang diminati dan data dikumpulkan menggunakan kuesioner Skala Likert yang didistribusikan secara online dan Offline. Dalam penelitian ini, metode PLSSSEM digunakan untuk menganalisis data. Hasil penelitiannya adalah *content marketing instagram*, *social media marketing instagram*, *price*, dan *restaurant atmosphere* mempengaruhi *repurchase intention* pada Restaurant dan Bar di Jakarta Selatan secara positif dan signifikan, sehingga tidak ada variabel yang tidak berpengaruh.

Referensi: 60 (2010-2021)

Kata kunci: *Content Marketing Instagram*, *Social Media Marketing Instagram*, *Price*, *Restaurant Atmosphere*, *Repurchase Intention*

ABSTRACT

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THE EFFECT OF INSTAGRAM CONTENT MARKETING, INSTAGRAM SOCIAL MEDIA MARKETING, PRICE, AND RESTAURANT ATMOSPHERE ON REPURCHASE INTENTION IN RESTAURANT AND BAR

(160 pages; 15 figures; 23 tables; 11 appendices)

This study aims to analyze the effect of the variables of Instagram content marketing, social media marketing Instagram, price, and restaurant atmosphere on repurchase intention in restaurants and bars. This research was conducted on 384 consumers at restaurants and bars in South Jakarta. Respondents were selected from the sample of interest and data were collected using a Likert Scale questionnaire distributed online. In this study, the PLSSEM method was used to analyze the data. The results of the research are Instagram content marketing, Instagram social media marketing, price, and restaurant atmosphere affect repurchase intention in South Jakarta Restaurants and Bars positively and significantly, so there was no variable that had no effect.

Reference: 60 (2010-2021)

Keywords: Content Marketing Instagram, Social Media Marketing Instagram, Price, Restaurant Atmosphere, Repurchase Intention