

ABSTRAK

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PENGARUH *CORPORATE SOCIAL RESPONSIBILITY*, *SOCIAL MEDIA MARKETING*, *STORE ENVIRONMENT*, *SALES PROMOTION*, DAN *PERCEIVED VALUE* TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN MAXX COFFEE

(xv + 130 halaman: 5 gambar; 32 tabel)

Maxx Coffee adalah suatu kedai ritel kopi paling besar pada negara Indonesia. Karena merupakan salah satu brand yang terkenal, saat ini Maxx Coffee kurang memaksimalkan CSR yang merupakan bagian tanggung jawab sosial perusahaan terhadap warga. Padahal hasil riset sebelumnya menunjukkan bahwa CSR dan beberapa indikator lainnya berperan penting untuk menghadirkan keputusan pembelian yang dilaksanakan oleh pembeli. Tujuan riset yaitu untuk melaksanakan pengujian apakah CSR, *social media marketing*, *store environment*, *sales promotion* dan *perceived value* berpengaruh secara positif dalam menentukan keputusan pembelian yang dilaksanakan oleh pembeli. Penyelenggaraan riset dilaksanakan kepada 300 customer Maxx Coffee di wilayah Jabodetabek yang telah melakukan pembelian Maxx Coffee minimal sebanyak satu kali. Pengolahan data pada riset ini memanfaatkan Smart-PLS yaitu melakukan analisis berupa regresi, analisis factor, analisis diskriminan dan *structural equation modeling* (SEM). Hasil yang didapatkan dalam penelitian ini ialah CSR, *social media marketing*, *store environment*, *sales promotion*, dan *perceived value* memiliki pengaruh yang positif dalam menentukan keputusan pembelian oleh konsumen dengan pengaruh yang paling tinggi ada pada variabel *perceived value* terhadap keputusan pembelian, sedangkan pengaruh paling rendah ada pada variabel CSR terhadap keputusan pembelian. Implikasi manajerial yang dapat digunakan oleh Maxx Coffee adalah dapat mengembangkan orientasi CSR yang lebih luas, menghadirkan konten yang mengikuti tren terkini, mengembangkan *store environment* sesuai dengan kebutuhan pelanggan, memaksimalkan kinerja marketing dengan teknik *sales promotion* baru, dan mempertahankan serta melakukan *improvement* pelayanan khususnya bagi warga penyandang disabilitas dengan pelayanan khusus.

Kata Kunci: *CSR*, *social media marketing*, *store environment*, *sales promotion*, *perceived value*

Referensi: 113 (2016 – 2022)

ABSTRACT

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EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY, SOCIAL MEDIA MARKETING, STORE ENVIRONMENT, SALES PROMOTION, AND PERCEIVED VALUE ON CUSTOMER PURCHASE DECISION OF MAXX COFFEE

(xv + 130 page; 5 image; 32 table)

Maxx Coffee is the biggest coffee retail shop in Indonesia. Because it is one of the well-known brands, currently Maxx Coffee is not maximizing CSR which is part of corporate social responsibility towards citizens. Even though the results of previous research indicate that CSR and several other indicators play an important role in presenting purchasing decisions made by buyers. The aim of the research is to test whether CSR, social media marketing, store environment, sales promotion and perceived value have a positive influence in determining purchase decisions made by buyers. The research was carried out on 300 Maxx Coffee customers in the Jabodetabek area who had purchased Maxx Coffee at least once. Data processing in this research utilizes Smart-PLS, namely conducting analysis in the form of regression, factor analysis, discriminant analysis and structural equation modeling (SEM). The results obtained in this study are that CSR, social media marketing, store environment, sales promotion, and perceived value have a positive influence in determining purchasing decisions by consumers with the highest influence on perceived value variables on purchasing decisions, while the lowest influence exist in the CSR variable on purchasing decisions. Managerial implications that can be used by Maxx Coffee are being able to develop a broader CSR orientation, presenting content that follows the latest trends, developing a store environment according to customer needs, maximizing marketing performance with new sales promotion techniques, and maintaining and improving services especially for residents. persons with disabilities with special services.

Keywords: CSR, social media marketing, store environment, sales promotion, perceived value

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