ABSTRACT

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THE INFLUENCE OF DIGITAL MARKETING, BRAND AWARENESS AND WORD OF MOUTH ON PURCHASE DECISIONS AT TAIPAN RESTAURANT, MEDAN

(xv+, 94 pages; 11 figures; 28 tables; 6 appendixes)

Taipan Restaurant is a company engaged in the culinary field and they always prioritizes customer satisfaction in order to make repeat purchases. The decline in purchasing decisions was marked by a decrease in the company's profit. the objective of this research is evaluate whether Digital Marketing, Brand Awareness and Word of Mouth have simultaneous influence on Purchase Decisions.

Digital Marketing, Brand Awareness and Word of Mouth have an important role in shaping Purchase Decisions. Digital Marketing, Brand Awareness and Word of Mouth are highly connected with Purchase Decisions and company profit.

In this research, the writer used quantitative research design and IBM SPSS statistics. The writer used descriptive and causal approach. The sampling technique used was convenience sampling. The sample size was 97 customers.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, linearity test, multiple linear regression test and the equation is Purchase Decision = 6.076 + 0.278 Digital Marketing+ 0.225 Brand Awareness + 0.451 Word of Mouth +e. The results of hypothesis test showed that Digital Marketing, Brand Awareness and Word of Mouth have an influence on purchasing decisions either partially or simultaneously. Furthermore, Digital Marketing, Brand Awareness and Word of Mouth have 32.7% influence on purchase decisions.

Recommendations for Taipan Restaurant should recruit special employees who handle instagram and other digital marketing, increase the variety of food, and Taipan restaurant must ensure customer satisfaction so that it provides recommendations and reviews both on google.

Keywords: Digital Marketing, Brand Awareness, Word of Mouth, Purchase Decisions.
References: 40 (2017-2022)

ABSTRAK

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PENGARUH PEMASARAN DIGITAL , KESASDARAN MEREK DAN WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN DI RESTORAN TAIPAN, MEDAN

(xv, 94 halaman; 11 Gambar; 28 tabel; 6 lampiran)

Taipan Restaurant adalah perusahaan yang bergerak di bidang kuliner dan mereka selalu mengutamakan kepuasan pelanggan agar dapat melakukan pembelian berulang. Penurunan keputusan pembelian ditandai dengan menurunnya laba perusahaan. Tujuan dari penelitian ini adalah mengevaluasi apakah Digital Marketing, Kesadaran Merek dan Word of Mouth berpengaruh secara simultan terhadap Keputusan Pembelian.

Pemasaran Digital, Kesadaran Merek, dan Word of Mouth memiliki peran penting dalam membentuk Keputusan Pembelian. Pemasaran Digital, Kesadaran Merek, dan Dari Mulut ke Mulut sangat terkait dengan Keputusan Pembelian dan keuntungan perusahaan.

Dalam penelitian ini, peneliti menggunakan quantitative research design dan IBM SPSS statistics. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah convenience sampling. Ukuran sampel adalah 97 pelanggan.

Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji linearitas, uji regresi linier berganda dan persamaannya adalah Keputusan Pembelian = 6,076 + 0,278 Digital Marketing+ 0,225 Brand Awareness + 0,451 Word of Mouth +e. Hasil uji hipotesis menunjukkan bahwa Pemasaran Digital, Kesadaran Merek dan Word of Mouth berpengaruh terhadap keputusan pembelian baik secara parsial maupun simultan. Selain itu, Pemasaran Digital, Kesadaran Merek, dan Word of Mouth memiliki pengaruh 32,7% terhadap keputusan pembelian.

Rekomendasi Taipan Restaurant harus merekrut karyawan khusus yang menangani instagram dan digital marketing lainnya, menambah variasi makanan, dan Taipan Restaurant harus memastikan kepuasan pelanggan sehingga memberikan rekomendasi dan review baik di google.

Kata kunci: Pemasaran Digital, Kesadaran Merek, Word of Mouth, Keputusan Pembelian.

Referensi: 40 (2017-2022)