

ABSTRACT

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THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA PROMOTION, ELECTRONIC WORD OF MOUTH, AND MENU VARIETIES TOWARDS PURCHASE DECISION AT WARUNG KINTA CEMARA ASRI

(xiii+9 pages; 2 figures; 2 tables; 3 appendixes)

In today's food industry, technology and social media play vital roles. Aspiring food entrepreneurs rely on social media to promote their ventures and attract customers. It's essential to grasp how online marketing and word-of-mouth recommendations work together. Technology offers insights into customer preferences. Restaurants benefit from offering exceptional signature dishes and diverse menus.

The aim of this research is to investigate the impact of independent variables, namely Instagram Social Media Promotion, Electronic Word of Mouth, and Menu Varieties, on the dependent variable, which is customer Purchasing Decision. There are four hypotheses to be examined in this study.

This research employs a descriptive quantitative approach, utilizing primary data collected through surveys and secondary data obtained from documentation and literature review. The study involves 111 respondents selected through non-probability sampling. The variables are assessed using the Likert scale. The data analysis model used to test the hypotheses is multiple regression, and the analysis is conducted using SPSS 26.0.

The research is centered on Warung Kinta, located at Kompleks Cemara Asri on Jl. Cemara Boulevard Utara No.94 in Medan Estate, which is more than just an Indonesian restaurant. The findings indicate that Instagram social media promotion, electronic word of mouth, and menu varieties partially influence customer purchasing decisions and have a simultaneous influence on these decisions with the determination test shows the influence of 66.2%.

To enhance the business, Warung Kinta there is a recommendation to maintain effective communication through social media promotion, particularly on Instagram and electronic word of mouth. Additionally, it is recommended to consistently offer a diverse range of menu options, including specialty dishes.

Keywords: Instagram Social Media Promotion, Electronic Word of Mouth, Menu Varieties, Purchase Decision

References: 3 (2015-2020)

ABSTRAK

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PENGARUH PROMOSI MEDIA SOSIAL INSTAGRAM, ELEKTRONIK WORD OF MOUTH, DAN VARIAN MENU TERHADAP KEPUTUSAN PEMBELIAN DI WARUNG KINTA CEMARA ASRI

(xiii+9 pages; 2 figures; 2 tables; 3 appendixes)

Di dunia kuliner saat ini, teknologi dan media sosial memegang peran penting. Para calon pengusaha kuliner mengandalkan media sosial untuk mempromosikan usaha mereka dan menarik pelanggan. Memahami bagaimana pemasaran online dan rekomendasi dari mulut ke mulut bekerja bersamaan sangat penting. Teknologi memberikan wawasan tentang preferensi pelanggan. Restoran mendapat manfaat dari menawarkan hidangan andalan yang luar biasa dan menu yang beragam.

Penelitian ini bertujuan untuk menginvestigasi pengaruh variabel independen, yaitu Promosi Media Sosial Instagram, Elektronik Word of Mouth, dan Varian Menu, terhadap variabel dependen, yaitu Keputusan Pembelian pelanggan. Terdapat empat hipotesis yang akan diuji dalam penelitian ini.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif, dengan mengumpulkan data primer melalui survei dan data sekunder dari dokumentasi dan tinjauan pustaka. Studi ini melibatkan 111 responden yang dipilih melalui metode non-probabilitas. Variabel diukur menggunakan skala Likert. Model analisis data yang digunakan untuk menguji hipotesis adalah regresi berganda, dan analisis dilakukan menggunakan SPSS 26.0.

Penelitian ini berfokus pada Warung Kinta, yang terletak di Kompleks Cemara Asri di Jl. Cemara Boulevard Utara No.94 di Medan Estate, yang lebih dari sekadar restoran Indonesia. Hasil penelitian menunjukkan bahwa promosi media sosial Instagram, elektronik word of mouth, dan varian menu memiliki pengaruh parsial terhadap keputusan pembelian pelanggan dan memiliki pengaruh simultan terhadap keputusan tersebut dengan uji determinasi menunjukkan pengaruh sebesar 66,2%.

Untuk meningkatkan bisnisnya, Warung Kinta terdapat rekomendasi untuk menjaga komunikasi efektif melalui promosi media sosial, terutama di Instagram dan elektronik word of mouth. Selain itu, disarankan untuk secara konsisten menawarkan beragam pilihan menu, termasuk hidangan khas.

Kata Kunci: Promosi Media Sosial Instagram, Electronic Word of Mouth, Varian Menu, Keputusan Pembelian

Referensi: 3 (2015-2020)