

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT, SERVICE QUALITY, AND WORD OF MOUTH TOWARD CUSTOMER PURCHASE DECISION AT ALVINA HOTEL, PEMATANG SIANTAR

(XV+99 pages; 11 figure; 54 table; 11 appendix)

Alvina Hotel, Pematang Siantar is a hotel that started operating in 2017. Now Alvina Hotel is a 3 Star hotel, but Alvina Hotel still gets many bad reviews regarding service, facilities, and the information is not clear. The purpose of this research is to investigate whether social media advertisement, service quality, and word of mouth has influenced customer purchasing decisions at Alvina Hotel.

This research uses quantitative research methods and the IBM SPSS Statistics V.25 application. In this study the author used the lemeshow sampling method to collect samples. The writer also uses descriptive and casual research with a convenience sample technique. and the total respondents collected were 97 customers from the Alvina Hotel, Pematang Siantar.

After the hypothesis test, it shows that social media advertisement, service quality, and word of mouth had an influence on customer purchasing decisions at Alvina Hotel, Pematang Siantar. This research has also passed and fulfilled the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, and multiple linear regression test. After that the hypothesis test shows that social media advertisement, service quality and word of mouth have an influence on customer purchas decisions.

Recommendation for Alvina Hotel has to create content on Instagram. Alvina hotel should additionally set up on other social media platforms, such as Facebook and TikTok. Alvina hotel employees must understand the hotel's regulations and SOP. Alvina Hotels must also present information that is easy for customers to understand.

Keyword: Social Media Advertisement, Service Quality, Word of Mouth, Customer Purchase Decision

References: 40 (2018-2022)

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Hotel Alvina, pematang siantar adalah hotel mulai beroperasi pada tahun 2017. Sekarang Alvina hotel adalah hotel Bintang 3, namun Alvina hotel masih mendapatkan banyak penilaian yang buruk mengenai layanan, fasilitas, dan informasi yang kurang lengkap. Tujuan dari penelitian ini adalah untuk meneliti apakah iklan media sosial, kualitas layanan, dan perkenalan dari mulut ke mulut memiliki pengaruh terhadap keputusan pembelian pelanggan di hotel Alvina.

Penelitian ini menggunakan metode penelitian kuantitatif dan aplikasi IBM SPSS Statistik V.25. Di penelitian ini penulis menggunakan metode lemeshow sampling untuk mengumpulkn sample. Penulis juga menggunakan penelitian deskriptif dan kasual dengan Teknik convenience sample. dan total respondent yang terkumpul adalah 97 pelanggan dari hotel Alvina, pematang siantar.

Setelah dilakukan uji hipotesis, diketahui bahwa iklan media sosial, kualitas layanan, dan perkenalan dari mulut ke mulut memiliki pengaruh terhadap keputusan pembelian pelanggan pada Alvina hotel, pematang siantar. Penelitian ini juga sudah melewati dan memenuhi validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test. Setelah itu tes hypothesis menunjukkan bahwa iklan media sosial, kualitas layanan, dan perkenalan dari mulut ke mulut memiliki pengaruh terhadap keputusan pembelian pelanggan.

Rekomendasi untuk Alvina Hotel harus membuat konten di Instagram. Hotel Alvina juga harus dipasang di platform media sosial lain, seperti Facebook dan TikTok. Karyawan hotel Alvina harus memahami peraturan dan SOP hotel. Alvina Hotel juga harus menyajikan informasi yang mudah dipahami oleh pelanggan.

Keyword: iklan media sosial, kualitas layanan, kekuatan mulut, keputusan pembelian pelanggan.

References: 40 (2018-2022)