

## ABSTRACT

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### **THE INFLUENCE OF BRAND IMAGE, INSTAGRAM SOCIAL MEDIA MARKETING AND SERVICESCAPE TOWARD CUSTOMER PURCHASE DECISION IN ONE O ONE CAFE AND BISTRO, MEDAN**

(xvi+102 pages; 16 figures; 52 tables; 7 appendixes)

At present, cafe and restaurants are rapidly growing in cities. As competition in the industry grows, businesses like One O One Cafe and Bistro, Medan, focus on building a strong brand image to attract and retain customers, using Instagram social media as promotional strategy, and giving the best servicescape to their customer.

The aim of this research is to investigate whether brand image, instagram social media marketing and servicescape have an influence on customer purchase decisions. Brand Image, Instagram Social Media Marketing and Servicescape have an important role in shaping customer purchase decision.

In this research, the writer used quantitative research design and IBM SPSS V.26. The writer used a descriptive and causal approach. The sampling technique used is Snowball sampling. The population will be all customers and sample size was 100 customers at One O One Cafe and Bistro, Medan.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test and the equation is  $Y = 3.255 + 0.280 X_1 + 0.203 X_2 + 0.496 X_3$ . The result of hypothesis test, brand images, Instagram social media marketing and servicescape have a partial and simultaneous influence on customer purchase decision at One O One Cafe and Bistro, Medan. Furthermore, brand image, instagram social media marketing and servicescape have 39.8% influence on customer purchase decision.

Recommendations for One O One Cafe and Bistro, Medan include increase in satisfaction can be done with the addition of waiter / waitress making it more efficient in providing services and faster food delivery, recruit employees who are specialized in handling restaurant social media and needs to reorganize the kitchen work system, this action is done to help the food prepared faster and waiters can ensure timely delivery.

**Keywords: Brand Image, Instagram Social Media Marketing, Servicescape, Customer Purchase Decision**

References: 38 (2018-2023)

## **ABSTRAK**

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### **PENGARUH BRAND IMAGE, SOCIAL MEDIA MARKETING INSTAGRAM DAN SERVICESCAPE TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI ONE O ONE CAFE AND BISTRO, MEDAN**

(xvi+102 halaman; 16 gambar; 52 tabel; 7 lampiran)

Saat ini, kafe dan restoran berkembang pesat di perkotaan. Seiring dengan meningkatnya persaingan dalam industri, bisnis seperti One O One Cafe and Bistro, Medan, fokus pada membangun citra merek yang kuat untuk menarik dan mempertahankan pelanggan, menggunakan media sosial Instagram sebagai strategi promosi, dan memberikan layanan terbaik kepada pelanggannya.

Tujuan dari penelitian ini adalah untuk mengetahui apakah citra merek, pemasaran media sosial instagram, dan servicescape mempunyai pengaruh terhadap keputusan pembelian pelanggan. Citra Merek, Pemasaran Media Sosial Instagram, dan Servicescape memiliki peran penting dalam membentuk keputusan pembelian pelanggan.

Dalam penelitian ini, penulis menggunakan quantitative research design dan IBM SPSS V. 26. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah Snowball sampling. Populasi akan menjadi semua pelanggan dan sample size adalah 100 pelanggan di One O One Cafe and Bistro, Medan.

Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah  $Y = 3,255 + 0,280 X1 + 0,203 X2 + 0,496 X3$ . Hasil uji hipotesis, brand image, social media marketing instagram dan servicescape berpengaruh parsial dan simultan terhadap keputusan pembelian pelanggan di One O One Cafe and Bistro, Medan. Selain itu, brand image, pemasaran media sosial instagram, dan servicescape memiliki pengaruh sebesar 39,8% terhadap keputusan pembelian pelanggan.

Rekomendasi One O One Cafe and Bistro, Medan antara lain peningkatan kepuasan dapat dilakukan dengan penambahan waiter / waitress sehingga lebih efisien dalam memberikan pelayanan dan pengiriman makanan lebih cepat, merekrut karyawan yang khusus menangani media sosial restoran dan perlu menata ulang sistem kerja dapur, tindakan ini dilakukan untuk membantu makanan disiapkan lebih cepat dan pelayan dapat memastikan pengiriman tepat waktu.

**Kata kunci: Brand Image, Pemasaran Media Sosial Instagram, Servicescape, Keputusan Pembelian Pelanggan**

Referensi: 29 (2017-2020)