ABSTRACT

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THE INFLUENCE OF DIGITAL MARKETING (INSTAGRAM), FACILITIES, CUSTOMER EXPERIENCE ON CUSTOMER DECISION MAKING BEHAVIOR AT B-HOUSE CAFE AND DINING

(xv + 85 pages: 9 figures, 33 tables, 9 appendixes)

The food and beverage industry growing rapidly and will continue to grow in terms of digital marketing (Instagram), facilities, customer experience and customer decision behaviour. The objective of this research is Customer on B-house cafe and Dining. B-house cafe and dining is located on Jl. HM. Said no. 23, Gaharu, Kec. Medan Perjuangan, Kota Medan, Sumatera Utara 20233. B-house cafe and dining has several phenomena, such as unclear information on Instagram's promotions, inconsistent posts, facilities that are not very spacious, and bad customer experiences at B-house cafe and dining.

The purpose of this study is to determine the influence of the independent variables, which were digital marketing (Instagram), facilities and customer experience on the dependent variable, namely customer decision behaviour. Four hypotheses are tested. This study uses quantitative methods. Interviews, questionnaires, and observations were used as sources of data collection. Journals, books and internet data were used as secondary data. The 97 participants constitute the entire non-probability sample of this study. SPSS 25 was used in this study.

The research results, based on a determination test, show that 44.1% of customer decision behavior at B-house cafe and dining is influenced by digital marketing (Instagram), facilities and customer experience. And based on the T test and F test, digital marketing (Instagram), facilities and customer experience influence customer decision behavior partially and simultaneously. To expand and improve the business, the owner needs to manage and improve digital marketing (Instagram), facilities and customer experience.

Keywords: Customer decision behavior, Customer experience, Digital marketing (instagram), Facilities.

Reference : 44 sources (2018 – 2023)

ABSTRAK

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PENGARUH DIGITAL MARKETING (INSTAGRAM), FASILITAS, PENGALAMAN PELANGGAN TERHADAP PERILAKU PENGAMBILAN KEPUTUSAN PELANGGAN DI B-HOUSE CAFE AND DINING

(xv + 85 halaman: 9 gambar, 33 tabel, 9 lampiran)

Industri makanan dan minuman berkembang pesat dan akan terus berkembang dalam hal pemasaran digital (Instagram), fasilitas, pengalaman pelanggan, dan perilaku pengambilan keputusan pelanggan. Objek penelitian ini adalah Pelanggan di B- house cafe and dining. B-house cafe and dining terletak di Jl. HM. Said No. 23, Gaharu, Kec. Medan Perjuangan, Kota Medan, Sumatera Utara 20233. B -house cafe and dining memiliki beberapa fenomena, seperti informasi pada promosi di instagram yang kurang jelas, postingan yang tidak konsisten, fasilitas yang tidak tertalu luas, dan pengalaman buruk pelanggan di b-house cafe and dining.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel independen yaitu pemasaran digital (Instagram), fasilitas dan pengalaman pelanggan terhadap variabel dependen yaitu perilaku keputusan pelanggan. Empat hipotesis diuji. Penelitian ini menggunakan metode kuantitatif. Wawancara, angket dan observasi digunakan sebagai sumber pengumpulan data. Jurnal, buku dan internet digunakan sebagai data sekunder. 97 peserta merupakan keseluruhan sampel non-probabilitas penelitian ini. SPSS 25 digunakan dalam penelitian ini.

Hasil penelitian berdasarkan tes determinasi 44,1% perilaku keputusan pelanggan di B-house cafe and dining di pengaruhi oleh pemasaran digital (instagram), fasilitas, dan pengalaman pelanggan. Dan berdasarkan uji T dan uji F pemasaran digital (instagram), fasilitas, dan pengalaman pelanggan berpengaruh terhadap perilaku keputusan pelanggan secara parsial dan simultan. Untuk memperluas dan meningkatkan bisnis, pemilik perlu mengelola dan meningkatkan pemasaran digital (instagram), fasilitas, dan pengalaman pelanggan.

Kata Kunci: Fasilitas, Pemasaran digital (instagram), Pengalaman pelanggan, Perilaku Keputusan pelanggan.

Referensi : 44 sumber (2018 – 2023)