

ABSTRACT

KEVIN WISARTA

00000011193

THE INFLUENCE OF SOCIAL MEDIA ON CUSTOMERS' PURCHASE DECISION AT PT MARCOPOLO HOMESTAY, PEKANBARU

(xvi+109 pages; 6 figures; 38 tables; 8 appendixes)

Social media has changed how customers collect information when making a purchase decision. As PT Marcopolo Homestay, Pekanbaru is losing sales from 2016 – 2020, the company could make use of social media to attract new potential customers. The aim of this research is to evaluate how social media has influence on customer purchase decision at PT Marcopolo Homestay, Pekanbaru.

The interaction on social media will take effect on customers purchase decision and also will influence customer behaviors, by changing the consumer purchase decision making.

In this research, the writer conducted quantitative research and utilized IBM SPSS Statistics 25 as statistical examination tool. The sampling technique used is census sampling method. The population will be 50 guests staying at PT Marcopolo Homestay, Pekanbaru.

The hypothesis testing shows t test value is $5.161 > 2.011$ (t test table). This proves that social media has influence on customers' purchase decision at PT Marcopolo Homestay, Pekanbaru. Furthermore, social media has 34.4% influences on purchase decision. This research has passed validity test, reliability test, normality test, linearity test, heteroscedasticity test and regression tests and the equation is $Y = 15.503 + 0.947\text{Social Media}$.

Based on the research, the writer recommends that PT. Marcopolo Homestay should make creative social media content regarding the hotel to be able to reach wider new and potential customers. Moreover, user friendly and hassle free payment options like QR code transfer could deliver more convenient experience.

Keyword: Social Media, Purchase Decision, Tourism Industry

References: 29 (2016 – 2020)

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(xvi+109 halaman; 6 figur; 38 tabel; 8 lampiran)

Media sosial mengubah cara konsumen mendapatkan informasi untuk membuat keputusan pembelian. PT Marcopolo Homestay, Pekanbaru mengalami penurunan penjualan di tahun 2016 – 2020. Tujuan penelitian ini untuk mengevaluasi pengaruh media sosial terhadap keputusan pembelian konsumen di PT Marcopolo Homestay, Pekanbaru.

Interaksi media sosial memiliki pengaruh terhadap keputusan pembelian konsumen dan mempengaruhi tingkah laku dengan mengubah cara pandang ketika melakukan keputusan.

Penulis menggunakan teknik penelitian kuantitatif dan perangkat lunak IBM SPSS 25 sebagai alat bantu pengujian statistik. Teknik pengambilan sampel yang digunakan adalah metode sensus sampling. Populasi penelitian ini adalah 50 tamu yang menginap di PT Marcopolo Homestay, Pekanbaru.

Uji hipotesis menunjukkan nilai t hitung (5.161) > nilai t table (2.011). Uji ini menunjukkan bahwa media sosial mempengaruhi keputusan pembelian konsumen di PT Marcopolo Homestay, Pekanbaru. Media sosial juga memiliki pengaruh sebesar 34.4% terhadap keputusan pembelian. Penelitian ini sudah melewati uji validitas, reliabilitas, normalitas, linearitas, heteroskedastisitas dan uji regresi yang hasilnya $Y = 15.503 + 0.947\text{Social Media}$.

Penulis merekomendasikan PT Marcopolo Homestay, Pekanbaru untuk membuat konten yang menarik untuk mendapatkan konsumen baru. Opsi pembayaran yang mudah seperti pembayaran menggunakan kode QR dapat memberikan kenyamanan lebih kepada konsumen.

Kata Kunci: Media Sosial, Keputusan Pembelian, Industri Pariwisata

Referensi: 29 (2016 – 2020)