TABLE OF CONTENTS

COVER

TITLE PAGE

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT iii

APPROVAL PAGE BY FINAL PAPER ADVISOR iv

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....v

ABSTRACT vi

ABSTRAK vii

PREFACE viii

TABLE OF CONTENTS x

LIST OF FIGURES xiii

LIST OF TABLES xiv

LIST OF APPENDICES xvi

CHAPTER I INTRODUCTION

1.1 Background of the study 1

1.2 Problem Limitation 7

1.3 Problem Formulation 8

1.4 Objective of the Research 8

1.5 Benefit of the Research 9

1.5.1 Theoretical Benefit 9

1.5.2 Practical Benefit 9

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background 11

2.1.1 Hospitality 11

2.1.2 Beverage Industry 12

2.1.3 Instagram Social Media Marketing 12

2.1.4 Product Price 16

2.1.5 Brand Community 19

2.1.6 Customer Loyalty 24

2.2 Previous Research....26
2.3 Hypothesis Development....27
2.4 Research Model....28
2.5 Framework of Thinking....29

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design....30
3.2 Population and Sample....31
3.2.1 Population....31
3.2.2 Sample....31
3.3 Data Collection Method....33
3.3.1 Primary Data....33
3.3.2 Secondary Data....34
3.4 Operational Definition and Variable Measurement....35
3.5 Data Analysis Method....38
3.5.1 Descriptive Analysis Method....38
3.5.2 Research Instrument Test....41
3.5.3 Classical Assumption Test....43
3.5.4 Multiple Linear Regression Analysis....45
3.5.5 Determination Test....45
3.5.6 Hypothesis Test....46

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1 General View of Research Object....48
4.1.1 Brief Overview of Sippin Indonesia....48
4.1.2 Organizational Structure of Sippin Indonesia....48
4.2 Research Result....52
4.2.1 Descriptive Statistics....52
4.2.2 Results of Data Quality Testing....71
4.2.3 Result of Classical Assumption Test....74
4.2.4 Regression Analysis....78
4.2.5 Result of Hypothesis Testing....80

4.3 Discussion.....83

CHAPTER V CONCLUSIO

5.1 Conclusion.....87

5.2 Recommendation.....88

REFERENCES

LIST OF FIGURES

page

Figure 1. 1 Beverage Industry Demand in Indonesia (2023) 1
Figure 1. 2 Sippin Social Media Insights (2023) 4
Figure 1. 3 Esteh Social Media Insights (2023) 4
Figure 1. 4 Sippin's Purchase Reason 5
Figure 2. 1 Research Model 28
Figure 2. 2 Framework of Thinking 29
Figure 4. 1 Organizational Structure of CV Pangan Kreasi Nusantara 48
Figure 4. 2 Normal P-P Plot Regression Graph for Result of Normality Test 75
Figure 4. 3 Scatter Plot Graph for Result of Heteroscedasticity Test 77

LIST OF TABLES

page

Table 1. 1 Sippin Sales Data 2022 and 2023 3
Table 2. 1 Previous Research 26
Table 3. 1 Definition of Operational Variables 36
Table 3. 2 Likert Scale Measurement 38
Table 4. 1 Gender of Respondents 53
Table 4. 2 Age of Respondents 53
Table 4. 3 Degree of Assessment for Each Variable 54
Table 4. 4 Responses from Respondents about Customer Loyalty 55
Table 4. 5 Responses from Respondents about Instagram Social Media Marketing z 57
Table 4. 6 Responses from Respondents about Product Price 59
Table 4. 7 Responses from Respondents about Brand Community 60
Table 4. 8 Distribution of Responses from Respondents about Customer Loyalty 62
Table 4. 9 Distribution of Responses from Respondents about Instagram Social Media Marketing 64
Table 4. 10 Distribution of Responses from Respondents about Product Price 67
Table 4. 11 Distribution of Responses from Respondents about Brand Community 69
Table 4. 12 Results of Validity Test for Customer Loyalty 72
Table 4. 13 Results of Validity Test for Instagram Social Media Marketing 72
Table 4. 14 Results of Validity Test for Product Price 72
Table 4. 15 Results of Validity Test for Brand Community 73
Table 4. 16 Results of Reliability Test 74
Table 4. 17 Result of One Sample Kolmogorov-Smirnov Test 75
Table 4. 18 Result of Multicollinearity Test 76
Table 4. 19 Result of Multiple Regression Analysis 78
Table 4. 20 Result of Coefficient of Determination Test 79

Table 4. 21 Result of t-Test 81
Table 4. 22 Result of F-Test 82

LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE..... A-1

APPENDIX B : DATA TABULATION.....B-1

APPENDIX C : APPENDIX A DESCRIPTIVE STATISTICAL ANALYSIS INSTAGRAM SOCIAL MEDIA MARKETING (X1).....C-1

APPENDIX D : DATA QUALITY TESTING VALIDITY TEST FOR PRELIMINARY TEST (PEARSON CORRELATION > 0,361)..... D-1

APPENDIX E : CLASSICAL ASSUMPTION TEST NORMALITY TEST .E-1

APPENDIX F : REGRESSION ANALYSIS MULTIPLE LINEAR REGRESSION ANALYSIS F-1

APPENDIX G : HYPOTHESIS TESTING..... G-1

APPENDIX H : RESEARCH PERMISSION LETTER FROM SIPPIN..... H-1

APPENDIX I : DATA SALES FROM SIPPIN MEDAN I-1

APPENDIX J : TURNITIN REPORT ……J-1