

ABSTRACT

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THE INFLUENCE TASTE OF FOOD, SOCIAL MEDIA AND STORE ATMOSPHERE ON BUYING INTENTIONS AT PT OPAL COFFEE, MEDAN

(xvi+89 pages; 8 figures; 51 tables; 7 appendixes)

PT Opal Coffee, Medan experienced a decline in buying intentions that can be seen from the sales data this was suspected due to taste of food, social media and store atmosphere. The aim of this research is to investigate whether taste of food, social media and store atmosphere have influence on buying intentions.

Taste of food, social media and store atmosphere have an important role in shaping buying intentions. Taste of food, social media and store atmosphere are highly connected with buying intentions and sales data.

In this research, the writer used quantitative research design and SPSS. The writer used descriptive and causal research. The sampling technique used was convenience sampling. The sample size was 150 customers.

The results of hypothesis test showed that taste of food, social media and store atmosphere have an influence on buying intentions at either partial or simultaneous. Furthermore, taste of food, social media and store atmosphere have 41.5% influence on buying intentions. This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity, linearity, multiple linear regression test and the equation is $Y = 2.943 + 0.141 X_1 + 0.392 X_2 + 0.173 X_3$.

Recommendations for PT Opal Coffee, Medan include can use of spices and fresh raw materials so that the taste of food served to customers can be maintained properly, recruit employees who are experienced in managing social media and needs to make a renewal decoration with adjustments that are hits.

Keywords: Taste of Food, Social Media, Store Atmosphere, Buying Intentions

References: 36 (2018-2022)

ABSTRAK

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PENGARUH CITA RASA, MEDIA SOSIAL DAN SUASANA TOKO TERHADAP NIAT BELI DI PT OPAL COFFEE, MEDAN

(xvi+89 halaman; 8 gambar; 51 tabel; 7 lampiran)

PT Opal Coffee, Medan mengalami penurunan niat beli yang terlihat dari data penjualan hal ini diduga karena cita rasa, sosial media dan suasana toko. Tujuan dari penelitian ini adalah untuk mengetahui apakah rasa makanan, media sosial, dan suasana toko berpengaruh terhadap niat beli.

Cita rasa makanan, media sosial, dan suasana toko memiliki peran penting dalam membentuk niat beli. Cita rasa, media sosial, dan suasana toko sangat terkait dengan niat beli dan data penjualan.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif dan SPSS. Penulis menggunakan penelitian deskriptif dan kausal. Teknik sampling yang digunakan adalah convenience sampling. Ukuran sampel adalah 150 pelanggan.

Hasil uji hipotesis menunjukkan bahwa cita rasa, media sosial dan suasana toko berpengaruh terhadap niat beli baik secara parsial maupun simultan. Selain itu, selera makanan, media sosial, dan suasana toko memiliki pengaruh 41,5% terhadap niat beli. Penelitian ini juga lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, linearitas, regresi linier berganda dan persamaannya adalah $Y = 2,943 + 0,141 X_1 + 0,392 X_2 + 0,173 X_3$.

Rekomendasi PT Opal Coffee Medan antara lain dapat menggunakan bumbu dan bahan baku yang segar agar cita rasa makanan yang disajikan kepada pelanggan dapat terjaga dengan baik, merekrut karyawan yang berpengalaman dalam mengelola media sosial dan perlu melakukan pembaharuan dekorasi dengan penyesuaian yang sedang hits.

Kata kunci: Cita Rasa Makanan, Media Sosial, Suasana Toko, Niat Beli
Referensi: 36 (2018-2023)