

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, E-WORD OF MOUTH, AND RESTAURANT ATMOSPHERE TOWARDS CUSTOMER LOYALTY AT DOFFEE – DOUGH AND COFFEE MEDAN

(xvi+102 pages; 15 figures; 65 tables; 13 appendixes)

Doffee Dough and Coffee Medan encounter issues from their lack of promotion in social media and negative reviews online. These problems affect the loyalty of customers to purchase and attract potential customers as it should be prioritized to improve which leads to repeat purchases of a customer and once it is improved, it will bring satisfaction and loyalty from the customers towards the brand.

Social media marketing, e-word of mouth, and restaurant atmosphere each support the build of loyalty from customers as it affects customers and potential customers to visit Doffee Dough and Coffee Medan.

In this research, the writer used quantitative research with descriptive and causal research design. The sampling technique used is convenience sampling, and the population will be all customers and sample size is 97 customers at Doffee Dough and Coffee Medan.

The result shows the validity and reliability test, descriptive statistics, classical assumption test, multiple regression, determination, and hypothesis test. Partial and simultaneous test results stated that all independent variables have influence towards dependent variables. The Determination test shows 83.6% which means that there is strong impact of the independent variables towards the dependent variable. Multiple regression analysis shows all values are positive therefore it can be concluded that there are strong and positive relationships between social media marketing, e-word of mouth, and restaurant atmosphere towards customer loyalty.

The writer recommends that Doffee Dough and Coffee Medan should provide clearer details for the marketing promotion and improving online reviews by engaging with customers to gain more satisfaction which leads to customer loyalty.

Keywords: Social Media Marketing, E-Word of Mouth, Restaurant Atmosphere, Customer Loyalty

References: 34 (2018-2024)

ABSTRAK

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PENGARUH PEMASARAN MEDIA SOSIAL, E-WORD OF MOUTH, DAN SUASANA RESTORAN TERHADAP LOYALITAS PELANGGAN DI DOFFEE – DOUGH AND COFFEE MEDAN

(xvi+102 halaman; 15 gambar; 65 tabel; 13 lampiran)

Doffee Dough and Coffee Medan menghadapi masalah dari kurangnya promosi di media sosial dan ulasan negatif secara online. Masalah-masalah ini mempengaruhi loyalitas pelanggan untuk membeli dan menarik pelanggan potensial karena hal ini harus diprioritaskan untuk diperbaiki yang mengarah pada pembelian berulang dari pelanggan dan setelah diperbaiki, hal ini akan membawa kepuasan dan loyalitas dari pelanggan terhadap merek.

Pemasaran media sosial, e-word of mouth, dan atmosfer restoran masing-masing mendukung pembentukan loyalitas dari pelanggan karena hal tersebut mempengaruhi pelanggan dan calon pelanggan untuk mengunjungi Doffee Dough and Coffee Medan.

Dalam penelitian ini, penulis menggunakan jenis penelitian kuantitatif dengan desain penelitian deskriptif dan kausal. Teknik pengambilan sampel yang digunakan adalah convenience sampling, dengan populasi seluruh pelanggan dan jumlah sampel sebanyak 97 pelanggan Doffee Dough and Coffee Medan.

Hasil penelitian menunjukkan uji validitas dan reliabilitas, statistik deskriptif, uji asumsi klasik, regresi berganda, determinasi, dan uji hipotesis. Hasil pengujian secara parsial dan simultan menyatakan bahwa semua variabel independen berpengaruh terhadap variabel dependen. Uji determinasi menunjukkan angka 83,6% yang berarti terdapat pengaruh yang kuat antara variabel independen terhadap variabel dependen. Analisis regresi berganda menunjukkan semua nilai positif sehingga dapat disimpulkan bahwa terdapat hubungan yang kuat dan positif antara pemasaran media sosial, e-word of mouth, dan atmosfer restoran terhadap loyalitas pelanggan.

Penulis merekomendasikan bahwa Doffee Dough and Coffee Medan harus memberikan rincian yang lebih jelas untuk promosi untuk pemasaran, dan meningkatkan ulasan online dari berinteraksi dengan tamu untuk mendapatkan lebih banyak kepuasan dan mengarah pada loyalitas pelanggan.

Kata Kunci: Pemasaran Media Sosial, E-Word of Mouth, Atmosfer Restoran, Loyalitas Pelanggan
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