

## **ABSTRACT**

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### **THE INFLUENCE OF SOCIAL MEDIA MARKETING, SERVICE QUALITY AND STORE ATMOSPHERE ON CONSUMER PURCHASE DECISION USING BRAND IMAGE AS INTERVENING VARIABLE AT PT BERJAYA SALLY CERIA, SOUR SALLY – CEMARA ASRI**

(xv+89 pages; 13 figures; 39 tables; 4 appendixes)

Sour Sally Frozen Yogurt, established in 2008 as Indonesia's pioneer in its category. PT Berjaya Sally Ceria, Sour Sally – Cemara Asri experienced a decline in consumer purchase decision that can be seen from the sales data. This was suspected due to social media marketing, service quality and store atmosphere. The aim of this research is to investigate whether social media marketing, service quality and store atmosphere on consumer purchase decision using Brand Image as intervening variable.

In this research, the writer used quantitative research design and SPSS. The writer used descriptive and causal research. The sampling technique used was convenient sampling. The sample size was 110 customers.

The results of hypothesis test showed that Social Media Marketing has partial influence on Brand Image and Service Quality has partial influence on Consumer Purchase Decision. Service Quality and Store Atmosphere does not influence on Brand Image, Store Atmosphere does not influence on Consumer Purchase Decision and Brand Image does not mediate the influence of social media marketing, service quality and store atmosphere on Consumer Purchase Decision at PT Berjaya Sally Ceria, Sour Sally – Cemara Asri.

Recommendations for PT Berjaya Sally Ceria, Sour Sally – Cemara Asri include can make good use of social media by periodically organizing various interesting content related to yogurt products, can also share healthy tips in consuming yogurt and so on.

**Keywords: Social Media Marketing, Service Quality And Store Atmosphere, Brand Image**

References: 49 (2018-2022)

## **ABSTRAK**

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***PENGARUH SOCIAL MEDIA MARKETING, KUALITAS LAYANAN DAN SUASANA TOKO TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DENGAN MENGGUNAKAN BRAND IMAGE SEBAGAI VARIABEL INTERVENING DI PT BERJAYA SALLY CERIA, SOUR SALLY – CEMARA ASRI***

*(xv+89 halaman, 13 gambar; 39 tabel; 4 lampiran)*

*Sour Sally Frozen Yogurt, didirikan pada tahun 2008 sebagai pelopor Indonebia dalam kategorinya. PT Berjaya Sally Ceria, Sour Sally – Cemara Asri mengalami penurunan keputusan pembelian konsumen yang dapat dilihat dari data penjualan hal ini diduga karena sosial media marketing, kualitas pelayanan dan suasana toko. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh social media marketing, kualitas layanan dan suasana toko terhadap keputusan pembelian konsumen dengan menggunakan Brand Image sebagai variabel intervening.*

*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 110 pelanggan.*

*Hasil uji hipotesis menunjukkan bahwa Social Media Marketing berpengaruh parsial terhadap Brand Image dan Kualitas Layanan berpengaruh parsial terhadap Keputusan Pembelian Konsumen. Kualitas Layanan dan Suasana Toko tidak berpengaruh terhadap Brand Image, Suasana Toko tidak berpengaruh terhadap Keputusan Pembelian Konsumen dan Brand Image tidak memediasi pengaruh social media marketing, kualitas layanan dan suasana toko terhadap Keputusan Pembelian Konsumen di PT Berjaya Sally Ceria, Sour Sally-Cemara Asri.*

*Rekomendasi untuk PT Berjaya Sally Ceria, Sour Sally-Cemara Asri termasuk bisa memanfaatkan media sosial dengan baik dengan rutin menyelenggarakan berbagai konten menarik terkait produk yogurt, bisa juga berbagi tips sehat dalam mengonsumsi yogurt dan lain sebagainya.*

*Kata kunci: Social Media Marketing, Kualitas Pelayanan Dan Suasana Toko, Brand Image*

*Referensi: 49 (2018-2022)*