

ABSTRACT

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THE INFLUENCE OF BRAND IMAGE, CUSTOMER SOCIAL MEDIA ENGAGEMENT, AND PERCEIVED QUALITY ON CUSTOMER PURCHASE INTENTION AT FOUR POINTS BY SHERATON MEDAN

Four Points by Sheraton Medan, a four-star hotel in Medan, Indonesia, is managed by Marriott International, a global leader in hospitality known for its exceptional safety, quality service, and customer care. This makes the hotel a top choice for travelers visiting the city.

Brand image reflects consumer associations and perceptions that influence their choices. Social media engagement often strengthens brand loyalty and purchase intentions. Perceived quality represents consumers' assessment of a brand's service, value, and relevance to their preferences, shaping their purchase intentions. Purchase intention indicates a brand's appeal, reflecting consumers' likelihood of buying based on brand perception and satisfaction.

The research population that will be used in this study is unknown due to the nature of business. This study will be using the non-probability sampling by using the convenience sampling method and Lwanga and Lemeshow formula with 95% confidence interval within 5% of error, it is tested on 97 customers of Four Points by Sheraton Medan. Before the questionnaires were distributed to the customers, there is a pretest with 30 customers of Four Points by Sheraton Medan. The pretest is to test the validity and reliability of the questions, which the results of the questionnaires is valid and reliable in this study.

The results of the study is Brand Image, Customer Social Media Engagement and Perceived Quality have significantly influenced the Customer Purchase Intention at Four Points by Sheraton Medan.

The recommendations for Four Points by Sheraton Medan are: enhancing brand image through positive word-of-mouth from loyal customers, improving social media engagement with high-quality visual content, boosting perceived quality by training staff to increase customer confidence, and encouraging customers to leave positive reviews on platforms like Google Reviews and travel websites.

Keywords: Brand Image, Customer Social Media Engagement, Perceived Quality, Customer Purchase Intention

ABSTRAK

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PENGARUH DARI CITRA MEREK, KETERLIBATAN MEDIA SOSIAL PELANGGAN, DAN PERSEPSI KUALITAS TERHADAP NIAT PEMBELIAN PELANGGAN DI FOUR POINTS BY SHERATON MEDAN

Four Points by Sheraton Medan, hotel bintang empat di Medan, Indonesia, dikelola oleh Marriott International, pemimpin global di industri perhotelan yang dikenal dengan standar keamanan, layanan berkualitas, dan kepedulian terhadap pelanggan yang luar biasa. Hal ini menjadikan hotel ini pilihan utama bagi para wisatawan yang berkunjung ke kota Medan.

Citra merek mencerminkan asosiasi dan persepsi konsumen yang memengaruhi pilihan mereka. Keterlibatan di media sosial sering kali memperkuat loyalitas merek dan niat beli. Persepsi kualitas menggambarkan penilaian konsumen terhadap layanan, nilai, dan relevansi suatu merek sesuai dengan preferensi mereka, yang kemudian membentuk niat beli mereka. Niat beli menunjukkan daya tarik merek, mencerminkan kemungkinan konsumen untuk membeli berdasarkan persepsi dan kepuasan mereka terhadap merek.

Penelitian ini menggunakan metode non-probability sampling, khususnya convenience sampling, dengan formula Lwanga dan Lemeshow, menggunakan interval kepercayaan 95% dan error 5%. Pengujian dilakukan pada 97 pelanggan Four Points by Sheraton Medan. Sebelum kuesioner didistribusikan, dilakukan pretest dengan 30 pelanggan untuk menguji validitas dan reliabilitas pertanyaan. Hasilnya menunjukkan bahwa kuesioner tersebut valid dan reliabel.

Dalam penelitian ini, ditemukan bahwa Citra Merek (Brand Image), Keterlibatan Media Sosial Pelanggan (Customer Social Media Engagement), dan Persepsi Kualitas (Perceived Quality) secara signifikan memengaruhi Niat Pembelian Pelanggan (Customer Purchase Intention) di Four Points by Sheraton Medan.

Rekomendasi untuk Four Points by Sheraton Medan adalah: meningkatkan citra merek melalui rekomendasi positif dari pelanggan setia, meningkatkan keterlibatan di media sosial dengan konten visual berkualitas tinggi, meningkatkan persepsi kualitas dengan melatih staf untuk meningkatkan kepercayaan pelanggan, serta mendorong pelanggan untuk meninggalkan ulasan positif di platform seperti Google Reviews dan situs perjalanan lainnya.

Keywords: *Citra Merek, Keterlibatan Media Sosial Pelanggan, Persepsi Kualitas, Niat Pembelian Pelanggan*