

## **ABSTRACT**

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### **THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND IMAGE, AND PROMOTION ON CUSTOMER PURCHASE DECISION AT MA- BAC CEMARA ASRI MEDAN**

(xv+97 pages; 9 figures; 28 tables; 10 appendixes)

The food and beverage industry in Indonesia has been expanding rapidly, bringing intense competition as new businesses continuously enter the market. MA-BAC Cemara Asri Medan, the first outdoor Korean BBQ restaurant in Medan, faces challenges related to social media marketing, brand image, and, promotion which can significantly impact customer purchase decisions.

This study aims to assess the influence of social media marketing, brand image, and promotion on customer purchase decisions at MA-BAC. Four hypotheses are tested to explore these relationships.

A quantitative research method, statistical analysis, research instrument test, including descriptive statistics and inferential techniques such as correlation and regression, will be conducted to examine relationships between variables. Data collection is conducted through a structured questionnaire, and the data is analyzed using SPSS 25.0. The sample consists of customers of MA-BAC, selected through non-probability purposive sampling techniques. The population number is unknown and uncertain, the Lemeshow's formula will be used to calculate the sample size, the sample size will be 97 respondents.

The results of data analysis and hypothesis testing indicate that social media marketing, brand image, and promotion each have a partial and simultaneous influence on customer purchase decisions at MA-BAC. Data analysis includes validity and reliability testing, along with normality, multicollinearity, heteroscedasticity, multiple linear regression analyses, and coefficient of determination were all passed in the study.

Based on the findings, recommendations are provided for MA-BAC to enhance their social media engagement, improve brand image, and refine promotional strategies to better influence customer purchase decisions.

**Keywords: Social Media Marketing, Brand Image, Promotion and Customer Purchase Decision**

References: 32 (2019-2024)

## ABSTRAK

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### PENGARUH SOSIAL MEDIA MARKETING, BRAND IMAGE, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN MA- BAC CEMARA ASRI MEDAN

(xv+97 pages; 9 figures; 28 tables; 10 appendixes)

*Industri makanan dan minuman di Indonesia telah berkembang pesat, membawa persaingan yang ketat karena bisnis baru terus memasuki pasar. MA-BAC Cemara Asri Medan, restoran BBQ Korea outdoor pertama di Medan, menghadapi tantangan terkait pemasaran media sosial, citra merek, dan promosi, yang dapat berdampak signifikan pada keputusan pembelian pelanggan.*

*Penelitian ini bertujuan untuk menilai pengaruh pemasaran media sosial, citra merek, dan promosi terhadap keputusan pembelian pelanggan di MA-BAC. Empat hipotesis diuji untuk mengeksplorasi hubungan ini.*

*Metode penelitian kuantitatif, analisis statistik, uji instrumen penelitian, termasuk statistik deskriptif dan teknik inferensial seperti korelasi dan regresi, akan dilakukan untuk memeriksa hubungan antar variabel. Pengumpulan data dilakukan melalui kuesioner terstruktur, dan data dianalisis menggunakan SPSS 25.0. Sampel terdiri dari pelanggan MA-BAC, yang dipilih melalui teknik pengambilan sampel purposive non-probabilitas. Jumlah populasi tidak diketahui dan tidak pasti, rumus Lemeshow akan digunakan untuk menghitung ukuran sampel, ukuran sampel akan menjadi 97 responden.*

*Hasil analisis data dan pengujian hipotesis menunjukkan bahwa social media marketing, brand image, dan promosi masing-masing memiliki pengaruh parsial dan simultan terhadap keputusan pembelian pelanggan di MA-BAC. Analisis data meliputi pengujian validitas dan reliabilitas, bersama dengan normalitas, multikolinearitas, heteroskedastisitas, analisis regresi linier berganda, dan koefisien determinasi semuanya disahkan dalam penelitian ini.*

*Berdasarkan temuan tersebut, rekomendasi diberikan kepada MA-BAC untuk meningkatkan keterlibatan media sosial mereka, meningkatkan citra merek, dan menyempurnakan strategi promosi untuk lebih memengaruhi keputusan pembelian pelanggan.*

**Kata Kunci:** Pemasaran Media Sosial, Citra Merek, Promosi dan Keputusan Pembelian Pelanggan

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