

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, STORE ATMOSPHERE, AND CUSTOMER EXPERIENCE TOWARDS REVISIT INTENTION AT ZISEL GELATERIA CAFE MEDAN

(+ 113 pages; 8 figures; 33 tables; appendixes)

The food and beverage industry plays a vital role in Indonesia's economy. Where the rapidly growing food and beverage industry has intensified competition, requiring business to develop effective strategies to attract and retain customers, which also affecting Zisel Gelateria Cafe Medan. A cafe that has been in the food and beverage industry for 8 years has experienced a decrease in the numbers of customers, which may be due to factors like Social Media Marketing, Store Atmosphere, and Customer Experience. Google reviews highlight issues like poor service and uncomfortable, dirty environment, while questionnaires reveal ineffective social media marketing. This study evaluates the influence of social media marketing, store atmosphere, and customer experience towards revisit intention at Zisel Gelateria Cafe Medan.

By using a quantitative research method, data were collected via questionnaires from 97 respondents through non-probability sampling method and purposive sampling technique. SPSS 27 software was used for the data analysis, including validity, reliability, normality, multicollinearity, heteroscedasticity, hypothesis, coefficient of determination and multiple linear regression analysis tests.

The hypothesis test show that social media marketing, store atmosphere, and customer experience simultaneously influence revisit intention, with 61.3% of the coefficient of determination test results explaining the influence of the independent variables towards the dependent variable, while the remaining 38.7% was influenced by other variables not addressed in this study.

Recommendations for Zisel Gelateria Cafe Medan include creating more engaging and shareable content, expanding their parking area, highlighting the uniqueness of their products in their contents, enhancing their service and product quality to increase the revisit intention.

Keywords: Social Media Marketing, Store Atmosphere, Customer Experience, Revisit Intention

Reference: 101 (2019-2024)

ABSTRAK

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PENGARUH PEMASARAN MEDIA SOSIAL, ATMOSFER TOKO, DAN PENGALAMAN PELANGGAN TERHADAP NIAT KUNJUNGAN ULANG PADA ZISEL GELATERIA CAFE MEDAN

(+ 113 halaman; 8 gambar, 33 tabel, lampiran)

Industri makanan dan minuman di Indonesia menghadapi persaingan yang ketat, mengharuskan bisnis termasuk Zisel Gelateria Cafe Medan untuk mengembangkan strategi efektif. Kafe ini telah didirikan sejak 8 tahun yang lalu dan sekarang sedang mengalami penurunan jumlah pelanggan, yang mungkin disebabkan oleh faktor seperti Pemasaran Media Sosial, Atmosfer Toko, dan Pengalaman Pelanggan. Ulasan Google menyoroti masalah seperti pelayanan buruk serta lingkungan yang tidak nyaman, sementara kuesioner mengungkapkan pemasaran media sosial yang tidak efektif. Penelitian ini mengevaluasi pengaruh ketiga faktor tersebut terhadap niat kunjungan ulang di Zisel Gelateria Cafe Medan.

Dengan menggunakan metode penelitian kuantitatif, data dikumpulkan melalui kuesioner dari 97 responden dengan metode non-probability sampling dan teknik purposive sampling. Analisis data dilakukan menggunakan perangkat lunak SPSS 27, termasuk uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, hipotesis, koefisien determinasi dan analisis regresi linier berganda.

Uji hipotesis menunjukkan bahwa pemasaran media sosial, atmosfer toko, dan pengalaman pelanggan secara bersamaan mempengaruhi niat kunjungan ulang, dengan hasil uji koefisien determinansi sebesar 61,3% yang menjelaskan pengaruh variabel independen terhadap variabel dependen, sementara 38,7% sisanya dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Rekomendasi untuk Zisel Gelateria Cafe Medan antara lain menciptakan konten yang lebih menarik dan dapat dibagikan, memperluas area parkir, menonjolkan keunikan produk dalam konten mereka, serta meningkatkan kualitas pelayanan dan produk untuk meningkatkan niat kunjungan ulang.

Kata Kunci: Pemasaran Media Sosial, Atmosfer Toko, Pengalaman Pelanggan, Niat Kunjungan Ulang

Referensi: 101 (2019-2024)