

## **ABSTRACT**

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### **THE INFLUENCE OF BRAND AWARENESS, SOCIAL MEDIA MARKETING AND RESTAURANT ATMOSPHER TOWARDS INTENTION TO PURCHASE AT SONDORO SEAFOOD, MEDAN**

(xiv+100 pages; 7 figures; 29 tables; 7 appendixes)

The food and beverage industry is expanding quickly and is expected to keep growing, particularly in brand awareness, social media marketing, restaurant atmosphere and intention to purchase. For successful growth, business owners must manage their operations professionally and efficiently.

This study investigates the influence of these three independent variables on intention to purchase, which serves as the dependent variable. Three hypotheses are tested to understand the relationships among these factors.

This study uses a quantitative research approach, gathering primary data through observations and questionnaires distributed to 97 respondents via non-probability sampling. Secondary data is sourced from journals and internet resources. SPSS 25.0 is used in this study.

The research focuses on Sondoro Seafood, a restaurant specializing in seafood dishes in Medan. Findings indicate that brand awareness, social media marketing, and restaurant atmosphere each have a significant, partial influence on customer intention to purchase.

To increasing the intention to purchase, Sondoro Seafood Restaurant is advised to maintain and strengthen its brand awareness, social media marketing, and restaurant atmosphere.

**Keywords: Brand awareness, Social Media Marketing, Restaurant Atmosphere, Intention to Purchase**

References: 24 (2019-2024)

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### THE INFLUENCE OF BRAND AWARENESS, SOCIAL MEDIA MARKETING AND RESTAURANT ATMOSPHER TOWARDS INTENTION TO PURCHASE AT SONDORO SEAFOOD, MEDAN

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*Industri makanan dan minuman berkembang pesat dan diperkirakan terus tumbuh, terutama dalam kesadaran merek, pemasaran media sosial, suasana restoran, dan niat pembelian. Agar bisnis dapat sukses, pemilik usaha harus menjalankan operasionalnya dengan profesional dan efisien..*

*Studi ini menyelidiki pengaruh ketiga variabel independen tersebut terhadap niat untuk membeli, variabel dependen. Tiga hipotesis diuji untuk memahami hubungan di antara faktor-faktor ini.*

*Penelitian ini menggunakan pendekatan kuantitatif, dengan data primer dikumpulkan melalui observasi dan kuesioner yang didistribusikan kepada 97 responden menggunakan metode sampling non-probabilitas. Data sekunder diperoleh dari jurnal dan sumber internet, SPSS 25.0 digunakan dalam studi ini.*

*Penelitian ini berfokus pada Sondoro Seafood, restoran yang berspesialisasi dalam hidangan laut di Medan. Temuan menunjukkan bahwa kesadaran merek, pemasaran media sosial, dan suasana restoran memiliki pengaruh signifikan secara parsial terhadap niat pelanggan untuk membeli.*

*Untuk meningkatkan niat membeli, Sondoro Seafood disarankan untuk mempertahankan dan memperkuat kesadaran merek, pemasaran media sosial, dan suasana restorannya.*

**Kata Kunci: Brand Awareness, Pemasaran Media Sosial, Atmosfer Restoran, Niat Beli Pelanggan**

Referensi: 24 (2019-2024)