

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, SERVICE QUALITY, AND CUSTOMER'S EXPERIENCE ON CUSTOMERS REPURCHASE INTENTION AT MING KOPI ROASTERY & COFFEESHOP MEDAN

(xiii+98 pages; 8 figures; 27 tables; 11 appendixes)

Ming Kopi Roastery & Coffeeshop in Medan, offering coffee, snacks, and meals, faces challenges related to social media marketing, service quality, and customer experience that may impact customer repurchase intentions.

Social Media Marketing, Service Quality, and Customer Experience are all essential factors that influence customer repurchase intention.

This research examines how social media marketing, service quality, and customer experience influence customer repurchase intentions. The café's social media marketing is inconsistent, with infrequent posts and low engagement. Service quality is affected by delays during peak hours, while customer experience is influenced by limited seating and an inconsistent ambiance. Lemeshow formula is used to gather 97 sample for the survey data, analyzed with SPSS 25.0, the study employs descriptive and causal analysis to identify key factors driving repeat visits. All measures are valid, with r counts above 0.361, and reliable, with Cronbach Alpha values exceeding 0.60.

According to the hypothesis test, Social Media Marketing, Service Quality, and Customer Experience influence Customer Repurchase Intention at Ming Kopi Roastery & Coffeeshop Medan. This research also passed all of the validity, reliability, normalcy, heteroscedasticity, and multiple linear regression tests.

The recommendation for Ming Kopi Roastery & Coffeeshop Medan need to improve their social media marketing by posting more frequently to their Instagram feed and be more interactive with their audience, add more and train their employee team to improve their service quality and customer experience.

Keywords: Social Media Marketing, Service Quality, Customer Experience, Customer Repurchase Intention

References: 19 (2018-2023)

ABSTRAK

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PENGARUH SOSIAL MEDIA MARKETING, KUALITAS LAYANAN DAN PENGALAMAN PELANGGAN TERHADAP NIAT MEMBELI ULANG PELANGGAN DI MING KOPI ROASTERY & COFFEESHOP MEDAN

(xiii+98 pages; 8 figures; 27 tables; 11 appendixes)

Ming Kopi Roastery & Coffeeshop di Medan, yang menyediakan kopi, makanan ringan, dan makanan, menghadapi tantangan terkait pemasaran media sosial, kualitas layanan, dan pengalaman pelanggan yang dapat memengaruhi niat pembelian ulang pelanggan.

Pemasaran Media Sosial, Kualitas Layanan, dan Pengalaman Pelanggan merupakan faktor penting yang memengaruhi niat pembelian ulang pelanggan.

Penelitian ini meneliti bagaimana pemasaran media sosial, kualitas layanan, dan pengalaman pelanggan memengaruhi niat pembelian ulang pelanggan. Pemasaran media sosial kafe tidak konsisten, dengan posting yang jarang dan keterlibatan yang rendah. Kualitas layanan dipengaruhi oleh penundaan selama jam sibuk, sementara pengalaman pelanggan dipengaruhi oleh tempat duduk yang terbatas dan suasana yang tidak konsisten. Formula Lemeshow digunakan untuk mengumpulkan 97 sampel untuk data survei, dianalisis dengan SPSS 25.0, penelitian ini menggunakan analisis deskriptif dan kausal untuk mengidentifikasi faktor-faktor utama yang mendorong kunjungan berulang. Semua ukuran valid, dengan jumlah r di atas 0,361, dan andal, dengan nilai Cronbach Alpha melebihi 0,60.

Berdasarkan uji hipotesis, Social Media Marketing, Service Quality, dan Customer Experience berpengaruh terhadap Customer Repurchase Intention di Ming Kopi Roastery & Coffeeshop Medan. Penelitian ini juga lolos dari semua uji validitas, reliabilitas, normalitas, heteroskedastisitas, dan regresi linier berganda.

Rekomendasi yang diberikan kepada Ming Kopi Roastery & Coffeeshop Medan adalah perlunya meningkatkan pemasaran media sosial dengan lebih sering memposting di feed Instagram dan lebih interaktif dengan audiens, menambah jumlah karyawan dan melatih tim karyawan untuk meningkatkan kualitas layanan dan pengalaman pelanggan.

Kata kunci: Pemasaran Media Sosial, Kualitas Layanan, Pengalaman Pelanggan, Minat Beli Ulang Pelanggan

Referensi: 19 (2018-2023)