

ABSTRACT

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THE EFFECT OF SOCIAL MEDIA MARKETING, SERVICE QUALITY, AND STORE ATMOSPHERE TOWARDS CUSTOMER REPURCHASE INTENTION AT TOMORO COFFEE MEDAN

(xv+123 pages; 10 figure; 38 tables; 7 appendices)

This study was conducted to determine the effect of social media marketing, service quality, and store atmosphere on consumer repurchase interest at Tomoro Coffee. Purchase interest is a problem that must be considered in order to increase sales at Tomoro Coffee.

This research was conducted by distributing google forms to consumers of PT Bangun Cahaya Bersama through online applications, using a quantitative research design with SPSS as an analysis method. An initial pre-test involving 30 respondents was conducted to evaluate the reliability and validity of the research instrument. Subsequently, data was collected from a total of 100 respondents for the main analysis.

Based on the findings, it shows that social media marketing variables, and store atmosphere have a significant effect on customer repurchase intention simultaneously and partially.

Tomoro Coffee is advised to increase customer satisfaction and loyalty by strengthening interactions on social media, improving service quality through professional appearance of employees, and creating a comfortable and attractive store atmosphere. These efforts, coupled with loyalty programs and product innovation, are expected to encourage customer repurchase intentions.

Keywords: social media marketing, service quality, store atmosphere and repurchase intention

References: 48 (2020-2024)

ABSTRAK

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PENGARUH PEMASARAN MEDIA SOSIAL, KUALITAS PELAYANAN, DAN SUASANA TOKO TERHADAP MINAT BELI ULANG PELANGGAN PADA TOMORO COFFEE MEDAN

(xv+123 halaman; 10 gambar; 38 tabel; 7 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh dari pemasaran sosial media, kualitas pelayanan, dan suasana toko terhadap minat pembelian ulang konsumen di Tomoro Coffee. Minat pembelian menjadi permasalahan yang harus diperhatikan agar mampu meningkatkan penjualan di Tomoro Coffee..

Penelitian ini dilakukan dengan menyebarkan google form kepada konsumen dari PT Bangun Cahaya Bersama melalui aplikasi online, dengan menggunakan desain penelitian kuantitatif dengan SPSS sebagai metode analisis. Pre-test awal yang melibatkan 30 responden dilakukan untuk mengevaluasi reliabilitas dan validitas instrumen penelitian. Selanjutnya, data dikumpulkan dari total 100 responden untuk analisis utama.

Berdasarkan temuan menunjukkan bahwa variabel pemasaran sosial media, dan suasana toko berpengaruh signifikan terhadap minat beli ulang pelanggan secara simultan maupun parsial.

Tomoro Coffee disarankan untuk meningkatkan kepuasan dan loyalitas pelanggan dengan memperkuat interaksi di media sosial, meningkatkan kualitas layanan melalui penampilan profesional karyawan, dan menciptakan suasana toko yang nyaman dan menarik. Upaya ini, ditambah dengan program loyalitas dan inovasi produk, diharapkan dapat mendorong niat beli ulang pelanggan.

Kata kunci: *pemasaran media sosial, kualitas layanan, suasana toko, dan niat beli ulang*

Referensi: 48 (2020-2024)