

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY, SOCIAL MEDIA MARKETING, AND INFLUENCER PROMOTION (ENDORSEMENT) ON CUSTOMER PURCHASE DECISION AT DESSERT IN, MEDAN

(xv+105 pages; 11 figure; 37 tables; 8 appendices)

This study aims to examine the influence of food quality, social media marketing, and influencer promotion on customer purchase decisions at Dessert In, Medan. As competition intensifies in the dessert industry, understanding these factors is essential to retain customer loyalty and optimize business strategies.

A quantitative, causal research method applied involving 97 respondents using non-probability convenience sampling. Data collected through structured questionnaires and analyzed using multiple linear regression. The research instrument passed validity and reliability testing, and the data met all classical assumption tests.

The results reveal that all three independent variables food quality, social media marketing, and influencer promotion have a positive and significant impact on customer purchase decisions, both partially and simultaneously. The unstandardized regression coefficients show that food quality has an effect of $B = 0.303$ ($\text{sig} = 0.000$), influencer promotion $B = 0.302$ ($\text{sig} = 0.000$), and social media marketing $B = 0.423$ ($\text{sig} = 0.000$). Among the three, social media marketing contributes the strongest partial effect. The F-test result of $F = 168.402$ ($\text{sig} = 0.000$) confirms that the three variables simultaneously influence customer purchase decisions. The adjusted R^2 value of 0.840 indicates that 84% of the variation in purchase decisions explained by the model.

It is recommended that Dessert In continue to maintain and improve food quality through freshness, taste, and product appearance, as well as portion consistency and cleanliness. In addition, strengthening digital marketing strategies through engaging content on social media and collaboration with credible and relevant influencers is essential to drive customer purchasing decisions.

Keywords: food quality, social media marketing, influencer promotion, and customer purchase decision

References: 41 (2019-2025)

ABSTRAK

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PENGARUH KUALITAS MAKANAN, PEMASARAN MEDIA SOSIAL, DAN PROMOSI INFLUENCER (ENDORSEMENT) TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN PADA DESSERT IN, MEDAN

(xv+105 halaman; 11 gambar; 37 tabel; 8 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas makanan, pemasaran media sosial, dan promosi influencer terhadap keputusan pembelian pelanggan pada Dessert In, Medan. Di tengah persaingan industri dessert yang semakin ketat, pemahaman terhadap faktor-faktor tersebut penting untuk mempertahankan loyalitas pelanggan dan mengoptimalkan strategi bisnis.

Penelitian ini menggunakan metode kuantitatif kausal dengan jumlah responden sebanyak 97 orang yang dipilih melalui teknik non-probability sampling jenis convenience sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda. Instrumen penelitian telah lulus uji validitas dan reliabilitas, serta memenuhi seluruh uji asumsi klasik.

Hasil penelitian menunjukkan bahwa ketiga variabel—kualitas makanan, pemasaran media sosial, dan promosi influencer—berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Nilai koefisien regresi unstandardized masing-masing adalah: kualitas makanan ($B = 0.303$, $\text{sig} = 0.000$), promosi influencer ($B = 0.302$, $\text{sig} = 0.000$), dan pemasaran media sosial ($B = 0.423$, $\text{sig} = 0.000$), di mana pemasaran media sosial memberikan pengaruh parsial terbesar. Nilai F sebesar 168.402 dengan signifikansi 0.000, serta nilai Adjusted R^2 sebesar 0.840 menunjukkan bahwa 84% variasi keputusan pembelian dapat dijelaskan oleh model ini.

Disarankan agar Dessert In terus menjaga dan meningkatkan kualitas makanan melalui kesegaran, cita rasa, dan tampilan produk, serta konsistensi porsi dan kebersihan. Selain itu, penguatan strategi pemasaran digital melalui konten menarik di media sosial dan kolaborasi dengan influencer yang kredibel dan relevan sangat penting untuk mendorong keputusan pembelian pelanggan.

Kata kunci: kualitas makanan, pemasaran media sosial, promosi influencer, keputusan pembelian.

Referensi: 41 (2019-2025)