

ABSTRACT

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THE INFLUENCE OF COMPANY CULTURE, BRAND IMAGE, AND PROMOTION ON INSTAGRAM TOWARDS CUSTOMER EXPERIENCE AT HAIKOU GROUP

(xv + 66 pages; 7 figures; 19 tables; 11 appendix)

Hospitality is defined as an attitude of hospitality in terms of the interaction between guests and hosts or service providers, as well as specific activities in its operations. This research aims to identify Company Culture, Brand Image, Promotion on Instagram towards Customer Experience at Haikou Dimsum. Using quantitative methods and non – probability sampling method, data was collected through Google Forms questionnaires distributed to all customers at Haikou Dimsum. The respondent total 101 customers. All data testing is using SPSS.

The result is that company culture positively affects customers experience, brand image positively influences customer experience, Instagram promotion positively impacts customer experience.

Keywords: corporate culture, brand image, Instagram promotion, customer experience, digital marketing, Haikou Group

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Perhotelan didefinisikan sebagai sikap keramahtamahan dalam hal interaksi antara tamu dan tuan rumah atau penyedia layanan, serta kegiatan khusus dalam operasinya. Penelitian ini bertujuan untuk mengidentifikasi Budaya Perusahaan, Citra Merek, Promosi di Instagram terhadap Pengalaman Pelanggan di Haikou Dimsum. Menggunakan metode kuantitatif dan metode non-probability sampling, data dikumpulkan melalui kuesioner Google Forms yang disebarakan kepada semua pelanggan di Haikou Dimsum. Responden berjumlah 101 pelanggan. Semua pengujian data menggunakan SPSS.

Hasil penelitian adalah budaya perusahaan berpengaruh positif terhadap pengalaman pelanggan, citra merek berpengaruh positif terhadap pengalaman pelanggan, promosi Instagram berdampak positif terhadap pengalaman pelanggan.

Keywords: budaya perusahaan, citra merek, promosi Instagram, pengalaman pelanggan, pemasaran digital, Haikou Group