THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND PROMOTION THROUGH INSTAGRAM SOCIAL MEDIA ON CONSUMER PURCHASING DECISIONS IN EATLAH TOKYOLK CIPETE

By

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Abstract

This research is a quantitative research that aims to determine the effect of product quality, brand image, and promotion through Instagram social media on consumer purchasing decisions at Eatlah Tokyolk Cipete eating places. The population in this study were all consumers who were in the Cipete area and had made purchases at the Eatlah Tokyolk Cipete restaurant. The sample size was taken as many as 75 respondents, with a non-probability sampling method with a type of purposive sampling. Data collection is done through questionnaires. The data analysis technique used is descriptive and inferential analysis, using the Partial Least Square (PLS) tool. The results of this study indicate that (1) product quality has a significant effect on purchasing decisions with a coefficient of 0.368. (2) brand image has a significant effect on purchasing decisions with a coefficient of 0.586. (3) promotion does not have a significant effect on purchasing decisions with a coefficient of -0.051.

Keywords: Product Quality, Brand Image, Promotion, and Purchasing Decision

PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN PROMOSI MELALUI MEDIA SOSIAL INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA TEMPAT MAKAN EATLAH

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh kualitas produk, citra merek, dan promosi melalui media sosial Instagram terhadap keputusan pembelian konsumen pada tempat makan Eatlah Tokyolk Cipete. Populasi dalam penelitian ini adalah seluruh konsumen yang berada di wilayah Cipete dan pernah melakukan pembelian pada tempat makan Eatlah Tokyolk Cipete. Ukuran sampel diambil sebanyak 75 responden, dengan metode *non-probability sampling* dengan jenis *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis data yang digunakan ialah analisis deskriptif dan inferensial, dengan menggunakan alat *Partial Least Square* (PLS). Hasil penelitian ini menunjukkan bahwa (1) kualitas produk berpengaruh signifikan terhadap keputusan pembelian dengan nilai koefisien sebesar 0,368. (2) citra merek berpengaruh signifikan terhadap keputusan pembelian dengan nilai koefesien sebesar 0,586. (3) promosi tidak berpengaruh signifikan terhadap keputusan pembelian dengan nilai koefisien sebesar -0,051.

Kata kunci: Kualitas Produk, Citra Merek, Promosi, dan Keputusan Pembelian