

THE INFLUENCE OF INSTAGRAM SALES PROMOTION, SERVICE QUALITY, AND STORE ATMOSPHERE TOWARDS THE REPURCHASE INTEREST

Case Study on Master Cheese Pizza Jogja Consumers

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This study aims to determine whether: 1) Instagram sales promotion, service quality, and store atmosphere simultaneously influence the repurchase interest, 2) Instagram sales promotion, service quality, and store atmosphere partially influence the repurchase interest, at Master Cheese Pizza Jogja. Population in this research is consumer of Master Cheese Pizza Jogja. The sampling technique was purposive sampling. Data was obtained by distributing questionnaires to 100 respondents. Data analysis technique in this research is multiple linear regression using SPSS 24. The results of research showed that: 1) Instagram sales promotion, service quality, and store atmosphere simultaneously influenced the repurchase interest, 2) Instagram sales promotion, service quality, and store atmosphere partially influenced the repurchase intention, at Master Cheese Pizza Jogja.

Keywords: Instagram sales promotion, service quality, store atmosphere and the repurchase interest.

**PENGARUH PROMOSI PENJUALAN DI INSTAGRAM, KUALITAS
PELAYANAN, DAN STORE ATMOSPHERE
TERHADAP MINAT BELI ULANG**

Studi pada Konsumen Master Cheese Pizza Jogja

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Penelitian ini bertujuan untuk mengetahui apakah: 1) promosi penjualan di *Instagram*, kualitas pelayanan, dan *store atmosphere* secara simultan berpengaruh terhadap minat beli ulang, 2) promosi penjualan di *Instagram*, kualitas pelayanan, dan *store atmosphere* secara parsial berpengaruh terhadap minat beli ulang, restoran Master Cheese Pizza Jogja. Populasi dalam penelitian ini adalah konsumen Master Cheese Pizza Jogja. Teknik pemilihan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner kepada 100 responden. Uji instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data dalam penelitian ini adalah regresi linear berganda dengan menggunakan SPSS 24. Hasil penelitian menunjukkan bahwa: 1) promosi penjualan di *Instagram*, kualitas pelayanan, dan *store atmosphere* secara simultan berpengaruh terhadap minat beli ulang, 2) promosi penjualan di *Instagram*, kualitas pelayanan, dan *store atmosphere* secara parsial berpengaruh terhadap minat beli ulang, restoran Master Cheese Pizza Jogja.

Kata kunci: promosi penjualan di *Instagram*, kualitas pelayanan, dan *store atmosphere* dan minat beli ulang.