

ABSTRAK

PENGARUH GREEN MARKETING, CORPORATE SOCIAL RESPONSIBILITY, DAN PENGARUH SOSIAL TERHADAP MINAT BERKUNJUNG DI HEAVEN'S DOOR RESTAURANT MANULALU NTT

Studi pada Pengikut Media Sosial Instagram @heavensdoor.bajawa

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *green marketing*, *corporate social responsibility*, dan pengaruh sosial terhadap minat berkunjung di Heaven's Door Restaurant Manulalu, (2) pengaruh secara parsial *green marketing* terhadap minat berkunjung di Heaven's Door Restaurant Manulalu, (3) pengaruh secara parsial *corporate social responsibility* terhadap minat berkunjung di Heaven's Door Restaurant Manulalu, (4) pengaruh secara parsial pengaruh sosial terhadap minat berkunjung di Heaven's Door Restaurant Manulalu. Populasi dalam penelitian ini adalah pengikut media sosial Instagram @heavensdoor.bajawa. Sampel penelitian sebanyak 96 responden. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis dengan *software SPSS statistic 30*. Hasil penelitian adalah: (1) *green marketing*, *corporate social responsibility*, dan pengaruh sosial secara simultan berpengaruh terhadap minat berkunjung di Heaven's Door Restaurant Manulalu, (2) *green marketing* secara parsial tidak berpengaruh terhadap minat berkunjung di Heaven's Door Restaurant Manulalu, (3) *corporate social responsibility* secara parsial berpengaruh terhadap minat berkunjung di Heaven's Door Restaurant Manulalu, (4) Pengaruh sosial secara parsial berpengaruh terhadap minat berkunjung di Heaven's Door Restaurant Manulalu.

Kata kunci: *corporate social responsibility*, *green marketing*, minat berkunjung, pengaruh sosial.

ABSTRACT

THE INFLUENCE OF GREEN MARKETING, CORPORATE SOCIAL RESPONSIBILITY, AND SOCIAL INFLUENCE ON INTEREST IN VISITING HEAVEN'S DOOR RESTAURANT MANULALU NTT

Study on Instagram Social Media Followers @heavensdoor.bajawa

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This study aims to determine: (1) the simultaneous influence of green marketing, corporate social responsibility, and social influence on interest in visiting Heaven's Door Restaurant Manulalu, (2) the partial influence of green marketing on interest in visiting Heaven's Door Restaurant Manulalu, (3) the partial influence of corporate social responsibility on the interest in visiting Heaven's Door Restaurant Manulalu, (4) the partial influence of social influence on the interest in visiting Heaven's Door Restaurant Manulalu. The population in this study is Instagram social media followers @heavensdoor.bajawa. The research sample was 96 respondents. The sampling technique uses a non-probability sampling method with a purposive sampling technique. The data analysis technique used descriptive analysis, classical assumption test, multiple linear regression analysis, and hypothesis test with SPSS statistic 30 software. The results of the study are: (1) green marketing, corporate social responsibility, and social influence simultaneously affect interest in visiting Heaven's Door Restaurant Manulalu, (2) green marketing partially does not affect interest in visiting Heaven's Door Restaurant Manulalu, (3) corporate social responsibility partially affects interest in visiting Heaven's Door Restaurant Manulalu, (4) social influence partially affects interest in visiting Heaven's Door Restaurant Manulalu.

Keywords: corporate social responsibility, green marketing, interest in visits, social influence.