

ABSTRAK

AFIFAH NURAIDA. NIM 2019110099. Pengaruh Promosi Digital dan Harga Terhadap Minat Beli Kembali Konsumen Pada Hopeclat Restaurant Kuningan.

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Untuk bersaing dengan restoran terdekat Hopeclat Restaurant Kuningan masih kurangnya promosi digital dan pengikut media sosial Instagram yang masih sedikit serta harga yang relatif lebih mahal dibanding foodcourt yang ada di Gedung Permata Kuningan. Tujuan dari penelitian ini untuk menganalisis pengaruh promosi digital, menganalisis pengaruh harga, dan menganalisis pengaruh minat beli kembali konsumen serta menganalisis pengaruh promosi digital dan harga terhadap minat beli kembali konsumen pada Hopeclat Restaurant Kuningan.

Populasi penelitian ini yaitu konsumen Hopeclat Restaurant Kuningan sebanyak 100 orang. Teknik pengumpulan data dilakukan dengan menyebarkan kuisioner yang dibagikan melalui pegawai yang bekerja di restoran tersebut. Metode analisis yang digunakan adalah analisis regresi linear berganda dan data diolah menggunakan program SPSS 2023. Hasil penelitian ini menunjukkan bahwa variabel promosi digital tidak berpengaruh signifikan terhadap minat beli konsumen. Variabel harga berpengaruh positif dan signifikan terhadap minat beli konsumen. Variabel promosi digital dan harga secara bersama-sama berpengaruh terhadap minat beli kembali konsumen. Saran yang diajukan oleh peneliti yaitu diharapkan agar Hopeclat Restaurant Kuningan dapat mengoptimalkan promosi

melalui media sosial dan membuat promo berupa potongan harga agar dapat menarik minat beli kembali konsumen.

Kata kunci: Promosi digital, Harga, Minat Beli, Restoran.

ABSTRACT

AFIFAH NURAIDA. NIM 2019110099. The Influence of Digital Promotion and Price on Consumer Repurchase Interest at Hopeclat Restaurant Kuningan. Under the guidance of Mrs. Dr. Nafiah Ariyani, SE, M.Si.

To compete with the nearby restaurant Hopeclat Restaurant Kuningan, there is still a lack of digital promotions and Instagram social media followers are still small and the prices are relatively more expensive than the food court at Gedung Permata Kuningan. The purpose of this research is to analyze the influence of digital promotions, analyze the influence of price, and analyze the influence of consumer repurchase interest as well as analyze the influence of digital promotions and price on consumer repurchase interest at Hopeclat Restaurant Kuningan. The population of this research is 100 consumers of Hopeclat Restaurant Kuningan. The data collection technique was carried out by distributing questionnaires which were distributed to employees who worked at the restaurant. The analytical method used is multiple linear regression analysis and the data is processed using the SPSS 2023 program. The results of this

research show that the digital promotion variable does not have a significant effect on consumer buying interest. The price variable has a positive and significant effect on consumer buying interest. The digital promotion and price variables together influence consumers' repurchase interest. The suggestion put forward by researchers is that it is hoped that Hopeclat Restaurant Kuningan can optimize promotions through social media and create promotions in the form of discounts in order to attract consumers' interest in buying again.

Keywords: Digital promotion, Price, Purchase Interest, Restaurant.