THE EFFECT OF SOCIAL MEDIA AS A PROMOTIONAL TOOL ON CONSUMERS' BUYING DECISION AT RESTAURANT X

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE EFFECT OF SOCIAL MEDIA AS A PROMOTIONAL TOOL ON CONSUMERS' BUYING DECISION AT RESTAURANT X

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This thesis research aims to investigate the effect of social media as a promotional tool on consumers' buying decision at Restaurant X. The method in this research using quantitative research methods. This research is using multiple linear regression model. Sampling technique using a simple random sampling technique. Data collected through questionnaires to 101 respondents with 27 items of statement. Data processing techniques using validity and reliability analysis, classical assumption test, and hypotheses test. The results showed that the effect of social media as a promotional tool on consumers' buying decision at Restaurant X is 53.2%. Based on the partial results of hypotheses testing, sub-variable obtained context, collaboration and connection have an effect on consumers' buying decision, in the amount of 8.47% for context, 10.37% for collaboration and 6.05% for connection, while communication sub-variable has no effect on consumers' buying decision. Based on the results of the research, the author suggests Restaurant X and any other businesses to notice the usefulness of social media as promotional tool, with maintaining performance of collaboration since it is the strongest in affecting the consumers' buying decision. Restaurant X should improve performance of communication because it has the lowest score and does not affect the purchase decision. This can be done by giving a clear explanation and complete information on every post.
Keywords: Social Media, Promotional Tool, Consumers' Buying Decision, Restaurant

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DEDICATION

I dedicate this works to my family and friends and everyone

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