

ABSTRACT

Firda Ramadayanti. The Influence of Promotion Through Social Media and Distribution Channels on Consumer Purchase Interest in the Era of the Pandemic (Case at Ramio Cafe And Mart in Sumenep), under the guidance of Mrs. Nirma Kurriwati, S.P., M.Sc.

Ramio Cafe and Mart is one of the restaurants in Sumenep. Precisely located on Jl. Dr. Cipto Kolor, Sumenep City, Sumenep Regency, East Java 69417. Covid-19 which has an impact on various sectors, especially the culinary sector, has made Ramio Cafe and Mart experience a decline in turnover since the pandemic and the implementation of PSBB. This study aims to analyze (1) the effect of promotion through social media on consumer buying interest and (2) the influence of distribution channels on consumer buying interest. This type of research is a survey research with a quantitative approach. The population of this study are consumers of Ramio Cafe and Mart. The sampling technique used accidental sampling and obtained a sample of 30 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple linear regression. The results showed that promotion and distribution channels partially and simultaneously had a significant positive effect on consumer buying interest.

Keywords: Promotion on social media , Distribution Channels, Purchase Intention.

ABSTRAK

Firda Ramadayanti. Pengaruh Promosi Melalui Media Sosial Dan Saluran Distribusi Terhadap Minat Beli Konsumen Di Era Pandemi (Kasus pada Ramio Cafe And Mart di Sumenep), dibawah bimbingan Ibu Nirma Kurriwati, S.P.,M.Si.

Ramio Cafe and Mart ini merupakan salah satu restoran yang ada di Sumenep. Tepatnya terletak pada Jl. Dr. Cipto Kolor, Kota sumenep, Kabupaten Sumenep, Jawa Timur 69417. Covid-19 yang membawa dampak pada berbagai sektor, khususnya sektor kuliner, membuat Ramio Cafe and Mart ini mengalami penurunan omset sejak adanya pandemi dan pemberlakuan PSBB. Penelitian ini bertujuan menganalisis (1) pengaruh promosi melalui media sosial terhadap minat beli konsumen dan (2) pengaruh saluran distribusi terhadap minat beli konsumen. Jenis penelitian ini merupakan penelitian survei dengan pendekatan kuantitatif. Populasi dari penelitian ini adalah konsumen dari Ramio Cafe and Mart. Teknik pengambilan sampel menggunakan *accidental sampling* dan diperoleh sampel sebanyak 30 orang. Teknik pengumpulan data menggunakan kuisioner yang telah diuji validitas dan reabilitasnya. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwapromosi dan saluran distribusi secara parsial dan simultan berpengaruh positif signifikan terhadap minat beli konsumen.

Kata kunci : Promosi di media sosial, Saluran Distribusi, Minat beli.