ABSTRAK

ANALISIS MEDIA SOSIAL, KESTRATEGISAN LOKASI, DAN KERAGAMAN PRODUK TERHADAP MINAT BELI KONSUMEN DI SERUPUT COFFEE COMPANY TOMOHON

ABIGAEL F. CH. SUMANTI

19042022

Dibimbing oleh :

Dr. Ivonne Angelic Umboh, S.E., M.Si. dan Patricia G. J. Petrus, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh Analisis Media Sosial, Kestrategisan Lokasi, dan Keragaman Produk terhadap Minat Beli Konsumen di Seruput Coffee Company Tomohon. Dalam konteks bisnis kopi, faktor-faktor ini telah menjadi titik fokus dalam upaya meningkatkan daya Tarik dan kepuasan pelanggan. Metode penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui survei terhadap sampel konsumen yang terdiri dari pelanggan tetap dan baru Seruput *Coffee Company* Tomohon. Teknik analisis data yang digunakan meliputi regresi linier berganda untuk menguji hubungan antara variabel independen (Analisis Media Sosial, Kestrategisan Lokasi, dan Keragaman Produk) dan variabel dependen (Minat Beli Konsumen).

Hasil penelitian menunjukkan bahwa Analisis Media Sosial, Kestrategisan Lokasi, dan Keragaman Produk secara signifikan berpengaruh terhadap Minat Beli Konsumen. Temuan ini menggaris bawahi pentingnya manajemen pemasaran yang efektif dalam mengelola media sosial, lokasi took, dan variasi produk untuk meningkatkan minat beli konsumen.

Kata Kunci: Media Sosial, Kestrategisan Lokasi, Keragaman Produk, Minat Beli

ABSTRACT

AN ANALYSIS OF SOCIAL MEDIA, LOCATION STRATEGICNESS, AND PRODUCT DIVERSITY ON CONSUMERS PRCHASE INTEREST AT SERUPUT COFFEE COMPANY TOMOHON

ABIGAEL F. CH. SUMANTI

19042022

Supervised by :

Dr. Ivonne Angelic Umboh, S.E., M.Si. dan Patricia G. J. Petrus, S.E., M.M.

This research aimed to analyze the influence of Social Media Analysis, Location Strategicness, and Product Diversity on Consumers Purchase Interest at Seruput Coffee CompanyTomohon. In the context of the coffee business, these factors have become a focal point to attract consumers and to increase their satisfaction. This research used the quantitative approach by collecting the data through surveys toward the consumers samples consisting of regular and new consumers of Seruput Coffee Company Tomohon. The data analysis technique used included multiple linear regression to test the relationship between the independen variabel (Social MediaAnalysis, Location Strategicness, and Product Diversity) and the dependent variabel (ConsumersPurchase Interest).

The research results showed that Social Media Analysis, Location Strategicness, and Product Diversity significantly influenced the Consumers Purchase Interest. This finding underline the importance of effective marketing management in managing social media, location, and product variations to increase the consumers buying interest.

Keywords: Social Media, Location Strategicness, Product Diversity, Purchase

Interest

This translation has been checked and proven accurate

Rafael H. Y. Sengkey, S.S.,M.Pd.

Head of Language Development Office

Universitas Katolik De La Salle Manado