SUMMARY

RAMDHAN ABDUL GHIFARI. Influence of Instagram Information on Brand Image and Purchase Intention at Restaurants. Supervised by LILIK NOOR YULIATI and SITI AMANAH.

The use of Instagram social media has emerged as a new lifestyle in Indonesia in recent years. Instagram has now been able to offer a sophisticated and unique interaction platform to promote products, identify community needs, maintain public relations, send messages, and communicate during crises. In addition, Instagram has also been able to play a role in various aspects of trade. The use of Instagram social media can help promote products from a restaurant so that consumers can find out the information they need to choose a restaurant of their choice. This study aims to analyze the behavior of consumers who use Instagram in the information search process, brand image, to become purchase intention in a restaurant in Indonesia.

Respondents of this study were users of social media Instagram in Indonesia ranging in age from 17 to 34 years. Respondents were selected based on research objectives, and 265 respondents were obtained according to the desired criteria. The desired criteria is that a respondent must be between 17-34 years old, have an Instagram account and use it as a medium to find Instagram information. Data was analyzed using SmartPLS software to determine the effect of variables that were used significantly or not. Primary data collection is done by distributing online questionnaires that contain questions as research instruments. Questionnaires were distributed online to respondents, where the total respondents who had accessed the link containing the online questionnaire were 536 times. However, only 337 times were recorded on the Google form that had been distributed. Respondents who fit the criteria were 269 respondents. After cleaning the data obtained 265 respondents were used to be processed in the next stage. Respondents filled out questionnaires given and distributed through social media such as Facebook, Line, Whatsapp, and Instagram by researchers. The study was conducted from January to March 2018.

The results of this study indicate that there is a positive influence between searching restaurant information through Instagram on a consumer's purchase intention. In addition, Instagram information search also has a positive effect on the brand image. Therefore, all related things (photos, videos, locations, captions) uploaded to Instagram about a restaurant will be very important to be reviewed first because it will affect the sustainability of a restaurant. The taste of the food, price, and atmosphere of the restaurant is a determining factor for customers buying in restaurants. Strategic location and luxury is not a determining factor for customers buying in restaurants, because the main factors that make consumers buy are taste and price.

Keywords: Brand image, Instagram, social media, promotion, purchase intention, restaurant.