

**PENGARUH SOCIAL MEDIA MARKETING INSTAGRAM,  
KUALITAS PELAYANAN DAN BRAND IMAGE TERHADAP  
KEPUTUSAN PEMBELIAN PADA SAKA COFFE YOGYAKARTA**

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**INTISARI**

**Latar Belakang:** Teknologi telah membawa perubahan tempat-tempat usaha modern seperti coffeshop yang kini bisa kita temui dimana saja. Coffeshop dengan berbagai konsep menarik yang menawarkan minuman dan makanan sehingga banyak orang yang menyukainya. Coffeshop diterima masyarakat karena sesuai dengan gaya hidup modern yang mengutamakan kecepatan terutama dalam memenuhi kebutuhan makanan dan minuman. Sosial media menjadi peran aktif dalam mempromosikan, pelayanan yang baik menciptakan pengalaman positif. *Brand image* yang kuat membangun kepercayaan pelanggan.

**Tujuan penelitian:** Penelitian bertujuan untuk mengetahui pengaruh *social media marketing instagram*, kualitas pelayanan dan *brand image* terhadap keputusan pembelian pada Saka Coffe Yogyakarta.

**Metode Penelitian:** Penelitian ini menggunakan data primer dengan pendekatan kuantitatif dan teknik pengambilan sampel *non-probability* dengan metode *purposive sampling*. Pengumpulan data dengan menyebar kuisioner dengan 196 responden. Analisis data menggunakan SPSS.

**Hasil:** Hasil penelitian menunjukkan bahwa pengaruh *social media marketing instagram*, kualitas pelayanan dan *brand image* berpengaruh terhadap keputusan pembelian.

**Kesimpulan:** *Social media marketing instagram*, kualitas pelayanan dan *brand image* berpengaruh signifikan secara parsial dan simultan terhadap keputusan pembelian.

**Kata kunci:** *Social Media Marketing Instagram*, Kualitas Pelayanan, *Brand Image*, Keputusan Pembelian

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**THE INFLUENCE OF SOCIAL MEDIA MARKETING INSTAGRAM, SERVICE  
QUALITY, AND BRAND IMAGE ON PURCHASE DECISIONS AT SAKA COFFEE  
YOGYAKARTA**

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**ABSTRACT**

**Background:** *Technology has brought about changes in modern businesses, such as coffeshops, which we can now find everywhere. Coffe shop offer a variety of interesting concepts, offering drinks and food, making them populae with many people. Coffeshop are accepted by the public because they fit with a modern lifestyle that prioritizes speed, especially in meeting food and beverage needs. Social media plays an active role in promotion and good service creates a positive experience. A strong brand image builds customer trust.*

**Objetive:** *The research aims to determine the influence of social media marketing instagram, service quality and brand image on purchasing decisions at Saka Coffe.*

**Method:** *This study used primary data with a quantitative approach and a non-probability sampling technique using the purposive sampling method. Data collection was carried out by distributing questionnaires to 196 respondents. Data analysis used SPSS.*

**Result:** *The results of the study show that the influence of social media marketing instagram, service quality and brand image have an influence on purchasing decisions.*

**Conclusion:** *Social media marketing instagram, service quality and brand image have a significant partial and simultaneous influence on purhasing decisions.*

**Keywords:** *Social media marketing instagram, service quality, brand image, purhasing decisions*

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