

**THE IMPACT OF PRICE DISCOUNT, PROMOTION THROUGH SOCIAL
MEDIA AND SERVICE QUALITY IN REPURCHASING DECISION**

(An Empirical study for Burger King Surakarta)



THESIS

Compiled To Meet The Requirements To Obtain a Bachelor of Economics in
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Arranged By :

VIKA DESTRI AYUNINGSIH
B101173009

**MANAGEMENT DUAL DEGREE
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FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS MUHAMMADIYAH SURAKARTA
Jl. A. Yani Tromol Pos 1 Pabelan, Kartasura, Telp. (0271) 717417, Fax. 715448
Surakarta 57102
Website: <http://www.ums.ac.id> Email: Ums@ums.ac.id

APPROVAL PAGE

The undersigned is the task of the final thesis supervisor.

Name: Kussudyarsana, S.E., M.Sc., Ph.D.

Have read and examined the thesis with the title:

**THE IMPACT OF PRICE DISCOUNT, PROMOTION THROUGH SOCIAL
MEDIA AND SERVICE QUALITY IN REPURCHASING DECISION
(An Empirical Study for Burger King Surakarta)**

Arranged by:

VIKA DESTRI AYUNINGSIH
B 101 173 009

This signing was of the opinion that the thesis had fulfilled the requirements for
acceptance.

Surakarta, January 11th, 2021

Supervisor

(Kussudyarsana, S.E., M.Si., Ph.D)

NIDN. 0619 0719 7301

PAGE OF AUTHORITY

The undersigned have read the thesis with the title:

**THE IMPACT OF PRICE DISCOUNT, PROMOTION THROUGH SOCIAL
MEDIA AND SERVICE QUALITY IN REPURCHASING DECISION
(An Empirical Study for Burger King of Surakarta)**

Arranged by:

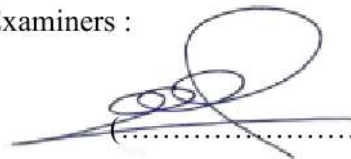


VIKA DESTRI AYUNINGSIH
B 101 173009

It has been maintained in front of the board of examiners Faculty of Economic
and Business Muhammadiyah University of Surakarta

on Monday, January 11, 2021

And declared to have met the requirements

The Board of Examiners :

1. M. Sholahudin, Ph.D.  (Chairman of the Board of Examiners)
2. Dr. Jati Waskito, S.E., Msi  (Member I Board of Examiners)
3. Kussudyarsana, SE, M. Si., Ph.D  (Member II Board of Examiners)

Knowing

Dean of The Faculty of Economics and Business
Muhammadiyah Surakarta University



Prof. Dr. Anton Agus Setvawan, S.E, M.Si
NIDN: 0616087401



UNIVERSITAS MUHAMMADIYAH SURAKARTA

FAKULTAS EKONOMI DAN BISNIS

Jl. A. Yani Tromol Pos 1 Pabelan, Kartasura Telp. (0271) 717417 Surakarta 57102

DECLARATION OF AUTHENTICITY

I, the undersigned below:

Name : VIKA DESTRI AYUNINGSIH

NIM : B 101 173 009

Major : MANAGEMENT

Thesis Title : THE IMPACT OF PRICE DISCOUNT, PROMOTION
THROUGH SOCIAL MEDIA AND SERVICE QUALITY IN REPURCHASING
DECISION

(An Emprical Study for Burger King Surakarta)

Stating exactly that the thesis I made and submitted is my own work, except for the quotations and summaries, all of which I have explained the source of. If in the future it is proven and or can be proven that this thesis is the result of plagiarism, then I am willing to accept any sanctions from the Faculty of Economics and Business and / or the degrees and diplomas granted by the Muhammadiyah University of Surakarta, which I cancel.

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Vika Destri Ayuningsih

MOTTO

"Hard work is another word for miracle."

(author)

"This world is like a shadow. If you try to catch him, he will run. But if you turn his back on him, he has no choice but to follow you."

(Ibn Wayyim Al Jauziyyah)

"It doesn't matter how slow you go as long as you don't stop."

(Author)

"Don't be too hard on yourself, because the final outcome of all the affairs of this world has been ordained by Allah. If something is destined to get away from you, it will never come to you. But if it is with you, then you will not be able to run away from it. "

(Umar bin Khattab)

"So actually with difficulties there is ease, actually with difficulties there is ease. So when you have finished (from one matter) keep working hard (for other matters), and only to your Lord are you hoping. "

(Q.S Al Insyirah verses 5-8)

"Whoever is not grateful for a little, then he will not be able to be grateful for something much."

(HR. Ahmad)

"Do your world affairs as if you live forever. And do your afterlife as if you will die tomorrow"

(HR. Ibnu Asakir)

DEDICATION

Bismillah, this simple work includes offerings as an expression of unlimited gratitude to the special:

1. Allah SWT, who grants so many favors so that researchers can finish the thesis on time and for His blessing.
2. The Prophet Muhammad SAW, peace be upon him and greetings are always poured out on him the Prophet Muhammad, his family and friends.
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Abstrak

Tujuan penelitian ini adalah: 1) Menganalisis pengaruh positif potongan harga terhadap kepuasan pelanggan Burger King Surakarta. 2) Menganalisis pengaruh positif promosi melalui media sosial terhadap kepuasan pelanggan Burger King Surakarta. 3) Menganalisis pengaruh positif kualitas pelayanan terhadap kepuasan pelanggan Burger King Surakarta. 4) Menganalisis pengaruh positif kepuasan pelanggan sebagai variabel mediasi terhadap keputusan pembelian ulang di Burger King Surakarta. Populasi dalam penelitian ini adalah konsumen yang pernah membeli produk Burger King di Surakarta. Teknik pengambilan sampel dalam penelitian ini adalah Convenience Sampling atau pengambilan sampel berdasarkan pertimbangan dan kriteria, sampel yang diperoleh sebanyak 154 responden. Metode analisis data yang digunakan adalah Outer model menggunakan Convergent Validity, Discriminant Validity, Composite Reliability Tests dan Multicollinearity dan Inner model menggunakan Path Coefficient Test dan Hypothesis Test dimana variabel interveningnya yaitu kepuasan pelanggan. Variabel lainnya adalah potongan harga, promosi melalui media sosial, kualitas layanan dan keputusan pembelian ulang. Hasil penelitian ini menunjukkan bahwa variabel harga diskon, promosi melalui social media dan service quality berpengaruh positif signifikan terhadap kepuasan pelanggan, variabel promosi melalui media sosial dan kualitas pelayanan berpengaruh positif signifikan terhadap keputusan pembelian melalui kepuasan pelanggan sebagai variabel intervening, kecuali variabel harga diskon.

Kata Kunci: potongan harga, promosi melalui media sosial, kualitas pelayanan, kepuasan, keputusan pembelian

Abstract

The aims of this study are: 1) To analyze the positive effect of price discounts on customer satisfaction at Burger King Surakarta. 2) Analyzing the positive effect of promotion through social media on customer satisfaction of Burger King Surakarta. 3) Analyze the positive influence of service quality on customer satisfaction Burger King Surakarta. 4) Analyzing the positive effect of customer satisfaction as a mediating variable on repurchase decisions at Burger King Surakarta. The population in this study were consumers who had bought Burger King products in Surakarta. The sampling technique in this study was Convenience Sampling or sampling based on considerations and criteria, the sample obtained was 154 respondents. The data analysis method used is the Outer model using Convergent Validity, Discriminant Validity, Composite Reliability Tests and Multicollinearity and the Inner model using the Path Coefficient Test and Hypothesis Test where the intervening variable is customer satisfaction. Other variables are price discounts, promotions through social media, service quality and repurchase decisions. The results of this study indicate that the variable price discount, promotion through social media and service quality have a significant positive effect on customer satisfaction, the variable promotion through social media and service quality has a significant positive effect on purchasing decisions through customer satisfaction as an intervening variable, except for the discount price variable.

Keywords: price discount, promotion through social media, service quality, satisfaction, purchasing decision

PREFACE



Assalamualaikum Wr.Wb.

Alhamdulillah, praise and gratitude are endless writers always pray the presence of Allah SWT who has bestowed His grace, blessings and guidance so that finally the author can complete the preparation of a thesis entitled "THE IMPACT OF PRICE DISCOUNT, PROMOTION THROUGH SOCIAL MEDIA AND SERVICE QUALITY IN REPURCHASING DECISION (An Emprical Study for Burger King Surakarta) ".

This thesis was prepared with the aim of completing and fulfilling the requirements to achieve a Bachelor of Economics in Management Study Program at the Faculty of Economics and Business, Muhammadiyah University, Surakarta.

During the process of preparing this thesis, the authors get guidance, direction, support and assistance from various parties. Therefore, for all those who have helped, both directly and indirectly with humility, the writer wants to express his gratitude to:

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The author realizes that the preparation of this thesis there are still many shortcomings and limitations so it is far from perfect. Therefore, criticism and suggestions are highly expected. Finally, I hope this thesis is useful and can be used as additional information and discourse for those who need it. Amiin yaa Robbal Alamin.

Wassalamu'alaikum Wr. Wb.

Surakarta, January 11, 2021

Author

Vika Destri Ayuningsih

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