

Pengaruh Promosi Melalui Media Sosial *Instagram* dan Bukti Fisik Terhadap Citra Perusahaan pada Arcilla Coffee Soreang
(Survei pada pelanggan Arcilla Coffee Soreang)

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ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh promosi melalui media sosial *Instagram* dan bukti fisik terhadap citra perusahaan pada Arcilla Coffee Soreang secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 orang responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara promosi melalui media sosial *Instagram* dan bukti fisik terhadap citra perusahaan. Besarnya pengaruh promosi melalui media sosial *Instagram* terhadap citra perusahaan secara simultan 80,49% dan sisanya 19,51% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh promosi melalui media sosial *Instagram* terhadap citra perusahaan sebesar 36,01% dan pengaruh bukti fisik terhadap citra perusahaan sebesar 44,48%, sehingga dapat disimpulkan bahwa bukti fisik memberikan pengaruh paling besar terhadap citra perusahaan.

Kata Kunci: Promosi, Bukti Fisik dan Citra Perusahaan

The Effect of Promotions Through Social Media Instagram and Physical Evidence on Corporate Image at Arcilla Coffee Soreang
(Survey of Arcilla Coffee Soreang customers)

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ABSTRACT

This study was conducted to determine the effect of promotion through social media Instagram and physical evidence on corporate image at Arcilla Coffee Soreang simultaneously or partially. The research method used is descriptive and verification method with a total sample of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between promotion through Instagram social media and physical evidence on the company's image. The magnitude of the effect of promotion through social media Instagram on the company's image simultaneously is 80.49% and the remaining 19.51% is influenced by other variables not examined. Partially the magnitude of the effect of promotion through social media Instagram on the company's image is 36.01% and the effect of physical evidence on the company's image is 44.48%, so it can be concluded that physical evidence has the greatest influence on the company's image.

Keywords: Promotion, Physical Evidence and Company Image