

ABSTRAK

Pada Brewspace Coffee terdapat masalah pada kepuasan pelanggan berdasarkan data keluhan pelanggan. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian instrumen penelitian menggunakan SmartPLS 4.0 melalui analisis outer model dan inner model. Metode analisis data yang digunakan meliputi uji validitas, uji reliabilitas, R-Square, F-Square, Goodness of Fit (GoF), dan uji hipotesis. Hasil penelitian menunjukkan bahwa Social Media Marketing berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan koefisien jalur sebesar 0,644, sedangkan Kualitas Pelayanan berpengaruh positif dan signifikan dengan koefisien jalur sebesar 0,313. Social Media Marketing dan Kualitas Pelayanan berpengaruh positif namun tidak signifikan terhadap Kepuasan Pelanggan dengan koefisien jalur masing-masing sebesar 0,029 dan 0,174. Keputusan Pembelian berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan dengan koefisien jalur sebesar 0,701. Selain itu, Keputusan Pembelian mampu memediasi pengaruh Social Media Marketing dan Kualitas Pelayanan terhadap Kepuasan Pelanggan dengan koefisien jalur masing-masing sebesar 0,451 dan 0,219.

Kata Kunci: Sosial Media Marketing, Kualitas Pelayanan, Keputusan Pembelian, Kepuasan Pelanggan

ABSTRACT

The rapid growth of coffee shop businesses in Bandung City has intensified competition among business operators. The phenomenon underlying this study is the existence of customer satisfaction issues, as indicated by complaints from dissatisfied visitors, which suggests customer dissatisfaction at Brew Space Coffee Bandung. This study employed descriptive and verificative research methods with a sample of 100 respondents. The research instruments were tested using SmartPLS 4.0 through outer model and inner model analyses. The data analysis methods included validity testing, reliability testing, R-Square, F-Square, Goodness of Fit (GoF), and hypothesis testing. The results showed that Social Media Marketing had a positive and significant effect on Purchase Decision with a path coefficient of 0.644, while Service Quality had a positive and significant effect with a path coefficient of 0.313. Social Media Marketing and Service Quality had positive but insignificant effects on Customer Satisfaction, with path coefficients of 0.029 and 0.174, respectively. Purchase Decision had a positive and significant effect on Customer Satisfaction with a path coefficient of 0.701. Furthermore, Purchase Decision was proven to mediate the effects of Social Media Marketing and Service Quality on Customer Satisfaction, with path coefficients of 0.451 and 0.219, respectively.

***Keywords:** Social Media Marketing, Service Quality, Purchase Decision, Customer Satisfaction.*