

**PENGARUH PROMOSI SOSIAL MEDIA
INSTAGRAM DAN *PHYSICAL EVIDENCE* TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN PADA
KOPI ALAM BAR ROASTERY
BANDAR LAMPUNG**

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ABSTRAK

Seiring dengan perkembangan zaman, khususnya masyarakat perkotaan Bandar Lampung mengalami perubahan gaya hidup. Salah satu wujud gaya hidup modern yaitu kebiasaan sekelompok orang tertentu untuk minum kopi di kafe atau *Coffee Shop*. Tujuan penelitian ini yaitu untuk mengetahui pengaruh promosi sosial media Instagram dan *Physical Evidence* terhadap keputusan pembelian pada Kopi Alam Bar Roastery Bandar Lampung secara parsial maupun simultan. Dalam penelitian ini menggunakan metode teknik *nonprobability sampling* berupa *purposive sampling*. Pengolahan data berbantuan program SPSS 24. Hasil penelitian ini yaitu perhitungan secara parsial pada pengaruh promosi sosial media Instagram diketahui nilai signifikansi $0,998 > 0,05$ dan nilai t_{hitung} $0,003 < 1,985$ yang berarti H_0 diterima, sehingga tidak adanya pengaruh sosial media Instagram terhadap keputusan pembelian konsumen dan pengaruh *physical evidence* diketahui nilai signifikansi $0,000 < 0,05$ dan nilai t_{hitung} $7,073 > 1,985$ yang berarti H_0 ditolak, sehingga adanya pengaruh *physical evidence* terhadap keputusan pembelian konsumen. Secara simultan diketahui nilai signifikansi $0,000 < 0,05$ dan nilai f_{hitung} $25,126 > 3,09$ yang berarti H_0 ditolak, artinya terdapat pengaruh promosi sosial media Instagram dan *physical evidence* terhadap keputusan pembelian konsumen dan hasil *R Square* sebesar 0,341 atau 34,1% yang berarti besarnya pengaruh promosi sosial media dan *physical evidence* terhadap keputusan pembelian sebesar 34,1% secara simultan.

Kata kunci : promosi sosial media Instagram, *physical evidence*, keputusan pembelian.

**THE EFFECT OF INSTAGRAM
SOCIAL MEDIA PROMOTION AND PHYSICAL EVIDENCE ON
CONSUMER PURCHASE DECISIONS AT
ALAM COFFEE BAR ROASTERY
BANDAR LAMPUNG**

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ABSTRACT

Along with the times, especially the urban community of Bandar Lampung, lifestyle changes. One form of modern lifestyle is the habit of a certain group of people to drink coffee in a cafe or coffee shop. The purpose of this study is to determine the effect of social media promotion Instagram and Physical Evidence on purchasing decisions at Kopi Alam Bar Roastery Bandar Lampung partially or simultaneously. In this research, non-probability sampling technique is used in the form of purposive sampling. Data processing is assisted by the SPSS 24 program. The results of this study are partial calculations on the effect of Instagram social media promotion, it is known that the significance value is $0.998 > 0.05$ and the t_{count} value is $0.003 < 1.985$, which means H_0 is accepted, so that there is no influence of Instagram social media on consumer purchasing decisions. and the effect of physical evidence is known to have a significance value of $0.000 < 0.05$ and a t_{count} value of $7.073 > 1.985$ which means H_0 is rejected, so that there is an influence of physical evidence on consumer purchasing decisions. Simultaneously, it is known that the significance value is $0.000 < 0.05$ and the f_{count} value is $25.126 > 3.09$ which means H_0 is rejected, meaning that there is an influence of Instagram social media promotion and physical evidence on consumer purchasing decisions and the R Square result is 0.341 or 34.1% which means The magnitude of the influence of social media promotion and physical evidence on purchasing decisions is 34.1% simultaneously.

Keywords: *Instagram social media promotion, physical evidence, purchasing decisions.*