

**PENGARUH IKLAN MEDIA SOSIAL INSTAGRAM DAN *FOOD*
QUALITY TERHADAP MINAT BELI ULANG PADA PELANGGAN
BANANA SMILE JOMBANG**

ABSTRAK

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Penelitian ini dilatar belakangi oleh peningkatan penghasilan *Banana Smile*. Penelitian ini dimaksudkan untuk mengetahui dan menganalisis pengaruh iklan media sosial instagram dan *food quality* produk terhadap minat beli ulang *Banana Smile*. Populasi dalam penelitian ini adalah pelanggan *Banana Smile* dan yang berdomisili di Jombang. Sedangkan sampel dalam penelitian ini berjumlah 100 orang yang diambil dengan menggunakan teknik *purposive sampling*. Metode analisis data dalam penelitian ini menggunakan analisis regresi linear berganda. Dari hasil penelitian didapati bahwa variabel iklan media sosial instagram dan *food quality* produk berpengaruh positif terhadap variabel minat beli ulang. Kesimpulan dari penelitian ini adalah semakin baik iklan media sosial instagram *Banana Smile*, maka akan semakin mendorong minat beli ulang *Banana Smile* dan semakin baik *food quality* *Banana Smile*, maka akan semakin mendorong minat beli ulang *Banana Smile*.

Kata Kunci: Iklan Media Sosial Instagram, *Food Quality*, Minat Beli Ulang

**THE EFFECT OF SOCIAL MEDIA ADS INSTAGRAM AND FOOD
QUALITY ON THE INTEREST IN REPURCHASE ON CUSTOMERS
BANANA SMILE JOMBANG**

ABSTRACT

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The research is backed by an increase in Banana Smile earnings. This research is intended to know and analyze the influence of Instagram social media ads and food quality products against the interest of repurchase Banana Smile. The population in this research is the customer of Banana Smile and who is domiciled in Jombang. The samples in this study amounted to 100 people taken using purposive sampling techniques. The data analysis methods in this study used multiple linear regression analyses. From the research results found that the variables of Instagram social media ads and food quality products positively affect the variable of re-purchase interest. The conclusion of this research is the better Instagram social media ads Banana Smile, it will increasingly drive the interest of repurchase banana Smile and the better the food quality Banana smile, then it will increasingly drive interest repurchase Banana Smile.

Keywords: Instagram Social Media ads, Food Quality, Repurchase Interest