

ABSTRACT

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THE EFFECT OF INSTAGRAM DIGITAL MARKETING ON CONSUMER PURCHASE DECISIONS ON FOOD AND BEVERAGE BUSINESS IN THE PANDEMIC TIME

COVID-19 has been declared a Global Public Health Emergency by the World Health Organization (WHO) on January 30, 2020. This pandemic has made many restaurants think hard to survive this difficult time they are facing, starting from their income. restaurant entrepreneurs had to go down until they were almost bankrupt. Therefore, at times like this, innovation and creativity are needed in digital marketing. This study aims to examine and analyze the effect of digital marketing Instagram on consumer purchasing decisions in the food and beverage business during the pandemic. Based on the results of research using 10 statement items and involving 45 respondents using social media Instagram. The participant selection technique used a purposive sampling approach to collect data. Based on the results of the analysis of this study, it shows that Instagram has an effect on consumer purchasing decisions in the food and beverage business during the pandemic.

Keywords: Digital Marketing, Instagram, Decision Making, Food and Beverage Business.