THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES AND BRAND IMAGE TOWARDS PRICE PREMIUM IN THE HIGH-END RESTAURANT

GREGORIUS SATRIO WICAKSONO

3303016023

INTERNATIONAL BUSINESS MANAGEMENT

FACULTY OF BUSINESS

WIDYA MANDALA CATHOLIC UNIVERSITY

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By:
GREGORIUS SATRIO WICAKSONO
3303016023

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APPROVAL PAGE

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3303016023

Approved and Accepted

To be submitted to examiner team

Advisor I,   Advisor II

Herlina Yoka Roida, SE., M.Com., Ph.D   Deatri Arumsari Agung, M.Sc.

NIDN: 0722027501   NIDN: 0714128703

Date: January 20, 2021   Date: January 19, 2021

VALIDATION PAGE

This thesis which written by: Gregorius Satrio Wicaksono   NRP:3303016023

Was examined on January 11, 2021 and was declared to have passed the panel of examiners.

Head of Examiners,

Dr. Dra. Ec. Lydia Ari Widyarini, M.M.
NIDN: 0727036701

Confirmed by:

Dean of Business Faculty,   Head of Department,

Dr. Lodovicus Lasdi, M.M., Ak., CA., CPA   Robertus Sigit H.L., SE., M.Sc.
NIDN: 0713097203   NIDN: 0703087902

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For the purpose of scientific development, as a student of Unika Widya Mandala Surabaya:

I, the undersign below,

Name : GREGORIUS SATRIO WICAKSONO

NRP : 330301623

Thesis Title : The Effect of Social Media Marketing Activities Towards Price Premium in High End Restaurant

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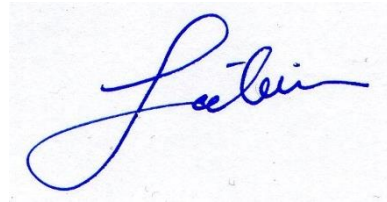
First and foremost, we would like to thank Almighty God for only by His blessings and gifts this undergraduate thesis is completed. The current undergraduate thesis which titled *"The Effect of Social Media Marketing Activities Towards Price Premium in High-End Restaurant"* is written to comply with the completion requirements of Bachelor's Degree in the International Business Management (IBM) Program of Business Faculty, Widya Mandala Catholic University Surabaya.

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We deeply hope this undergraduate thesis will benefit the management discipline, especially for those who work in the Food & Beverage industry and for other IBM Program Students who will conduct further researches. In the case of further improvements, the author will openly accept any suggestions and inputs from all parties.

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Author,

Gregorius Satrio Wicaksono
3303016023

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ABSTRAK

Social Media Marketing Activities (SMMA) telah menjadi salah satu metode pemasaran paling populer. Penelitian ini bertujuan untuk mengevaluasi dan menganalisis *Social Media Marketing Activities (SMMA) Domicile's Kitchen & Lounge* terhadap kesediaan pelanggan dalam membayar harga premium *(Price Premium)*. Populasi dari penelitian ini adalah penduduk yang berdomisili di Surabaya dan Surabaya dan telah mengakses atau membuka akun media sosial resmi *Domicile's Kitchen & Lounge*. Sampel yang dianalisis sebanyak 197 responden yang berusia diatas 17 tahun dan sudah memiliki akun media sosial setidaknya selama 6 bulan. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan melalui angket elektronik (Google Form). Selanjutnya data dianalisa menggunakan metode *Structural Equation Modelling (SEM)* dibantu dengan *SmartPLS 3.0* dalam kalkulasi pengujian hipotesa. Hasil penelitian menunjukkan bahwa *SMMA* secara signifikan berhubungan secara signifikan dengan *Brand Image* dan *Price Premium*. Akan tetapi, *Brand Image* ternyata tidak memediasi hubungan antara *SMMA* dan *Price Premium*.

Kata kunci: *Price Premium, Brand Image, Social Media Marketing Activities.*

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ABSTRACT

Social Media Marketing Activities (SMMA) have become one of the most popular marketing methods recently. This study aims to evaluate and analyze Social Media Marketing Activities (SMMA) of *Domicile's Kitchen & Lounge* towards its customer willingness to pay premium price (Price Premium) in Surabaya. This study's population is all person who lived in Surabaya and have previously accessed or opened *Domicile's Kitchen & Lounge* official social media account. The sample analyzed was 197 respondents who were over 17 years old and had had a social media account for at least 6 months. This study collects data using an electronic survey platform (Google Form). Then, data is analyzed using Structural Equation Modelling (SEM) which assisted by SmartPLS 3.0 for hypothesis testing calculation. This study found that SMMA is significantly affects Brand Image and Price Premium. However, Brand Image does not mediate the relationship between SMM and Price Premium.

Keywords: *Price Premium, Brand Image, Social Media Marketing Activities.*