

ABSTRACT

The performance of the culinary industry, which has increased at constant prices (ADHK) in 2022, has also resulted in the implications of fulfilling supply and demand. This also increases national efforts to increase the ratio of entrepreneurship which aims to strengthen the national economic structure. Angkringan Djoegjakarto is an angkringan that provides food and drinks, has been established since August 10, 2020 also facing competition in the culinary industry and angkringan in particular, Angkringan Djoegjakarto strives to increase sales with existing resources. Based on the results of existing pre-research, it is known that the sales level at Angkringan Djoegjakarto experienced a drastic decline in April 2023 and there were fluctuations in the sales level in 2023.

This study places Angkringan Djoegjakarto's social media followers as the research population, then sampling was carried out using purposive sampling. The sample in this study amounted to 100 respondents with the criteria of Angkringan Djoegjakarto consumers in Bogor Regency who are 17 (seventeen) years old, know and follow social media from Angkringan Djoegjakarto, and have bought and visited Angkringan Djoegjakarto at least 1 (one) time within the last 3 (three) months). The collected data were analyzed using multiple linear regression methods and analyzed with SPSS software.

The results of this study indicate that product quality has a significant positive effect on the sales level of Angkringan Djoegjakarto, price has a significant positive effect on the sales level of Angkringan Djoegjakarto, and social media marketing has a significant positive effect on the sales level of Angkringan Djoegjakarto.

Keywords: Product Quality, Price, Social Media Marketing, Purchase Intention, Angkringan Djoegjakarto