

ABSTRACT

This research aims to analyze the influence of social media marketing features and Google Maps online reviews on consumer purchasing decisions in the fast food industry. In addition, this research aims to analyze whether interactivity plays a role as a mediator. Social media marketing features consist of perceived relevance features and informativeness features. So the social media marketing features and Google Maps online reviews in this research are exogenous variables, consumer purchasing decisions are endogenous variables, and interactivity is the mediator variable in the fast food industry.

This research was conducted through the distribution of quantitative-based questionnaires to consumers of fast food restaurants, namely KFC, McDonald's, and Richeese Factory. The data that has been collected is then analyzed using software tools SmartPLS 4.0. By involving 153 respondents.

The research results show that the relationship between perceived relevance, informativeness, and Google Maps online reviews on consumer purchasing decisions can be strengthened by the interactivity variable as a mediator. Perceived relevance, informativeness, and Google Maps online reviews has a positive relationship and significant with interactivity. Thus, all hypotheses in this study show that they are all accepted. Therefore, it is hoped that the implications for management policy can be useful for managers in designing strategies for making marketing decisions. In addition, theoretically, this research provides new empirical insights originating from Indonesia by considering the limitations of previous research in this region.

Keywords: social media marketing, Google Maps online reviews, purchasing decisions, fast food industry.