

ABSTRACT

Domino's Pizza is a trademark managed by PT. Dom Pizza Indonesia. Domino's Pizza was awarded the 'Chain of the Year' award by Pizza Today magazine which is a leading media for the pizza industry. Beginning with its appearance in Indonesia, Domino's Pizza makes it easy for consumers to be able to see a variety of menus they have, sales promotions provided, and orders that can be made online or through a website. This study aims to determine the "Influence of Sales Promotion on Instagram Social Media Against Domino's Pizza Response". The variables used in this study are sales promotion (X) with dimensions of communication, incentives, and invitations. Followers (Y) responses with AISAS dimensions are Attention, Interest, Search, Action, Share. This research uses descriptive analysis techniques with quantitative methods. The population of this research is Domino's Pizza Indonesia's Instagram followers. Sampling uses probability sampling, and the Slovin formula, with the sample taken is 100 respondents. Based on the results of a large study response to sales promotion (X) of 86.4% and response rates regarding the response of followers (Y) of 76,1%. Hypothesis test results show that sales promotions have a positive influence on the response of followers, this is evidenced by $t_{\text{arithmetic}} (11,450) > t_{\text{table}} (1,661)$. The influence of sales promotion variable (X) on follower response (Y) is that there is an influence of sales promotion on Domino's Pizza followers response by 57% while the remaining 43% is influenced by other factors such as advertisement attractiveness, brand loyalty, and customer engagement.

Keywords: Sales Promotion, Followers Response, AISAS