

## **ABSTRACT**

*The Impact of Food Quality on Brand Loyalty Creation and How Instagram Help Save-U-A-Piece Bakery Shop to Promote Its Bakery Products*

By

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Bakery businesses have spread throughout the world since the twelfth century when at the same time France was crowned with the world center for the manufacture of luxurious breads. But nowadays, people looking for a home bakery with the highest quality, taste and affordable price. Food quality can be measured by freshness, presentation, well cooked and variety of food, all this measured can give impact to brand loyalty. In addition to brand loyalty, social media also plays an important role in marketing of the business. In this business, the businesses use social media instagram activities to increase the traffic of website, boost customer engagement and enriches interactive communication. It also helps businesses to scale up their brand awareness among the customers. Social media instagram activities can be through entertainment, interaction, trendiness, customization. The purpose of this research is to analyze the impact of food quality on brand loyalty creation and how instagram help Save- U-A- Piece bakery hop to promote its bakery products.

This research is using quantitative data in form of the questionnaires were distributed to 108 customers whereas only 100 questionnaires were usable. Structural Equation Modeling (SEM) was applied to produce path diagram, regression weights and model fit to analyze the research model.

**Keywords: Food Quality, Social Media Instagram Activities, Brand Loyalty**