PENGARUH PROMOSI MELALUI MEDIA SOSIAL INSTAGRAM TERHADAP MINAT BELI KONSUMEN PRODUK WEARZADA (STUDI KASUS PADA *FOLLOWERS* INSTAGRAM WEARZADA)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi followers mengenai promosi melalui media sosial Instagram dan minat beli konsumen serta mengetahui pengaruh promosi melalui media sosial Instagram terhadap minat beli konsumen pada produk Wearzada. Populasi dalam penelitian ini adalah *followers* Instagram Wearzada. Jumlah sampel 100 followers dengan teknik pengambilan sampel melalui pendekatan *Probability Sampling* yaitu *simple random sampling*. Jenis penelitiannya adalah penelitian kuantitatif dengan metode penelitian deskriptif dan verifikatif. Analisis yang digunakan adalah statistik deskriptif dan regresi linear sederhana. Hasil penelitian menunjukan bahwa promosi melalui media sosial Instargram termasuk kategori "baik" dan minat beli konsumen pada produk Wearzada termasuk kedalam kategori "baik". Hasil analisis verifikatif menunjukkan variabel promosi melalui media sosial Instagram berpengaruh terhadap variabel minat beli konsumen.

Kata Kunci : Promosi melalui media sosial Instagram dan Minat Beli Konsumen

THE EFFECT OF PROMOTION THROUGH INSTAGRAM SOCIAL MEDIA ON CONSUMERS' INTEREST TO BUY WEARZADA PRODUCTS (CASE STUDY ON WEARZADA INSTAGRAM FOLLOWERS)

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ABSTRACT

This study aims to determine followers' perceptions of promotion through Instagram social media and consumer buying interest and to determine the effect of promotion through Instagram social media on consumer buying interest in Wearzada products. The population in this study were Wearzada Instagram followers. The sample size is 100 followers with the sampling technique using the probability sampling approach, namely simple random sampling. This type of research is quantitative research with descriptive and verification research methods. The analysis used is descriptive statistics and simple linear regression.
The results of the study show that promotion through Instargram social media is included in the "good" category and consumer buying interest in Wearzada products is included in the "good" category. The results of the verification analysis show that the promotion variable through Instagram social media has an effect on the consumer buying interest variable.

Keywords: Promotion through Instagram social media and Consumer Buying Interest