ABSTRACT

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Social media is now highly favored by many and considered effective by the people of Indonesia. It is used in various fields, especially business in the marketing/promotion process. One example taken in this study is social media Instagram. There is also this social media considered to be able to influence consumer buying interest. This study aims to determine the relation of Instagram social media on Consumer’s Buying Interest. This study uses a descriptive correlational type of research with a quantitative approach. There are four variables used in this study, namely Context (X1), Communication (X2), Collaboration (X3), and Connection (X4), and Consumer Buying’s Interest (Y). Data collection was obtained through distributing questionnaires online to all followers of Instagram account @eatlahjkt with the criteria of at least buying 1 product offered. The sample used in this study amounted to 100 respondents. The sampling technique used was purposive sampling. Analysis of the data used is a simple linear regression analysis/multiple assisted with the IBM SPSS version 20.0. The results showed that the Context (X1), Communication (X2), Collaboration (X3), and Connection (X4) variables had a stimulant and significant effect on Consumer Buying’s Interest (Y). Based on the results of this study, Eatlah should maintain social media marketing that has been done to further strengthen consumer buying interest.

Keyword : Social Media Marketing, Instagram, Consumer’s Buying Interest