

THE INFLUENCE OF INSTAGRAM PROMOTION ON INTEREST IN BUYING “BENGKALIS KOPIKAP”

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ABSTRACT

This study aims to analyze the effect of Instagram promotion on purchasing interest at Kopikap Bengkalis. The type of research used in this study is quantitative research. The population in this study is the Bengkalis community who have purchased at Kopikap Bengkalis. The number of Bengkalis City residents in 2023 is 658,846 people. Respondents obtained in this study through the Lemeslow formula were 100 people. Data collection was taken in the form of a questionnaire and analyzed using data instrument tests, classical assumption tests (normality, and heteroscedasticity and linearity), simple correlation tests, simple linear regression tests, and hypotheses. The results of this study indicate that Kopikap Bengkalis Instagram promotion has a positive and significant effect with a coefficient of determination of 51,7% on purchasing interest at Kopikap Bengkalis, while the remaining 48,3% is caused by other variables not discussed in this study.

Keywords: *Kopikap, Instagram Promotion, Customer, Purchase Interest.*