

THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING INTEREST AT PONDOK IKAN BAKAR NEW NORMAL BENGKALIS

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Abstract

This study aims to determine the effect of social media advertising on the purchasing interest of customers of Pondok Ikan Bakar New Normal Bengkalis. The type of research used is associative. The population is the Bengkalis community and the community who know Pondok Ikan Bakar New Normal. The sampling technique in this study is Nonprobability Sampling, with a sample size of 100 Prospective Consumers. The data analysis method uses descriptive methods and Simple Linear Regression Analysis. The descriptive results of the purchasing interest variable have an average mean score of 4.31 and are included in the very high category. While the results of the descriptive analysis of the social media advertising variable have an average mean score of 4.28 and are included in the very high category. From the results of the calculation of the significance test of the social media advertising variable, it can be seen below $t_{count} 25.425 > t_{table} 1.984$ with a significance of $0.000 < \alpha = 0.05$. Thus it can be concluded that social media advertising has a positive and significant effect on consumer purchasing interest so that the alternative hypothesis H_a is accepted and H_0 is rejected. The correlation value (R) is 0.932 and the R Square is 0.869, which means that social media advertising influences consumer purchasing interest by 86.9% and the rest is influenced by other variables.

Keywords: *Social Media Ads, Buying Interest*