

ANALISIS PENGARUH PROMOSI MEDIA SOSIAL INSTAGRAM TERHADAP MINAT BELI KONSUMEN PADA BOS SALAD BENGKALIS

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Abstrak

Penelitian ini adalah penelitian asosiatif yang bertujuan untuk menganalisa pengaruh promosi instagram terhadap minat beli Bos Salad Bengkulu. Populasi dalam penelitian ini adalah *followers* bos salad bengkalis. Teknik pengambilan sampel menggunakan teknik *probability sampling*. Responden berjumlah 100 orang masyarakat bengkalis yang mengikuti akun instagram bos salad bengkalis dan menggunakan data primer (kuesioner). Koefisien korelasi bernilai positif dan searah sebesar 0,686. Persamaan regresi linear sederhana yang bernilai positif pada $Y = 6,736 + 0,885X$ dan koefisien determinasi menunjukkan angka 0,490 yang artinya promosi media sosial instagram mempengaruhi minat beli konsumen sebesar 49%. Hasil uji T menunjukkan nilai t_{hitung} 10,236 lebih besar dari t_{tabel} 1,984 yang berarti H_0 ditolak H_a diterima. Ini menyatakan bahwa variabel promosi media sosial instagram mempengaruhi minat beli konsumen.

Kata Kunci : *Promosi Instagram, Minat Beli, Bos Salad*

ANALYSIS OF THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA PROMOTION ON CONSUMER BUYING INTEREST IN BOS SALAD BENGKALIS

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Abstract

This research is associative research which aims to analyze the influence of Instagram promotions on buying interest in Boss Salad Bengkalis. The population in this study were followers of the Bengkalis Salad Boss. The sampling technique used probability sampling technique. Respondents were 100 Bengkalis people who follow the Bengkalis Salad Boss Instagram account and used primary data (questionnaire). The correlation coefficient is positive and in the same direction as 0.686. The simple linear regression equation has a positive value at $Y = 6.736 + 0.885X$ and the coefficient of determination shows 0.490, which means that Instagram social media promotions influence consumer buying interest by 49%. The T test results show that the t_{count} value is 10.236, which is greater than t_{table} 1.984, which means that H_0 is rejected and H_a is accepted. This states that the Instagram social media promotion variable influences consumer buying interest

Kata Kunci : *Instagram Promotion, Purchase Interest, Bos salad*