

LEMBAR PENGESAHAN
PENGARUH DIGITAL MARKETING TERHADAP
MINAT BELI KONSUMEN MELALUI MEDIA SOSIAL
DI TOKO DERAL SHOP GORONTALO

SKRIPSI

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Hari/Tanggal : Selasa, 14 September 2021

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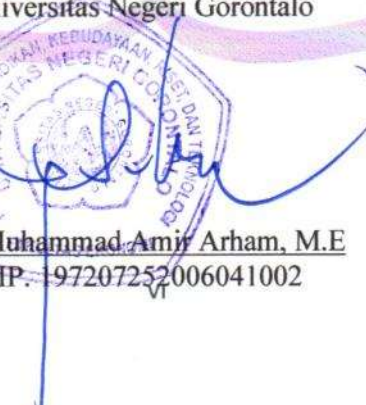
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PERSETUJUAN PEMBIMBING

**PENGARUH DIGITAL MARKETING TERHADAP
MINAT BELI KONSUMEN MELALUI MEDIA SOSIAL
DI TOKO DERAL SHOP GORONTALO**

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ABSTRAK

Feliana Thalib. 931417049. 2021. *Pengaruh Digital Marketing Terhadap Minat Beli Konsumen Melalui Media Sosial Di Toko Deral Shop Gorontalo.* Skripsi Program Studi S1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi. Universitas Negeri Gorontalo, dibawah bimbingan Ibu Dr.Hapsawati Taan, S.T., M.M selaku pembimbing 1 dan Ibu Zulfia K.Abdussamad, SE, M.Si selaku pembimbing 2.

Penelitian ini bertujuan untuk mengetahui Pengaruh Digital Marketing Terhadap Minat Beli Konsumen Melalui Media Sosial Di Toko Deral Shop Gorontalo. Pengumpulan data dalam penelitian ini dilakukan dengan kuesioner. Adapun jumlah sampel sebanyak 97 orang. Analisis data dalam penelitian ini yakni analisis kuantitatif inferensial *path analys*.

Hasil Penelitian menunjukkan bahwa (1) Digital marketing berpengaruh positif dan signifikan terhadap Media sosial di Toko Deral Shop Gorontalo dengan nilai determinan sebesar 55,80%. (2) Digital marketing berpengaruh positif dan signifikan terhadap Minat beli konsumen di Toko Deral Shop Gorontalo dengan nilai determinan sebesar 48,20%. (3) Media sosial berpengaruh positif dan signifikan terhadap Minat beli konsumen di Toko Deral Shop Gorontalo dengan nilai determinan sebesar 25,00%. (4) Digital marketing yang dimediasi oleh media sosial berpengaruh positif dan signifikan terhadap minat beli konsumen di Toko Deral Shop Gorontalo. Media sosial instagram menjadi bagian penting dalam sebuah sistem penjualan berbasis teknologi informasi yang akan berdampak nyata dalam peningkatan preferensi pembelian konsumen yang konsisten berminat.

Kata Kunci: Minat Beli, Digital Marketing, Media Sosial

ABSTRACT

Feliana Thalib. Student ID Number 931417049. 2021. The Influence of Digital Marketing on Consumer Buying Interest through the Use of Social Media at Deral Shop Gorontalo store. Undergraduate Thesis. Bachelor's Degree Program in Management, Department of Management, Faculty of Economics. State University of Gorontalo. The principal supervisor is Dr. Hapsawati Taan, S.T., M.M, and the co-supervisor Zulfia K. Abdussamad, SE, M.Si.

This study aims to determine the influence of digital marketing on consumer buying interest through the use of social media at Deral Shop Gorontalo store. Data collection in this study was being obtained using questionnaires. The samples of this study consisted of 97 participants. Data analysis in this study used quantitative analysis of inferential path analysis.

The results showed that: (1) Digital marketing had positive and significant effects through the use of social media at Deral Shop Gorontalo store with a determinant value amounted of 55.80%. (2) Digital marketing has positive and significant effects on consumer buying interest at Deral Shop Gorontalo store with a determinant value amounted of 48.20%. (3) Social media has positive and significant effects on consumer buying interest at Deral Shop Gorontalo store with a determinant value amounted of 25.00%. (4) Digital marketing mediated by social media has positive and significant effects on consumer buying interest at Deral Shop Gorontalo store. Thus, the use of Instagram as one of social media platform has been an important part of an information technology-based sales system that will have a real impact in increasing consistent consumer buying preferences.

Keywords: Buying Interest, Digital Marketing, Social Media

