

PERSETUJUAN PEMBIMBING

**PENGARUH MEDIA SOSIAL INSTAGRAM TERHADAP MINAT BELI
DI MS GLOW GORONTALO**

Artikel

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Telah diperiksa dan disetujui untuk diuji

Pembimbing I

Pembimbing II



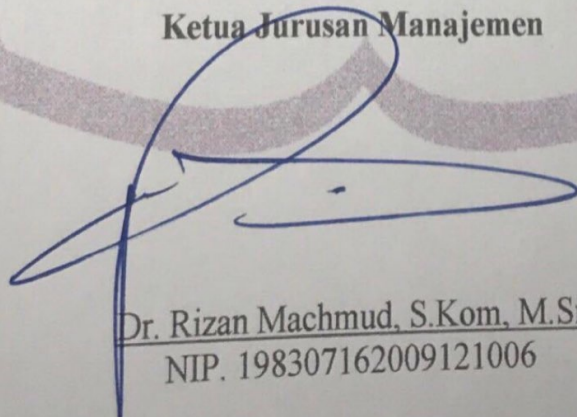
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ABSTRAK

Dwi Annisa Rona. 2021. Pengaruh Media Sosial Instagram Terhadap Minat Beli Konsumen Di Ms Glow Gorontalo. Skripsi Fakultas Ekonomi. Universitas Negeri Gorontalo. Pembimbing I : Ibu Tineke Wolok, S.T, M.M Pembimbing II : Ibu Dr. Umin Kango, S.Pd, M.Si

Penelitian ini bertujuan untuk mengetahui Pengaruh Media sosial Instagram terhadap minat beli konsumen di MS Glow. Pengumpulan data dalam penelitian ini dilakukan dengan kuesioner. Adapun jumlah sampel sebanyak 96 orang. Analisis data dalam penelitian ini yakni analisis kuantitatif inferensial regresi sederhana. Hasil Penelitian menunjukkan bahwa Media sosial Instagram berpengaruh positif dan signifikan terhadap minat beli konsumen di MS Glow. Hasil pengaruh positif menunjukkan bahwa semakin intens penggunaan media sosial instagram maka akan semakin tinggi minat beli konsumen di MS Glow yang dibuktikan dengan melakukan pembelian berulang dan merekomendasikan produk pada orang lain. Nilai koefisien determinasi R^2 sebesar 0,382. Nilai ini berarti bahwa sebesar 38,20% minat beli konsumen di MS Glow dipengaruhi oleh Media sosial Instagram. Adapun pengaruh dari variabel lain terhadap minat beli konsumen sebesar 61,80% yakni kualitas produk, harga produk, brand image, lokasi distributor dan kepercayaan merk oleh konsumen.

Kata Kunci: Minat Beli, Media Sosial Instagram

ABSTRACT

Dwi Annisa Rona. 2021. The Effect of Instagram on Consumer Purchase Intention in MS Glow Gorontalo. Undergraduate Thesis, Faculty of Economics, State University of Gorontalo. The Principal Supervisor is Tineke Wolook, S.T, M.M, and the Co-supervisor is Dr. Umin Kango, S.Pd., M.Si.

The study aimed at discovering the effect of Instagram on consumer purchase intention in MS Glow Gorontalo. Data collection in this research was done through a questionnaire with the numbers of samples were 96 people. At the same time, data analysis employed inferential qualitative analysis with simple regression. Finding disclosed that Instagram positively and significantly affected consumer purchase intention in MS Glow. This positive result denoted that the more intense the use of Instagram, the higher consumer purchase intention in MS Glow, as evidenced by making repeated purchases and recommending products to others. In the meantime, the value of the coefficient of determination (R^2) was 0.382. This meant that amounted to 38.20% of consumer purchase intention in MS Glow was affected by Instagram. In contrast, the remaining of 61.80% were influenced by other variables: product quality, product price, brand image, distributor location, and brand trust by consumers.

Keywords: Purchase Intention, Instagram

