

PENGARUH SOSIAL MEDIA MARKETING MELALUI PLATFORM WHATSAPP BUSINESS TERHADAP MINAT BELI

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Sosial Media Marketing Melalui Platform Whatsapp Business Terhadap Minat Beli pada 21 QuickWash. Populasi dalam penelitian ini adalah Masyarakat yang pernah menggunakan jasa cuci QuickWash. Dengan jumlah 131 sampel menggunakan pendekatan probability, instrument analisis statistic menggunakan uji validitas, uji reabilitas, analisis deskriptif, uji asumsi klasik, uji normalitas, analisis regresi linear berganda analisis koefisien korelasi, analisis koefisien determinasi, uji signifikan parsial (uji t) dengan bantuan software spss versi 25. Hasil penelitian menunjukkan bahwa sosial media marketing pada QuickWash termasuk kategori “kurang baik”. dan Minat Beli pada 21 QuickWash kategori “kurang baik”. Hasil dari Berdasarkan hasil temuan penulis bahwa sosial media marketing berpengaruh signifikan, juga secara parsial dengan presentase 10% terhadap minat beli.

Kata Kunci: Sosial Media Marketing, Minat Beli

THE INFLUENCE OF SOCIAL MEDIA MARKETING VIA THE WHATSAPP BUSINESS PLATFORM ON PURCHASE INTEREST

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ABSTRAK

This research aims to determine the influence of Social Media Marketing via the WhatsApp Business Platform on Purchase Interest at 21 QuickWash. The population in this research are people who have used QuickWash washing services. With a total of 131 samples using a probability approach, the statistical analysis instrument uses validity tests, reliability tests, descriptive analysis, classical assumption tests, normality tests, multiple linear regression analysis, correlation coefficient analysis, coefficient of determination analysis, partial significance test (t test) with the help of SPSS version 25 software. The research results show that social media marketing at QuickWash is in the "not good" category. and Purchase Interest in 21 QuickWash "not good" categories. Results: Based on the author's findings, social media marketing has a significant effect, also partially, with a percentage of 10% on purchasing interest.

Kata Kunci: Social Media Marketing, Purchase Interest