

ABSTRAK

Khoerul Anwar, 2024

Pengaruh Media Promosi Instagram Terhadap Keputusan Pembelian Hypermart Tanjungpinang Dengan Minat Beli Sebagai Variabel Intervening.

Dosen Pembimbing : Hj. Iranita. S.E., M.Si

Bunga Paramita , S.E., M.Si

Penelitian ini bertujuan untuk mengetahui pengaruh Media Promosi Instagram terhadap Keputusan Pembelian Hypermart Tanjungpinang melalui Minat Beli. Populasi yang digunakan adalah pengikut akun Instagram pada Hypermart Tanjungpinang. Penelitian ini menggunakan sampel sebanyak 97 responden, dengan menggunakan metode *random sampling* atau teknik pengambilan sampel dari anggota populasi yang dilakukan secara acak tanpa memperhatikan strata yang ada dalam populasi itu. Jenis penelitian ini adalah kuantitatif. Pada kuesioner dilakukan test validitas dan reliabilitas. Data analisis menggunakan analisis jalur termasuk uji t, uji F dan determinasi (R^2). Penelitian dilakukan dengan menggunakan SPSS versi 23. Hasil penelitian menunjukkan bahwa secara parsial variabel Media Promosi Instagram (X), berpengaruh signifikan terhadap keputusan pembelian (Y) yaitu $t_{hitung} 3,834 > t_{tabel} 1,291$. Hasil uji F diperoleh nilai $F_{hitung} 56,133 > F_{tabel} 2,36$ mengidentifikasi bahwa variabel Media Promosi Instagram (X) dan Minat Beli (Z) dinyatakan berpengaruh terhadap Keputusan Pembelian (Y). Berdasarkan uji Koefisien determinasi variabel Keputusan Pembelian (Y) di jelaskan dengan variabel Media Promosi (X) dan variabel Minat Beli (Z) sekitar 53,5%, serta variabel Keputusan Pembelian (Y) di jelaskan dengan Media Promosi Instagram (X) 36,5%. Dengan uji *path analysis* menunjukkan nilai $0,631$ *Direct* $> 0,147$ *Indirect*, ini menunjukkan Variabel Minat Beli (Z) tidak memediasi variabel Media Promosi Instagram (X) dan variabel keputusan pembelian (Y).

Kata Kunci

: Media Promosi Instagram, Keputusan Pembelian, Minat Beli

ABSTRACT

Khoerul Anwar, 2024

The Effect of Instagram Promotional Media on Purchasing Decisions Hypermart Tanjungpinang With Purchase Intention as an Intervening Variable.

Supervisor : Hj. Iranita. S.E., M.Si

Bunga Paramita , S.E., M.Si

This study aims to determine the effect of Instagram Promotional Media on Hypermart Tanjungpinang Purchasing Decisions through Purchase Intention. The population used is Instagram account followers at Hypermart Tanjungpinang. This study used a sample of 97 respondents, using the random sampling method or sampling technique from members of the population which was carried out randomly without regard to the strata in that population. This type of research is quantitative. The questionnaire was tested for validity and reliability. Data analysis using path analysis including t test, F test and determination (R^2). The results showed that partially the Instagram Promotional Media variable (X) had a significant effect on purchasing decisions (Y), namely $t_{count} 3.834 > t_{table} 1.291$. The results of the F test obtained an F_{count} value of $56.133 > F_{table} 2.36$ identify that the Instagram Promotional Media variable (X) and Purchase Intention (Z) are declared to have an effect on Purchasing Decisions (Y). Based on the coefficient of determination test, the Purchasing Decision variable (Y) is explained by the Promotion Media variable (X) and the Purchase Interest variable (Z) around 53.5%, and the Purchasing Decision variable (Y) is explained by Instagram Promotion Media (X) 36.5%. With the path analysis test showing a value of $0,631$ Direct > 0.147 Indirect, this shows that the Purchase Interest Variable (Z) does not mediate the Instagram Promotion Media variable.

Keywords

: Instagram Promotion Media, Purchase Decision, Purchase Interest