

ABSTRAK

NUGROHO NIM: 2018116046, Pengaruh Promosi Media Sosial Instagram Terhadap Keputusan Pembelian Smartphone Samsung di Erafone Jabodetabek. Di bawah bimbingan Ibu Kania Ratnasari, ST, MIB

Keputusan pembelian diteliti dengan 5 aspek yaitu Pemilihan produk, Pemilihan merek, Waktu pembelian, Jumlah pembelian dan Metode Pembayaran. Tujuan dari penelitian ini adalah (1) Untuk mengetahui Promosi Media Sosial Produk Smartphone Samsung di Erafone Jabodetabek, (2) Untuk mengetahui Keputusan Pembelian Produk Smartphone Samsung di Erafone Jabodetabek dan (3) Untuk mengetahui Pengaruh Promosi Media Sosial terhadap Keputusan Pembelian pada Produk Smartphone Samsung di Erafone Jabodetabek. Metode yang digunakan dengan analisis deskriptif dan regresi linier sederhana. Penelitian ini dilakukan kepada 100 responden. Hasil dari penelitian pada variable Promosi Media Sosial diketahui hasil tertinggi pada Kualitas gambar/video dengan kriteria “sangat baik” dan hasil terendah pada Konten *entertaint* seperti giveaway masih dalam kriteria “sangat baik”. Untuk keputusan pembelian Kemudahan dalam melakukan pembayaran online atau offline dengan kriteria “sangat tinggi” dan hasil terendah pada Pembelian hanya pada produk Samsung dengan kriteria “tinggi”. Hasil regresi dan Determinasi R square pengaruh promosi sosial media diperoleh 36,7%.

Kata kunci: Promosi, Promosi Media Sosial Instagram, Pemasaran Digital, Keputusan Pembelian, Smartphone Samsung

ABSTRACT

NUGROHO NIM: 2018116046, The Effect of Social Media Instagram Promotion on Samsung Smartphone Purchase Decisions in Erafone Jabodetabek. Under the guidance of Mrs. Kania Ratnasari, ST, MIB

Purchasing decisions are examined with 5 aspects, namely product selection, brand selection, purchase time, purchase amount and payment method. The aims of this study were (1) to find out the Social Media Promotion of Samsung Smartphone Products in Erafone Jabodetabek, (2) To find out the Purchase Decision of Samsung Smartphone Products in Erafone Jabodetabek and (3) To find out the Effect of Social Media Promotion on Purchase Decisions on Samsung Smartphone Products at Erafone Jabodetabek. The method used is descriptive analysis and simple linear regression. This research was conducted to 100 respondents. The results of research on the variable Social Media Promotion show that the highest result is on image/video quality with the criteria of "very good" and the lowest result is on entertainment content such as giveaway with "very good" criterion. For purchasing decisions Ease of making online or offline payments with the "very high" criteria and the lowest result on Purchases is only on Samsung products with the "high" criteria. Regression results and determination of R square effect of social media promotion obtained 36.7%.

Keywords: Promotion, Social Media Instagram Promotion, Digital Marketing, Purchase Decision, Samsung Smartphone