

ABSTRAK

PENGARUH PROMOSI MELALUI MEDIA SOSIAL (*INSTAGRAM, TIKTOK DAN YOUTUBE*) DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI PADA BITTERSWEET BY NAJLA

Studi kasus pada pengguna media sosial *Instagram, Tiktok* dan *Youtube* di Kota Yogyakarta

Umikulsum Pinkan Qayyumi
Universitas Sanata Dharma
Yogyakarta
2021

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara bersama-sama promosi melalui media sosial (*Instagram, Tiktok* dan *Youtube*) dan *electronic word of mouth* terhadap minat beli pada Bittersweet by Najla. 2) Pengaruh promosi melalui media sosial (*Instagram, Tiktok* dan *Youtube*) dan *electronic word of mouth* secara parsial terhadap minat beli pada Bittersweet by Najla. Jumlah sampel sebanyak 110 responden. Teknik pemilihan sampel yang digunakan adalah *purposive sampling*. Uji Instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan adalah analisis regresi linier berganda menggunakan aplikasi IBM SPSS 23. Hasil penelitian ini menunjukkan bahwa: 1) Promosi melalui media sosial (*Instagram, Tiktok* dan *Youtube*) dan *electronic word of mouth* sama-sama berpengaruh terhadap minat beli pada Bittersweet by Najla. 2) Promosi melalui media sosial (*Instagram, Tiktok* dan *Youtube*) dan *electronic word of mouth* secara parsial berpengaruh terhadap minat beli pada Bittersweet by Najla.

Kata kunci: Promosi, media sosial, *Instagram, Tiktok, Youtube, electronic word of mouth*, minat beli, dan Bittersweet by Najla.

ABSTRACT

**THE INFLUENCE OF PROMOTION THROUGH SOCIAL MEDIA
(*INSTAGRAM, TIKTOK AND YOUTUBE*) AND ELECTRONIC WORD
OF MOUTH TO PURCHASE INTENTION OF BITTERSWEET BY
NAJLA**

Case study on social media users (*Instagram, Tiktok dan Youtube*)
At Yogyakarta

Umikulsum Pinkan Qayyumi
Sanata Dharma University
Yogyakarta
2021

This research aims to find out: 1) the influence of promotion through social media (*Instagram, Tiktok and Youtube*) and electronic word of mouth simultaneously on purchase intention of Bittersweet by Najla. 2) the influence of promotion through social media (*Instagram, Tiktok and Youtube*) and electronic word of mouth partially on purchase intention of Bittersweet by Najla. The samples are 110 respondents. The method of sampling is purposive sampling. The instrument is tested with validity and reliability tests. The data analysis technique is multiple linear regression analysis using IBM SPSS 23. The results of this research showed that: 1) promotion through social media (*Instagram, Tiktok and Youtube*) and electronic word of mouth simultaneously influence the purchase intention of Bittersweet by Najla. 2) promotion through social media (*Instagram, Tiktok and Youtube*) and electronic word of mouth influence partially on purchase intention of Bittersweet by Najla.

Keywords: Promotion, social media, *Instagram, Tiktok, Youtube*, electronic word of mouth, purchase intention, and Bittersweet by Najla.