

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA, PERSONAL SELLING AND SALES PROMOTION ON INTEREST IN BUYING ORIFLAME PRODUCTS (Survey of STIE Latifah Mubarokiyah Suryalaya Students)

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The purpose of this study was to determine the magnitude of the influence of Social Media, Personal Selling, and Sales Promotion on Oriflame Product Purchase Interest in STIE Latifah Mubarokiyah Suryalaya students, either partially or simultaneously.

The research method used is a survey method. Data collection techniques were carried out through interviews, questionnaires, and literature studies. The sampling technique used was random sampling with a student population of STIE Latifah Mubarokiyah as many as 186 respondents. The data that has been obtained were analyzed using path analysis.

Based on the analysis results show that Social Media, Personal Selling, and Sales Promotion have a significant effect on Purchase Interest of Oriflame products in STIE Latifah Mubarokiyah Suryalaya students, either partially or simultaneously.

Keywords: Social media, personal selling, sales promotion, buying interest

ABSTRAK

PENGARUH MEDIA SOSIAL, PERSONAL SELLING DAN PROMOSI PENJUALAN TERHADAP MINAT BELI PRODUK ORIFLAME

(Survey Pada Mahasiswa STIE Latifah Mubarokiyah Suryalaya)

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Tujuan penelitian ini untuk mengetahui besarnya pengaruh Media Sosial, *Personal Selling*, dan Promosi Penjualan terhadap Minat Beli Produk Oriflame pada mahasiswa STIE Latifah Mubarokiyah Suryalaya, baik secara parsial maupun simultan.

Metode penelitian yang digunakan adalah metode survey. Teknik pengumpulan data dilakukan melalui wawancara, kuesioner, dan studi Pustaka. Teknik pengambilan sampel menggunakan random sampling dengan populasi mahasiswa STIE Latifah Mubarokiyah yaitu sebanyak 186 responden. Data yang telah diperoleh dianalisis dengan menggunakan analisis jalur.

Berdasarkan hasil analisis menunjukkan bahwa Media Sosial, *Personal Selling*, dan Promosi Penjualan berpengaruh secara signifikan terhadap Minat Beli produk Oriflame pada mahasiswa STIE Latifah Mubarokiyah Suryalaya baik secara parsial maupun secara simultan.

Kata Kunci: Media sosial, *personal selling*, promosi penjualan, minat beli.