

ABSTRAK

PENGARUH PENGGUNAAN *SOCIAL MEDIA MARKETING* INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN SAYURAN PADA SAYUR *FRESH* TASIK

Oleh
RAMLI
NPM 185009049

Dosen Pembimbing
Hj. Rina Nuryati
Riantin Hikmah Widi

Fenomena pemasaran digital telah merambah pada bisnis pertanian di Indonesia, salah satunya penggunaan Instagram sebagai media pemasaran digital seperti yang dilakukan @sayurfreshtasik dalam memasarkan produknya. Tujuan penelitian ini adalah untuk menganalisis tingkat penggunaan *social media marketing* Instagram dan tingkat keputusan pembelian produk sayuran, serta menganalisis pengaruh penggunaan *social media marketing* Instagram terhadap keputusan pembelian secara simultan dan parsial. Waktu penelitian dimulai sejak bulan September 2022 – Maret 2023, menggunakan metode survei dengan pendekatan kuantitatif. Variabel yang digunakan yaitu *Content Creation* (X_1), *Content Sharing* (X_2), *Connecting* (X_3), *Community Building* (X_4), dan Keputusan Pembelian (Y). Pengumpulan data dilakukan menggunakan kuesioner secara *online* dengan Google Form kepada Konsumen @sayurfreshtasik melalui Instagram, dengan jumlah sampel sebanyak 42 orang responden. Teknik pengambilan sampel yaitu *non probability sampling*, dengan metode *purposive sampling*. Analisis data yang digunakan adalah analisis deskriptif dan regresi linier berganda. Hasil penelitian menunjukkan bahwa tingkat penggunaan *social media marketing* Instagram dalam pembelian produk sayuran berada pada kategori tinggi, dimulai dengan variabel *Content Creation* (X_1) dan *Connecting* (X_3) terkategori sangat tinggi, kemudian variabel *Content Sharing* (X_2) dan *Community Building* (X_4) terkategori tinggi, serta tingkat Keputusan Pembelian (Y) terkategori sangat tinggi. Selanjutnya variabel *Content Creation* (X_1), *Content Sharing* (X_2), *Connecting* (X_3), dan *Community Building* (X_4) secara simultan dan signifikan berpengaruh terhadap Keputusan Pembelian (Y). Kemudian dari keempat variabel *social media marketing* Instagram, hanya variabel *Content Creation* (X_1) yang berpengaruh secara parsial terhadap Keputusan Pembelian (Y), sedangkan variabel lainnya tidak berpengaruh.

Kata kunci: *Social Media Marketing* Instagram, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF USING SOCIAL MEDIA MARKETING INSTAGRAM ON PURCHASING DECISIONS FOR VEGETABLES AT SAYUR FRESH TASIK

**By
RAMLI
NPM 185009049**

**Supervisor
Hj. Rina Nuryati
Riantin Hikmah Widi**

The phenomenon of digital marketing has penetrated the agricultural business in Indonesia, one of which is the use of Instagram as a digital marketing medium as done by @sayurfreshtasik in marketing its products. The purpose of this study was to analyze the level of use of Instagram social media marketing and the level of purchasing decisions for vegetable products, as well as to analyze the effect of using Instagram social media marketing on purchasing decisions simultaneously and partially. The research time starts from September 2022 - March 2023, using a survey method with a quantitative approach. The variables used are Content Creation (X_1), Content Sharing (X_2), Connecting (X_3), Community Building (X_4), and Purchasing Decisions (Y). Data collection was carried out using an online questionnaire with Google Forms to @sayurfreshtasik consumers via Instagram, with a sample size of 42 respondents. The sampling technique is non-probability sampling, with a purposive sampling method. The data analysis used is descriptive analysis and multiple linear regression. The results showed that the level of use of Instagram social media marketing in purchasing vegetable products was in the high category, starting with the Content Creation (X_1) and Connecting (X_3) variables in the very high category, then the Content Sharing (X_2) and Community Building (X_4) variables in the high category, and the level of Purchasing Decisions (Y) in the very high category. Furthermore, the variables Content Creation (X_1), Content Sharing (X_2), Connecting (X_3), and Community Building (X_4) simultaneously and significantly affect Purchasing Decisions (Y). Then of the four Instagram social media marketing variables, only the Content Creation variable (X_1) has a partial effect on Purchasing Decisions (Y), while the other variables have no effect.

Keywords: Social Media Marketing Instagram, Purchase Decision.