

ABSTRAK

Penelitian ini bertujuan untuk mengetahui respon mahasiswa dari pemasaran media sosial instagram dan kesadaran merek terhadap minat beli produk Scarlett Whitening, memahami perilaku mahasiswa Angkatan 2019 Program Studi Manajemen Universitas Buana Perjuangan Karawang dalam melakukan tindakan minat beli produk Scarlett Whitening. Populasi yang digunakan adalah mahasiswa Angkatan 2019 Program Studi Manajemen Universitas Buana Perjuangan Karawang yang pernah menggunakan produk Scarlett Whitening dan mencari informasi produk dari media sosial instagram Scarlett Whitening. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 112 responden. Data dianalisis menggunakan metode deskriptif, verifikatif, dan analisis jalur (*Path analysis*). Hasil analisis menunjukkan bahwa terdapat korelasi antara pemasaran media sosial instagram dan kesadaran merek yang positif kuat. Pemasaran media sosial instagram terbukti berpengaruh secara parsial positif dan tidak signifikan terhadap minat beli, dan kesadaran merek berpengaruh secara parsial positif dan signifikan terhadap minat beli. Pengaruh pemasaran media sosial instagram dan kesadaran merek terbukti berpengaruh secara simultan positif dan signifikan terhadap minat beli. Hasil analisis ini juga menunjukkan besaran pengaruh tidak langsung dari pemasaran media sosial instagram dan kesadaran merek terhadap minat beli sebesar 47,69% dan sisanya sebesar 53,3% peran dari faktor lain yang tidak diteliti yang dapat meningkatkan minat beli produk Scarlett Whitening.

Kata kunci: media sosial; merek; minat beli

ABSTRACT

This research aims to determine student responses from Instagram social media marketing and brand awareness towards interest in purchasing Scarlett Whitening products, understanding the behavior of students of the Class of 2019 Management Study Program, Buana Perjuangan University, Karawang in taking action regarding interest in purchasing Scarlett Whitening products. The population used was students of the class of 2019 Management Study Program, Buana Perjuangan University, Karawang who had used Scarlett Whitening products and looked for product information from Scarlett Whitening's Instagram social media. The sampling technique used purposive sampling with a total sample of 112 respondents. Data were analyzed using descriptive, verification and path analysis methods. The results of the analysis show that there is a strong positive correlation between Instagram social media marketing and brand awareness. Instagram social marketing media is proven to have a partially positive and insignificant effect on buying interest, and awareness has a partially positive and significant effect on buying interest. The influence of Instagram social marketing media and awareness has been proven to simultaneously have a positive and significant effect on purchasing interest. The results of this analysis also show that the indirect influence of Instagram social media marketing and brand awareness on buying interest is 64.7% and the remaining 35.5% is the role of other factors not studied that can increase buying interest in Scarlett Whitening products.

Keywords: social media; brand; purchase intention.