


PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN DENGAN MINAT BELI SEBAGAI VARIABEL INTERVENING PADA KONSUMEN FASHION TIK TOK SHOP DI DAERAH ISTIMEWA YOGYAKARTA (DIY)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* terhadap keputusan pembelian dengan minat beli sebagai variabel intervening pada konsumen *fashion* Tik Tok Shop Di Daerah Istimewa Yogyakarta (DIY). Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 99 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis jalur (*path analysis*). Hasil analisis data menunjukkan bahwa variabel *social media marketing* tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian, variabel *social media marketing* berpengaruh signifikan terhadap minat beli, variabel minat beli berpengaruh signifikan terhadap keputusan pembelian, dan dari hasil perhitungan *sobel test* dan analisis jalur menunjukkan bahwa variabel minat beli dapat memediasi pengaruh *social media marketing* terhadap keputusan pembelian.

Kata Kunci: *Social Media Marketing, Minat Beli, Keputusan Pembelian*

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THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS WITH PURCHASE INTENTION AS AN INTERVENING VARIABLE AMONG FASHION CONSUMERS OF TIK TOK SHOP IN THE SPECIAL REGION OF YOGYAKARTA (DIY)

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Abstract

This study is aimed to analyze the influence of social media marketing on purchase decisions with purchase intention as an intervening variable among fashion consumers of Tik Tok Shop in the Special Region of Yogyakarta (DIY). The sampling method used was purposive sampling with total of 99 respondents. Primary data collection was conducted using questionnaire that had been tested for validity and reliability. The analysis in this study employed path analysis. The results of the data analysis indicates that the social media marketing variable do not have significant influence on purchase decisions, the social media marketing variable has significant influence on purchase intention, and the purchase intention variable has significant influence on purchase decisions. Subsequently, the Sobel test calculations and path analysis show that the purchase intention variable can mediate the influence of social media marketing on purchase decisions.

Keywords: *Social Media Marketing, Purchase Intention, Purchase Decisions*