

ABSTRAK

ANALISIS PROMOSI MELALUI MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK KULINER DI KOTA SURAKARTA

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Penelitian ini bertujuan untuk menganalisis pengaruh promosi melalui media sosial yang terdiri dari personal relevance, interactivity, message dan brand familiarity terhadap variabel keputusan pembelian produk kuliner di Kota Surakarta.. Penelitian ini termasuk kedalam penelitian deskriptif dengan metode kuantitatif. Populasi dari penelitian ini adalah seluruh konsumen produk kuliner di Surakarta. Teknik pengambilan sampel dalam penelitian ini adalah accidental sampling dengan jumlah sampel sebanyak 100 responden.

Hasil dari penelitian ini menunjukkan bahwa variabel personal relevance, interactivity, message dan brand familiarity berpengaruh terhadap keputusan pembelian produk kuliner di Surakarta. Nilai R square sebesar 0,91 artinya pengaruh variabel bebas sebesar 91% terhadap variabel keputusan pembelian, sedangkan faktor lain sebesar 9% sisanya tidak diteliti dalam penelitian ini.

Kata kunci: Personal relevance, interactivity, message, brand familiarity, keputusan pembelian.

ABSTRACT

ANALYSIS OF SOCIAL MEDIA PROMOTION TOWARD PURCHASE DECISION OF CULINARY PRODUCT IN SURAKARTA

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This study aims to analyze the effect of social media promotion which consists of personal relevance, interactivity, message and brand familiarity on the variables of purchasing decisions for culinary products in Surakarta. The study belongs to descriptive research with quantitative methods. The population is all consumers of culinary products in Surakarta. The sampling technique is accidental sampling with a sample of 100 respondents.

The results show that the variables of personal relevance, interactivity, message and brand familiarity affected purchasing decisions for culinary products in Surakarta. The value of R square of 0.91 means that the influence of the independent variable is 91% on the purchasing decision variable, while other factors influence the 9% remaining is not examined in this study.

Keywords: Personal relevance, interactivity, message, brand familiarity, purchase decision.

