PENGARUH AKUN INSTAGRAM @PURIVERABOTANICALS TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (survei pada *followers* instagram @puriverabotanicals)
(+ 110 Halaman + 4 Gambar + 55 Tabel + Lampiran)

ABSTRAK

Dari sekian banyak bidang industri yang memasarkan produknya di Instagram, produk kecantikan dan perawatan menjadi salah satu bidang industri yang ramai dicari para pelaku konsumen saat ini. Purivera Botanicals merupakan salah satu produk kecantikan dan perawatan lokal yang mengandalkan akun media sosialnya terutama Instagram.Tujuan penelitian ini adalah untuk mengukur akun instagram @puriverabotanicals pada *followers* akun resmi instagram @puriverabotanicals, keputusan pembelian konsumen pada *followers* akun instagram @puriverabotanicals, dan seberapa besar pengaruh akun instagram @puriverabotanicals terhadap keputusan pembelian konsumen khususnya *followers* @puriverabotanicals. Menggunakan teori Akun Instagram yang memiliki dimensi *profile, feeds*, instagram *stories*, IG TV, *follow, likes*, *comments*, dan *caption*. Serta teori keputusan pembelian yang memiliki dimensi pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan evaluasi pasca pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi sesuai kriteria pada penelitian ini sebanyak 905 dan sampel sebanyak 90 dengan menggunakan perhitungan Yamane dengan presisi 10%. Teknik pengumpulan data dilakukan dengan menyebarkan kuesioner dengan format G-form kepada 90 responden yang merupakan *followers* aktif akun instagram @puriverabotanicals.. Data yang terkumpul diolah menggunakan SPSS ver. 23. Hasil penelitian ini diketahui bahwa pengaruh variabel Akun Instagram (X) tergolong tinggi (setuju) dengan rata-rata hasil 3,54 dan nilai rata-rata 3,60 pada variabel Keputusan Pembelian (Y). Hal ini dapat dilihat dari nilai R atau nilai koefisien relasi sebesar 0,745 yaitu di antara 0,60 − 0,799. Nilai R square dalam penelitian ini menunjukan angka 0,555. Angka ini dapat diartikan bahwa adanya pengaruh Akun Instagram @puriverabotanicals terhadap Keputusan Pembelian Konsumen sebesar 55,5%, dengan persamaan regresi Y = 17,270 + 0,729 X.

Kata Kunci : *Advertising*, Akun Instagram, Keputusan Pembelian Konsumen

Daftar Pustaka : 13 Buku, 5 Jurnal, 4 Publikasi Online
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THE INFLUENCE OF THE INSTAGRAM ACCOUNT @PURIVERABOTANICALS ON CONSUMER PURCHASE DECISIONS (survey on Instagram followers of @puriverabotanicals)
(+ 110 Pages + 4 Images + 55 Tables + Attachments)

ABSTRACT

Of the many industrial fields that market their products on Instagram, currently beauty and care products are one of the most sought-after industrial fields by consumers. Purivera Botanicals is one of local beauty and care products that relies on its social media accounts, especially Instagram. The purpose of this study was to measure the Instagram account @puriverabotanicals on followers of the official Instagram account @puriverabotanicals, consumer purchasing decisions on followers of the Instagram account @puriverabotanicals, and how much influence the Instagram account @puriverabotanicals has on consumer purchasing decisions, especially followers of @puriverabotanicals. Using the theory of Instagram accounts that have the dimensions of profiles, feeds, Instagram stories, IG TV, follow, likes, comments, and captions. As well as the theory of purchasing decisions that have dimensions of need recognition, information search, alternative evaluation, purchase decisions, and post-purchase evaluations. This study uses a quantitative approach with a survey method. The population according to the criteria in this study was 905 and the sample was 90 using Yamane calculations with a precision of 10%. The data collection technique was carried out by distributing a questionnaire with a G-form format to 90 respondents who are active followers of the @puriverabotanicals Instagram account. The data collected was processed using SPSS version 23. The results of this study found that the influence of the Instagram account variable (X) was high (agree) with an average result of 3.54 and an average value of 3.60 on the Purchase Decision variable (Y). This can be seen from the R value or the relation coefficient value of 0.745, which is between 0.60 - 0.799. The value of R square in this study shows the number 0.555. This figure can be interpreted by the influence of the Instagram account @puriverabotanicals on Consumer Purchase Decisions of 55.5%, with the regression equation $Y = 17.270 + 0.729 X$.
Keywords : Advertising, Instagram Account, Decision Consumer Purchase
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