

DAMPAK MEDIA SOSIAL MELALUI INSTAGRAM @MAKANANANAKKOSJEMBER PADA MINAT BELI KULINER DI KOTA JEMBER

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak *Context*, *Collaboration*, *Communication* dan *Connection* terhadap minat beli di akun Instagram @Makanananakkosjember. Jenis penelitian kuantitatif dengan menggunakan metode e-survey. Teknik sampel menggunakan non probability dengan menggunakan pendekatan purposive sampling sebanyak 100 responden. Alat analisis regresi linier berganda. *Context*, *Collaboration*, *Communication*, *Connection* berpengaruh signifikan terhadap minat beli pada akun instagram @makanananakkosjember sebesar 21%. Pengujian hipotesis untuk *Context* sebesar 0,032 sehingga hipotesis diterima. *Communication* pengaruh signifikan sebesar 0,480 sehingga hipotesis tidak diterima. *Collaboration* memiliki signifikan sebesar 0,458 sehingga hipotesis tidak diterima. Dan *Connection* memiliki pengaruh signifikan sebesar 0,003 sehingga hipotesis diterima. Variabel *Context* memiliki t hitung sebesar 2.174. variabel *Collaboration* memiliki t hitung sebesar 0.709. variabel *Communication* memiliki t hitung 0.745. dan *Connection* memiliki t hitung 3.039. dengan demikian dapat disimpulkan bahwa variabel *Context* dan *Connection* berpengaruh terhadap minat beli di akun @makanananakkosjember, sedangkan variabel *Collaboration* dan *Communication* tidak berpengaruh.

Kata kunci : Context, Collaboration, Communication, Connection, Minat beli

THE IMPACT OF SOCIAL MEDIA THROUGH THE INSTAGRAM OF @MAKANANANAKKOSJEMBER IN CULINARY BUYING INTERESTS IN JEMBER CITY

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ABSTRACT

This study aims to analyze the impact of Context, Collaboration, Communication and Connection on buying interest on the Instagram account @Makanananakkosjember. This type of quantitative research using e-survey methods. The sample technique uses non probability using a purposive sampling approach of 100 respondents. Multiple linear regression analysis tool. Context, Collaboration, Communication, Connection significantly influence buying interest on the @makanananakkosjember Instagram account by 21%. Hypothesis testing for Context of 0.032 so that the hypothesis is accepted. Communication significant influence of 0.480 so that the hypothesis is not accepted. Collaboration has a significance of 0.458 so that the hypothesis is not accepted. And Connection has a significant effect of 0.003 so the hypothesis is accepted. Context variable has a t count of 2.174. Collaboration variable has a t count of 0.709. Communication variable has a t count of 0.745. and Connection has t count 3.039. thus it can be concluded that the Context and Connection variables affect buying interest in the @makanananakkosjember account, while the Collaboration and Communication variables have no effect.

Keywords: Context, Collaboration, Communication, Connection, Buying interest