

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing terhadap minat beli Wardah Kosmetik di kalangan mahasiswa. Populasi dalam penelitian ini yaitu mahasiswa fakultas ekonomi dan bisnis universitas putra indonesia “YPTK” padang yang menjadi Sampel dalam penelitian ini sebanyak 100 orang responden.

Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan program SPSS 21.0. Hasil dari penelitian ini menunjukkan bahwa secara simultan seluruh variabel independen (customer engagement, viral marketing, buzz marketing, peer influence dan online community) dalam penelitian ini memiliki pengaruh signifikan terhadap variabel dependen (minat beli). Sedangkan secara parsial variabel customer engagement tidak berpengaruh signifikan terhadap minat beli, viral marketing berpengaruh signifikan terhadap minat beli, variabel buzz marketing berpengaruh signifikan terhadap minat beli, variabel peer influence berpengaruh signifikan terhadap minat beli dan variabel online community berpengaruh signifikan terhadap minat beli.

Kata Kunci : *Minat beli, Customer Engagement, Viral Marketing, Buzz Marketing, Peer Influence, Online Community*

ABSTRACT

This study aims to analyze the effect of social media marketing on Wardah Cosmetics buying interest among students. The population in this study were students of the economics and business faculty of the Indonesian men's university "YPTK" Padang who were sampled in this study as many as 100 respondents. The analysis technique used in this study is multiple linear regression analysis using the SPSS 21.0 program.

The results of this study indicate that all independent variables simultaneously (customer engagement, viral marketing, buzz marketing, peer influence and online community) in this study have a significant influence on the dependent variable (buying interest). While partially customer engagement variables did not significantly influence buying interest, viral marketing had a significant effect on buying interest, buzz marketing variable had a significant effect on buying interest, peer influence had a significant effect on buying interest and online community variables had a significant effect on buying interest

Keywords: Buying Interest, Consumer Engagement, Viral Marketing, Buzz Marketing, Peer Influence, Community Online