

ABSTRACT

The Influence of Social Media Marketing via Instagram on Purchase Intention of Sugar Tribe Consumers

Nowadays, many emerging food businesses use social media accounts to advertise their products, therefore the competition in food business becomes tougher. Food business should pay attention to the usefulness of social media in accordance with their target market to make a given message is effective, efficient and meet the objectives of its use. This research aims to investigate the influence of social media marketing for consumer purchase intention on Sugar Tribe as one of the perpetrators of the food business.

The method in this research using quantitative research methods. This research is descriptive verification (causal) research, using multiple linear regression model. Sampling technique using a convenience sampling method. Data collected through online questionnaires via google form to 385 respondents with 19 items of statement. Data processing techniques using descriptive analysis, a classic assumption test, and hypothesis test.

The results showed that the influence of Social Media Marketing via Instagram on purchase intention of Sugar Tribe consumers is 56%. Based on the partial results of hypothesis testing, sub-variable obtained context, communication and connection have significant effect on purchase intention, while collaboration sub-variable has no significant effect on purchase intention.

Based on the results of the research, the researchers suggest the Sugar Tribe to notice the usefulness of social media marketing with maintaining performance in the dimension of context because it has the largest score and most dominant in influencing purchase intention. Sugar Tribe should improve performance on the dimensions of collaboration because it has the lowest score and not affect the purchase intention. This can be done by increasing interaction with consumers.

Key Words: Social Media Marketing, Purchase Intention