

ABSTRACT

ONLINE PROMOTION EFFECT ON SOCIAL MEDIA CONSUMER BUYING DECISIONS BRAND ELMEIRA

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This study aims to determine the effect of online promotion on social media on consumer purchasing decisions Elmeira brand. The independent variables studied were: Personal relevance (X1), Interactivity (X2), Message (X3), Brand familiarity (X4) with the dependent variable is the purchasing decisions of consumers brand Elmeira using response model AIDA (Attention, Interest, Disire and Action) , This study used a sample of 100 respondents drawn from a sample of consumers follower / followers Instagram account belonging Elmeira. This research was conducted by using a non-probability sampling, that the selection of samples by allowing unequal to the elements relating to the sample, specifically this study using sampling Judgment. Judgement sampling is a sampling technique that is based on defined characteristics to the elements tailored to the target population of interest or research problems. To analyze the data used is multiple regression analysis. 2. Variable Personal Relevance (X1) amounted to 18.22% impact on consumer purchasing decisions (Y), Variable Interactivity (X2) gave the effect of 16.81% on consumer purchasing decisions (Y), Variable Message (X3) influence amounted to 23.51% on consumer purchasing decisions (Y), and variable Brand Familiarity (X4) provides 18.05% influence on consumer purchasing decisions (Y) Thus, the total effect of Personal Relevance (X1), Interactivity (X2), Message (X3), and Brand Familiarity (X4) on consumer purchasing decisions (Y) together is 76,6%. Among the variables Online Promotion (X): Personal Relevance (X1), Interactivity (X2), Message (X3) and Brand Familiarity (X4), the dominant variable influencing decision-making behavior of consumers in shopping at online shop Elmeira is the message that is equal to 23, 51%.

Keywords: online promotion, personal relevance, interactivity, message, brand familiarity, the purchase decision.