

ABSTRACT

In the current era of globalization, the emergence of increasingly tight competition and slowly the emergence of trade that sells similar products or services. Engaged in the field of business precisely in the field of food makes business owners must try to think and apply strategies to always make their products known to many by the public and able to compete in the era of globalization and industry development today. This is done by one of the MSMEs who do their sales and do promotions through social media instagram in order to create buying interest. But after the pre survey turned out there was still a problem in the interest of buying chips belings. Therefore, the kripik belings must think about how to make the product widely known to the public. This research aims to find out how much promotion influence on social media instagram to buy interest kripik belings.

The research method used is quantitative method with descriptive approach with data analysis techniques using simple linear regression analysis using IBM SPSS software version 25. The main instrument of data collection is questionnaires measured using the Likert scale. As for the population in this study is followers kripik belings the number of samples specified in this study is 100 respondents.

The results of this study showed that there is an influence between the variable quality of service (X) and the variable customer satisfaction (Y). The influence of free variables on the bound variables studied is 42.4% of the results or the remaining 57.6% of results are influenced by unexamined variables or other factors that can improve customer satisfaction such as product quality and brand image.

Keywords: Marketing, Promotion on Social Media Instagram, Buying Interests