

ABSTRACT

In line with economic growth, business activity has increased. Many competitors demand businesses to be creative, innovative and have initiatives. One of them is by doing digital promotion through Instagram. As done by Kripik belings, using Instagram as a promotional medium. However, judging from the sales data of kripik belings and the results of pre-survey and interviews that the author did, there are still many consumers who only make purchases at the time of kripik belings using promotions with influencer services.

This study aims to find out how much influence influencer use has on the purchasing decisions of kripik belings. The research method used is a quantitative method with causal descriptive approach, with data analysis technique 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 consumers kripik belings with the number of samples determined in this study is 100 respondents.

The results of this study stated the influence of influencer use on the purchase decision of kripik belings, and it can be known as that the value of the coefficient of determination of R square in this study is 0.352 or 35.2% which means the variable use of influencers, affecting purchasing decisions by 35.2%. In comparison, the remaining 64.8% was influenced by variables or other factors not studied in this study.

Keyword: Influencer, Purchase Decisions