

ABSTRACT

PT Indofood utilizes technological developments for marketing its products, one of which is Pop Mie. Pop Mie products collaborate with the E-Sports team. On Team RRQ's Instagram social media there is a Pop Mie ad which is a promotion of Team RRQ's collaboration with the Pop Mie company. The ad promotion is in the form of Instagram posts and stories. This study aims to determine the effect of Pop Mie Ads Exposure on Instagram Social Media of the Rex Regum Qeon (RRQ) E-Sports Team on the Purchase Decision of Pop Mie products through Consumer Trust..

The research methodology used is descriptive quantitative. The population used is the followers of the E-Sports Rex Regum Qeon (RRQ) Instagram social media account with a sample of 400 respondents. Data collection was obtained through the distribution of questionnaires. Data analysis in this study used path analysis.

Based on the results of the study, it was stated that advertising exposure had an effect on purchasing decisions both directly and tested using a mediating variable, namely through consumer trust. All four hypotheses in the study were accepted.

Consumer trust is able to mediate advertising exposure to purchase decisions well. For further researchers to use the SEM analysis method supported by prerequisite analysis and hypothesis testing to determine the effect of each sub-variable.

Keywords: Advertising Exposure, Consumer Confidence, Purchase Decision, Pop Mie