

ABSTRACT

The development of e-commerce in Indonesia is very rapid which makes the level of competition high to attract consumer buying interest in shopping online. Bukalapak is one of the largest and most popular e-commerce sites in Indonesia. Consumer buying interest in Bukalapak is currently quite good because consumers often use it to shop online more than three times a week or a month to meet their needs. However, this is still far from the expected target, the way to attract consumers is to boost Bukalapak's popularity by increasing Social Media Marketing. Bukalapak's social media marketing tends to lose out to competitors where content sharing from Bukalapak is less attractive and less informative which can affect consumer buying interest. Therefore, this study was conducted to determine the effect of social media marketing on consumer buying interest in Bukalapak.

This research uses quantitative method with descriptive research type. Sampling was done by non-probability sampling method purposive sampling type with the number of respondents as many as 400 people. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of simultaneous hypothesis testing, Social Media Marketing has a significant effect on Buying Interest in Bukalapak. This is evidenced by $F_{(count)} > F_{(table)}$ (111.42 > 2.627) with a significance level of $0.000 < 0.05$. Based on the results of hypothesis testing on a passive T-test, it was found that there was a significant influence between Social Media Marketing variables on Buying Interest in the Bukalapak application with $t_{(count)} > t_{(table)}$ (10,555 > 1.965942).

Based on the results of this study, it can be concluded that respondents' responses to social media marketing variables have a percentage of 71.93% with good categories and respondents' responses to buying interest variables are 70.66%. Social media marketing has a simultaneous influence on consumer buying interest and each sub-variable of sharing of content, online communities, interaction, and accessibility has a significant effect on buying interest by 21.9% and the remaining 78.1% is influenced by other factors not examined in this study. this research. The suggestion for Bukalapak is to further increase the sharing of interesting and informative content so that it can attract consumers' buying interest in the products in Bukalapak.

Keywords: Social Media Marketing, Buying Interest, E-commerce