

ABSTRACT

This research was conducted to determine the effect of social media marketing on buying interest in Bandung Culinary. The purpose of this research is to find out and analyze how social media marketing can significantly or not influence the buying interest of Bandung Culinary Consumers. This study uses a quantitative method with the type of descriptive-causality research. Sampling was done by using probability sampling method with random sampling technique. Data collection was obtained by distributing online questionnaires using a google form link to 435 respondents. The results of this study indicate that social media marketing has a positive and significant effect on buying interest, this is obtained and obtained t-count of (32,204) > t-table (1.64838) and significant (0.000 < 0.05), the results of data processing and Data analysis based on the coefficient of determination shows that media marketing (X) contributes to the influence of Beli's Interest (Y) by 70.5% while the remaining 29.5% is influenced by various other factors not examined in this study.

Keywords: Social Media Marketing, Buying Interest, Bandung Culinary