

ABSTRACT

The study was conducted to determine the effect of marketing public relations on consumer buying interest through social media. This study used a quantitative survey research method and the type of this study is non-probability sampling technique with purposive sampling type and unknown sampling as many as 96 respondents, the data were processed using SPSS software version 25. Based on the results of partial hypothesis testing (T test), marketing public relations has a significant effect on consumer buying interest of $t^{\text{count}} 4,7612 \geq 1,689 t^{\text{table}}$ with a significance value of $0,000 \leq 0,05$ which means that H_0 is rejected and H_a is received. Based on the results of simultaneous hypothesis testing (F test) that there is a f^{count} value of $22,861 \geq 3,09 f^{\text{table}}$ value and a significance value of $0,000 \leq 0,05$, this means that the regression model can be used or there is an influence between marketing public relations (X) on consumer buying interest (Y) through social media. Based on the coefficient of determination test, it is known that the overall X variable (marketing public relations) has a very low influence on the Y variable (consumer buying interest).

Keywords: *Marketing Public Relations, Consumer Buying Interest, Social Media, Something*