

ABSTRACT

The rapid growth of technology makes all forms of information more easily accessible with the internet. So that many companies are competing in doing promotions to introduce their brands to consumers. One of the marketing that is done online is social media marketing, where one of the social media platforms used is Instagram. Through Instagram companies can promote products and also promos offered by the company. The promotion is carried out so that consumers feel interested and interested in buying products from the company. This study aims to determine how much influence social media marketing via Instagram has on consumer buying interest at PT Telekomunikasi Kendal in 2023. The research method used is quantitative research with a descriptive research type and using a simple linear regression model. The sampling technique used is non probability sampling with purposive sampling. Data collection techniques using questionnaires, observation, interviews, and literature study.

Based on the questionnaire that has been distributed by the researcher, the results of respondents' responses to Social Media Marketing applied by NA Coffee Premium are 79% included in the good category, while for respondents' responses to Purchase Intention is 84% which means in the good category when viewed with a continuum line.

Based on the results of an analysis of 100 respondents, a simple linear regression equation was obtained, namely: $Y = 11.488 + 0.267x$ and for the results of the coefficient of determination the result was 0.519 or 51.9% which indicates that Social Media Marketing through Instagram has a simultaneous effect on consumer buying interest of 51,9%,

Keywords: Social Media Marketing, Purchase Intention