

ABSTRACT

The beauty industry has experienced rapid business development since e-commerce began to appear in Indonesia. The rapid development of e-commerce has created a level of intense competition to attract consumers to shop in e-commerce. Sociolla is a company that continues to innovate in positioning itself as the most popular beauty e-commerce by maintaining the quality of its products, providing convenience in shopping, providing affordable prices and conducting promotions so as to increase consumer buying interest in Sociolla. Sociolla had experienced a decrease in the number of visitors to its e-commerce and there were problems with its social media marketing.

This study reviews the effect of Social Media Marketing on Consumer Purchase Interest in the Sociolla Online Store. Researchers conducted this study to determine the effect of social media marketing which consists of Online Communities, Interaction, Sharing of Content, Accessibility, and Credibility on consumer buying interest in the Sociolla online store.

The method used in this research is quantitative descriptive method and multiple linear regression analysis. The technique in collecting data is by distributing questionnaires, national and international journals, articles, and related previous research. In this study using sampling techniques with nonprobability sampling types with 100 respondents, the samples were collected and analyzed using multiple linear regression using Statistical Product and Service Solutions (SPSS) Version 23.

The results of this study can be concluded that Sociolla has succeeded in forming a very good Social Media Marketing in accordance with what consumers expect and Sociolla has succeeded well in attracting consumer buying interest. Based on the results of data analysis, it is found that partially there is a significant influence of Social Media Marketing (X) which consists of sub-variables Online Communities, Interaction, Sharing of Content, Accessibility, and Credibility on Purchase Interest (Y). The simultaneous influence of social media marketing consisting of Online Communities, Interaction, Sharing of Content, Accessibility, and Credibility together has a significant effect on consumer buying interest in the Sociolla online store.

Keywords: *Social Media Marketing, Buying Interest, Sociolla.*