

ABSTRACT

The rapid development of the era has made the use of social media important in life in Indonesia and encourages every business actor in Indonesia to use a new promotional strategy in the form of Social Media Marketing in an effort to increase purchasing interest in an effort to provide significant sales and increase customer brand loyalty.

This study aims to determine Social Media Marketing at NAH Project which consists of Purchase Interest and brand loyalty from NAH Project consumers, and to test the effect of Social Media Marketing on Purchase Interest of NAH Project consumers both simultaneously and partially.

Descriptive verification analysis uses multiple linear regression analysis, with a sample of NAH Project customers who follow Instagram as many as 96 respondents. Primary data collection was carried out using a closed questionnaire distributed via Instagram and using the GoogleDoc tool.

The results of the study indicate that Social Media Marketing at NAH Project which consists of consumer interaction on social media, sharing of content and social media access is included in the good category, while Brand Loyalty of NAH Project consumers is also included in the good category. From the results of this study, the conclusion of the hypothesis taken is that all independent variables in the study of Purchase Interest and Brand Loyalty are all included in the good category according to respondents with a percentage of 75% and 78%.

Social Media Marketing on Nah Project consumers is descriptively good with a percentage value of 83%. There is a simultaneous influence between Purchase Interest and Brand Loyalty on Nah Project consumers' Social Media Marketing with a value of 10.2%. Partially, both independent variables, both Purchase Interest and Brand Loyalty, have a significant influence on Nah Project consumers' Social Media Marketing. The influence of Social Media Marketing on Purchase Interest and Brand Loyalty simultaneously has a significant effect