

ABSTRAK

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Judul : Pengaruh *Social Media Marketing* Terhadap Niat beli Produk Pakaian)

Penelitian ini bertujuan untuk menganalisis Pengaruh *Social Media Marketing* Terhadap Niat beli Produk Pakaian. Adapun pemasaran media social dilihat dari beberapa dimensi yaitu *interactifity*, *informativeness*, *personalization*, *trendiness* dan WOM. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden dalam penelitian ini adalah 108 Responden. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (*Statistical Package for the Social Sciences*). Hasil penelitian menunjukkan bahwa secara parsial *Interactivity* berpengaruh signifikan terhadap niat beli produk Rabbani, *Informativeness* berpengaruh signifikan terhadap niat beli produk Rabbani, *Personalization* berpengaruh signifikan terhadap niat beli produk Rabbani, *Trendines* berpengaruh signifikan terhadap niat beli produk Rabbani dan *Worth of mouth* berpengaruh signifikan terhadap niat beli produk Rabbani. Secara simultan *interactivity*, *informativeness*, *personalization*, *trendiness* dan *worth of mouth* berpengaruh signifikan terhadap niat beli produk Rabbani.

Keyword: *interactivity*, *informativeness*, *personalization*, *trendiness*, *worth of mouth*, niat beli

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Title : *The Influence of Social Media Marketing on Intention to Purchase Clothing Products)*

This research aims to analyze the influence of social media marketing on intention to purchase clothing products. Social media marketing is seen from several dimensions, namely interactivity, informativeness, personalization, trendiness and WOM. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The respondents in this research were 108 respondents. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The research results show that partially Interactivity has a significant effect on the intention to buy Rabbani products, Informativeness has a significant effect on the intention to buy Rabbani products, Personalization has a significant effect on the intention to buy Rabbani products, Trendiness has a significant effect on the intention to buy Rabbani products and Worth of mouth has a significant effect on the intention to buy Rabbani products. Simultaneously, interactivity, informativeness, personalization, trendiness and worth of mouth have a significant effect on the intention to purchase Rabbani products.

Keywords: *interactivity, informativeness, personalization, trendiness, worth of mouth, purchase intention*