

ABSTRAK

Nama : Rahmatika
Program Studi : Manajemen
Judul : Pengaruh *Desain Post Instagram, Ratings and reviews* dan *Recommendations and Referrals* Terhadap *Social Shopping Intention* Produk Skintific.

Penelitian ini bertujuan untuk menganalisis Pengaruh *Desain Post Instagram*, Terhadap *Social Shopping Intention* Produk Skintific, untuk menganalisis pengaruh *Ratings and reviews* Terhadap *Social Shopping Intention* Produk Skintific dan untuk menganalisis pengaruh *Recommendations and Referrals* Terhadap *Social Shopping Intention* Produk Skintific. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden dalam penelitian ini adalah 96 konsumen Skintific. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linear berganda menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa secara parsial *Desain Post Instagram* berpengaruh positif dan signifikan terhadap *Social Shopping Intention* pada produk Skintific secara parsial *Ratings and Reviews* berpengaruh positif dan signifikan terhadap *Social Shopping Intention* pada produk Skintific, secara parsial *Recommendations and Referrals* berpengaruh positif dan signifikan terhadap *Social Shopping Intention* pada produk Skintific. Secara simultan *Desain Post Instagram, Ratings and Reviews, Recommendations and Referrals* berpengaruh positif dan signifikan terhadap *Social Shopping Intention* pada produk Skintific. Penelitian ini menyarankan agar Skintific terus mengoptimalkan desain post Instagram, ratings and reviews, serta recommendations and referrals untuk meningkatkan social shopping intention konsumen.

Kata Kunci : *Desain Post Instagram, Ratings and Reviews, Recommendations and Referrals, Social Shopping Intention*

ASBTRACT

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Study Program : Manajemen
Title : *The Influence of Instagram Post Design, Ratings and Reviews, and Recommendations and Referrals on Social Shopping Intention for Skintific Products.*

The aim of this research is to analyze the effect of Instagram post design on the social shopping intention of Skintific products, to analyze the effect of ratings and reviews on the social shopping intention of Skintific products, and to analyze the effect of recommendations and referrals on the social shopping intention of Skintific products. Data for this study were collected through a survey method using a questionnaire as the data collection instrument. The respondents in this study were 96 Skintific consumers. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that Instagram post design has a positive and significant effect on social shopping intention for Skintific products, ratings and reviews have a positive and significant effect on social shopping intention for Skintific products, and recommendations and referrals have a positive and significant effect on social shopping intention for Skintific products. Simultaneously, Instagram post design, ratings and reviews, and recommendations and referrals have a positive and significant effect on social shopping intention for Skintific products. This study suggests that Skintific should continue to optimize Instagram post design, ratings and reviews, as well as recommendations and referrals to increase consumer social shopping intention.

Keywords: Instagram Post Design, Ratings and Reviews, Recommendations and Referrals, Social Shopping Intention