

**PENGARUH DAYA TARIK IKLAN SHOPEE VERSI “12.12 BIRTHDAY SALE 2020” DI MEDIA SOSIAL INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN MELALUI APLIKASI SHOPEE
(SURVEI PADA FOLLOWERS INSTAGRAM @shopee_id)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan dan besaran pengaruh Daya tarik iklan Shopee versi “12.12 Birthday Sale 2020” di media sosial Instagram terhadap Keputusan Pembelian melalui aplikasi Shopee. Teori yang relevan dalam penelitian ini adalah Teori A-T-R (*Awareness, Trial, Reinforcement*). Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif. Metode penelitian yang digunakan dalam penelitian ini adalah metode survei. Populasi dari penelitian ini adalah *followers* dari akun Instagram resmi Shopee Indonesia dengan jumlah sampel yang didapatkan sebanyak 100 responden. Teknik analisis pengaruh Variabel X terhadap Variabel Y menggunakan uji regresi dan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program SPSS (*Statistical Product and Service Solution*) versi 20. Hasil penelitian ini menunjukkan bahwa korelasi variabel X dengan variabel Y memiliki hubungan yang sangat kuat. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X terhadap variabel Y sebesar 65,9%, sedangkan sisanya bisa dipengaruhi oleh faktor-faktor lain diluar penelitian. Hasil tersebut ditunjang dengan hasil uji hipotesis yaitu H_0 ditolak dan H_a diterima yang berarti Daya Tarik Iklan Shopee berpengaruh terhadap Keputusan Pembelian.

Kata Kunci : Komunikasi Pemasaran, Media Baru, Daya Tarik Iklan, Keputusan Pembelian, Shopee.

THE INFLUENCE APPEAL OF SHOPEE ADVERTISING “12.12 BIRTHDAY SALE 2020” IN SOCIAL MEDIA INSTAGRAM TOWARD PURCHASING DECISIONS THROUGH THE SHOPEE APPLICATION (SURVEY ON INSTAGRAM FOLLOWERS @shopee_id)

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ABSTRACT

This research aims to determine the relationship and the magnitude of the influence appeal of Shopee advertising "12.12 Birthday Sale 2020" in social media Instagram toward Purchasing Decisions through the shopee application. The relevant theory in this research is A-T-R Theory (Awareness, Trial, Reinforcement). This research was conducted using a quantitative research approach. The research method used in this research is the survey method. The population of this research is followers of Shopee indonesia official Instagram account with the number of samples obtained as many as 100 respondents. The technique of analyzing measure the effect of Variable X on Variable Y uses a regression test and the coefficient of determination test. The data testing technique was processed using the SPSS (Statistical Product and Service Solution) version 20 program. The results of this research indicate that the correlation between variable X and variable Y has a very strong relationship. Based on the calculation of the coefficient of determination, it is found that the influence of variable X on variable Y is 65.9%, while the rest can be influenced by other factors outside of the research. The results are supported by the hypothesis test, results that Ho was rejected and Ha accepted which means the influence appeal of Shopee Advertising has an effect on the purchasing decisions.

Keywords : *Marketing Communication, New Media, Advertising Appeal, Purchasing Decisions, Shopee.*