

## **ABSTRAK**

### ***PENGARUH TERPAAN ILAN NU GREEN TEA VERSI NCT 127 DI INSTAGRAM TERHADAP MINAT BELI***

*( Survey Kepada Followers Akun Instagram Nu Green Tea )*

**Eko Hardiyanto**

Penelitian ini berjudul “Pengaruh Terpaan Iklan Nu Green Tea Versi NCT 127 Di *Instagram* Terhadap Minat Beli ( Survey Kepada *Followers* Akun *Instagram* Nu Green Tea )” .Tujuan dalam penelitian ini adalah untuk mengetahui seberapa besar pengaruh Iklan NU Green Tea Versi NCT 127 di *Instagram* terhadap minat beli..

Hasil penelitian ini melalui berbagai uji seperti uji korelasi, uji koefisien determinasi dan uji hipotesis dengan uji T. Uji korelasi menggunakan uji korelasi *pearson product moment* dengan hasil sebesar sebesar 0,850, yang menandakan bahwa korelasi yang sempurna antar dua variabel. Uji koefisien determinasi memiliki hasil sebesar 70,5% yang menandakan bahwa variabel X memiliki pengaruh positif (iklan Instagram) terhadap variable Y (minat beli).

Uji hipotesis memiliki hasil nilai t hitung sebesar 15,997, sedangkan nilai t tabel adalah 1,661 dan nilai signifikansi yaitu 0,10. Berdasarkan nilai tersebut maka  $H_0$  ditolak dan  $H_a$  diterima, dan dapat disimpulkan bahwa Iklan Nu Green Tea Versi NCT 127 di *Instagram* berpengaruh terhadap minat beli.

Kata Kunci: Iklan Instagram, Minat Beli, Nu Green Tea, *K-Pop*

## **ABSTRACT**

### ***THE INFLUENCE OF IKLAN NU GREEN TEA VERSION NCT 127 ON INSTAGRAM INTEREST TO BUY***

***( Survey To Nu Green Tea Instagram Account Followers )***

**Eko Hardiyanto**

*This study is entitled "The Influence of Nu Green Tea Advertisements on NCT 127 Version on Instagram on Buying Interest (Survey for Nu Green Tea Instagram Account Followers)". The purpose of this study is to find out how much influence NU Green Tea Version NCT 127 on Instagram has on buying interest.*

*The results of this study through various tests such as correlation test, coefficient of determination test and hypothesis testing with T test. The correlation test uses the Pearson product moment correlation test with a result of 0.850, which indicates that the correlation is perfect between the two variables. The coefficient of determination test has a result of 70.5% which indicates that the X variable has a positive influence (Instagram advertising) on the Y variable (buying interest).*

*The hypothesis test has a t-count value of 15.997, while the t-table value is 1.661 and the significance value is 0.10. Based on this value, Ho is rejected and Ha is accepted, and it can be concluded that the NCT 127 Version of Nu Green Tea Advertisement on Instagram has an effect on buying interest.*

***Keywords: Instagram Ads, Buying Interest, Nu Green Tea, K-Pop***