

PENGARUH KOMUNIKASI PEMASARAN BASO ACI AKANG TERHADAP MINAT BELI KONSUMEN DI MASA PANDEMI COVID-19

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ABSTRAK

Pandemi Covid-19 yang terus berlangsung memberikan dampak besar bagi para pelaku Usaha Mikro, Kecil, dan Menengah (UMKM), khususnya di bidang makanan dan minuman. Menurunnya angka penjualan dan tingkat konsumsi masyarakat di masa pandemi Covid-19 menjadi permasalahan utama bagi para pelaku UMKM, salah satunya Baso Aci Akang. Baso Aci Akang menggunakan komunikasi pemasaran sebagai strategi pemasaran untuk menarik kembali minat konsumen dalam melakukan pembelian produk di masa pandemi Covid-19. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh komunikasi pemasaran Baso Aci Akang terhadap minat beli konsumen di masa pandemi Covid-19. Metode penelitian yang digunakan adalah kuantitatif dengan jenis eksplanatif. Pengumpulan data penelitian menggunakan metode survei dengan menyebarkan kuesioner kepada 100 responden pengikut akun Instagram @basoaciakang. Teori yang digunakan dalam penelitian ini adalah teori perilaku terencana (*theory of planned behavior*) untuk mengukur perilaku dan minat individu terhadap suatu produk. Peneliti melakukan uji validitas, uji reliabilitas, uji korelasi, uji koefisien determinasi, uji regresi linear sederhana, dan uji hipotesis. Hasil penelitian menunjukkan adanya hubungan yang kuat antara komunikasi pemasaran Baso Aci Akang dan minat beli konsumen di masa pandemi Covid-19 dengan nilai korelasi sebesar 0,698. Hasil koefisien determinasi menunjukkan bahwa pengaruh komunikasi pemasaran Baso Aci Akang terhadap minat beli konsumen di masa pandemi Covid-19 adalah sebesar 30% dan sisanya dipengaruhi oleh faktor lain di luar penelitian. Hasil penelitian diperkuat dengan hasil uji hipotesis yang menyatakan bahwa H0 ditolak dan H1 diterima, artinya terdapat pengaruh yang signifikan pada komunikasi pemasaran Baso Aci Akang terhadap minat beli konsumen di masa pandemi Covid-19.

Kata kunci: Komunikasi Pemasaran, Minat Beli Konsumen, Pandemi Covid-19, Teori Perilaku Terencana.

THE EFFECT OF BASO ACI AKANG MARKETING COMMUNICATIONS ON CONSUMER BUYING INTEREST IN THE COVID-19 PANDEMIC

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ABSTRACT

The ongoing COVID-19 pandemic has had a major impact on Micro, Small, and Medium Enterprises (MSMEs), particularly in the food and beverage sector. The decline in sales figures and the level of public consumption during the Covid-19 pandemic became a major problem for MSME actors, one of which was Baso Aci Akang. Baso Aci Akang uses marketing communications as a marketing strategy to attract consumer interest in purchasing products during the Covid-19 pandemic. This study aims to determine how much influence Baso Aci Akang's marketing communications have on consumer buying interest during the Covid-19 pandemic. The research method used is quantitative with an explanative type. The research data collection used a survey method by distributing questionnaires to 100 respondents following the Instagram account @basoaciakang. The theory used in this research is the theory of planned behavior to measure individual behavior and interest in a product. The researcher conducted a validity test, reliability test, correlation test, coefficient of determination test, simple linear regression test, and hypothesis testing. The results showed that there was a strong relationship between Baso Aci Akang marketing communications and consumer buying interest during the Covid-19 pandemic with a correlation value of 0.698. The results of the coefficient of determination show that the influence of Baso Aci Akang marketing communications on consumer buying interest during the Covid-19 pandemic is 30% and the rest is influenced by other factors outside the study, such as marketing activities using other social media and e-commerce, product quality, product trust, and product satisfaction. The results of the study were strengthened by the results of hypothesis testing which stated that H0 was rejected and H1 was accepted, meaning that there was a significant influence on Baso Aci Akang's marketing communications on consumer buying interest during the Covid-19 pandemic.

Keywords: *Marketing Communication, Consumer Purchase Interest, Covid-19 Pandemic, Theory of Planned Behavior.*