

ABSTRAK

Pengaruh Iklan Media Sosial Youtube Terhadap Minat Beli Di Toko Online “Shopee” Serta Dampaknya Pada Keputusan Pembelian (Studi Kasus Pada Pengguna Shopee Di Desa Sei Sarimah)

MUHAMMAD NAWI

Program Studi S1 Manajemen STIE Bina Karya Tebing Tinggi
muhammadnawi0147@gmail.com

Dosen Pembimbing I :
Dedy Dwi Arseto, S.E., MM

Dosen Pembimbing II :
Bobby Hartanto, S.Kom., MMSI

Penelitian ini bertujuan untuk mengetahui Pengaruh Iklan Media Sosial Youtube Terhadap Minat Beli Di Toko Online “Shopee” Serta Dampaknya Pada Keputusan Pembelian Pada Pengguna Shopee Di Desa Sei Sarimah. Metode penelitian yang digunakan adalah metode kuantitatif dengan menggunakan bantuan SPSS versi 25.00. yang dikumpulkan dari hasil penyebaran kuesioner terhadap Pengguna Shopee Di Desa Sei Sarimah sebanyak 96 responden. Metode analisis yang digunakan dalam penelitian ini yaitu instrument berupa uji validitas dan realibilitas. Uji asumsi klasik berupa uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi linier berganda, dan analisis koefisien determinasi (R^2). Uji hipotesis berupa uji T dan analisis jalur (*Path analysis*). Hasil dari SPSS dalam penelitian ini yaitu 1) Variabel Iklan Media Sosial Youtube (X) tidak berpengaruh terhadap variabel Keputusan Pembelian (Y). 2) variabel Iklan Media Sosial Youtube (X) berpengaruh terhadap variabel Minat Beli (Z). 3) variabel Minat Beli (Z) berpengaruh terhadap variabel Keputusan Pembelian (Y). Dan 4) Minat Beli (Z) dapat memediasi hubungan Iklan Media Sosial Youtube (X) terhadap Keputusan Pembelian (Y).

Kata kunci : Iklan Media Sosial Youtube, Minat Beli, dan Keputusan Pembelian.

ABSTRACT

***The Influence of YouTube Social Media Advertising on Interest in buying at the online shop "Shopee" as well Impact on Purchasing Decisions
(Case Study of Shopee Users in Sei Sarimah Village)***

MUHAMMAD NAWI

Bachelor of Management Study Program at STIE Bina Karya Tebing Tinggi
muhammadnawi0147@gmail.com

Guide Lecturer I :

Dedy Dwi Arseto, S.E., MM

Guide Lecturer II :

Bobby Hartanto, S.Kom. MMSI, CIISA

This research aims to determine the influence of YouTube social media advertising on buying interest in the online shop "Shopee" and its impact on purchasing decisions among Shopee users in Sei Sarimah Village. The research method used is a quantitative method with the help of SPSS version 25.00. collected from the results of distributing questionnaires to Shopee users in Sei Sarimah Village as many as 96 respondents. The analytical method used in this study is an instrument in the form of validity and reliability tests. Classic assumption tests include normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, and analysis of the coefficient of determination (R²). Hypothesis testing in the form of a T test and path analysis (Path analysis). The results of SPSS in this research are 1) The YouTube Social Media Advertising variable (X) has no effect on the Purchase Decision variable (Y). 2) the Youtube Social Media Ads variable (X) influences the Buying Interest variable (Z). 3) the variable Purchase Interest (Z) affects the Purchase Decision variable (Y). And 4) Buying interest (Z) can mediate the relationship between Youtube Social Media Ads (X) and Purchase Decision (Y).

Keywords : YouTube Social Media Ads, Purchase Interest, and Purchase Decisions.