

ABSTRAK

SABRA. 2024. Pengaruh Pemasaran Produk Vaseline Melalui E-Commerce Terhadap Minat Beli Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Skripsi jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh: Ruliaty dan Syarthini Indrayani.

Penelitian ini bertujuan untuk menguji pengaruh pemasaran produk vaseline melalui *e-commerce* terhadap minat beli mahasiswa, penelitian ini menggunakan metode kuantitatif, sampel pada penelitian ini diambil dari mahasiswa pengguna produk vaseline angkatan 2021 fakultas ekonomi dan bisnis unismuh makassar. Data penelitian ini diperoleh dari kuesioner (data primer). Hasil penelitian dari data yang diolah menggunakan perhitungan statistik SPSS, berdasarkan hasil output SPSS secara parsial hasil penelitian menunjukkan bahwa produk pemasaran vaseline melalui *e-commerce* berpengaruh positif dan signifikan terhadap minat beli mahasiswa. Hasil lain ditemukan bahwa variabel pemasaran melalui *e-commerce* memperoleh sebesar $0,676 > 0,05$ artinya pemasaran melalui *e-commerce* berpengaruh positif dan signifikan minat beli mahasiswa saran dari penelitian adalah Dalam rangka untuk meningkatkan brand produk vaseline dan kualitas yang dirasakan oleh konsumen, perusahaan hendaknya meningkatkan lagi citra perusahaan agar lebih dikenal oleh masyarakat luas salah satunya melalui *e-commerce* dan peningkatan kualitas layanan maupun kualitas produk yang ditawarkan. Bagi peneliti sebelumnya hendaknya memperluas lagi objek penelitiannya maupun mencari variabel baru yang dapat mempengaruhi minat beli agar penelitian semakin berkembang.

Kata kunci : *Pemasaran Produk Vaseline, E-Commerce, Mahasiswa.*

ABSTRACT

SABRA. 2024. *The Effect of Marketing Vaseline Products Through E-Commerce on the Buying Interest of Students at the Faculty of Economics and Business, Muhammadiyah University of Makassar. Thesis majoring in Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Ruliaty and Syarthini Indrayani.*

This research aims to examine the effect of marketing vaseline products through e-commerce on students' buying interest. This research uses quantitative methods. The samples in this research were taken from students using vaseline products class of 2021, Faculty of Economics and Business, Unismuh Makassar. This research data was obtained from questionnaires (primary data). The research results from data processed using SPSS statistical calculations, based on partial SPSS output results, research results show that marketing vaseline products through e-commerce has a positive and significant effect on students' buying interest. Another result was that the variable marketing via e-commerce obtained $0.676 > 0.05$, meaning that marketing via e-commerce had a positive and significant effect on students' buying interest. The suggestion from the research is that in order to improve the brand of vaseline products and the quality perceived by consumers, companies should improve the company's image so that it is better known to the wider community, one of which is through e-commerce and improving the quality of services and the quality of the products offered. Previous researchers should expand their research objects and look for new variables that can influence purchasing interest so that research can develop further.

Keywords: *Vaseline Product Marketing, E-Commerce, Student*