

ABSTRAK

Karmila. 2026. Pengaruh Sosial Media Marketing Terhadap Minat Beli Produk Glad2Glow Pada Mahasiswa Universitas Muhammadiyah Makassar. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Makassar. Dibimbing oleh: Agus Salim dan Nurinaya.

Penelitian ini bertujuan untuk menganalisis pengaruh sosial media marketing terhadap minat beli produk Glad2Glow pada mahasiswa Universitas Muhammadiyah Makassar. Sosial media marketing diukur melalui indikator context, communication, collaboration, dan connection, sedangkan minat beli diukur melalui indikator transaksional, referensial, preferensial, dan eksploratif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner dengan menggunakan skala Likert kepada responden mahasiswa. Analisis data menggunakan statistik deskriptif dan statistik inferensial dengan metode regresi linear sederhana yang diolah menggunakan program SPSS versi 24. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis angkatan 2022, dengan jumlah responden sebanyak 80 orang. Analisis dilakukan untuk mengetahui seberapa besar pengaruh sosial media marketing terhadap minat beli produk Glad2Glow. Hasil penelitian menunjukkan bahwa sosial media marketing berpengaruh positif dan signifikan terhadap minat beli produk Glad2Glow, dengan nilai t hitung sebesar 14,331 lebih besar dari t tabel sebesar 1,991 dan nilai signifikansi sebesar 0,000 lebih kecil dari 0,05. Nilai Adjusted R Square sebesar 0,721 menunjukkan bahwa sosial media marketing mampu menjelaskan sebesar 72,1% variasi minat beli, sedangkan sisanya dipengaruhi oleh faktor lain di luar model penelitian. Hal ini menunjukkan bahwa semakin efektif penerapan strategi pemasaran melalui media sosial, maka semakin tinggi minat beli mahasiswa terhadap produk Glad2Glow.

Kata Kunci: *Sosial Media Marketing, Minat Beli*

ABSTRACT

Karmila. 2026. The Influence of Social Media Marketing on Glad2Glow Product Purchase Interest Among Students of Muhammadiyah University of Makassar. Thesis. Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Agus Salim and Nurinaya. Made in English

This study aims to analyze the effect of social media marketing on purchase intention toward Glad2Glow products among university students. Social media marketing is measured through the indicators of context, communication, collaboration, and connection, while purchase intention is measured through transactional, referential, preferential, and exploratory intention indicators. Data were collected through questionnaires using a Likert scale distributed to student respondents. The data analysis methods used were descriptive statistics and inferential statistics with a simple linear regression approach processed using SPSS version 24. This research employed a quantitative method with an associative approach. The population consisted of Management Study Program students of the Faculty of Economics and Business, class of 2022, with a total sample of 80 respondents. The analysis was conducted to determine the magnitude of the influence of social media marketing on purchase intention toward Glad2Glow products. The results show that social media marketing has a positive and significant effect on purchase intention, with a t-count value of 14.331 greater than the t-table value of 1.991 and a significance value of 0.000 less than 0.05. The Adjusted R Square value of 0.721 indicates that social media marketing explains 72.1% of the variance in purchase intention, while the remaining 27.9% is influenced by other factors outside the research model. These findings indicate that the more effective the implementation of social media marketing strategies, the higher the students' purchase intention toward Glad2Glow products.

Keywords: *Social Media Marketing, Purchase Intention*