

ABSTRACT

Rangga Arya, The Influence of Social Media on Consumer Buying Interest at SNB Coffee Lamongan. Under the guidance of Nirma Kurriwati, S.P., M.Si.

This study wants to find out how much influence social media has on consumer buying interest at SNB Coffee Lamongan. Using samples obtained from questionnaires to 50 respondents. The data is processed using quantitative methods with tests, namely T test, validity test, reliability test, and normality test, which will be analyzed using simple regression, with the help of SPSS software.

The results obtained in this study are that social media (X) has a positive and significant effect on Consumer Buying Interest (Y) at SNB Coffee Lamongan.

Keywords: buying interest, social media, coffeeshop

ABSTRAK

Rangga Arya, Pengaruh Media Sosial Terhadap Minat Beli Konsumen Pada SNB Coffee Lamongan. Di bawah bimbingan Nirma Kurriwati, S.P., M.Si.

Penelitian ini ingin mengetahui seberapa besar Pengaruh media sosial terhadap minat beli konsumen pada SNB coffee lamongan. Menggunakan sampel yang didapat dari kuesioner kepada 50 responden. Data diolah menggunakan metode kuantitatif dengan pengujian yaitu uji T, uji validitas, uji reliabilitas, dan uji normalitas, yang nantinya dianalisis menggunakan regresi sederhana, dengan bantuan software SPSS.

Hasil yang didapatkan penelitian ini yaitu media sosial (X) berpengaruh secara positif dan signifikan terhadap Minat Beli Konsumen (Y) pada SNB Coffee Lamongan.

Kata kunci : minat beli, media sosial, *coffeeshop*