

ABSTRAK

Halawa, Chrisman Harry. 2025. *Pengaruh Social Media Marketing Facebook Terhadap Minat Beli Konsumen Quinsha Bakery Gunungsitoli*. Skripsi. Pembimbing: Nov Elhan Gea, S.E, M.M.

Perkembangan teknologi informasi telah mendorong pelaku usaha untuk mengoptimalkan strategi pemasaran digital, salah satunya melalui media sosial Facebook. Namun, pemanfaatan *social media marketing* oleh Quinsha Bakery Gunungsitoli masih terbatas pada penggunaan fitur dasar seperti unggahan biasa, tanpa mengoptimalkan fitur lanjutan seperti Facebook Ads dan Marketplace. Penelitian ini bertujuan untuk mengetahui dan mengukur pengaruh social media marketing Facebook terhadap minat beli konsumen Quinsha Bakery. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei menggunakan kuesioner. Sampel penelitian sebanyak 98 responden yang merupakan pengikut aktif akun Facebook “Quinsha Baker” yang pernah melihat promosi dan melakukan pembelian. Teknik analisis data mencakup uji validitas, reliabilitas, normalitas, heteroskedastisitas, regresi linier sederhana, uji t (parsial), dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif dan signifikan terhadap minat beli konsumen. Hasil uji t menunjukkan nilai t hitung sebesar 16,528 lebih besar dari t tabel sebesar 1,98498 dengan signifikansi $0,000 < 0,05$, sehingga H_a diterima. Koefisien determinasi (R^2) sebesar 0,740 menunjukkan bahwa 74% variasi minat beli konsumen dipengaruhi oleh social media marketing, sedangkan sisanya 26% dipengaruhi oleh faktor lain. Kesimpulannya, social media marketing melalui Facebook secara signifikan mampu meningkatkan minat beli konsumen Quinsha Bakery. Oleh karena itu, optimalisasi fitur-fitur pemasaran di Facebook sangat disarankan guna memperluas jangkauan dan efektivitas promosi.

Kata Kunci: *social media marketing*, minat beli konsumen

ABSTRACT

Halawa, Chrisman Harry. 2025. The Influence of Facebook Social Media Marketing on Consumer Purchase Intention at Quinsha Bakery Gunungsitoli. Undergraduate Thesis. Advisor: Nov Elhan Gea, S.E., M.M.

The development of information technology has encouraged businesses to optimize digital marketing strategies, particularly through social media platforms such as Facebook. However, Quinsha Bakery Gunungsitoli's current use of Facebook for marketing is limited to basic features and lacks the utilization of advanced tools such as Facebook Ads and Marketplace. This study aims to determine and measure the influence of Facebook-based social media marketing on consumer purchase intention at Quinsha Bakery. The research employed a quantitative approach with a survey method using questionnaires. The sample consisted of 98 respondents who were active followers of the "Quinsha Baker" Facebook account and had seen promotional content and made purchases. Data analysis techniques included validity tests, reliability tests, normality and heteroskedasticity tests, simple linear regression, t-test (partial), and the coefficient of determination (R^2). The results revealed that social media marketing has a positive and significant effect on consumer purchase intention. The t-test showed a t-value of 16.528, which is greater than the t-table value of 1.98498, with a significance value of $0.000 < 0.05$, confirming that H_a is accepted. The coefficient of determination (R^2) was 0.740, indicating that 74% of the variation in purchase intention is influenced by social media marketing, while the remaining 26% is influenced by other factors. In conclusion, Facebook-based social media marketing significantly enhances consumer purchase intention at Quinsha Bakery. Therefore, it is recommended that the business optimize Facebook's advanced marketing features to expand audience reach and promotional effectiveness.

Keywords: *social media marketing, purchase intention*