ABSTRACT

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The Influence of Advertising Exposure and Content Quality of Instagram Beautyhaulindo on Purchase Intention

Keyword : Advertising Exposure, Instagram, Beautyhaulindo, Content Quality, Purchase Intention.
(xii + 94 + Appendices)

This study aims to determine the influence of advertising exposure and the quality of Beautyhaulindo's Instagram content on the interest in buying followers. This research utilizes a quantitative approach, with sampling conducted through purposive sampling method, targeting the criteria of Generation Y (Millennials) aged between 21-41 years old, who are active Instagram users and followers of the Beautyhaulindo Instagram account. The sample size for this study is 400 respondents. Descriptive data analysis, validity test, reliability test, classical assumption test, multiple linear regression analysis, coefficient of determination test, and hypothesis testing are employed in this research. The theoretical framework used in this study is the S-O-R (Stimulus-Organism-Response) theory. The stimulus element represents the influence of advertising exposure and content quality, the organism element represents the followers of the Beautyhaulindo Instagram account, and the response element represents the interest in buying. The simultaneous hypothesis testing results indicate that all three hypotheses in this study are accepted, as the calculated F-value of 28.029 is greater than the tabled F-value of 3.04. The partial hypothesis testing results show a positive relationship between the content quality variable and the interest in buying variable, with a calculated t-value of 25.030 exceeding the tabled t-value of 1.971. In the multiple linear regression analysis, the consistent value for both dependent variables is 5.494. The coefficient value of the advertising exposure variable on the interest in buying variable is positive, denoted as 0,043 and The coefficient of Content Quality variable on the interest in buying variable is positive, denoted as 0,185 . These findings indicate the relevance of this study to the S-O-R theory, where individuals' responses are formed when they receive stimuli. It is hoped that future researchers will be able to add an independent variable, namely the credibility of the social media influencer and a dependent variable, namely the attitude of the followers.

Bibiliography (2018 - 2023)