

## ABSTRACT

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***The Effect The Effect of Blibli Twitter Account Promotion (@blibliidotcom) on Interest in Visiting the Blibli Application***

*Keywords: Twitter, Blibli, @blibliidotcom, Visiting interest*

(xii+69+14)

*Blibli is an e-commerce application that has been around since 2011. To attract new users, Blibli now routinely promotes through its Twitter account. The purpose of this study is to find out whether Twitter accounts @blibliidotcom affect the interest in visiting the Blibli application. This research was conducted with quantitative method approach and an S-O-R theory approach. The population in this study was 636 thousand followers of @blibliidotcom Twitter account. Sampling was carried out using the Slovin formula to get the number of 100 respondents using the Purposive Sampling technique. The data in this study were obtained by questionnaire and analyzed using SPSS version 25.0. The results of a simple linear regression test show that the Regression Coefficient of variable X (Blibli Twitter account) is 0.635 which means the Blibli twitter account has a positive influence on the interest in visiting the Blibli application. The coefficient of determination test shows an R Square value 0.295 which means that Blibli's Twitter account has an influence of 29.5% on interest in visiting the Blibli application.*

Bibliography (2008-2022)