

ABSTRACT

The influence of instagram for the purchasing interest of marita hijab consumer

In this globalization era, Internet factually is not a strange thing in our life. The increasing number of internet users raises the number of businessman. One of them is maritahijab,marita hijab utilizes the internet via instagram as a media campaign. As a businessperson, marita hijab should pay attention to the benefit of social media in accordance with its target market so that a given message is effective, efficient and meet the goals of its use. This study aims to determine the effect of instagram as media campaign to the purchasing interest of marita hijab consumer. This research method uses quantitative research methods with descriptive verification research, and using simple linear regression analysis techniques. Sampling technique using incidental sampling method with the criteria of the respondents were from instagram followers of marita hijab. Data was collected through questionnaires online through google form with the 100 respondents and 19 statement items. Data processing techniques was done by using descriptive analysis, classic assumption test, and hypothesis testing. Based on the results of this study indicated that the promotion of instagramaffects on consumer purchasing interest of marita hijab by 78%.