

ABSTRACT

Expert Course is a Start-up company engaged in tutoring services specifically for students. Founded in 2014 at Telkom University Bandung and has developed tutoring services in several well-known universities, including Parahyangan University, Indonesian Education University, Bandung Institute of Technology and Indonesian Computer University. This study aims to conduct research to determine the effect of marketing through social media Instagram on Interests Using Expert Course guidance services in 2020. The variables used in this study, namely Social Media (X) with dimensions of Context, Communication, Collaboration and connection. And interest in using or Interest in Buy (Y) with the dimensions of Awareness (Awareness), Interest (Interest), Desire (Desire), and Action (Readiness to Buy). This study uses causal descriptive analysis techniques and quantitative research methods, using the sampling method used is nonprobability sampling by distributing questionnaires to 100 respondents. The results showed that Social Media has a value of 76%, this can be categorized as "good". While Purchase Interest has a value of 77.52%, this can be categorized as "good", because there are already many students who know the Expert Course at Telkom University. The stimulant influence of social media on the purchase interest of Expert Course services is 80.6% while the remaining 19.4% is influenced by other factors not examined by the authors.

Keywords: Social Media, Purchase Interest