

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh sosial media Instagram, kesadaran merek, dan persepsi harga terhadap minat beli Gulu Gulu *Cheese Tea*. Populasi dalam penelitian ini adalah konsumen Gulu Gulu *Cheese Tea* dengan ukuran sampel sebanyak 122 responden yang ditentukan menggunakan metode *convenience sampling*. Adapun teknik pengumpulan data dilakukan dengan menggunakan kuesioner dan olah data dilakukan dengan teknik analisis SEM-PLS menggunakan perangkat lunak SmartPLS. Hasil Penelitian ini membuktikan bahwa Sosial Media Instagram, Kesadaran Merek dan Persepsi Harga berpengaruh positif dan signifikan terhadap Minat Beli pada Gulu Gulu *Cheese Tea*.

Kata Kunci: Instagram, Sosial Media, Kesadaran Merek, Persepsi Harga, Minat Beli, Gulu Gulu *Cheese Tea*



ABSTRACT

This study aims to examine the effect of Instagram as a social media, Brand Awareness, and price perception on Gulu Gulu Cheese Tea's buying intention. The population in this study were consumers of Gulu Gulu Cheese Tea with a total sample of 122 respondents who were determined using the convenience sampling method. The data collection technique was carried out using a questionnaire and data analysing was carried out using the SEM-PLS analysis technique using the SmartPLS software. The results of this study prove that Instagram Social Media, Brand Awareness and Price Perception have a positive and significant effect on Buying Interest in Gulu Gulu Cheese Tea.

Keyword: Instagram, Social Media, Brand Awareness, Price Perception, Buying intention, Gulu Gulu Cheese Tea

