

**PENGARUH POSTINGAN SOSIAL MEDIA INSTAGRAM DAN TIKTOK
BENING'S CLINIC PALEMBANG TERHADAP MINAT DAN KEPUTUSAN
MEMBELI PRODUK DI KLINIK BENING
CABANG PALEMBANG**

Oleh:

SELLY PUTRI MULIANI

ABSTRAK

Penelitian ini menggunakan metode kuantitatif dengan tipe penelitian eksplanatif. Penelitian ini bertujuan untuk mengetahui pengaruh dari postingan sosial media Instagram dan tiktok bening's clinic Palembang terhadap minat dan Keputusan Membeli produk di klinik bening cabang Palembang dengan menggunakan teori AIDDA. Metode pengambilan sampel dalam penelitian ini adalah *purposive sampling* dengan bantuan teknik hitung slovin sehingga didapatkan sampel 100 orang. Adapun hasil dari pengolahan data pada penelitian ini dengan menggunakan spss 25 adalah : Pengaruh simultan antara postingan Instagram dan Tiktok bening's clinic Palembang terhadap Minat Membeli sebesar 21,8%, Pengaruh antara postingan Tiktok bening's clinic Palembang terhadap Minat Membeli konsumen sebesar 20%. Pengaruh Instagram terhadap Minat Membeli melalui Tiktok bening's clinic Palembang sebesar 9,8%. Pengaruh simultan antara postingan Instagram dan Tiktok bening's clinic Palembang terhadap Keputusan Membeli produk di klinik bening cabang Palembang sebesar 9%. Pengaruh postingan Instagram terhadap Keputusan Membeli sebesar 21%. Pengaruh postingan Tiktok terhadap Keputusan Membeli, sebesar 29%. Pengaruh postingan Minat Membeli terhadap Keputusan Membeli produk di klinik bening sebesar 1%. Pengaruh postingan sosial media Tiktok bening's clinic Palembang terhadap Keputusan Membeli produk di klinik bening cabang Palembang melalui Minat Membeli. sebesar 2%.

Kata Kunci : AIDDA, Bening's Clinic Palembang, Media Sosial, Minat Membeli, Keputusan Membeli

**PENGARUH POSTINGAN SOSIAL MEDIA INSTAGRAM DAN TIKTOK
BENING'S CLINIC PALEMBANG TERHADAP MINAT DAN KEPUTUSAN
MEMBELI PRODUK DI KLINIK BENING**

CABANG PALEMBANG

Oleh:

SELLY PUTRI MULIANI

ABSTRAK

This research uses quantitative methods with an explanatory research type. This research aims to determine the influence of social media posts on Instagram and TikTok's Palembang clinic on interest and decisions to purchase products at the Palembang branch of the Clear Clinic using the AIDDA theory. The sampling method in this research was purposive sampling with the help of the Slovin counting technique so that a sample of 100 people was obtained. The results of data processing in this research using spss 25 are: The simultaneous influence of Instagram posts and Tiktok clear's clinic Palembang on buying interest is 21.8%, The influence of Tiktok clear's clinic Palembang posts on consumer buying interest is 20%. The influence of Instagram on interest in buying through Tiktok clear's clinic in Palembang is 9.8%. The simultaneous influence between Instagram posts and Tiktok clear's clinic Palembang on the decision to buy products at the clear clinic Palembang branch is 9%. The influence of Instagram posts on purchasing decisions is 21%. The influence of TikTok posts on purchasing decisions is 29%. The influence of Purchase Interest posts on the decision to purchase products at clear clinics is 1%. The influence of Tiktok's clinic Palembang social media posts on the decision to purchase products at the Palembang branch of Clear Clinic through Purchase Intention. by 2%.

Keywords: AIDDA, Bening's Clinic Palembang, Social Media, Purchase Interest, Purchase Decision