

ABSTRAK

PENGARUH *SOCIAL MEDIA MARKETING*, *INFORMATION QUALITY*, DAN *SOCIAL INFLUENCE* TERHADAP KEPUTUSAN PENGUNAAN APLIKASI INVESTASI BIBIT (Studi pada Mahasiswa Ilmu Administrasi Bisnis Universitas Lampung)

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Pesatnya perkembangan ekonomi dan teknologi informasi mendorong transformasi keuangan, meningkatkan kesadaran investasi, serta mempermudah akses investasi *online* melalui *fintech* yang lebih fleksibel, mudah, dan informatif dibandingkan investasi konvensional. Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing*, *information quality*, dan *social influence* terhadap keputusan penggunaan aplikasi investasi Bibit pada mahasiswa Ilmu Administrasi Bisnis Universitas Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research*, dengan populasi mahasiswa Ilmu Administrasi Bisnis Universitas Lampung angkatan 2018-2022 yang telah mempelajari mata kuliah wajib investasi dan pasar modal pada semester 5. Sampel penelitian melibatkan 86 responden yang dipilih menggunakan teknik *proportional stratified random sampling* dan data yang dikumpulkan melalui kuesioner dianalisis menggunakan alat bantu SPSS 29. Hasil penelitian menunjukkan bahwa *social media marketing* secara parsial berpengaruh signifikan terhadap keputusan penggunaan aplikasi investasi Bibit, *information quality* secara parsial berpengaruh signifikan terhadap keputusan penggunaan aplikasi investasi Bibit, *social influence* secara parsial berpengaruh signifikan terhadap keputusan penggunaan aplikasi investasi. *Social media marketing*, *information quality*, dan *social influence* secara simultan berpengaruh signifikan terhadap keputusan penggunaan aplikasi investasi Bibit.

Kata Kunci: *Social Media Marketing*, *Information Quality*, *Social Influence*, Keputusan Penggunaan

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING, INFORMATION QUALITY, AND SOCIAL INFLUENCE ON THE DECISION TO USE THE BIBIT INVESTMENT APPLICATION

(A Study on Business Administration Students at the University of Lampung)

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The rapid development of the economy and information technology has driven financial transformation, increased investment awareness, and facilitated access to online investments through fintech, which is more flexible, convenient, and informative compared to conventional investments. This study aims to analyze the influence of social media marketing, information quality, and social influence on the decision to use the Bibit investment application among Business Administration students at the University of Lampung. The research adopts a quantitative approach using explanatory research methods, targeting Business Administration students from the 2018–2022 cohorts who have completed mandatory courses on investment and capital markets in their fifth semester. The study sample consists of 86 respondents selected through proportional stratified random sampling, with data collected via questionnaires and analyzed using SPSS 29. The findings reveal that social media marketing significantly influences the decision to use the Bibit investment application, information quality significantly impacts the decision to use the application, and social influence also has a significant effect on the decision to use the application. Furthermore, social media marketing, information quality, and social influence collectively have a significant influence on the decision to use the Bibit investment application.

Keywords: Social Media Marketing, Information Quality, Social Influence, Decision to Use