

ABSTRACT

This study aims to examine the effect of Instagram advertising, e-service quality and online customer reviews on product buying interest on Instagram followers @heymale.id. The research population is all followers of @heymale.id and the number of samples taken is 120 respondents with purposive sampling method as a sampling technique. Obtaining data using a questionnaire with google form media and using a Likert scale as a measurement tool. The work on data analysis is carried out from SPSS 22 software, starting from the validity test, reliability test then there is the classical assumption test, there is multiple linear regression analysis to hypothesis testing. According to the test results, there is a partial or simultaneous effect that Instagram advertising, e service quality and online customer reviews have a positive and significant influence on the variable of buying interest in heymale.id products on Instagram followers @heymale.id.

Keywords: *instagram advertising, e service quality, online customer review, buying interest*

ABSTRAK

Penelitian dilakukan bertujuan untuk menguji adanya pengaruh *instagram advertising*, *e service quality* dan *online customer review* terhadap minat beli produk pada *followers* instagram @heymale.id. Populasi penelitian ialah seluruh *followers* @heymale.id dan jumlah sampel yang diambil sebanyak 120 responden dengan metode *purposive sampling* sebagai teknik pengambilan sampel. Perolehan data memakai kuesioner dengan media google form dan memakai skala likert sebagai alat pengukuran. Pengerjaan analisis data dilakukan dari *software* SPSS 22, mulai dari uji validitas, uji reliabilitas kemudian ada uji asumsi klasik, ada analisis regresi linear berganda sampai pengujian hipotesis. Sesuai hasil pengujian menunjukkan adanya pengaruh baik parsial atau simultan bahwa *instagram advertising*, *e service quality* dan *online customer review* memberikan pengaruh positif serta signifikan terhadap variabel minat beli produk heymale.id pada *followers* instagram @heymale.id.

Kata Kunci : *instagram advertising*, *e service quality*, *online customer review*, minat beli