

**PENGARUH KUALITAS PRODUK DAN *SOCIAL MEDIA MARKETING*  
TERHADAP MINAT BELI PADA *BRAND* LOKAL PRODUK ERIGO  
(STUDI PADA MAHASISWA FAKULTAS EKONOMI DAN SOSIAL DI  
UNIVERSITAS JENDERAL ACHMAD YANI YOGYAKARTA)**

Oleh:

GALUH PRAMESTI WIRABUANA

NPM.182304015

**INTISARI**

Penelitian ini bertujuan untuk mengetahui; pengaruh kualitas produk terhadap minat beli konsumen produk Erigo, pengaruh *social media marketing* terhadap minat beli konsumen produk Erigo, serta pengaruh kualitas produk dan *social media marketing* terhadap minat beli konsumen produk Erigo. Penelitian ini merupakan penelitian kuantitatif, populasi dan sampel dalam penelitian ini adalah mahasiswa/i FES UNJAYA, diambil sampel sebanyak 90 responden. Teknik sampling *non probability* sampling, metode *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner melalui *google form*.

Hasil penelitian ini menunjukkan bahwa kualitas produk berpengaruh positif terhadap minat beli konsumen pada produk Erigo, *social media marketing* berpengaruh positif terhadap minat beli konsumen pada produk Erigo, dan kualitas produk dan *social media marketing* berpengaruh secara simultan terhadap minat beli konsumen pada produk Erigo.

**Kata Kunci** : kualitas produk, *social media marketing*, minat beli

**EFFECT OF PRODUCT QUALITY AND SOCIAL MEDIA MARKETING ON  
BUYING INTEREST IN LOCAL BRAND ERIGO PRODUCTS**

**(CASE STUDY OF THE FACULTY OF ECONOMIC AND SOCIAL  
STUDENTS AT UNIVERSITY GENERAL ACHMAD YANI YOGYAKARTA)**

**By:**

**GALUH PRAMESTI WIRABUANA**

**NPM.182304015**

**ABSTRACT**

*This study aims to determine; the effect of product quality on consumer buying interest in Erigo products, the influence of social media marketing on consumer buying interest in Erigo products, as well as the influence of product quality and social media marketing on consumer buying interest in Erigo products. This study is a quantitative study, the population and sample in this study were students of FES UNJAYA, a sample of 90 respondents was taken. Sampling technique is non-probability sampling, purposive sampling method. Data collection techniques using a questionnaire via google form.*

*The results of this study indicate that product quality has a positive effect on consumer buying interest in Erigo products, social media marketing has a positive effect on consumer buying interest in Erigo products, and product quality and social media marketing simultaneously affect consumer buying interest in Erigo products.*

**Keywords:** *product quality, social media marketing, buying interest*