**PENGARUH PROMOSI MEDIA SOSIAL DAN PERSEPSI HARGA TERHADAP MINAT BELI ULANG**

**(Studi Pada Followers Instagram Scarlett Whitening)**

**ABSTRAK**

Oleh :

## Descia Rachma Poerwindasari

Dosen Pembimbing :

## Dr. Erminati Pancaningrum, ST.,MSM

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh media sosial dan persepsi harga terhadap minat beli ulang pada *followers* instagram *Scarlett Whitening*. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah pelanggan *Scarlett Whitening* dengan sampel berjumlah 100 orang., analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien diterminasi. Berdasarkan hasil penelitian menunjukkan bahwa Media sosial memiliki kontribusi terhadap minat beli ulang *Scarlett Whitening*. Semakin baik media sosial maka semakin tinggi minat beli ulang *Scarlett Whitening* dan Persepsi Harga memiliki kontribusi terhadap minat beli ulang *Scarlett Whitening*. Semakin baik Persepsi Harga maka semakin tinggi minat beli ulang *Scarlett Whitening.*

## Kata Kunci : Promosi media sosial, persepsi harga dan minat beli ulang

***THE INFLUENCE OF SOCIAL MEDIA PROMOYIONS AND PRICE PERCEPTION ON REPURCHASE INTEREST***

***(Study On Followers Instagram Scarlett Whitening)***

**ABSTRACT**

*By :*

## Descia Rachma Poerwindasari

*Guiding Lecturer :*

## Dr. Erminati Pancaningrum, ST.,MSM

*This study aims to determine and analyze the influence of social media and price perceptions on repurchase intention on Scarlett Whitening's Instagram followers. The research uses explanatory research methods which are carried out through data collection in the field. The population is Scarlett Whitening customers with a sample of 100 people. Data analysis is done using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that social media has a contribution to the repurchase intention of Scarlett Whitening. The better the social media, the higher the interest in repurchasing Scarlett Whitening and Perceived Price has a contribution to the interest in repurchasing Scarlett Whitening. The better the Perceived Price, the higher the interest in repurchasing Scarlett Whitening*

***Keywords : Social media promotions, price perception and repurchase intention***