

ABSTRAK

Devandra Yuliannata. 2026. Pengaruh Variasi Produk, Promosi Media Sosial melalui Instagram dan *Electronic Word of Mouth* terhadap Minat Beli Yourstudio Photobox Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M, Pembimbing (II) Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh variasi produk, promosi media sosial melalui Instagram, dan *Electronic Word of Mouth* (E-WOM) terhadap minat beli pada Yourstudio Photobox Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 160 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan analisis regresi linier berganda dengan bantuan IBM SPSS Statistics 26.

Hasil penelitian menunjukkan bahwa secara parsial variasi produk tidak berpengaruh signifikan terhadap minat beli. Sementara itu, promosi media sosial melalui Instagram dan Electronic Word of Mouth (E-WOM) berpengaruh positif dan signifikan terhadap minat beli, dengan E-WOM sebagai variabel yang memberikan pengaruh paling dominan. Selain itu, secara simultan variasi produk, promosi media sosial melalui Instagram, dan E-WOM terbukti berpengaruh signifikan terhadap minat beli konsumen.

Kata Kunci: Variasi Produk, Promosi Media Sosial melalui Instagram, *Electronic Word of Mouth* (E-WOM), Minat Beli.

ABSTRACT

This study aims to analyze the influence of product variation, social media promotion through Instagram, and Electronic Word of Mouth (E-WOM) on purchase intention at Yourstudio Photobox Madiun. This study employed a quantitative approach using a survey method. The sample consisted of 160 respondents selected through purposive sampling. Data were collected by distributing questionnaires using a Likert scale and were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 26.

The results indicate that, partially, product variation does not have a significant effect on purchase intention. Meanwhile, social media promotion through Instagram and Electronic Word of Mouth (E-WOM) have a positive and significant effect on purchase intention, with E-WOM being the most dominant influencing variable. Furthermore, simultaneously, product variation, social media promotion through Instagram, and Electronic Word of Mouth (E-WOM) were found to have a significant effect on consumers' purchase intention.

Keywords: Product Variation, Social Media Promotion, Instagram, Electronic Word of Mouth (E-WOM), Purchase Intention.