

# **PENGARUH PROMOSI MELALUI INSTAGRAM, BRAND AWARENESS TERHADAP SIKAP YANG BERDAMPAK PADA MINAT BELI KUE CAKEKINIAN**

## **ABSTRAK**

*Abstract : Purpose of this research is for find out promotion affect with social apps instagram, Brand Awareness of customer Attitudes that affects Interest buying “Cakekinian” Cake. This research is quantitative research. Samples is taken as many as 150 respondents with purposive sampling technique, the measuring instrument used is SPSS 25. From the result of the hipotesis obtains that; promotion with social apps instagram has a positive and significant effect on customer attitudes, Brand awarness has a positive and significant effect on customer attitudes, and costumer attitudes have a positive and significant effect on interest buying.*

*Keyword : Promotion, instagram, brand awareness, attitudes, interest buying*

*Abstrak : Penelitian ini bertujuan untuk mengetahui Pengaruh Promosi Melalui Instagram, Brand Awareness terhadap Sikap yang berdampak pada Minat Beli Kue Cakekinian. Penelitian ini merupakan penelitian kuantitatif. Sampel yang diambil sebanyak 150 responden dengan teknik purposive sampling, alat ukur yang digunakan yaitu SPSS 25. Dari hasil hipotesis yang di dapat bahwa; promosi melalui instagram berpengaruh positif dan signifikan terhadap sikap konsumen, brand awareness berpengaruh positif dan signifikan terhadap sikap konsumem, dan sikap konsumen berpengaruh positif dan signifikan terhadap minat beli.*

*Kata kunci : promosi, instagram, brand awareness, sikap, minat beli*