

ABSTRAK

Penelitian ini merupakan survei pada konsumen dari produk Street Boba. Penelitian ini mengambil judul: “The Effect of Social Media Advertising and Sales Promotion on Online Purchase Intention with Gender as Moderation Variable on Consumer Street Boba Purwokerto”. Penelitian ini bertujuan untuk mengetahui pengaruh social media advertising dan sales promotion terhadap online purchase intention dengan gender sebagai variable moderasi. Responden dalam penelitian ini adalah konsumen yang sudah pernah membeli produk street boba minimal 1 kali. Penelitian ini menggunakan 100 responden. Metode penelitian ini menggunakan penelitian kuantitatif dengan teknik pengambilan sample Simple Random Sampling. Berdasarkan hasil penelitian dan analisis data menggunakan SPSS (Statistical Product and Service Solution) 16.0 menunjukkan bahwa: (1) Social media advertising berpengaruh positif dan signifikan terhadap online purchase intention, (2) Sales promotion berpengaruh positif dan signifikan terhadap online purchase intention, (3) Gender tidak memoderasi hubungan antara social media advertising terhadap online purchase intention, (4) Gender tidak memoderasi hubungan antara sales promotion terhadap online purchase intention. Implikasi dari penelitian ini adalah Street boba dapat menambahkan artikel atau informasi tentang produk yang membuat konsumen merasa aman dan yakin untuk membeli produk mereka, melakukan kegiatan promosi dalam bentuk iklan atau movement seperti mengadakan challenge atau mini game dalam sebuah event untuk menarik lebih banyak calon konsumen untuk mencoba produk mereka.

Kata Kunci: *Online Purchase Intention, Social Media Advertising, Sales Promotion, Gender.*

ABSTRACT

This research is a survey on consumers of Street Boba products. This research takes the title: "The Effect of Social Media Advertising and Sales Promotion on Online Purchase Intention with Gender as Moderation Variable on Consumer Street Boba Purwokerto". This study aims to determine the effect of social media advertising and sales promotion on online purchase intention with gender as a moderating variable. Respondents in this study were consumers who had purchased street boba products at least once. This study uses 100 respondents. This research method uses quantitative research with Simple Random Sampling technique. Based on the results of research and data analysis using SPSS (Statistical Product and Service Solution) 16.0 shows that: (1) Social media advertising has a positive and significant effect on online purchase intention, (2) Sales promotion has a positive and significant effect on online purchase intention, (3)) Gender does not moderate the relationship between social media advertising and online purchase intention, (4) Gender does not moderate the relationship between sales promotion and online purchase intention. This research implies that Street boba can add articles or information about products that make consumers feel safe and confident about buying their products, carry out promotional activities in the form of advertisements or movements such as holding challenges or mini-games in an event to attract more potential customers to try their product.

Key Words: *Online Purchase Intention, Social Media Advertising, Sales Promotion, Gender.*