PROMOSI MEDIA SOSIAL DAN INOVASI RASA SEBAGAI PEMICU MINAT BELI KONSUMEN UD LINGGA

ABSTRAK

Latar belakang: Perkembangan industri kuliner lokal di Indonesia menunjukkan tren yang semakin kompetitif. Minat beli seorang konsumen dapat timbul apabila seorang konsumen merasa sangat tertarik terhadap berbagai informasi seputar produk yang diperoleh melalui iklan media sosial, pengalaman orang yang telah mengkonsumsinya, dan inovasi rasa dari produk tersebut.
Tujuan: Untuk mengetahui promosi media sosial dan inovasi rasa sebagai pemicu minat beli konsumen produk kuliner lokal: Studi pada UD Lingga.
Metode: Penelitian ini menggunakan jenis penelitian kuantitatif. Populasi pada penelitian ini yaitu konsumen UD Lingga Ungaran tiga bulan terakhir April-Juni 2025 sebanyak 300 orang. Penentuan pengambilan jumlah sampel dilakukan melalui metode *accidental sampling* sebanyak 97 responden. Uji yang digunakan asumsi klasik, regresi liner berganda dan uji hipotesis.
Hasil: Promosi media sosial berpengaruh **positif dan signifikan** terhadap **minat beli** ($p = 0{,}038 < 0{,}05$). **Inovasi rasa** tidak berpengaruh signifikan terhadap Minat Beli ($p = 0{,}592 > 0{,}05$). **Promosi media sosial** tidak berpengaruh **positif dan signifikan** terhadap **citra merek** ($p = 0{,}098 > 0{,}05$). **Inovasi rasa** berpengaruh signifikan terhadap citra merek ($p = 0{,}015 < 0{,}05$). **Citra Merek belum memediasi secara signifikan** pengaruh **Promosi Media Sosial terhadap Minat Beli** pada taraf signifikansi p-value **0,068** > 5%. **Citra Merek (Z) memediasi secara signifikan** pengaruh **Inovasi Rasa (X)** terhadap **Minat Beli (Y)** dengan p-value sekitar **0,029**
Kesimpulan: Promosi media sosial berpengaruh positif dan signifikan terhadap minat beli, sedangkan inovasi rasa tidak berpengaruh signifikan. Citra merek tidak memediasi pengaruh promosi media sosial terhadap minat beli, namun memediasi secara signifikan pengaruh inovasi rasa terhadap minat beli.

Kata Kunci: Inovasi Rasa, Minat Beli, Promosi Media Sosial

SOCIAL MEDIA PROMOTION AND FLAVOR INNOVATION AS DETERMINANTS OF CONSUMER PURCHASE INTENTION: A STUDY OF UD LINGGA

ABSTRACT

Background: *The development of the local culinary industry in Indonesia shows an increasingly competitive trend. Consumers' purchase intention may arise when they are strongly attracted to product-related information obtained through social media advertising, experiences shared by previous consumers, and product flavor innovations.*

Objective: *This study aims to examine social media promotion and flavor innovation as triggers of consumers' purchase intention for local culinary products: A study at UD Lingga.*

Method: *This study employed a quantitative research design. The population consisted of 300 consumers of UD Lingga Ungaran during the last three months (April–June 2025). The sample size of 97 respondents was determined using accidental sampling. The data were analyzed using classical assumption tests, multiple linear regression, and hypothesis testing.*

Results: *Social media promotion has a positive and significant effect on purchase intention ($p = 0.038 < 0.05$). Flavor innovation does not have a significant effect on purchase intention ($p = 0.592 > 0.05$). Social media promotion does not have a positive and significant effect on brand image ($p = 0.098 > 0.05$), while flavor innovation has a significant effect on brand image ($p = 0.015 < 0.05$). Brand image does not significantly mediate the effect of social media promotion on purchase intention (p-value $= 0.068 > 0.05$). However, brand image significantly mediates the effect of flavor innovation on purchase intention (p-value ≈ 0.029).*

Conclusion: *Social media promotion has a positive and significant effect on purchase intention, while flavor innovation does not have a significant direct effect. Brand image does not mediate the relationship between social media promotion and purchase intention, but it significantly mediates the relationship between flavor innovation and purchase intention.*

Keywords: *Flavor Innovation, Purchase Intention, Social Media Promotion*