

ABSTRAK

Kebutuhan pada smartphone di zaman sekarang merupakan suatu kebutuhan yang tidak dapat dihindarkan. Penelitian ini berjudul pengaruh brand image dan media sosial marketing terhadap minat beli konsumen pada Smartphone Xiaomi di Kota Bandung. Merek Xiaomi sudah mulai dikenal masyarakat Tiongkok sejak tahun 2011, mulai dikenal masyarakat Indonesia pada tahun 2013 dan mulai meledak di pasaran pada tahun 2014 dengan produk unggulannya yaitu smartphone Xiaomi. Adanya penurunan penjualan produk Smartphone Xiaomi yang cukup signifikan dari tahun 2019-2023, yang disebabkan ketatnya persaingan usaha dalam bidang telekomunikasi yang terus meningkat. Penelitian ini menggunakan metode kuantitatif. Tujuan penelitian ini untuk mengetahui brand image dan sosial media marketing terhadap minat beli konsumen Smartphone Xiaomi di Kota Bandung. Jenis penelitian ini merupakan penelitian kuantitatif. Sampel dalam penelitian ini terdiri dari 105 responden, diambil dengan Teknik *non-probability sampling*. Berdasarkan hasil analisis data, variabel brand image (X1) terdapat pengaruh signifikan terhadap minat beli konsumen (Y), secara parsial sosial media marketing (X2) terdapat pengaruh signifikan terhadap minat beli konsumen (Y). Kesimpulan dari penelitian ini menunjukkan bahwa secara parsial, brand image dan sosial media marketing berpengaruh signifikan terhadap minat beli konsumen Smartphone Xiaomi di Kota Bandung.

Kata Kunci : Brand Image, Sosial Media Marketing, Minat Beli Konsumen

ABSTRACT

*The need for smartphones in this day and age is an inevitable need. This research is titled *The Influence of Brand Image and Social Media Marketing on Consumer Buying Interest in Xiaomi Smartphones in the City of Bandung*. The Xiaomi brand has been known to the Chinese people since 2011, began to be known by the people of Indonesia in 2013 and began to explode in the market in 2014 with its flagship product, the Xiaomi smartphone. There was a significant decline in sales of Xiaomi Smartphone products from 2019-2023, due to the fierce business competition in the telecommunications sector that continues to increase. This study uses a quantitative method. The purpose of this research is to find out the brand image and social media marketing of the buying interest of Xiaomi Smartphone consumers in the city of Bandung. This type of research is a quantitative research. The sample in this study consisted of 105 respondents, taken by non-probability sampling technique. Based on the results of data analysis, the brand image variable (X1) has a significant influence on consumer buying interest (Y), partially social media marketing (X2) has a significant influence on consumer buying interest (Y). The conclusion of this study shows that partially, brand image and social media marketing have a significant effect on the buying interest of Xiaomi Smartphone consumers in the city of Bandung.*

Keywords: *Brand Image, Social Media Marketing, Consumer Buying Interest*