

## ABSTRACT

### **THE EFFECT OF INSTAGRAM AND TIKTOK CONTENTS ON PURCHASE INTENTION IN THE MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs) OF BANANA NUGGET CRISPY YUYUN IN BANDAR LAMPUNG**

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*The influence of Instagram and Tiktok content on purchase intention in the micro, small, and medium enterprises (MSMEs) of Banana Nugget Crispy Yuyun. The purpose of this study is to demonstrate that elements related to Instagram and TikTok content significantly affect consumers' interest in making purchases. In addition, the interest in buying a product is a measure of how seriously buyers consider making a purchase. One way to anticipate someone's behavior or actions is by looking at, for example, what is interpreted as someone's condition by looking at their interest, which is interpreted as their condition just before taking action. This type of research was explanatory research. The sampling technique used the Slovin formula with the followers of the Instagram account of MSMEs Banana Nugget Crispy Yuyun. Data collection technique was done through the distribution of questionnaires to 100 respondents. This study used multiple linear regression analysis with SPSS 26. The F test showed that the research was suitable for answering the hypotheses proposed because it was simultaneous.*

**Keywords:** Instagram Content, Tiktok Content, Purchase Intention

