

ABSTRACT

**THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA CONTENT
ON CONSUMER BEHAVIOR USING THE DUAL AISAS
METHOD
(CASE STUDY OF PT. SBI PURWOKERTO)**

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The increase in visits from Kalih Coffee and Boss & Bros Burger's Instagram social media after the influencer's content is uploaded causes not knowing the action of the audience after watching the uploaded influencer content. Research was conducted to determine the audience action at PT.SBI Group Purwokerto, namely Kalih Coffee and Boss & Bros Burger using the Dual AISAS method. Understanding the audience behavior of social media influencers that can influence a person's intention to visit and make a purchase is the purpose of this research. The Dual AISAS method is the measurement tool used in this research. Attention, Interest, Search, Action, Sharing, Active, Attention, Interest, Share, Accept, and Spread are some of the factors that make up Dual AISAS. A questionnaire shared with Instagram users through Google Forms was used to collect data. The results showed differences in factors that influence a person to take action on digital influencer posts. The results of questionnaire data processing for Kalih Coffee show that the most influential action is the Attention factor towards the Interest factor which has a path coefficient value of 0.700 and a t-statistic of 14.126, while the results of processing questionnaire data for Boss & Bros Burger show that the most influential action is the Share factor on the Activation factor which has a path coefficient value of 0.737 and a t-statistic of 13.358.

Keywords: Instagram, influencer, social media, social media influencer, Dual AISAS