

ABSTRAK

FATIMAH.NPM: 202309. Program Studi D3 Administrasi Bisnis, Sekolah Tinggi Ilmu Administrasi (STIA) Amuntai. **“Pengaruh Kualitas Promosi Digital Terhadap Keputusan Penggunaan Jasa Rias Pengantin Pada Mustika Arthenna Make Up Di Kabupaten Hulu Sungai Utara”** di bawah bimbingan Ibu Nurul Hasanah, S.Pd., M.M.

Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan usaha jasa rias pengantin yang menuntut pelaku usaha memanfaatkan media sosial, khususnya Instagram dan TikTok, secara optimal sebagai sarana promosi, sehingga kualitas promosi digital menjadi faktor penting untuk dikaji pengaruhnya terhadap keputusan penggunaan jasa.

Penelitian ini bertujuan mengetahui pengaruh kualitas promosi digital terhadap keputusan penggunaan jasa rias pengantin pada Mustika Arthenna Make Up di Kabupaten Hulu Sungai Utara. Metode yang digunakan adalah pendekatan kuantitatif dengan tipe deskriptif asosiatif, sampel 60 responden dipilih dengan teknik *purposive sampling*; data dikumpulkan melalui kuesioner berskala Likert dan diolah menggunakan SPSS melalui uji validitas, reliabilitas, normalitas, analisis regresi linear sederhana, uji t, serta koefisien determinasi (R^2).

Hasil penelitian menunjukkan seluruh item instrumen valid dan reliabel (*Cronbach's Alpha* 0,979 untuk variabel X dan 0,935 untuk variabel Y), dengan persamaan regresi $Y = 9,364 + 0,546X$, nilai $t_{hitung} 9,414 > t_{tabel} 2,002$ pada signifikansi $0,000 < 0,05$ sehingga H_1 diterima, serta koefisien determinasi (R^2) sebesar 0,604 yang berarti kualitas promosi digital mampu menjelaskan 60,4% variasi keputusan penggunaan jasa. Dapat disimpulkan bahwa kualitas promosi digital berpengaruh positif dan signifikan terhadap keputusan penggunaan jasa rias pengantin pada Mustika Arthenna Make Up di Kabupaten Hulu Sungai Utara, sehingga disarankan kepada pengelola usaha untuk terus meningkatkan kualitas konten promosi, terutama daya tarik visual, konsistensi unggahan, interaksi dengan calon klien, dan kejelasan informasi harga, sementara peneliti selanjutnya disarankan menambahkan variabel lain seperti harga, kualitas pelayanan, atau kepercayaan merek agar diperoleh gambaran lebih menyeluruh mengenai faktor yang memengaruhi keputusan penggunaan jasa.

Kata Kunci: Kualitas Promosi Digital, Keputusan Penggunaan Jasa Rias Pengantin

ABSTRACT

FATIMAH.NPM: 202309. Diploma in Business Administration Study Program, Amuntai College of Administrative Sciences (STIA). **"The Influence of Digital Promotion Quality on the Decision to Use Bridal Makeup Services at Mustika Arthenna Make Up in North Hulu Sungai Regency"** under the guidance of Ms. Nurul Hasanah, S.Pd., M.M.

This study is motivated by the increasingly fierce competition in the bridal makeup service industry, which compels business operators to optimally utilize social media specifically Instagram and TikTok for promotion; consequently, the quality of digital promotion has become a crucial factor to examine regarding its influence on the decision to use these services.

This study aims to determine the impact of digital promotion quality on the decision to use bridal makeup services at Mustika Arthenna Make Up in Hulu Sungai Utara Regency. A quantitative approach with a descriptive-associative design was employed; a sample of 60 respondents was selected using purposive sampling. Data were collected via Likert-scale questionnaires and processed using SPSS, involving tests for validity, reliability, and normality, as well as simple linear regression analysis, the t-test, and the coefficient of determination (R^2).

The results indicate that all instrument items were valid and reliable (Cronbach's Alpha of 0.979 for variable X and 0.935 for variable Y). The regression equation was $Y = 9.364 + 0.546X$; the calculated t-value (9.414) exceeded the t-table value (2.002) at a significance level of 0.000 (< 0.05), leading to the acceptance of H1. Additionally, the coefficient of determination (R^2) was 0.604, meaning that digital promotion quality explains 60.4% of the variation in the decision to use the service. It is concluded that digital promotion quality has a positive and significant effect on the decision to use bridal makeup services at Mustika Arthenna Make Up in Hulu Sungai Utara Regency. Therefore, business management is advised to continuously improve the quality of promotional content particularly visual appeal, posting consistency, interaction with prospective clients, and the clarity of pricing information while future researchers are encouraged to incorporate additional variables such as price, service quality, or brand trust to gain a more comprehensive understanding of the factors influencing the service usage decision.

Keywords: Quality of Digital Promotion, Decision to Use Bridal Makeup Services