

ABSTRAK

PENGARUH VIRALITAS REELS INSTAGRAM, DAYA TARIK KONTEN, DAN INFLUENCER TERHADAP MINAT BELI FESYEN FAMILIAS

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh viralitas *Reels* Instagram terhadap minat beli produk fesyen Familias, (2) pengaruh daya tarik konten terhadap minat beli produk fesyen Familias, (3) pengaruh *influencer* terhadap minat beli produk fesyen Familias, dan (4) pengaruh viralitas *Reels* Instagram, daya tarik konten, dan *influencer* secara simultan terhadap minat beli produk fesyen Familias. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanasi. Sampel diambil dengan teknik *non-probability sampling* melalui metode *purposive sampling*. Data dikumpulkan melalui kuesioner berbentuk *Google Form* yang disebarakan kepada 385 responden berusia 17–44 tahun, aktif menggunakan Instagram, pernah melihat konten akun *@Familias.official*, dan belum pernah membeli produk Familias. Data diolah melalui tahap tabulasi, uji instrumen, uji asumsi klasik, analisis regresi linear berganda, uji t, dan uji F dengan bantuan SPSS 25. Hasil penelitian menunjukkan bahwa viralitas *Reels* Instagram (skor rata-rata 2,79), daya tarik konten (skor rata-rata 2,82), dan *influencer* (skor rata-rata 3,49) masing-masing berpengaruh positif dan signifikan terhadap minat beli, baik secara parsial maupun simultan, dengan daya tarik konten sebagai variabel paling dominan. Nilai *Adjusted R Square* sebesar 0,766 menunjukkan ketiga variabel tersebut mampu menjelaskan 76,6% variasi minat beli, sedangkan 23,4% sisanya dijelaskan oleh variabel lain di luar penelitian ini. Berdasarkan temuan tersebut, Familias disarankan untuk meningkatkan interaksi *audiens* melalui komentar dan *likes* pada konten *reels*, mempertahankan serta meningkatkan kualitas visual dan kreativitas konten, dan lebih selektif memilih *influencer* yang karakter serta gaya hidupnya sesuai dengan identitas merek agar kepercayaan dan minat beli konsumen terhadap produk fesyen Familias dapat semakin meningkat.

Kata kunci: viralitas *Reels* Instagram, daya tarik konten, *influencer*, minat beli, fesyen Familias

ABSTRACT

THE INFLUENCE OF INSTAGRAM REELS VIRALITY, CONTENT ATTRACTIVENESS, AND INFLUENCERS ON FASHION PURCHASE INTENTION

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This study aims to examine the influence of Instagram Reels virality, content attractiveness, and influencers on purchase intention toward Familias fashion products, both partially and simultaneously. This research employed a quantitative approach with an explanatory research design. The sample was selected using a non-probability sampling technique through the purposive sampling method. Data were collected through a Google Form questionnaire distributed to 385 respondents aged 17–44 years who actively use Instagram, have viewed content from the @Familias.official account, and have never purchased Familias products. The data were processed through tabulation, instrument testing, classical assumption testing, multiple linear regression analysis, t-test, and F-test using SPSS 25. The results show that Instagram Reels virality (mean score of 2.79), content attractiveness (mean score of 2.82), and influencers (mean score of 3.49) each have a positive and significant effect on purchase intention, both partially and simultaneously, with content attractiveness as the most dominant variable. The Adjusted R Square value of 0.766 indicates that these three variables explain 76.6% of the variation in purchase intention, while the remaining 23.4% is explained by other variables outside this study. Based on these findings, Familias is advised to increase audience interaction through comments and likes on its reels content, maintain and improve the visual quality and creativity of its content, and be more selective in choosing influencers whose character and lifestyle align with the brand identity so that consumer trust and purchase intention toward Familias fashion products can further increase.

Keywords: Instagram Reels virality, content attractiveness, influencer, purchase intention, Familias fashion product.