

## ***ABSTRAK***

**Ridhani gustina , Npm: 71210314014, Judul: Pengaruh Trend Fasion dan Promosi Online Terhadap Minat Beli Batik Masyarakat di Sumatera Utara (Studi Kasus Kampung Batik Berandan}. Program Studi Strata I Kewirausahaan. Universitas Islam Sumatra Utara. Pembimbing I: Dr. Yusrita, S.E., M.M, Pembimbing II: Tri Kartika Yudha, S.E., M,M, Skripsi 2025**

Penelitian ini bertujuan untuk menganalisis pengaruh trend fashion, promosi online dan brand image terhadap minat beli (Studi kasus pada kampung batik berandan). Penelitian ini merupakan jenis penelitian kuantitatif dengan kuesioner sebagai bahan dalam pengumpulan data. Sampel yang diambil sebanyak 112 responden. Teknik pengambilan sampel menggunakan Purposive Sampling dengan metode Non Probability Sampling. Sedangkan teknik analisis data menggunakan uji instrument, uji asumsi klasik, uji ketepatan model, analisis regresi linier berganda dan uji hipotesis yang diolah menggunakan bantuan Software IBM SPSS Statistic 20.

Hasil penelitian menunjukkan variabel trend fashion tidak berpengaruh signifikan terhadap minat beli. Sedangkan variabel promosi online dan variabel berpengaruh secara positif dan signifikan terhadap minat beli.

Kata kunci : trend fashion, promosi online, minat beli.

## **ABSTRACT**

**Ridhani gustina , Npm: 71210314014, Judul: *The influence of fashion trends, online promotions on the intention to buy fashion (a case study on Kampung Batik Berandan)* Program Studi Strata I Kewirausahaan. Universitas Islam Sumatra Utara. Pembimbing I: Dr. Yusrita, S.E., M.M, Pembimbing II: Tri Kartika Yudha, S.E., M,M, Skripsi 2025**

*This study aims to analyze the influence of fashion trends, online promotions on the intention to buy fashion (a case study on Kampung Batik Berandan). This research is a type of quantitative research with questionnaires as material in data collection. The samples taken were 112 respondents. The sampling technique uses Purposive Sampling with the Non Probability Sampling method. While the data analysis techniques used test instruments, classical assumption tests, model accuracy tests, multiple linear regression analysis and hypothesis testing which were processed using the help of IBM SPSS Statistics 22 Software.*

*The results showed that the fashion trend variable had no significant effect on purchase intention. Meanwhile, online promotion variables variables have a positive and significant effect on purchase intention.*

*Keywords: fashion trend, online promotion, buying interest.*