

ABSTRACT

Business competition in Indonesia is increasing with companies competing in increasing sales and creating innovative marketing strategies to attract consumers. The digital revolution 4.0 encourages people to get information through various media. Social media is one of the media on the internet that is used to improve product or service marketing as a more efficient and efficient marketing tool. These marketing tools can connect with audiences at any place and time for online business (Lucy Alexander, 2020). Likewise with the effect of product sales on PT. Karya Anugerah Gemilang.

This study aims to determine and analyze the influence of Instagram online media and organic promotion attributes on product sales by adding referral capabilities as an intermediate variable to consumers of furniture products at PT. Karya Anugerah Gemilang. The sample in this study used a non-probability sampling method with purposive sampling technique. The number of samples used in this study were 110 respondents with the criteria of ever buying a product from PT. Karya Anugerah Gemilang at least 2x (twice) in a period of 1 (one) year. And domiciled in the territory of Indonesia with the dominance of the areas of Jakarta, Bandung, Surabaya, Yogyakarta, and Jepara. Respondent data was obtained by distributing online questionnaires in the form of google form. In this study, there are five hypotheses which are analyzed and tested using the Structural Equation Model (SEM) analysis technique with the analysis tool used is the Analysis of Moment Structure (AMOS) version 26.0.

The results of testing the five proposed hypotheses indicate that the five hypotheses were successfully accepted, namely the use of Instagram Online Media has a positive and significant effect on Referral Ability, Organic Promotion Attributes have a positive and significant effect on Referral Ability, Referral Ability has a positive and significant effect on Sales Products, Instagram Online Media Use has a positive and significant effect on Product Sales, and Organic Promotion Attributes have a positive and significant effect on Product Sales.

Keywords: *Online Media Instagram, Organic Attribute Promotion, Referral Ability, Product Sale*