

ABSTRAK

Pengaruh Kreativitas Fotografi *Freelancer* Sebagai Upaya Menarik Minat Pembeli Jasa Fotografi di Kediri

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Saat ini, industri fotografi mengalami perkembangan pesat dengan bertambahnya jumlah penyedia jasa di berbagai sektor, termasuk fotografi mode dan fotografi pernikahan. Tingginya permintaan akan layanan fotografi menciptakan peluang emas bagi siapa pun yang ingin memulai usaha di bidang ini. Tujuan dari penelitian ini adalah untuk mengetahui apakah ada pengaruh antara kreativitas dengan minat pembeli. Kuisioner disebarlang langsung kepada 67 responden yang memiliki umur 18 sampai 25 tahun dan dianalisis menggunakan metode kuantitatif. Dari hasil penelitian, dapat disimpulkan bahwa kreativitas memiliki pengaruh signifikan secara parsial terhadap minat pembelian jasa fotografi.

Kata Kunci: Kreativitas; Minat Pembeli; Freelancer; Fotografi

ABSTRACT

The Influence of Freelancer Photography Creativity as an Effort to Attract Interest from Photography Service Buyers in Kediri

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Currently, the photography industry is experiencing rapid development with an increasing number of service providers in various sectors, including fashion photography and wedding photography. The high demand for photography services creates a golden opportunity for anyone who wants to start a business in this field. The aim of this research is to find out whether there is an influence between creativity and buyer interest. Questionnaires were distributed directly to 67 respondents aged 18 to 25 years and analyzed using quantitative methods. From the research results, it can be concluded that creativity has a partially significant influence on interest in purchasing photography services.

Keywords: Creativity, Buyer Interest, Freelancer, Photography