

ABSTRAK

PENGARUH IKLAN INTERNET DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI PRODUK SMARTPHONE LENOVO

Oleh
ANTONI ADI WIYOKO

Penelitian ini bertujuan untuk mengetahui variabel manakah yang mempengaruhi Minat beli produk *smartphone* Lenovo. Variabel independen yang diteliti yaitu; Iklan Internet (X_1) dan *Electronic Word Of Mouth* (X_2) dengan variabel dependen yaitu Minat beli (Y).

Penelitian ini menggunakan sampel sebanyak 100 responden. Sedangkan pengambilan sampel menggunakan teknik *judgmental sampling* yang menggunakan metode *non-probability sampling*. tipe pemilihan sampel secara acak yang diperoleh dengan menggunakan pertimbangan tertentu. Uji yang digunakan untuk menguji instrument penelitian berupa uji validitas dan uji realibilitas. Uji hipotesis menggunakan uji t.

Hasil penelitian ini menunjukkan bahwa berdasarkan hasil analisis regresi berganda nampak bahwa Iklan Internet (X_1) dan *Electronic Word Of Mouth* (X_2) berpengaruh positif dan signifikan terhadap Minat beli produk *smartphone* Lenovo. Variabel yang paling dominan memengaruhi Minat beli adalah variabel *Electronic Word Of Mouth*.

Kata kunci: Iklan internet, *Electronic Word Of Mouth*, Minat beli.

ABSTRACT

INFLUENCE OF INTERNET ADVERTISING AND ELECTRONIC WORD OF MOUTH TO PURCHASE INTENTION SMARTPHONE LENOVO

By
ANTONI ADI WIYOKO

This study aims to determine the factors that influence buying interest Lenovo smartphone products. The independent variables studied were; Internet advertising (X_1) and Electronic Word of mouth (X_2) with the dependent variable is the buying interest (Y).

This study used a sample of 100 respondents. While sampling using judgmental sampling or non-probability sampling that uses the type of random sample selection obtained by using certain considerations. Test used to test the research instrument in the form of test validity and reliability test. Hypothesis testing using t test and F test.

The results of this study indicate that based on the results of multiple regression analysis it appears that Internet advertising (X_1) and Electronic Word of mouth (X_2) positive and significant impact on buying interest Lenovo smartphone products. The most dominant variable affecting buying interest is variable Electronic Word of mouth.

Keywords: *Internet advertising, Electronic Word of mouth, Purchase Intention.*