THE EFFECT OF ELECTRONIC WORD OF MOUTH (EWOM) DIMENSION IN SOCIAL MEDIA INSTAGRAM ON PURCHASE INTENTION IN ALAS COBEK RESTAURANT IN BANDAR LAMPUNG

ABSTRACT

By

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Alas Cobek Restaurant is one of the Restaurants that conducts Electronic Word of Mouth (EWOM) in order to reduce promotional costs in marketing the products its offer. The form of Electronic Word of Mouth used by Alas Cobek Restaurant is social media Instagram. The purposes of this research were to determine the effect of Electronic Word of Mouth Dimension on Purchase Intention in Alas Cobek Restaurants Bandar Lampung

The method of sampling uses a non-probability sampling with the Purposive Judgment Sampling technique. Samples in this research were 120 respondents who had been exposed to information about Alas Cobek Restaurant through Instagram, but have not eat yet at Alas Cobek Restaurant.

The results of the study showed that electronic word of mouth variables had a significant effect on purchase intention, the results of the research electronic word of mouth variables on purchase intention were 95,8% while the remaining 4.2% were influenced by others factor. The t-test results showed that the dimensions of electronic word of mouth (X) which cosist of concern for others, expressing positive feelings, economic incentives, platform assistance and helping the company had a positive effect on the purchase intention variable (Y).

PENGARUH DIMENSI *ELECTRONIC WORD OF* MOUTH (*EWOM)* DI MEDIA SOSIAL INSTAGRAM TERHADAP MINAT BELI PADA RUMAH MAKAN ALAS COBEK DI BANDAR LAMPUNG

ABSTRAK

Oleh

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Rumah Makan Alas Cobek merupakan salah satu Rumah Makan yang melakukan *Electronic Word of Mouth (EWOM)* untuk menekan biaya promosinya dalam memasarkan produk yang ditawarkannya. Bentuk *Electronic Word of Mouth* yang dipakai oleh Rumah Makan Alas Cobek adalah media sosial instagram. Tujuan penelitian ini adalah untuk mengetahui pengaruh dimensi *Electronic Word of Mouth* terhadap Minat Beli pada Rumah Makan Alas Cobek di Bandar Lampung.

Metode pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *Purposive Judgement Sampling*. Jumlah sampel dalam penelitian ini berjumlah 120 responden yang pernah terpapar informasi mengenai Rumah Makan Alas Cobek melalui Instagram, namun belum pernah bersantap di Rumah Makan Alas Cobek.

Hasil penelitian menunjukan bahwa variabel *Electronic Word of Mouth* berpengaruh signifikan terhadap Minat Beli, hasil penelitian variabel *Electronic Word of Mouth* terhadap Minat Beli sebesar 95,8% sedangkan sisanya 4,2% dipengaruhi oleh faktor lain. Pada hasil uji t diketahui bahwa variabel dimensi *Electronic Word of Mouth* (X) yaitu perhatian terhadap orang lain, mengekspresikan pengalaman positif, penghargaan ekonomi, membantu perusahaan, dan media berpengaruh positif terhadap variabel minat beli (Y).

Kata kunci : *Electronic Word of Mouth Dimension*, **Minat Beli**