

ABSTRAK

PENGARUH DIMENSI *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI KONSUMEN (Studi pada *Followers* Akun Instagram @kuliner_lampung di Bandar Lampung)

Oleh

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Penelitian ini bertujuan untuk mengetahui pengaruh dari dimensi *electronic word of mouth* terhadap minat beli konsumen pada *followers* akun instagram @Kuliner_lampung. Penelitian ini merupakan penelitian *explanatory research* dengan variabel dependent dimensi dari *electronic word of mouth* yaitu, *intensity*, *positive valance*, *negative valance* dan *content* serta variabel independent yaitu minat beli. Besarnya populasi diambil dari *followers* akun instagram @Kuliner_lampung per-februari 2021 berjumlah 392.000 *followers*. Pengambilan sampel menggunakan teknik *purposive sampling* untuk mendapatkan 100 responden. Pengambilan data dilakukan dengan cara mengirimkan pesan singkat melalui instagram (*direct message*) pada *followers* akun instagram @Kuliner_lampung, dengan mengirimkan kuisisioner yang disebar melalui *google form*. Teknik analisis data yang digunakan pada penelitian ini yaitu regresi linier berganda dengan SPSS. Berdasarkan penelitian dan analisis data hasil uji secara parsial pada masing-masing variabel. Variabel *intensity* berpengaruh signifikan terhadap minat beli konsumen, *positive valance* berpengaruh signifikan terhadap minat beli konsumen, *negative valance* berpengaruh signifikan terhadap minat beli konsumen, *content* berpengaruh signifikan terhadap minat beli konsumen. Hasil pada penelitian ini menunjukkan variabel *intensity*, *positive valance*, *negative valance* dan *content* secara simultan berpengaruh signifikan terhadap minat beli konsumen.

Kata Kunci: *Intensity*, *Positive Valance*, *Negative Valance*, *Conten*, *Minat Beli*

***THE DIMENSIONAL EFFECT ELECTRONIC WORD OF MOUTH
CONSUMER INTEREST IN BUYING STUDY ON INSTAGRAM ACCOUNT
@KULINER_LAMPUNG FOLLOWERS IN BANDAR LAMPUNG***

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ABSTRACT

This study aims to determine the effect of the dimensions electronic word of mouth on consumer buying interest followers Instagram account @Kuliner_lampung. This research is explanatory research with the dependent variable in deminsional of electronic word of mouth, intensity, positive valance, negative valance and content as well as the independent variable, namely buying interest. The population size is taken from followers Instagram account @Kuliner_lampung as of February 2021 totals 392,000followers. Sampling using technique purposive sampling to get 100 respondents. Data collection is done by sending short messages via Instagram (direct massage) on followers instagram account @Kuliner_lampung, by sending questionnaires which are distributed via google form. The data analysis technique used in this study is multiple linear regression with SPSS. Based on research and analysis of data on partial test results on each variable. Variable intensity has a significant effect on consumer buying interest, positive valance has a significant effect on consumer buying interest, negative valance has a significant effect on consumer buying interest, content significant effect on consumer buying interest of 24.5% with a significant. The results in this study show variablesintesity, positive valance, negative valance andcontent simultaneously has a significant effect on consumer buying interest.

Keywords : Intensity,Positive Valance, Negative Valance, Contentt, Purchase Intention