

PERANAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI PRODUK SCREAMOUS

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi peran *Electronic Word of Mouth* dan Minat Beli produk Screamous, serta mengetahui pengaruh *Electronic Word of Mouth* terhadap Minat Beli secara simultan dan parsial pada produk Screamous. Penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan deskriptif dan verifikatif dengan jumlah sampel 100 konsumen Screamous menggunakan teknik *non probability* dengan pendekatan *sampling Purposive Sampling*. Analisis data yang digunakan dalam penelitian ini yaitu, analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* termasuk kategori “kurang baik” dan Minat Beli pada produk Screamous termasuk kategori “kurang baik”. Hasil analisis verifikatif menunjukkan variabel *Electronic Word of Mouth* secara parsial dan simultan berpengaruh terhadap variabel minat beli. *Electronic Word of Mouth* berpengaruh terhadap Minat Beli produk Screamous, sebesar 65,3% dan sisanya sebesar 34,7% diterangkan oleh variabel lain yang tidak diajukan dalam penelitian ini.

Kata Kunci : *Electronic Word of Mouth*, Minat Beli.

***THE ROLE OF ELECTRONIC WORD OF MOUTH ON INTEREST IN
BUYING SCREAMOUS PRODUCTS***

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ABSTRACT

This study aims to determine the perception of the role of Electronic Word of Mouth and Buying Interest in Screamous products, as well as to determine the influence of Electronic Word of Mouth on Buying Interest simultaneously and partially in Screamous products. This study used quantitative research methods with a descriptive and verifiative approach with a sample of 100 Screamous consumers using non-probability techniques with a Purposive Sampling sampling approach. The data analysis used in this study is simple linear regression analysis. The results showed that Electronic Word of Mouth was included in the "not good" category and Buying Interest in Screamous products was included in the "not good" category. The results of the verifiative analysis show that the Electronic Word of Mouth variable partially and simultaneously affects the variable of buying interest. Electronic Word of Mouth has an effect on Purchase Interest for Screamous products, amounting to 65.3% and the remaining 34.7% is explained by other variables not proposed in this study.

Keywords: Electronic Word of Mouth, Buying Interest.