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ABSTRAK

Seiring dengan pertumbuhan dan evolusi internet, *electronic Word of Mouth* telah menjadi fenomena yang penting. Tujuan penelitian ini adalah untuk menganalisis pengaruh *electronic Word of Mouth* (*eWOM*) di social media Instagram terhadap *Purchase intention*. Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini adalah 100 responden pengguna internet yang berinteraksi di *social media* Instagram pada *hastag* #Richeesefactory dengan menggunakan metode *probability* sampling dengan jenis *simple random sampling*. Instrumen penelitian ini menggunakan kuesioner dan dianalisis menggunakan regresi linier sederhana. Hasil penelitian data deskriptif variabel *electronic word of mouth* memperoleh nilai rata – rata berkategori tinggi sebesar 3.78 dari 5.0, attention tinggi sebesar 3.74, *interest* berkategori tinggi sebesar 3.49, *search* berkategori normal sebesar 3.35, *action* berkategori tinggi sebesar 3.65 dan *share* berkategori normal dengan nilai 3.21. Berdasarkan uji regresi menunjukkan bahwa *electronic Word of Mouth* (*eWOM*) di social media Instagram memiliki pengaruh positif terhadap *purchase intention* pada restoran Richeese Factory, namun pengaruh tersebut relatif tidak terlalu besar dengan presentase 29,8%.

Kata Kunci: *Electronic Word of Mouth, Social Media Marketing, Purchase Intention*

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ABSTRACT

Along with the growth and evolution of the internet, electronic Word of Mouth has become a phenomenon. The purpose of this study was to analyze the effect of electronic Word of Mouth (eWOM) on social media Instagram for the Purchase intention. This study uses a quantitative approach. The sample in this study were 100 respondents of internet users who interacted on Instagram social media on the #Richeesefactory hastag by using a probability sampling method with a simple random sampling. The instrument of this study used a questionnaire and analyzed using simple linear regression. The results of the descriptive data study of electronic word of mouth variables obtained a high category average value of 3.78 out of 5.0, attention high of 3.74, high category interest of 3.49, normal category search for 3.35, high category actions at 3.65 and normal category with 3.21 . Based on the regression test shows that electronic Word of Mouth (eWOM) on Instagram has a positive influence on purchase intention in Richeese Factory restaurants, but the effect is relatively not too large with a percentage 29.8%.

Keywords: *Electronic Word of Mouth, Social Media Marketing, Purchase Intention*