

## Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara *electronic word of mouth* dengan minat beli pada pelanggan toko *online*. Hipotesis yang diajukan dalam penelitian ini adalah ada hubungan positif antara *electronic word of mouth* dengan minat beli. Subjek penelitian ini berjumlah 100 mahasiswa aktif pengguna *Shopee*. Cara pengambilan subjek dengan menggunakan Simple random sampling. Pengambilan data penelitian ini menggunakan Skala *electronic word of mouth* dan Skala minat beli. Penelitian ini menggunakan teknik analisis korelasi *Product Moment* dari Karl Pearson. Berdasarkan hasil analisis data menghasilkan nilai korelasi sebesar  $(r) = -0,804$  ( $p < 0,000$ ). Hal ini menunjukkan bahwa adanya hubungan positif yang sangat signifikan antara *electronic word of mouth* dengan minat beli. Besarnya koefisien determinasi ( $R^2$ ) yaitu 0,646, hal tersebut menunjukkan bahwa variabel *electronic word of mouth* memiliki kontribusi 64,6% terhadap minat beli. Dalam penelitian ini dapat disimpulkan bahwa hipotesis yang diajukan peneliti diterima.

**Kata Kunci:** *Electronic Word Of Mouth*, Minat Beli

## ***Abstrac***

*This research aims to determine the relationship between electronic word of mouth and buying interest. The hypothesis proposed in this study is that there is a positive relationship between electronic word of mouth with buying interest. The subject of this study amounted to 100 active students of Shopee users. How to capture a subject using Simple random sampling. The retrieval of this research data uses the electronic word of mouth Scale and the buying interest Scale. This study uses the Product Moment correlation analysis technique from Karl Pearson. Based on the results of data analysis produces a correlation value of  $(r) = -0.804$  ( $p < 0.000$ ). This shows that there is a very significant positive relationship between electronic word of mouth with buying interest. The magnitude of the coefficient of determination ( $R^2$ ) is 0.646, it shows that the variable electronic word of mouth has a contribution of 64.6% of buying interest. In this study it can be concluded that the hypothesis proposed by the researcher is accepted.*

**Keywords:** *electronic word of mouth, buying interest.*