

ABSTRACT

Buying interest occurs due to E-WOM factors and social influences. Word of mouth promotion and social influence alone can create buying interest in other consumers. Other consumers will be interested if the product is proven to bring good benefits for themselves. Social influence from consumers or other communities, for example friends, relatives or family, can make consumers more trusting and interested in having the same product. A total of 451 FEB students 2017 at the University of PGRI Adi Buana Surabaya were the population and a sample of 110 respondents was taken. The questionnaires were distributed to the correspondents and the results of the answers were analyzed using multiple linear regression. It was found that the E-WOM and Social Influenced variables have a partial and simultaneous influence on the purchase interest variable.

Keywords :*E-WOM, Social Influenced, Buying Interest*

ABSTRAK

Minat pembelian terjadi dikarenakan faktor E-WOM dan *social influenced*. Promosi dari mulut kemulut dan pengaruh social sendiri dapat menciptakan minat beli konsumen yang lain. Konsumen lain akan tertarik jika produk tersebut terbukti membawa manfaat yang baik bagi dirinya. Pengaruh social dari konsumen atau masyarakat lain misal teman, kerabat ataupun keluarga dapat menjadikan konsumen semakin percaya dan tertarik untuk memiliki produk yang sama. Sebanyak 451 Mahasiswa FEB 2017 Universitas PGRI Adi Buana Surabaya dijadikan populasi dan diambil sampel sebanyak 110 responden. Kuisisioner disebar koresponden dan hasil jawaban akan dianalisis dengan regresi linier berganda. Ditemukan hasil variabel E-WOM dan *Social Influenced* memiliki pengaruh secara parsial dan simultan pada variabel minat pembelian.

Kata kunci : E-WOM, *Social Influenced*, Minat Pembelian