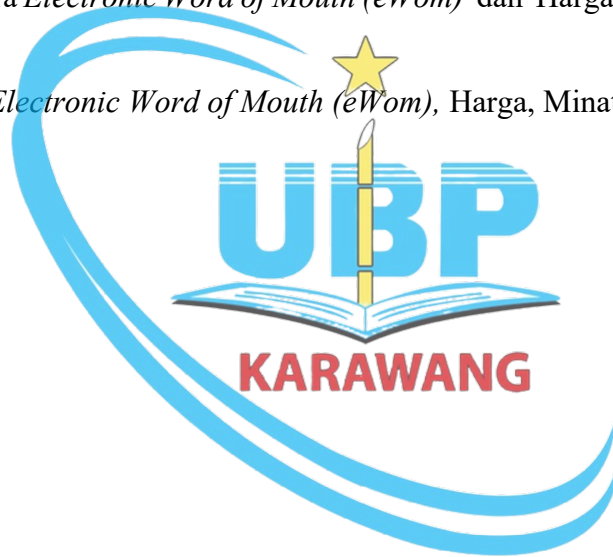


ABSTRAK

Kreatifitas masyarakat pada bidang usaha ekonomi industri yang kreatif yang dianggap sebagai peluang besar bagi seorang pelaku bisnis. Bisnis kuliner yang dapat dikatakan cukup menjanjikan menjadikan hal ini banyak diminati oleh pelaku usaha. *Electronic Word of Mouth (eWom)* dan Harga adalah salah satu strategi pemasaran yang dilakukan dengan tujuan untuk meningkatkan Minat Beli. Tujuan Penelitian untuk mengetahui pengaruh *Electronic Word of Mouth (eWom)* dan Harga terhadap Minat Beli. Jenis penelitian menggunakan deskriptif kuantitatif, dengan sampel 100 responden. Teknik pengambilan sampel di ambil dengan teknik *Stratified Random Sampling*, instrumen pengumpulan data dengan kuesioner. Analisis data menggunakan analisis Regresi Linier Berganda. Hasil penelitian ini menunjukkan bahwa : *Electronic Word of Mouth (eWom)* secara parsial mempunyai berpengaruh signifikan terhadap Minat Beli, Harga secara parsial berpengaruh signifikan terhadap keputusan pembelian, terdapat pengaruh simultan antara *Electronic Word of Mouth (eWom)* dan Harga terhadap Minat Beli.

Kata kunci : *Electronic Word of Mouth (eWom)*, Harga, Minat Beli, Sayapku.



ABSTRACT

The creativity of the community in the creative industrial economic business sector is considered a great opportunity for a business person. The culinary business, which can be said to be quite promising, makes it much in demand by business actors. Electronic Word of Mouth (eWom) and Price are one of the marketing strategies carried out with the aim of increasing Buying Interest. The purpose of the study was to determine the effect of Electronic Word of Mouth (eWom) and Price on Purchase Interest. This type of research uses quantitative descriptive, with a sample of 100 respondents. The sampling technique was taken using the Stratified Random Sampling technique, the data collection instrument was a questionnaire. Data analysis using Multiple Linear Regression analysis. The results of this study indicate that: Electronic Word of Mouth (eWom) partially has a significant effect on Purchase Interest, Price partially has a significant effect on purchasing decisions, there is a simultaneous influence between Electronic Word of Mouth (eWom) and Price on Purchase Intention.

Keywords: Electronic Word of Mouth (eWom), Price, Purchase Intention, Sayapku.

