

ABSTRACT

Along with the development of information, social media the way companies to introduce their products. From a preliminary survey that researchers did indicate that trending was socialized, causing people interested and willing in buying Buldalk Bokkeummyeon (samyang). This study aims to determine the effect of electronic Word of Mouth (e-WOM) on Buldalk Bokkeummyeon (samyang) buying interest in the community in Bandung.

This research is a quantitative research. The research method used is descriptive-causal method. The sampling technique used is nonprobability sampling with incidental sampling type. Data collection was done by distributing questionnaires to 100 respondents that who are people in the city of Bandung. Data analysis technique used is simple linear regression analysis.

From the research results obtained that Electronic Word of Mouth (e-WOM) positively affect the interest in buying Buldalk Bokkeummyeon (samyang) in the community in Bandung. This can be seen from the result of t count value (6,222) > t table (1,98447) and significance level, 000 < 0,05. Based on the calculation of coefficient of determination (R^2) can know the amount of influence of electronic word of mouth (X) variable to the buying interest (Y) is 28.3%. While the rest equal to 71.7% influenced by other factors not examined in this study such as word of mouth, promotion and others.

From the research result, it can be concluded that there is influence and significant e-WOM to the interest of buy Buldalk Bokkeummyeon (samyang) in Bandung.

Keywords: electronic Word of Mouth, Purchase Intention