

Abstract

This study aims to determine the effect of electronic word of mouth on buying interest in Tridaya bimbel through instagram. This study is expected to produce levels corresponding to the level of E-Wom used by Tridaya.

This research was conducted by using quantitative descriptive method. This research is also in the use of data in addition to using descriptive analysis to determine the responses of respondents also use testing Tests used. a simple linear regression analysis of t test and Rsquare.

From processing data about eWOM percentage of 74%. Number of results. The result of data processing interest rate. Interest rate $7,122 > T$ table. Hence H_0 is rejected and H_1 accepted. This means there is a significant relationship between eWOM with buying interest.

Keywords: electronic word of mouth, purchase intension