ABSTRACT

So far we know the city of Bandung as a city with a myriad of creativity. So do not be surprised if Bandung get the title of Creative City in Indonesia. Image Bandung as Creative City is already attached long before the title of Creative City awarded by Creative Economy Agency (Bekraf). Bandung is a city in Indonesia that is very prominent will the development of industries in various sectors, especially the culinary industry. The number of culinary attractions in Bandung is one of the attractions of tourists coming to this city. These culinary attractions are well known and become a magnet for tourists.

Through this research will be measured eWOM (electronic word of mouth) with four dimensions of Intensity, Positive Valence, Negative Valence, Content to Buy Interest on instagram account Bandung Makuta. This research was conducted by spreading the questionnaire. Samples used in this study as many as 100 respondents who follow the account instagram Bandung Makuta. The sampling technique used in this study is non probability sampling with purposive sampling method. Data analysis techniques using Multiple Linear Regression is processed using SPSS software.

Based on the results of data processing has been done, in the know that Intensity, Negative Valence has a significant influence on Buy Interest. However Positive Valence has no significant influence on Buy Interest. Based on the results of research that has a high significance value is the Content of buying interest. Then it can be concluded that the content in Instagram Bandung Makuta is very contribute to become one of the customers of Bandung Makuta.

Keywords: eWOM (electronic word of mouth), Intensity, Positive Valence, Negative Valence