Abstract

Tix ID is an application that offers services on cinema ticket purchases. Tix Id also promotes via social media Instagram. On the Tix ID Instagram account, followers provide comments, and testimonials which results in electronic word of mouth which is called electronic word of mouth.

This study purpose to find out how big the influence of electronic word of mouth as a media campaign on Tix id Instagram followers Purchase Intention. The type of research used is descriptive with quantitative research methods. The population in this study is Tix ID Instagram followers. The sampling technique used is non probability sampling with incidental sampling method. In this study involving 100 people followers of Instagram's Tix ID using simple linear regression analysis techniques.

The final results of the study obtained the calculation of the determination coefficient of 45.8% while the rest is influenced by variables not examined in this study, it can be concluded that there is an effect of electronic word of mouth as a media for promotion of buying interest in Tix id Instagram followers. The results of the study prove that the higher the electronic word of mouth, the higher the buying interest.