

ABSTRACT

Electronic Word of Mouth can lead to a positive stimulus to make consumers interested in purchasing a product or service in the future. Through the information that can be accessed easily via the internet. Bakso Boedjangan is one of the places to eat that are using Electronic Word of Mouth as a media promotion. Bakso. The purpose of this research is to know the extent of the influence of the Electronic Word of Mouth against the interest to buy Bakso Boedjangan

Data retrieval method in this research is by using a detailed questionnaire that was given to 100 respondents in Bandung which is user Instagram followers of social media accounts Instagram Bakso Boedjangan. Technical data analysis used that is regresi sederhana. The results of data processed using SPSS program for windows version 22.

Results on the research indicates that the variable electronic word of mouth has a positive influence against the variable interest buy amounted to 58.4%, while the rest of 41.8% (100%-58.4%) were influenced by other factors such as price, service and brand image.

Keywords : Marketing Management, Electronic Word of Mouth, Interest in Purchasing