

ABSTRACT

In the current digital era, the internet has become part of people's daily lives in carrying out activities to meet human needs in meeting their social needs. The development of increasingly sophisticated technology with the use of the internet provides many benefits for all users, one of which is making it easier to access information but also being able to communicate and interact with other people through social media. Many fields are affected by technological developments, one of which is in the business sector. Communication that is currently developing in marketing is in the form of consumer reviews on social media or what is commonly called Electronic Word Of Mouth. Electronic Word Of Mouth is a form of positive or negative statement written on a company's social media. Reviews written by consumers will be information that will influence consumer buying interest in a product. The purpose of this study was to determine the perception of IndiHome Instagram and Twitter followers about the effect of Electronic Word Of Mouth on Buying Interest.

This research method is a descriptive method with a quantitative approach. The population of this research is IndiHome consumers, with a sample of 100 respondents using a non-probability sampling technique, in which the sampling technique does not provide equal opportunities for members of the population to be selected as samples. The technique used in this research is simple linear regression analysis using IBM SPSS 25 software application for windows.

Based on the results of the analysis of the variable Electronic Word Of Mouth has an influence on the Purchase Interest variable by 44%. Based on the results of the analysis of the hypothesis test, t shows the sig value for $0.000 < 0.05$ and the t-count value is $8.781 < 1.984$ meaning H_0 is rejected and H_1 , this shows a significant influence between the Electronic Word Of Mouth variable of 44% on the Purchase Interest variable, while the remaining 56% can be influenced by advertising factors on social media, prices, brochures.

Keywords: *Electronic Word Of Mouth, Purchase Intentions, Instagram, Twitter*