

ABSTRACT

In today's era, the business and service sectors especially photograph are experiencing intense competition and high consumer interest. Photography has become one of the essential services for capturing meaningful moments such as family portraits, graduation ceremonies, and weddings. This phenomenon has made Electronic word of mouth (E-WOM) increasingly important as a key influence in shaping consumer purchase intentions. E-WOM is considered an informal form of promotion that significantly influences consumer perceptions and decision-making. This is evident at Nuansa Photo & Video Studio in Klaten Regency, which utilizes E-WOM to expand via social its reach amid rising competition in the same industry.

A quantitative approach was applied as the approach in this study, in questionnaires were distributed to 100 respondents consisting of customers and potential customers of Studio Foto. Data analysis was conducted descriptively to assess the effectiveness of electronic word of mouth on purchasing interest, as well as using simple linear regression with the help of SPSS software version 25.

The analysis results indicate that consumers' assessment of electronic word of mouth falls into the high category with a percentage of 80.23%. Meanwhile, consumer purchase interest was also in the high category with a percentage of 80.25%. The simple linear regression test indicated that electronic word of mouth had a significant and positive effect on purchase interest, with a regression coefficient value of 0.874 and significance of 0.000 (<0.05). These findings reinforce that WOM-based promotional strategies are effective in driving increased consumer purchase interest.

Keywords: *electronic word of mouth, purchase interest, photograph, social media*