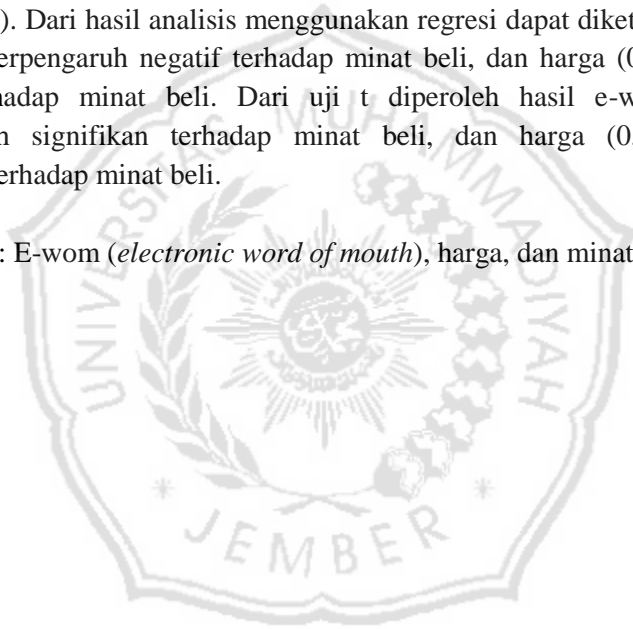


## ABSTRAK

Penelitian ini dilakukan pada konsumen *online shop*. Penelitian ini bertujuan untuk mengetahui pengaruh e-wom (*electronic word of mouth*) dan harga terhadap minat beli pada *online shop*. Dalam penelitian ini data dikumpulkan dengan menyebarkan kuesioner kepada 100 responden dengan teknik *non probability sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas dan uji reliabilitas), analisis regresi linier berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas, dan uji hipotesis (uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa e-wom (- 0,009) berpengaruh negatif terhadap minat beli, dan harga (0,295) berpengaruh positif terhadap minat beli. Dari uji t diperoleh hasil e-wom (0,923) tidak berpengaruh signifikan terhadap minat beli, dan harga (0,001) berpengaruh signifikan terhadap minat beli.

Kata kunci : E-wom (*electronic word of mouth*), harga, dan minat beli



## **ABSTRACT**

*This research was conducted at online shop consumers. This study aims to determine the effect of e-wom (electronic word of mouth) and prices on buying interest in an online shop. In this study data was collected by distributing questionnaires to 100 respondents with non probability sampling techniques, which aimed to determine respondents perceptions of each variable. The analysis used includes test data instruments (validity and reliability), multiple linear regression analysis, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (t test, coefficient of determination). From the results of the analysis using regression, it can be seen that e-wom (-0,009) has a negative effect on buying interest and price (0,295) which has a positive effect on buying interest. From the t test obtained by e-wom (0,923) it does not significantly influence buying interest, and price (0,001) has a significant effect on buying interest.*

*Keyword : E-wom (electronic word of mouth), price, and buying interets.*

