

PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI
ULANG SHOPEE MAHASISWA STIE PGRI JOMBANG

ABSTRAK

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Penelitian ini bertujuan mengetahui dan menjelaskan pengaruh *Electronic Word Of Mouth* terhadap minat beli ulang pelanggan Shopee Mahasiswa STIE PGRI Dewantara Jombang Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah seluruh pelanggan Shopee Mahasiswa STIE PGRI Dewantara Jombang dengan sampel berjumlah 100 responden, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* (E-WOM) memiliki kontribusi terhadap minat beli pengguna Shopee di STIE PGRI Dewantara Jombang

Kata Kunci: Electronic Word of Mouth (E-WOM) dan minat beli

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON INTEREST TO BUY
SHOPEE STIE PGRI JOMBANG STUDENTS

ABSTRACT

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This study aims to determine and explain the effect of Electronic Word Of Mouth on shoppee customer repurchase intention STIE PGRI Dewantara Jombang students. The research uses explanatory research methods which are carried out through data collection in the field. The population is all shoppee customers of STIE PGRI Dewantara Jombang students with a sample of 100 respondents, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that Electronic Word of Mouth (E-WOM) has contributed to the buying interest of Shopee users at STIE PGRI Dewantara Jombang

Keywords: Electronic Word of Mouth (E-WOM) and buying interest