

ABSTRAK

Reza Ainul Rahman Siregar, NIM. 7183510027. Pengaruh Dimensi *Electronic Word of Mouth* Terhadap Minat Beli Pada Warung Kudeta Mutiara Palace. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2023.

Penelitian ini bertujuan untuk mengetahui dan menjelaskan Pengaruh Dimensi *Electronic Word of Mouth* Terhadap Minat Beli Pada Warung Kudeta Mutiara Palace. Populasi dalam penelitian ini adalah Mahasiswa sekitaran Warung Kudeta Mutiara Palace, antara lain Mahasiswa UNIMED, UINSU, UMA dan UNHAM dengan beberapa kriteria yakni; aktif menggunakan internet, belum pernah melakukan pembelian dan pernah terpapar informasi mengenai Warung Kudeta Mutiara Palace dengan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data yang digunakan adalah studi kepustakaan, wawancara dan kuesioner. Teknik analisis data yang digunakan adalah model regresi linear berganda dan pengujian hipotesis uji t, uji f dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan asumsi klasik, pengolahan data menggunakan SPSS 26.0 *for windows*.

Berdasarkan hasil penelitian uji hipotesis menunjukkan bahwa : 1) Intensitas berpengaruh positif dan signifikan terhadap Minat Beli 2) Konten berpengaruh positif dan signifikan terhadap Minat Beli 3) Valensi Opini berpengaruh positif dan signifikan terhadap Minat Beli. Hasil analisis Adjusted R Square menyatakan bahwa Intensitas, Konten dan Valensi Opini bersama-sama mempengaruhi Minat Beli. Dari hasil analisis ini dapat disimpulkan bahwa Minat Beli pada Warung Kudeta Mutiara Palace dipengaruhi oleh Intensitas, Konten dan Valensi Opini.

Kata Kunci : Intensitas, Konten, Valensi Opini

ABSTRACT

Reza Ainul Rahman Siregar, NIM. 7183510027. The Effect of Electronic Word of Mouth Dimensions on Buying Interest at Warung Kudeta Mutiara Palace. Thesis Department of Management, Faculty of Economics, State University of Medan, 2023.

This study aims to determine and explain the effect of the Electronic Word of Mouth Dimension on Purchase Intention at Warung Kudeta Mutiara Palace. The population in this study were students around Warung Kudeta Mutiara Palace, including UNIMED, UINSU, UMA and UNHAM students with several criteria namely; actively use the internet, have never made a purchase and have been exposed to information about Warung Kudeta Mutiara Palace with a sample size of 100 people. Data collection techniques used were literature studies, interviews and questionnaires. The data analysis technique used is the multiple linear regression model and hypothesis testing t test, f test and the coefficient of determination previously the data has been tested using the validity test, reliability test and classical assumptions, data processing using SPSS 26.0 for windows.

Based on the results of the research hypothesis testing shows that: 1) Intensity has a positive and significant effect on Purchase Intention 2) Content has a positive and significant effect on Purchase Intention 3) Opinion Valence has a positive and significant effect on Purchase Intention. The results of the Adjusted R Square analysis state that Intensity, Content and Opinion Valence both influence Purchase Intention. From the results of this analysis it can be concluded that buying interest in Warung Kudeta Mutiara Palace is influenced by intensity, content and opinion valence.

Keywords: Intensity, Content, Opinion Valence