

ABSTRAK

Cecilia Oktaviani Br Surbakti, NIM : 7173210005. “Pengaruh *Country Of Origin* dan *Electronic Word Of Mouth* Terhadap Minat Beli *Buldak Bokkeummyeon (Samyang)* pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan”.

Penelitian ini bertujuan untuk mengetahui pengaruh *Country Of Origin* dan *Electronic Word Of Mouth* terhadap Minat Beli *Buldak Bokkeummyeon (Samyang)* pada mahasiswa Fakultas Ekonomi Universitas Negeri Medan. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan *Purposive Sampling*, dengan jumlah sampel sebanyak 100 orang yang merupakan mahasiswa Fakultas Ekonomi Universitas Negeri Medan. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala *likert* dan diolah secara statistik menggunakan analisis regresi linear berganda dan pengujian hipotesis dengan uji t, uji F dan koefisien determinasi (R^2) yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan uji asumsi klasik. Pengolahan data menggunakan program *SPSS 22.0 for windows*.

Secara parsial *Country Of Origin* dan *Electronic Word Of Mouth* berpengaruh positif dan signifikan terhadap Minat Beli *Buldak Bokkeummyeon (Samyang)*. Berdasarkan hasil penelitian menunjukkan bahwa variabel *Country Of Origin* dan *Electronic Word Of Mouth* secara simultan berpengaruh terhadap Minat Beli. Hal ini terlihat dari nilai $F_{hitung} > F_{tabel} = 28,274 > 3,09$ dan nilai signifikannya $0,000 < 0,05$. Uji koefisien determinasi menunjukkan nilai sebesar 0,368 yang berarti bahwa *Country Of Origin* dan *Electronic Word Of Mouth* berpengaruh terhadap Minat Beli sebesar 36,8% sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian.

Kata Kunci : *Country Of Origin, Electronic Word Of Mouth, Minat Beli*

ABSTRACT

Cecilia Oktaviani Br Surbakti, NIM: 7173210005. "The Influence of Country Of Origin and Electronic Word Of Mouth on Buying Interest Buldak Bokkeummyeon (Samyang) at the Faculty of Economics, State University of Medan".

This study aims to determine the effect of Country Of Origin and Electronic Word Of Mouth on Buying Interest Buldak Bokkeummyeon (Samyang) among students of the Faculty of Economics, State University of Medan. This study uses quantitative methods with sampling techniques using Purposive Sampling, with a total sample of 100 people who are students of the Faculty of Economics, State University of Medan. The data collection technique in this study was carried out by distributing questionnaires whose measurements were made with a Likert scale and were statistically processed using multiple linear regression analysis and hypothesis testing using the t test, F test and coefficient of determination (R²), which previously had the data tested using the validity test, test reliability and classic assumption test. Data processing using SPSS 22.0 for windows.

Partially Country Of Origin and Electronic Word Of Mouth have a positive and significant effect on Buying Interest Buldak Bokkeummyeon (Samyang). Based on the results of the study, it shows that the variables Country Of Origin and Electronic Word Of Mouth simultaneously have an effect on Purchase Intention. This can be seen from the value of $F_{count} > F_{table} = 28.274 > 3.09$ and the significant value is $0.000 < 0.05$. The coefficient of determination test shows a value of 0.368, which means that Country Of Origin and Electronic Word Of Mouth affect Purchase Intention by 36.8%, while the rest is influenced by other variables outside the study.

Keyword : Country Of Origin, Electronic Word Of Mouth, Interest Buying