

## **ABSTRACT**

*This study aimed to analyze the effect of Word of Mouth towards Buah Batu Baraya Travel Consumer Purchase Intention on Business Administration Student 2013 of Telkom University. Baraya Travel is a company engaged in the transportation service (travel agent) that currently serve the trip to Bandung – Jakarta pp.*

*This research includes quantitative research. The method that being used is descriptive - causal. The sampling technique that being used is nonprobability sampling with the sampling method incidental sampling. The data collection is done by distributing questionnaires to 100 Students of Business Administration Student 2013 of Telkom University that know Baraya Travel pool Buah Batu. Data analysis technique that being used is simple linear regression analysis.*

*Based on the results, it can be concluded that the Word of Mouth has positive effect on Baraya Travel consumer purchase intention in Business Administration Student 2013 of Telkom University. This can be seen from the results of the  $t > t$  table ( $6.929 > 1.98447$ ) and significance level,  $000 < 0.05$ . Based on the coefficient of determination ( $R^2$ ) calculation can be known the magnitude of the effect of word of mouth (X) variable on purchase intention (Y) was 32.9%. While the remaining 67.1% is influenced by other factors that not be examined in this study such as a marketing strategy and etc.*

**Keywords:** *Marketing, Consumen Behavior, Word of Mouth, Purchase Intention*