

ABSTRACT

The development of social media, particularly the rapid instagram currently utilized by many companies to market their products. Likewise Dino Steak and Pasta House, which saw a huge marketing opportunity via instagram. According to the results of interviews with the manager Dino Steak and Pasta House, there is an increase in traffic of 75% between before and after using social media as a marketing tool.

This study aims to determine the effect of Electronic Word of Mouth on Social Media Instagram to Purchase Intention at Dino's Steak and Pasta House. This research is quantitative research with causal analysis and descriptive, respondents research used in amounts to 365 people who are followers of the account instagram Dino Steak and Pasta House (@DinoSteakPasta) obtained by using non-probability sampling with purposive sampling technique. After that was done the analysis of data using linear regression. The independent variable is the Electronic Word of Mouth with Intensity indicator, Valence Positive, Negative Valence, Content. The dependent variable is the interest Buy.

By using descriptive analysis techniques, the percentage of each of the variables that are in either category. The results showed that there is significant influence between electronic word of mouth on social media instagram on purchase intention. The results of the questionnaire data processing indicates a causal (causal) of electronic word of mouth to the buying interest of 35.2%.

Keywords: Electronic Word of Mouth, Purchase Intention, Social Media, Instagram