

ABSTRACT

Dryshirt as one of online fashion store brand, is not currently provide a testimonial column on its website. The power of word of mouth communication on testimonials Dryshirt which gives customers the opportunity to provide testimony on the product on its website is one form of recommendation from one person to another with regard to product ever bough to encourage interest in buying to other consumers.

This study aims to determine the effect of word of mouth communication to the consumers to buy e-commerce (Case Study Consumer e-commerce Dryshirt). This research is quantitative descriptive correlational analysis. Correlational study is a study evaluating the relationship between variables. Variable approach is by cross sectional, respondents used in this research were 338 person who are Dryshirt consumers obtained by using purposive sampling method. After that the data regression was being analized. The independent variable is the Word of Mouth Communication with indicators Intensity, Valence of Opinion, Content. The dependent variable is the buying interest.

Hypothesis testing results prove that there is a significant effect of word of mouth communication on consumer buying interest Dryshirt e-commerce, and the influence of word of mouth to the buying interest is 68.9%

Keywords: Word of Mouth Communication, Buying Interests