

## **ABSTRACT**

*Electronic Word of Mouth and website quality can lead to a positive stimulus to make consumers interested in purchasing a product or service in the future. Through the information that can be accessed easily via the internet. Bakso Boedjangan is one of the places to eat that are using Electronic Word of Mouth and website as a media promotion. The purpose of this research is to know the extent of the influence of the Electronic Word of Mouth and website quality against the interest to buy Warunk Upnormal in Bandung.*

*Method of data retrieval in this research is by using questionnaire given to 100 respondents in Bandung City which is social media user and website. All respondents are the ones who have seen Warunk Upnormal social media accounts and website. Technical data analysis used that is regresi sederhana. The results of data processed using SPSS program for windows version 22.*

*Results on the research indicates that the variable electronic word of mouth has a positive influence against the variable interest buy amounted to 42,9%, while the rest of 57,1% (100% - 42,9%) were influenced by other factors such as price, service and brand image.*

*Keywords : Marketing Management, Electronic Word of Mouth, Website Quality, Interest in Purchasing*