

ABSTRACT

This research was conducted at Widjie Coffee. Widjie Coffee is a coffee business owned by Telkom University students located at the Telkom University round about. Widjie coffee itself has been established since one year ago. This study aims to examine the effect of Word of Mouth on consumer buying interest of Widjie Coffee.

This research uses quantitative methods with descriptive causality research. Samples are taken with a non-probability sampling the number of respondents was taken by 100 respondents. Data analysis techniques used descriptive analysis and simple linear regression analysis.

Based on descriptive analysis, the word of mouth variable and the purchase interest variable are included in the good category. In accordance with the results of the causality analysis that the word of mouth variable has a positive and significant effect on the buying interest variable. Based on the coefficient of determination found that word of mouth can affect consumer buying interest by 74.4% and the remaining 25.6% is influenced by other factors not examined in this research.

Keywords : *word of mouth, purchase interest, Widjie Coffee*