

## ABSTRACT

*The study entitled "the effect of the Electronic Word Of Mouth (E-WOM) Lippielust in Social Media Consumer Buying Interest against Instagram". The development of increasingly sophisticated technology currently causing Indonesia society is no longer able to escape from cloud-based communication activities prior to market your product or service. This research using quantitative methods and research involves several aspects such as Electronic Word Of Mouth (E-WOM) Lippielust on Instagram, Social Media connection with consumers, how it affects consumers, and aspects of interest to buy consumers against account instagram Lippielust. To measure some aspect of the course it takes data from respondents research. Using quantitative research methods with the purpose of descriptive and causal.*

*The results of this study regarding the influence of the Electronic Word Of Mouth against the interest of the consumer to buy Lippielust in Social Media can be obtained from the conclusion that Instagram results respondents overall response on variable Electronic Word Of Mouth had the respondent's response. The dimensions of the intensity of the respondent's response has the largest dimension and opinions positive and negative responses respondents have low, while the results of the responses of the respondents overall on variable interest buy had responses respondents. Dimensions of interest has the largest respondent responses are transactional and preferential dimension have responses respondents is lowest, and then there is the influence of the electronic word of mouth against the interest of the consumer to buy with the magnitude of the influence of 33.7%, While the rest of 66.3% dipengaruhi by other factors.*

***Keywords: E-WOM, Interest to buy, Descriptive***