

ABSTRACT

Along with the development of technology and information, many business industries have shifted to using digitalization as the main means of developing business. The emergence of a coffee lifestyle trend has led to many cafes, one of which is the Tuku Coffee Shop. Tuku Coffee Shop is a pioneer of palm milk coffee products and 1 liter coffee packaging. However, it turns out that being a pioneer of a very popular product today does not make Tuku Coffee Shop the number one café in terms of popularity on the internet or sales, business development. This study aims to analyze the effect of electronic word of mouth on buying interest in Tuku Coffee Shop.

This research is a quantitative research. The research method used is descriptive - causal method. The population in this study are all people who have never or who have ever bought Tuku Coffee Shop products. The sampling technique used is nonprobability sampling with accidental sampling method. The questionnaire was distributed to 100 respondents. The data analysis technique used is simple linear regression analysis. Based on the research results, it can be concluded that the Electronic Word of Mouth affects the buying interest of Tuku Coffee Shop. This can be seen from the results of t table because the value of tcount (7.895) > t table (1.988) and a significance level of 0.000 < 0.05. Based on the calculation of the coefficient of determination (R²), it can be seen that the influence of the variable electronic word of mouth (X) on purchase intention (Y) is 38.9%. While the rest, which is 61.1%, is influenced by other factors.

Keywords: electronic word of mouth, purchase interest, consumer behavior

