

ABSTRACT

The rapid development of e-commerce in Indonesia greatly influences the choice of people, especially in the city of Bandung to do shopping. One such e-commerce is Jakartanotebook.com which is one of several e-commerce that sells electronic goods such as gadgets, cameras, etc. People have a high interest in buying Jakartanotebook.com proven from the number one electronic e-commerce predicate, but there has been a decrease in visitors in recent years. One of the things that affects the buying interest condition is electronic word of mouth. This research aims to find out the influence of Electronic Word of Mouth on buying interest in Jakartanotebook.com in Bandung.

This research uses quantitative method with descriptive research type. Sampling was conducted by non-probability sampling method, with the number of respondents in this study is a collection of people who are located in Bandung who have a shopping interest at JakartaNotebook.com with the number of respondents is 100 people.

Based on the results of descriptive analysis it is known that Electronic Word Of Mouth and buying interest are in the category of both 83.7% and 69.45%. Based on the results of partial hypothesis analysis, electronic word of mouth has a positive and significant result on buying interests. The results of this test can be interpreted that with a good e-wom, it can increase the buying interest. The results of processing and data analysis also showed that variable e-wom contributed an buying interest by 82.7%. Jakartanotebook.com better to improve the service to its users in order to create a good e-wom and can increase buying interest

Keywords : Electronic Word Of Mouth, Buy Interests, E-Commerce