

ABSTRACT

This research aims to find out the influence of electronic word of mouth (credibility, quality, and quantity) on Instagram social media on buying interest in Traveloka. The data collection method was conducted through the dissemination of questionnaires with the number of respondents as many as 400 respondents who are consumer followers of Traveloka Instagram. The analysis methods used are causal methods and multiple linear regression analysis using hypothesis tests i.e. t-tests and f-tests.

Based on the results of the analysis, obtained the results that credibility (X1) is already in the good category, quality (X2) is already in the good category, and quantity (X3) is already in bad condition. Based on the results of the test t, obtained the results that sub variables credibility (X1), quality (X2), and quantity (X3) significantly influenced. Based on the results of test f, obtained results that credibility (X1), quality (X2), and quantity (X3) have a significant effect simultaneously (together). From this study obtained the value of R Square of 0.391 means that the variation of independent variables in the model can explain 39.1% variation of dependent variables

Keywords: Electronic Word of Mouth, credibility, quality, and quantity, purchase intention

