

## ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* DAN IKLAN *ONLINE*  
TERHADAP MINAT BELI PRODUK *CRSL STORE*

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan *electronic word of mouth* dan iklan *online* terhadap minat beli, 2) pengaruh secara parsial *electronic word of mouth* terhadap minat beli, 3) pengaruh secara parsial iklan *online* terhadap minat beli. Populasi dalam penelitian ini adalah orang yang belum pernah membeli produk *CRSL Store* dan sudah pernah melihat iklan produk *CRSL Store* di Instagram dan Tiktok. Teknik pengambilan sampel menggunakan *incidental sampling*, data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi berganda, dan uji hipotesis dengan menggunakan program aplikasi *SPSS Statistics 20*. Hasil penelitian menunjukkan bahwa: 1) *Electronic word of mouth* dan iklan *online* secara simultan berpengaruh terhadap minat beli pada produk *CRSL Store*, 2) *Electronic word of mouth* secara parsial berpengaruh signifikan terhadap minat beli, 3) Iklan *online* berpengaruh signifikan terhadap minat beli.

Kata kunci: *electronic word of mouth*, iklan *online*, dan minat beli.

## ABSTRACT

### THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND ONLINE ADVERTISING TO BUYING INTEREST OF CRSL STORE

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The study aims to determine : 1) The simultaneous affect of electronic word of mouth and online advertising on buying interest, 2) Partial affect of electronic word of mouth on buying interest, 3) Partial affect of advertising online on buying interest. The population in this study are people who have never bought CRSL Store products and have seen CRSL Store product advertisements on Instagram and Tiktok. The sampling technique using incidental sampling, data obtained by distributing questionnaires to 100 respondents. Data analysis techniques in this study are descriptive analysis, classic assumption test, multiple linear regression, and hypothesis testing analysis using the SPSS Statistics 20 application program. The results of the study indicate that: 1) electronic word of mouth and advertising online simultaneously have an effect on buying interet, 2) electronic word of mouth partially has a positive effect on buying interest, 3) advertising online partially has a positive effect on buying interest.

Keywords: *Electronic Word Of Mouth, Advertising Online, and Buying Interest.*