

ABSTRAK
PENGARUH ELECTRONIC WORD OF MOUTH DAN DIGITAL
MARKETING TERHADAP MINAT BELI DI UMKM

(Studi pada Konsumen Roemah Ubi di Boyolali)

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2023

Penelitian ini bertujuan untuk mengetahui : 1) pengaruh secara simultan *electronic word of mouth* dan *digital marketing* terhadap minat beli di umkm, 2) pengaruh secara parsial *electronic word of mouth* terhadap minat beli di umkm, 3) pengaruh secara parsial *digital marketing* terhadap minat beli di umkm. Teknik pengambilan sampel dalam penelitian ini adalah *Purposive Sampling*. Data penelitian diperoleh dengan cara membagikan kuesioner penelitian tentang *electronic word of mouth*, *digital marketing* dan minat beli kepada 100 responden dengan kriteria responden merupakan laki-laki atau perempuan di Boyolali yang pernah melakukan pembelian produk minimal 3 kali di umkm Roemah Ubi dalam bentuk fisik maupun digital. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, uji f dan Uji t dengan menggunakan aplikasi *IBM SPSS 24*. Hasil penelitian ini menunjukkan bahwa 1) *electronic word of mouth* dan *digital marketing* secara simultan berpengaruh terhadap minat beli di umkm, 2) *electronic word of mouth* berpengaruh secara parsial terhadap minat beli di umkm, 3) *digital marketing* berpengaruh secara parsial terhadap minat beli di umkm.

Kata kunci : Electronic Word of Mouth, Digital Marketing, dan Minat Beli.

ABSTRACT
THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND
DIGITAL MARKETING ON BUYING INTEREST IN MSME
(Study on Roemah Ubi Consumers in Boyolali)

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This research aims are to find out about : 1) the influence of electronic word of mouth and digital marketing simultaneously on buying interest in msme, 2) the influence of electronic word of mouth partially on buying interest in msme, 3) the influence of digital marketing partially on buying interest in msme. The sampling technique in this study was Purposive Sampling. The research data was obtained research questionnaires about electronic word of mouth, digital marketing and buying interest to 100 respondents with the respondent criteria being male or female in Boyolali who had purchased products at least 3 times at the Roemah Ubi in physical and digital form. Data analysis techniques used descriptive analysis, classic assumption test, multiple linear regression analysis, f test and t test using the IBM SPSS 24 application. The result of this research show that 1) electronic word of mouth and digital marketing simultaneously influenced on buying interest in msme, 2) electronic word of mouth partially influenced on buying interest in msme, 3) digital marketing partially influenced on buying interest in msme.

Keywords : Electronic Word of Mouth, Digital Marketing and Purchase Interest.