

**ABSTRAK**  
**ANALISIS PENGARUH ELECTRONIC WORD OF MOUTH, CITRA**  
**MEREK, DAN LOKASI TERHADAP MINAT BELI MIE AYAM**  
**SABRANG KINANTHI YOGYAKARTA**

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2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *electronic word of mouth*, citra merek, dan lokasi secara simultan terhadap minat beli, (2) pengaruh *electronic word of mouth* secara parsial terhadap minat beli, (3) pengaruh citra merek secara parsial terhadap minat beli, (4) pengaruh lokasi secara parsial terhadap minat beli. Populasi dalam penelitian ini adalah mahasiswa di Daerah Istimewa Yogyakarta. Sampel dalam penelitian ini adalah 100 mahasiswa di Daerah Istimewa Yogyakarta yang sudah mengetahui informasi tentang Mie Ayam Sabrang Kinanthi Yogyakarta melalui internet tetapi belum pernah melakukan pembelian. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* kepada 100 responden. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) *electronic word of mouth*, citra merek, dan lokasi secara simultan berpengaruh terhadap minat beli, (2) *electronic word of mouth* secara parsial berpengaruh terhadap minat beli, (3) citra merek secara parsial tidak berpengaruh terhadap minat beli, (4) lokasi secara parsial berpengaruh terhadap minat beli.

Kata kunci: *Electronic Word of Mouth*, Citra Merek, Lokasi, Minat Beli

**ABSTRACT**  
**ANALYSIS OF THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, BRAND IMAGE, AND LOCATION ON BUYING INTEREST MIE AYAM SABRANG KINANTHI YOGYAKARTA**

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This study aims to determine: (1) the influence of electronic word of mouth, brand image, and location simultaneously on buying interest, (2) the influence of electronic word of mouth partially on buying interest, (3) the influence of brand image partially on buying interest, (4) the influence of location partially on buying interest. The population in this study is students in the Special Region of Yogyakarta. The sample in this study was 100 students in the Special Region of Yogyakarta who already knew the information about Mie Ayam Sabrang Kinanthi Yogyakarta through the internet but had never made a purchase. The sampling technique uses purposive sampling. Data was obtained by distributing questionnaires online to 100 respondents. The data analysis technique uses multiple linear regression analysis. The results of the study showed that: (1) electronic word of mouth, brand image, and location had an influence simultaneously on buying interest, (2) electronic word of mouth had an influence partially on buying interest, (3) brand image had no influence partially on buying interest, (4) location had an influence partially on buying interest.

Keywords: Electronic Word of Mouth, Brand Image, Location, Buying Interest