

Consumer Purchase Interest Based on Social, Electronic Word of Mouth (eWOM), and Image of Kemanggisan Ramen Ramie

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Abstract

Background - The development of the Food and Beverage (F&B) industry continues to increase. This increase is an opportunity for various business actors, one of which is Ramen Ramie Kemanggisan. To increase consumer buying interest, Ramen Ramie carries out various strategies, such as conducting promotions with various marketing media such as Instagram, Tiktok, and consumer reviews both in the comments column and reviews on Google Maps. However, the use of this marketing media is still considered ineffective, this is because buying interest continues to decline.

Purpose - This study examines social media, electronic word of mouth (eWOM) and brand image both simultaneously and partially on consumer purchasing interest.

methodology - Sampling technique using non-probability sampling technique with purposive sampling method. The research sample was 100 respondents using the Lemeshow formula. Data collection technique using a questionnaire that has been tested for validity and reliability. Data analysis techniques used descriptive verification analysis, validity and reliability tests, multiple linear and classical assumption tests.

Findings - The results of the study showed that both simultaneously and partially there was a positive and significant influence of social media, electronic word of mouth (eWOM), and brand image on purchasing interest.

Originality - The novelty in this study is that from several references used, there are still few that discuss purchasing interest associated with social media, electronic word of mouth (eWOM), and brand image simultaneously. Thus, it can be concluded that the research conducted is relatively new and has not been done by many previous researchers.

Keywords: Keywords: Purchase Interest, Brand Image, Electronic Word of Mouth (eWOM), Social Media.
