

ABSTRAK

Binggel Wijangworo A. Hesti. 150531100058. Program Studi Ilmu Komunikasi. Pengaruh *E-Word Of Mouth* (E-WOM) terhadap Kepuasan Konsumen Anita Family Bakery melalui Instagram

Tujuan dari penelitian yaitu untuk menganalisis pengaruh e-WOM di akun Instagram Anita Family Bakery terhadap keputusan pembelian konsumen. Subjek penelitian ini adalah para follower akun bisnis Instagram dari Anita Family Bakery yang berdomisili di Pulau Madura.

Penelitian ini berjenis penelitian kuantitatif dengan kuesioner sebagai sumber data utama. Pengumpulan data dilakukan secara *online* menggunakan fasilitas program *Google-Forms* dan mendapatkan sebanyak 96 orang responden. Analisis data menggunakan teknik regresi linier sederhana.

Hasil penelitian menunjukkan bahwa e-WOM berpengaruh positif serta signifikan terhadap Kepuasan Konsumen. e-WOM mampu berkontribusi sebesar 54,5% terhadap Kepuasan Konsumen para follower Anita Family Bakery di Instagram.

Kata kunci : Kepuasan Konsumen, e-WOM, Instagram.

ABSTRACT

Binggel Wijangworo A. Hesti. 150531100058. Communication Studies Program. The Effect of E-Word Of Mouth (E-WOM) on Anita Family Bakery's Consumer Satisfaction via Instagram

This study is aimed to analyze the effect of e-WOM on Anita Family Bakery's Instagram account on consumer purchasing decisions. The subjects of this research are followers of the Instagram business account of Anita Family Bakery who are domiciled on Madura.

This research is a quantitative research by questionnaires as the main data source. Data collection was done using the program facility of Google-Forms and got as many as 96 respondents. Data analysis technique is simple linear regression.

The results showed that e-WOM had a positive and significant effect on consumer satisfaction. e-WOM contribute as much as 54.5% to consumer satisfaction of Anita Family Bakery's followers on Instagram.

Keywords: Consumer Satisfaction, e-WOM, Instagram.