

ABSTRAK

Perkembangan teknologi digital dan media sosial telah membawa perubahan besar dalam perilaku konsumen, terutama dalam mencari dan membagikan informasi sebelum melakukan pembelian. Salah satu bentuk komunikasi yang berkembang pesat adalah *Electronic Word of Mouth (e-WOM)*, yaitu penyebaran informasi, ulasan, dan rekomendasi konsumen secara digital, salah satunya melalui platform seperti TikTok. Penelitian ini bertujuan untuk mengetahui karakteristik *e-WOM* berdasarkan empat indikator utama, yaitu *intensity*, *positive valence*, *negative valence*, dan *content* pada akun TikTok Kedai Es Teler 58, serta mengukur tingkat minat beli konsumen dan menganalisis pengaruh *e-WOM* terhadap minat beli konsumen pada Kedai Es Teler 58 di Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan metode survei melalui kuesioner daring yang disebarakan kepada 100 responden, dipilih secara acak dari pengikut akun TikTok Kedai Es Teler 58. Data yang terkumpul dianalisis menggunakan statistik deskriptif dan regresi linear sederhana dengan bantuan SPSS versi 27.

Hasil penelitian menunjukkan bahwa persepsi konsumen terhadap *e-WOM* secara umum berada pada kategori cukup baik. Dari keempat indikator yang dianalisis, *intensity*, *positive valence*, dan *content* terbukti berpengaruh signifikan terhadap minat beli konsumen, sedangkan *negative valence* tidak memberikan pengaruh yang dominan. Minat beli konsumen terhadap produk Kedai Es Teler 58 juga tergolong tinggi. Analisis regresi linear sederhana menghasilkan nilai koefisien regresi sebesar 0,334 dengan nilai signifikansi $< 0,001$, serta nilai *t*-hitung 9,175 yang lebih besar daripada *t*-tabel 1,984. Nilai koefisien determinasi (R^2) sebesar 0,462 menunjukkan bahwa 46,2% variasi minat beli konsumen dapat dijelaskan oleh *e-WOM*. Temuan ini menunjukkan bahwa *e-WOM* melalui TikTok memiliki peran penting dalam memengaruhi minat beli dan dapat dimanfaatkan sebagai strategi komunikasi pemasaran digital untuk pengembangan bisnis kuliner lokal.

Kata kunci: *Electronic Word of Mouth*, *intensity*, *positive valence*, *negative valence*, *content*, minat beli, TikTok, Kedai Es Teler 58, media sosial.

ABSTRACT

The development of digital technology and social media has brought about major changes in consumer behavior, especially in seeking and sharing information before making a purchase. One form of communication that is growing rapidly is Electronic Word of Mouth (e-WOM), which is the digital dissemination of consumer information, reviews, and recommendations, one of which is through platforms such as TikTok. This study aims to determine the characteristics of e-WOM based on four main indicators, namely intensity, positive valence, negative valence, and content on the TikTok account of Kedai Es Teler 58, as well as measure the level of consumer buying interest and analyze the effect of e-WOM on consumer buying interest in Kedai Es Teler 58 in Tulungagung.

This research uses a descriptive quantitative approach with a survey method through an online questionnaire distributed to 100 respondents, randomly selected from the followers of the Kedai Es Teler 58 TikTok account. The collected data were analyzed using descriptive statistics and simple linear regression with the help of SPSS version 27.

The results showed that consumer perceptions of e-WOM are generally in the good enough category. Of the four indicators analyzed, intensity, positive valence, and content are proven to have a significant effect on consumer buying interest, while negative valence does not have a dominant influence. Consumer buying interest in Kedai Es Teler 58 products is also high. Simple linear regression analysis produces a regression coefficient value of 0.334 with a significance value <0.001 , and a t-count value of 9.175 which is greater than the t-table of 1.984. The coefficient of determination (R^2) value of 0.462 indicates that 46.2% of the variation in consumer purchase intention can be explained by e-WOM. These findings suggest that e-WOM through TikTok has an important role in influencing purchase intention and can be utilized as a digital marketing communication strategy for local culinary business development.

Keywords: *Electronic Word of Mouth, intensity, positive valence, negative valence, content, purchase intention, TikTok, Kedai Es Teler 58, social media.*