

***Influence Of Viral Marketing, Product Quality and Electronic Word Of Mouth  
(E-Wom) On Interest To Buy Bittersweet By Najla***

**By : Nurul Anisah**

**Abstract**

*Currently, the business world is becoming very tight because of the many business competitors that are growing rapidly with technology such as viral marketing. To maintain the “business economy” aspect, many entrepreneurs are looking for ways to maintain their business by promoting it on social media and they are trying to maintain the quality of existing products and consumers.*

*This study was conducted to examine alternatives to find out viral marketing, product quality, and electronic word of mouth (E-WOM) affect buying interest. Bittersweet by Najla must understand consumer tastes and provide interesting content on social media, because the bittersweet Instagram account has 1,700,000 Instagram followers. This study uses the type data in the form of quantitative methods the population taken is Instagram followers from bittersweet by Najla Jakarta and a sample of 100 respondents where data is collected using a questionnaire (google form) which is distributed online through social networks.*

*Keywords: Viral Marketing, Electronic Word of Mouth, Product Quality, Buying Interest*

**Pengaruh Viral Marketing, Kualitas Produk Dan *Electronic Word Of Mouth*  
(E-Wom) Terhadap Minat Beli Bittersweet By Najla**

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**Abstrak**

Pada masa sekarang, dunia bisnis menjadi sangat ketat karena banyaknya pesaing bisnis yang berkembang pesat dengan adanya teknologi seperti viral marketing. Untuk mempertahankan aspek “ekonomi bisnis” berbagai pelaku usaha mencari cara untuk mempertahankan bisnisnya dengan mempromosikannya pada sosial media serta pelaku bisnis berusaha mempertahankan kualitas produk dan konsumen yang sudah ada.

Penelitian ini dilakukan untuk mengkaji alternatif untuk mengetahui viral marketing, kualitas produk dan *electronic word of mouth* (E-wom) berpengaruh pada minat beli. Bittersweet by najla harus memahami selera konsumen serta memberikan konten yang menarik pada sosial media, karena akun Instagram bittersweet memiliki 1.700.000 pengikut Instagram. Sehingga Penelitian ini memakai jenis data berupa metode kuantitatif serta populasi yang diambil yaitu *followers* Instagram dari bittersweet by najla kota Jakarta dan sampel berjumlah 100 responden yang dimana data dikumpulkan dengan menggunakan kuesioner (*google form*) yang disebarakan secara online melalui jejaring sosial.

Kata Kunci: Viral Marketing, *Electronic Word of Mouth*, Kualitas Produk, Minat Beli