ABSTRAK

Penelitian ini dimaksudkan untuk mengetahui pengaruh harga, *social media marketing* dan *word of mouth (WOM)* terhadap minat beli pada *Online Shop* Pricelesstuff di Surabaya. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif yaitu penelitian yang menitikberatkan pada pengujian hipotesa dengan alat analisa metode statistik dan menghasilkan kesimpulan yang dapat digeneralisasikan. populasi yang digunakan dalam penelitian ini adalah seluruh konsumen *Online Shop Pricelesstuff* di Surabaya. Teknik pengambilan sampel yang digunakan adalah *accidental sampling* yaitu teknik pemilihan sampel berdasarkan kebetulan, yaitu semua anggota populasi yang secara kebetulan bertemu dengan peneliti dapat dijadikan sampel dalam penelitian. Sampel yang digunakan dalam penelitian ini adalah 75 responden. Alat uji yang digunakan adalah teknik analisis regresi linier berganda dengan bantuan *software* SPSS 17.0. Dari hasil penelitian yang telah dilakukan dapat disimpulkan bahwa, hasil dari uji validitas adalah *valid*, uji reliabilitas adalah *reliabel*. Analisa regresi linier berganda didapatkan permodelan yaitu $Y = 1{,}704 - 0{,}492 X_1 + 0{,}239 X_2 + 0{,}785 X_3$. Berdasarkan hasil Uji F didapatkan hasil bahwa Harga (X_1), *Social Media Marketing* (X_2) dan *Word Of Mouth* (X_3) berpengaruh secara simultan terhadap Minat Beli (Y) di *Online Shop* Pricelesstuff di Surabaya. Berdasarkan hasil uji t didapatkan hasil bahwa *Social Media Marketing* (X_2) dan *Word Of Mouth* (X_3) secara parsial berpengaruh signifikan dan positif terhadap Minat Beli (Y) di *Online Shop* Pricelesstuff di Surabaya, sedangkan Harga (X_1) secara parsial berpengaruh signifikan dan negatif terhadap Minat Beli (Y) di *Online Shop* Pricelesstuff di Surabaya

Keywords: Harga, *Social Media Marketing*, *Word Of Mouth*, Minat Beli

ABSTRACT

This study is intended to determine the effect of price, social media marketing and word of mouth (WOM) on buying interest in Online Shop Pricelesstuff in Surabaya. This research was conducted using a quantitative approach that is research that focuses on testing hypotheses with statistical method analysis tools and generating conclusions that can be generalized. the population used in this study is all consumers of Online Shop Pricelesstuff in Surabaya. The sampling technique used was accidental sampling, which is a sample selection technique based on coincidence, where all members of the population who accidentally meet with the researcher can be sampled in the study. The sample used in this study was 75 respondents. The test equipment used was multiple linear regression analysis techniques with the help of SPSS 17.0 software. From the results of the research that has been done it can be concluded that, the results of the validity test are valid, the reliability test is reliable. Multiple linear regression analysis obtained modeling that is $Y = 1{,}704 - 0{,}492\ X1 + 0{,}239\ X2 + 0{,}785\ X3$. Based on the F Test results obtained that the Price (X1), Social Media Marketing (X2) and Word of Mouth (X3) simultaneously influence the Purchase Interest (Y) at the Online Shop Pricelesstuff in Surabaya. Based on the t test results obtained that Social Media Marketing (X2) and Word of Mouth (X3) partially have a significant and positive effect on Purchase Interest (Y) at the Online Shop Pricelesstuff in Surabaya, while Price (X1) partially has a significant and negative effect of Purchase Interest (Y) at Pricelesstuff's Online Shop in Surabaya

Keywords: Price, Social Media Marketing, Word Of Mouth, Purchase Interest