

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* terhadap keputusan pembelian dengan minat beli sebagai variabel mediasi pada film nasional. Subjek dalam penelitian ini yaitu mahasiswa/mahasiswi FEB UMY yang pernah menonton film nasional dalam enam bulan terakhir. Objek dalam penelitian ini yaitu film nasional. Sampel yang digunakan dalam penelitian ini yaitu 150 sampel dengan metode *purposive sampling*. Penelitian ini menggunakan alat analisis *SEM (Structural Equation Modeling)* menggunakan *software* AMOS versi 22.

Hasil penelitian ini menunjukkan bahwa *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli, *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, minat beli dapat memediasi hubungan *electronic word of mouth* terhadap keputusan pembelian.

Kata kunci : *Electronic word of mouth*, minat beli, dan keputusan pembelian

## **ABSTRACT**

*this study aims the effect of electronic word of mouth on purchasing decisions with purchase intention as a mediation variabel in national film. sthe subjects in this study were feb umy students / students who had watched national films in the past six months. The object in this study is national film. The sample used in this study is 150 samples with purposive sampling method. This study uses SEM (Structural Equation Modeling) analysis using AMOS software version 22.*

*The results of this study indicate that Electronic word of mouth has a positive and significant effect on buying interest, electronic word of mouth has a positive and significant effect on purchasing decisions, buying interest has a positive and significant effect on purchasing decisions, buying interest can mediate the relationship of electronic word of mouth to purchasing decisions.*

*Keywords: Electronic word of mouth, interests, and purchasing decisions*