

ABSTRACT

This research aimed to analyze the effect of price, brand image, and the electronic word of mouth to the buying interest. The object in this research is the online shop Lazada.co.id. This is a quantitative research that has done by the survey. Data collection techniques used in this study by questionnaire (questionnaire). The samples were students of University of Muhammadiyah Yogyakarta who ever visited and interested to do transactions in Lazada.co.id. The number of samples in this study were 100 respondents. Sampling technique used is non probability sampling with purposive sampling method. This research analysis tools using multiple linear regression analysis. The results of this research showed that price, brand image, and electronic word of mouth simultaneously have a positive and significant impact on buying interest. The results of partial price research and electronic word of mouth have a positive and significant influence while the brand image has no significant effect on buying interest of handphone at lazada.co.id.

Keyword: Price, Brand image, Electronic Word Of Mouth, Purchase Intention