

## INTISARI

Penelitian ini bertujuan untuk mengetahui Pengaruh Promosi *Word Of Mouth Communication* Terhadap Minat Beli Konsumen di Ekologi *Desk & Coffee Shop* Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 60 responden dan responden dalam penelitian ini adalah mahasiswa, *young entrepreneur*/pengusaha yang berkunjung di Ekologi *Desk & coffee shop*. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif antara *Word Of Mouth Communication* terhadap Minat beli pada Ekologi *Desk & Coffee Shop* adalah sebesar 69,9%. Berdasar analisis pengaruh *Word Of Mouth Communication* terhadap minat beli mempunyai pengaruh yang signifikan dan positif sehingga promosi *Word Of Mouth Communication* dapat meningkatkan minat beli.

**Kata kunci : Penelitian, Pengaruh, *Word Of Mouth, Communication, Minat beli.***

## **ABSTRACT**

*The objective of this research is to know The Promotion Effect of Word Of Mouth Communication to the Consumer's purchase intention in Ekologi Desk & Coffee Shop Yogyakarta. This research uses quantitative approach by distributing questionnaire to 60 respondents who are in this research, college students, young entrepreneur visiting Ekologi Desk & Coffee shop. The result of this research shows that there is positive effect of Word Of Mouth Communication to the consumer's purchase intention in Ekologi Desk & Coffee Shop that is 69.9%. Based on the analysis, Word Of Mouth Communication has significant and positive effect so that it can increase the consumer's purchase intention.*

**Keywords:** *Research, Effect, Word Of Mouth, Communication, Purchase Intention*