

## ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar keefektifan dari "Analisis Pengaruh *Elektronik Word of Mouth* (E-WOM), *Customer Relationship Management* dan Orientasi Pasar terhadap Minat beli konsumen (Studi kasus UMKM di Pasar Raya Inpres Blok III Padang)" dibawah bimbingan Bapak Emil Salim, S.E., M.M dan Bapak M.Afuan, S.E., M.M. Metode pengumpulan data melalui survei dan kuesioner. Metode analisis yang pakai adalah uji validitas dan reabilitas, analisis korelasi, analisis linier berganda, untuk uji hipotesis digunakan uji t dan uji f. Sampel pengunjung berjumlah 98 responden. Berdasarkan hasil penelitian uji parsial (uji t) diperoleh adanya berpengaruh positif dan signifikan disetiap variabelnya. Kemudian diperoleh hasil *Adjusted R Square* sebesar 0,551 hal ini menunjukkan bahwa adanya variabel *Elektronik Word Of Mouth* (E-WOM), *Customer Relationship Management* dan Orientasi Pasar sebesar 0,551 atau 55,1% dan sisanya sebesar 44,9% di pengaruhi oleh variabel lain.

**Kata kunci :** *Elektronik Word Of Mouth* (E-WOM), *Customer Relationship Management*, Orientasi Pasar dan Minat beli konsumen.

## **ABSTRACT**

*This study aims to examine how effective the "Analysis of the Effect of Electronic Word of Mouth (E-WOM), Customer Relationship Management and Market Orientation on consumer buying interest (Case Study of MSMEs in Pasar Raya Inpres Blok III Padang)" under the guidance of Mr. Emil Salim , SE, MM and Mr. M.Afuan, SE, MM Methods of collecting data through surveys and questionnaires. The analytical methods used are validity and reliability tests, correlation analysis, multiple linear analysis, for hypothesis testing the sample of visitors is 98 respondents. the results of the partial test (t test) obtained a positive and significant effect on each variable. Then the Adjusted R Square result was 0.551, this indicates that the Electronic Word Of Mouth (E-WOM), Customer Relationship Management and Market Orientation variables are 0.551 or 55 ,1% and the remaining 44.9% is influenced by other variables.*

***Keywords: Electronic Word Of Mouth (E-WOM), Customer Relationship Management, Market Orientation and Consumer Purchase Interest.***