

ABSTRAK

Perkembangan teknologi komunikasi telah memudahkan penyebaran informasi secara cepat, termasuk melalui platform *whatsapp*. Dalam grup *whatsapp* “Jual Beli Sekitar Universitas Malikussaleh”, komunikasi dari mulut ke mulut (*word of mouth*) menjadi salah satu cara utama promosi dan pertukaran informasi dagang. Fenomena ini menimbulkan pertanyaan mengenai sejauh mana pengaruh *word of mouth* terhadap minat mahasiswa berdagang. Penelitian ini bertujuan untuk mengetahui adanya pengaruh *word of mouth* dalam *whatsapp* grup jual beli sekitar Unimal terhadap minat mahasiswa berdagang. Metode penelitian ini memakai pendekatan kuantitatif. Responden dalam penelitian ini sebanyak 37 mahasiswa yang tergabung dalam grup *whatsapp* jual beli sekitar Unimal. Teknik pengumpulan data memakai *google form* yang dibagi melalui masing-masing responden. Hasil menunjukkan bahwa *word of mouth* memiliki pengaruh signifikan terhadap minat mahasiswa berdagang dengan nilai koefisien determinasi R^2 (*Adjusted R Square*) menunjukkan nilai 88,2%. Hal ini berarti kontribusi variabel *Word Of Mouth* memberikan pengaruh terhadap variabel dependen Minat Berdagang Mahasiswa sebesar 88,2%. Temuan ini menunjukkan bahwa Teori S-O-R relevan dalam menjelaskan tumbuhnya minat mahasiswa Unimal untuk berdagang di grup *whatsapp* jual beli. *Word of Mouth* berperan sebagai stimulus yang memengaruhi psikologis mahasiswa, mendorong minat dan rasa percaya diri untuk memulai usaha. Minat tersebut kemudian berkembang menjadi gaya hidup, di mana berdagang menjadi wadah kemandirian ekonomi dan pengembangan jiwa wirausaha sejak dini.

Kata Kunci : *Word Of Mouth*, *WhatsApp*, Mahasiswa, Minat Berdagang.

ABSTRACT

The development of communication technology has facilitated the rapid dissemination of information, including through the WhatsApp platform. In the WhatsApp group "Buy and Sell Around Malikussaleh University," word of mouth communication is one of the main ways of promotion and exchange of trade information. This phenomenon raises questions about the extent of word of mouth's influence on students' interest in trading. This study aims to determine the influence of word of mouth in the WhatsApp group buying and selling around Unimal on students' interest in trading. This research method uses a quantitative approach. Respondents in this study were 37 students who are members of the WhatsApp group buying and selling around Unimal. The data collection technique used a Google form that was distributed to each respondent. The results show that word of mouth has a significant influence on students' interest in trading with a determination coefficient R² (Adjusted R Square) showing a value of 88.2%. This means that the contribution of the Word of Mouth variable has an influence on the dependent variable, Student Trading Interest, by 88.2%. These findings indicate that the S-O-R Theory is relevant in explaining the growing interest of Unimal students in trading in the WhatsApp group buying and selling. Word of mouth acts as a psychological stimulus for students, fostering interest and confidence in starting a business. This interest then develops into a lifestyle, where trading becomes a vehicle for economic independence and the development of an entrepreneurial spirit from an early age.

Keywords: *Word Of Mouth, WhatsApp, Students, Interest, Trading*