

***ANALYSIS OF THE INFLUENCE OF WORD OF MOUTH  
PROMOTION ON INTEREST IN BUYING ICED SILE NGETEH  
TEA (CASE STUDY OF BENGKALIS CITY COMMUNITY)***

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***Abstract***

*This study aims to analyze the influence of word of mouth promotion on purchasing interest in Sile Ngeteh iced tea in Bengkalis city. This type of research is descriptive quantitative with 100 respondents selected using purposive sampling technique. Data collection was conducted through questionnaires and analyzed using simple linier regression with the help of SPSS software. The results showed that word of mouth had a positive and significant effect on purchasing interest, with a calculated t value of 13.272 greater than the t Tabel of 1.985 and a significance value of  $0.000 < 0.05$ . The coefficient of determination ( $R^2$ ) value of 0.414 indicates that 41.4% of the variation in purchasing interest is influenced by word of mouth. This study contributes to business actors in designing effective promotional strategies through informal communication that is trusted by consumers.*

***Keywords:*** Word of Mouth, Purchase Interest, Sile Ngeteh Iced Tea.