

ABSTRACT

Along with the development of technology and information, many companies are using social media as a place for promoting the products sold. Warunk Upnormal using social media Instagram. Warunk Upnormal is a cafe which is identical with young people, providing the main menu themed noodles, toast, fresh milk, coffee, dessert and main course. From the results of the initial survey that researchers do indicate that the many comments that recommends Warunk Upnormal, causing people interested in being followers Instagram of Warunk Upnormal to get information about products in Warunk Upnormal and would like to visit Warunk Upnormal. In Warunk Upnormal's Instagram, followers leave comments and testimonials on each post, which is one form of electronic word of mouth.

This study aimed to analyze the effect of Electronic Word of Mouth towards purchase intention of followers instagram Warunk Upnormal. The type of research used is descriptive and causal research with the method used is quantitative. The population in this study is followers Instagram Warunk Upnormal. The sampling technique was using a non-probability sampling type of incidental sampling. This study was involving 400 respondents of followers Instagram Warunk Upnormal. This study uses simple regression analysis technique.

Based on the results, it can be concluded that the Electronic Word of Mouth has significant effect on purchase intention of followers instagram Warunk Upnormal Bandung. Based on the coefficient of determination (R^2) calculation can be known the magnitude of the effect of electronic word of mouth (X) variable on purchase intention (Y) was 14.9%. While the remaining 85.1% is influenced by other factors that not be examined in this study such as word of mouth, promotion of Warunk Upnormal Bandung, lifestyle, strategic location and the price offered Warunk Upnormal.

Keywords: *Consumer Behaviour, Electronic Word of Mouth, Purchase Intention*