

ABSTRACT

The culinary business in Indonesia is now growing, including in Bandung. The competition become strict, many new culinary businesses have emerged with the unique concept to make the business differ with their competitors. Today, internet technology such as social media is widely used by the consumers. This was realized by Chingu Cafe, a Korean culinary business in Bandung, to see the consumer who often uses the social media such as twitter in the process of consumer buying. The purpose of this study was to find out the effect of electronic word of mouth via twitter on the purchasing decision of Chingu Cafe consumer. The method used in this study was the descriptive method, using questionnaires for the data collection. The data were examined through the tests of validity, reliability, and normality. The data were than analysis using descriptive statistics and simple linear regression analysis involving the consumers and followers of Chingu Cafe twitter account as the samples.

The result of hypothesis testing of the effect of electronic word of mouth on purchasing decision of Chingu Cafe consumer showed that the variable of eWOM (X) had a significant effect showed by $t_{\text{count}} (4.678) > t_{\text{table}} (1.96)$, and the simple linear regression indicated the value of $Y = 23.321 + 0.291X$. Based on determinant coefficient testing, it can be concluded that eWOM affected significantly on the purchasing decision at 18% while, the rest of 81,7% of the purchasing decision was affected by other factors that was not investigated in this research.

Keywords: Marketing, Electronic word of mouth, Purchasing decision