

ABSTRACT

Android phones is one of the popular smartphone at this point since the beginning of its appearance. This smartphone sales also increasing so that attract other producers both foreign and local to participate produce an Android phone. For this competition, the Android mobile phone manufacturers also need to apply some new business strategies such as word of mouth communication (WOMC). WOMC is one of alternative in marketing communications that can affect a person's attitude purchase. The purpose of this study is to determine how much influence word of mouth communication towards the purchase decision process of Android phone in Bandung.

This study uses a quantitative approach to research the type of causal research design. The population in this study is that Android phone users in Bandung by sampling using Non-Probability Sampling technique incidental. This study used a questionnaire with a number of samples was 115 respondents. The data obtained then analyzed using quantitative descriptive.

The results using simple linear regression analysis showed that WOMC influence on consumer Buying Decision process with the equation $Y = 1.912 + 0,626X$. Variable X refers to WOMC and Y refers to the Buying Decision process. Once the data is processed, resulting value (r) of 0,931 which is the value in the kategori Very Strong. Contribution WOMC influence on consumer Purchase Decision making process by 86.7% and the remaining 13.3% is influenced by other variables not examined. Significance test T-test showed an association between the word of mouth communication and Android phone purchase decision process in Bandung.

Keywords: Marketing Communication, Word of Mouth Communication, Purchase Decision Making Process.