

ABSTRACT

The purpose of this study was to determine the effect of Electronic Word of Mouth on Purchase Intention of the consumer on Warunk UpNormal. Sampling method in this research is the method of non-probability sampling with purposive sampling technique that is by distributing questionnaires to the respondents who knew Warunk UpNormal through online information with 400 respondents. The method used is quantitative method with simple regression test using a Likert scale. The results showed that the significant influence of electronic word of mouth on purchase intention. It can be concluded that the electronic word of mouth can affect consumer on purchase intention on Warunk UpNormal. Management analysis and advice for companies is also discussed at the end of this study. Companies can manage the quality, quantity, and sender expertise of information online with maintenance of social media are being used for the maintain the quality and quantity of electronic word of mouth, so it will produce sender expertise of the information online about the company that may not be from the company instead but from the other party, like as the companies can cooperating with the bloggers or artist that serve as the sender expertise, that will have an impact on electronic positive word of mouth. So electronic word of mouth will have more influence on purchase intention on the consumer.

Keywords: Word of Mouth, Electronic Word of Mouth, Electronic Word of Mouth Quality, Quantity Electronic Word of Mouth, and Sender Expertise, Interest Purchase, Social Media