

ABSTRACT

The development efforts of bottled water drinking in Indonesia is growing rapidly. The number of new entrepreneurs who start a business in the world AMDK tightened competition in this business. Competition is so tight between prime water company, expected the company to be able to survive and can continue to grow. Internet technologies such as social media today often utilized by consumers when searching information, give its opinion about a product or object. It is recognized by one of the business of bottled drinking water, namely Aqua Indonesia by looking at the behavior of consumers who frequently use social media such as twitter in the consumer purchase process.

The purpose of this study was to investigate the influence of electronic word of mouth via twitter on consumer purchasing decisions Aqua Indonesia. The method used in this research is descriptive method, data collection via questionnaires. Test data through the test of validity, reliability, and normality. Analysis using descriptive statistics and simple linear regression analysis with sampling is the consumer and twitter followers Aqua Indonesia.

Based on the results of hypothesis testing electronic word of mouth influence on purchasing decisions Aqua Indonesia, eWOM variable (X) has a significant influence amounted $t \text{ count } (4,489) > t \text{ table } (1,66)$, Based on simple linear regression analysis results obtained $Y = 27.916 + 0,500X$, Based on the coefficient determination test, it can be concluded that eWOM a significant influence on purchasing decisions, with a percentage of 17,1%, while the remaining 82,9% is influenced by other factors not researched in this study.

Keywords: Marketing, Electronic word of mouth, Purchasing decision