

ABSTRACT

Go-Jek is a provider of ojek transportation services online first. Since its launched in January 2015, the other new company emerging which similar with Go-Jek so marketing strategy is needed to win the competition. One of the marketing activities Go-Jek is to use word of mouth communication (WOM). Word of mouth communication without any interference from the company can be negative WOM can even be halted. It is necessary to do research the influence of word of mouth to the consumer decision making. The objectives of this research was to the word of mouth as Go-Jek media campaign and measure consumer purchasing decisions in choosing Go-Jek. Will be measured as well as the influence of word of mouth to the Go-Jek decision making.

This study uses a quantitative method of data collection is done by distributing questionnaires to 402 respondents who had used the Go-Jek in Bandung. Data processing was performed by descriptive analysis and Simple Linear Regression Analysis using SPSS 17.0

Based on the results of data processing, it can be seen that the results obtained from the coefficient of determination R square-value 0.166, which means word of mouth influence purchasing decisions at Go-Jek by 16.6% while the rest is influenced by other variables not examined in this study. This research suggested company to improve the quality of service that generates word of mouth better that will influence consumer purchasing decisions.

Keywords: Word of Mouth, Purchase Decision