

ABSTRACT

The purpose of this study was to determine the influence of Electronic Word of Mouth to Purchase Intention in Yellow Truck Coffee shop. Research method in this research is survey method. Type of this research is descriptive and verivacative. Population on this research is 93 followers @yellowtruckcoffee. Sampling method in this research is purposive sampling. The method used is quantitative method with simple linier regression. Test using a likert scale. The result showed that the significant influence of electronic word of mouth to purchase intention. It can be concluded that the electronic word of mouth can affect consumer on purchase intention on Yellow Truck Coffee Shop. Suggestion on this research is to keep the marketing using electronic word of mouth in social media twitter and to keep involving customer to improve customer engagement and in the end Yellow Truuck Coffee Shop will get profit and attract potential customer.