

ABSTRACT

Culinary industry in Bandung has always been increasing every year as well as the increasing of Internet users' growth in Indonesia, which is in line with the existing of social media's popularity. Cafe warunk upnormal catches an opportunity to execute its promotion in which are both communication and interaction bounded called word of mouth, and interaction on social media called electronic word of mouth.

The objective of this study is to see how much the electronic word of mouth gives impact on purchasing decisions at Cafe Warunk Upnormal Bandung. The method for this research is quantitative descriptive, while obtaining the data from questionnaire. The sampling technique in this research is accidental sampling. Questionnaires were distributed to 100 respondents who have made a purchase decision. Data analysis technique used is a simple linear analysis.

Based on the overall results of hypothesis testing, electronic word of mouth is partially significant effect on purchasing decisions at Cafe Warunk Upnormal. This is evidenced by $t_{count} > t_{table}$, which is $4.766 > 1.984$. Based on the coefficient of determination, it shows that purchasing decision will be explained by the electronic word of mouth 18.83%, while the remaining 81.83% are influenced by other variables which are not examined in this study.

Key Word: electronic word of mouth, word of mouth, purchasing decision