

## **ABSTRACT**

The rapid growth of the fashion business nowadays does not only contribute some impacts to the utilization of internet use but also to all aspects of business management. The changes perspectives about the use of word of mouth promotion through internet which has developed to be the electronic word of mouth have had impact on purchasing decision.

The objective of this study is to identify how the electronic word of mouth takes part in the impact on online purchase intention in Online Shop KHAYNA. The method used is quantitative descriptive method. Samples are consumers of Cafe Warunk Upnormal whose determined by purposive sampling technique as many as 100 respondents. Data analysis technique used is simple linear regression analysis.

According to the results of hypothesis testing by using questionnaire overall electronic word of mouth significantly influence purchasing decisions on Online Shop KHAYNA. This is evidenced by the value of t count  $>$  t table is  $2,605 > 1.984$ . Based on the coefficient of determination of electronic word of mouth influence on purchasing decisions as much as 6.5% and the remaining 93.5% is not conveyed in this study.

**Key Word: electronic word of mouth, word of mouth, online purchase intention.**