

## **ABSTRACT**

*The growth of Internet users in Indonesia is increasing every year , which is in line with the existing of social media's popularity . Cafe Roti Gempol and Coffee Anjis 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 Roti Gempol dan Kopi Anjis Bandung.*

*This research is quantitative descriptive data and causal analysis, respondents surveyed in this study amounted to 100 people who have made a purchasing decision in Café Roti Gempol dan Kopi Anjis by using non-probability technique sampling. Then carried out analysis to the data obtained by using simple linear analysis.*

*The results showed that electronic word of mouth in the position of 72,03% with a number of high category, purchasing decision in the position of 77,85% with a number of high category. Based on the overall results of hypothesis testing, electronic word of mouth is partially significant effect on purchasing decisions at Cafe Roti Gempol dan Kopi Anjis Bandung. This is evidenced by  $t_{count} > t_{table}$ , which is  $9,297 > 1,984$ . Based on the coefficient of determination, it shows that purchasing decision will be explained by the electronic word of mouth 46,92%, while the remaining 53,03% are influenced by other variables which are not examined in this study.*

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