

ABSTRACT

The phenomenon *word of mouth* has believed to encourage the purchase by consumers in addition is also more efficient because it does not require a large budget *Word of Mouth* many used in *social media*. *Social media* has developed from just the container to deal with family and friends, now become the container for the consumer to get company information and products. This can trigger the process *electronic word of mouth* how someone talking, recommends, share informations and experiences about a product that uses via internet. One of the business who used the *electronic word of mouth* as promotion strategy is Arromanis Corner Store, this is shown by the *followers* Instagram Arromanis Corner Store that have increased each year. The purpose of this research is to know how the proses *electronic word of mouth* happened in Arromanis Corner Store, consumers process purchase decision to product Arromanis Corner Store, and the influence *electronic word of mouth* via *social media* Instagram to purchase decision process product Arromanis Corner Store.

Analysis data techniques used in this research is quantitative causal with double linier regression method. The population are followers of Arromanis 19500 followers who never make purchase with online or offline and a sample of 100 respondents. Independent variable is *Electronic Word of Mouth* with the indicators *Platform Assistance*, *Concern for Other Consumers*, *Extraversion/Positive Self-Enhancement*, and *Helping Company*. Dependent variable is Process Purchase Decision. Data collection is done with the dispersion of questionnaire to consumers Arromanis Corner Store Bandung.

Using descriptive analysis techniques, the percentage of each variable are in good category. The results of calculation that *electronic word of mouth* with *social media* Instagram influence simultaneously to product purchase decision Arromanis Corner Store Bandung. The influence *electronic word of mouth* via *social media* instagram to process purchase decision process product Arromanis Corner Store Bandung is 49,9%. So the process *electronic word of mouth* which is done by Arromanis Corner Store Bandung well, with using *social media* Instaram Arromanis can trigger the consumers in the process of purchasing decisions for product Arromanis Corner Store Bandung, and *electronic word of mouth* via *social media* Instagram impact to the process purchase decision of product Arromanis Corner Store Bandung.

Keywords: *Electronic Word of Mouth*, *Social Media* Instagram, Process Purchase Decision