

ABSTRACT

Nowadays, technology demands us to be smart in adapting, since there are a lot of new ideas on this digital era, it helps the society to do their daily activities easier. Instagram has become the most popular social media among youth generations. Lately, There are a lot of people post their photos about Atmosphere Resort Cafe and share their opinions towards it. The segmentation of this cafe is to focus on youth consumers, and lately this cafe also becomes viral on social media including instagram.

This research aims to examine the forming factors of e-wom on Atmosphere Resort Cafe's Instagram. This research also examines the most dominant factors that formed e-wom on Atmosphere Resort Cafe's Instagram.

This is a descriptive research with a quantitative approach and factor analysis has been used to analyze the data. The samples were selected using nonprobability sampling and incidental sampling was implemented as a sub sampling technique. The samples consist of 100 consumers of Atmosphere Resort Cafe.

The result indicates that there are five initial factors and one new factor formed and called the e-wom factors after the data was analyzed using factor analysis on Atmosphere Resort Cafe's instagram which consist of 5 sub-factors. Sequentially, the 5 sub-factors are Helping the company, Expressing positive feelings, Concern for others, Platform assistance, Economic Insentive. From five e-wom sub-factors on Atmosphere Resort Cafe's Instagram, the data analysis indicated that Helping the company is the most dominant factor which has the highest correlation in the amount of 0.940 or 90%.

Keywords: *E-Wom, Cafe, Factor Analysis, Instagram*