

ABSTRACT

The growth of the city of Bandung culinary industry is now being progressed quite rapidly, as did the number of Internet users each year which is constantly increasing. Advances in information technology have influenced changes in the pattern of marketing and consumer behavior are conventional to a more modern. Electronic word of mouth or E-WOM be the easy option and the right to conduct a campaign in a company's business because it can be accessed anywhere and provide convenience for users. It affect consumer behavior, one of which is the purchase decision.

This study aims to see how big the electronic word of mouth influence on purchasing decisions on Bakso Boedjangan Bandung. The method used in this research is quantitative descriptive, where data obtained through questionnaires. The sampling technique is probability sampling. Questionnaires were distributed to 100 respondents were informed about the Bakso Boedjangan Bandung. Data analysis technique used is a simple linear analysis.

Based on the overall results of hypothesis testing electronic word of mouth significant effect on purchasing decisions on Bakso Boedjangan Bandung. This is evidenced by $t_{hitung} > t_{table}$, namely $7,480 > 1.984$. Based on the coefficient of determination, electronic word of mouth influence on purchase decisions by 36,36% and the remaining 63,64% influenced by other variables not examined in this study.

Keywords: electronic word of mouth, purchasing decisions