

ABSTRACT

Currently the electronic word of mouth became one of the campaigns that are often used by companies to promote their businesses. In the era of globalization media campaign is very easy to find due to the increase of Internet users every year. The number of local brands that have sprung up at this time led to a greater concept store in Bandung to providing a wide range of local clothing brand, a concept store in Bandung most widely known is the Happy Go Lucky. This study was conducted to determine how the electronic word of mouth on the purchase decision process in Happy Go Lucky.

The method used is descriptive analysis method and multiple linear regression with data retrieval using quantitative data collection. Sampling technique used in this research is non probability sampling with judgemental sampling technique.

Based on the overall results of hypothesis testing, electronic word of mouth is simultan significant effect on purchasing decisions process at Happy Go Lucky Bandung with a value of 27,156 is greater than F table is 3,49 and the results of partial hypothesis testing that variabel content that influence the purchase decision process. Based on the coefficients of determination, it shows that purchasing decision wil be explained by the electronic word of mouth 45,9%, while the remaining 54,1% are influenced by other variabels which are not examined in this study.

Happy Go Lucky using electronic word of mouth as one of the strategies in marketing their products and succeeded in creating in the consumer buying decision process. Electronic word of mouth is partially affected the purchase decision process Happy Go Lucky.

Keyword:Electronic Word of Mouth, Purchase Decision Process, Concept Store