

## **ABSTRACT**

*Culinary industry in the city of Bandung continues to increase rapidly. The rapid growth of the culinary impact on the amount of competition between businesses culinary. The competition sparked culinary entrepreneurs to undertake a variety of strategies to sell their products. From a wide range of culinary tours available in Bandung, the cafe that serves a variety types of coffee has also becomes popular. It means that some of cafe with variety types of coffee needs to compete each other to gain customer attention.*

*Along with advances in technology, social media has become one of the tools that used to sell products, especially culinary products. Social Media Instagram is one of social media that frequently used by seller to promote their products. Based on this, the researchers then conducted research to determine the impact of eWOM to consumer purchase intention at armor cafe Instagram's account in Bandung.*

*This research will measure three dimensions of eWOM (electronic word of mouth) ; Concern for Other, expressing Positive Feeling, Assistance Platform against purchase intention at Armor Cafe in Bandung. This research was conducted by spreading the questionnaire to 109 respondents following Armor coffee Instagram's account. Sampling technique that used in this study is non probability sampling with purposive sampling method. Data were analyzed using multiple linear regression using of SPSS software.*

*Based on the results of data processing that has been done, it can be seen that the Concern for others, expressing Positive Feelings have a significant influence in purchase intention. However Platform assistance has no significant influence in purchase intention.*

*Based on the results, that has high significance value in Concern For Others against purchase intention, It can be concluded that concern for other people who potentially become one of Armor coffee's customer is the biggest reason for the customer to make a review about the product.*

**Key Word: Kata Kunci:** *eWOM (electronic word of mouth), Concern for othe, expressing positif feeling, platform Assistance, Purchase intantion.*