ABSTRACT

The development of culinary industry in Indonesia is increasingly huge. It also happens in amount of internet users every year that also increase. Progressing of the information technology can influence changes of marketing patterns and consumer behaviour from the conventional to modern. Electronic word of mouth or e-Wom can be an easy choice and accurate to do some promotions in company business especially for culinary business because it can be accessed from anywhere and give simplicity to the users. One of the culinary businesses that using E-WOM as a promotional media that is Markobar.

This research has a main goal to see how huge the influence of electronic word of mouth towards purchase intention Instagram Markobar's followers. This research is a quantitative research using clausal analysis and descriptive, respondents that used in this research amount 400 people that is the followers from Instagram account Markobar (@Markobar1996) which is obtained using non-probability sampling method with incidental sampling technique. After that, reseacher did data analysis used linier regression.

Based on descriptive analysis, electronic word of mouth to Instagram Markobar's Followers had percentage amount 74,5% including in good category. Purchase intention to Instagram Markobar's Followers had percentage amount 77,2% including in good category. The result of this research is electronic word of mouth had a significant influenced to purchase intention's variable amount 75,1% meanwhile the rest of them amount 24,9% can be influenced by any other factors that did not investigated in this research.

Keywords: Culinary business, Electronic Word of Mouth, Purchase Intention, Social Media.