

ABSTRACT

Citizens these days are consuming Internet to gain more and new information about Economic, Social and also Business. Many information of media that we get through Internet. Citizens can access the information through many channels, and one of them is Social Media. With the increase of Internet and Media Social use, they will know a lot of Information that can fulfill their needs personally or non-personally. And not just that, they can also know about the information based from people's opinion on Media Social (Word Of Mouth). Media Social can show the activity of E-WOM, which can be used as an effective of promotion strategy.

This study was conducted to determine how consumer response about the implementation of the Electronic Word of Mouth (e-WOM) on Indihome and to determine how much the influence of Electronic Word of Mouth (e-WOM) via social media on consumer purchase intention on Indihome. This type of research is causal descriptive with quantitative characteristic. The sampling method is nonprobability sampling with purposive sampling technique by distributing questionnaires to the respondents who knew about Indihome via social with the sample of the research quantity is 100 respondents.

This result shows that the respond for Electronic Word Of Mouth was in Good Criteria which is about 76,58%, while for Purchase Intention variable is about 75% and also in Good criteria. Meanwhile in Simple Regression Linier Test, it shows that Electronic Word Of Mouth did affect the Purchase Intention with the score is about 17,3%. While 82,7% remained was affected by other variables that didn't describe in this research.

Keyword : Electronic Word Of Mouth, Purchase Intention, Social Media