

## **ABSTRACT**

*Nowadays culinary industry has grown so quickly, so do the netizen which increased every year. The rapidly grown of information technology has an impact on marketing pattern from conventional to modern ways. Electronic Word of Mouth turn to the best option to promoting and marketing process because it could be access everywhere and easily help customer. One of the many culinary industry which used Electronic Word of Mouth are Bandung Makuta.*

*This research aim to see how big is it the impact of Electronic Word of Mouth on buying willingness of Bandung Makuta Instagram Followers. This research use quantitative descriptive method, the data was collected by an quisioner instrument. All the quisioners was given to the randomly 100 Bandung Makuta Instagram Followers. This research use non probability sampling technic with regretion methods.*

*Based on descriptive analysis Electronic Word of Mouth on Bandung makuta Instagram Followers can categorized as "good" which has scored 69,7%. The buying willingness also categorized as "good" which has scored 72,6%. The results of this research are the Electronic Word of Mouth has an impact on 69,3% buying willingness and the rest of 30,7% are impact by others factors.*

*Based on descriptive analysis, electronic word of mouth to Instagram Bandung Makuta's Followers had percentage amount 69,7% including in good category. Purchase intention to Instagram Bandung Makuta's Followers had percentage amount 76,2 % including in good category. The result of this research is electronic word of mouth had a significant influenced to purchase intention's variable amount 69,3% mean while the rest of them 30,7% can be influenced by any other factors that did not investigated in this reseearch.*

*Keyword : Culinary Industry, Electronic Word of Mouth, Promotion, Social Media, Purchase Intention.*