

ABSTRACT

With the increase of internet user each year, it will triggered the process of marketing through social media by utilizing a network of interconnected with consumer to obtain information and begin to interact with consumer. By seeing a bigger opportunity through social media in 2014, Café Halaman start to using digital marketing with a purpose for market expanding & customer regeneration.

This research was conducted to find out how much influence of Electronic Word of Mouth to purchase decision. This research is a quantitative research with descriptive and causal. The sampling technique used in this research is non-probability sampling with purposive sampling method to 100 respondents, where respondents in this research is customer of Café Halaman

Analysis of the data used is a simple linear regression analysis by using software IBM Statistics 24 for windows. Based on the result of the research, 67,4% percentage of variable Electronic Word of Mouth and good category are obtained, while 75,28 % of the percentage of purchasing decision variable is in good category. The result of the whole that is equal to 9,6 % store atmosphere have influence to purchase decision, while the rest 90,4 % influenced by other factor outside this research.

Keyword: Electronic Word of Mouth, Buying Decision