

ABSTRACT

Research with the topic of the influence of electronic word of mouth on purchasing decisions on consumers This has a purpose, including 1) to find out the consumer's response about Mr.'s products. Dobleh thus influences purchasing decisions. 2) to find out the purchasing decisions of Mr. consumers Dobleh. 3) to find out the magnitude of the effect of electronic word of mouth on purchasing decisions on consumers Dobleh.

The method used in this study is quantitative with the type of descriptive and causal analysis research. The type of data needed for this study is primary data and secondary data. Sampling is done by non-probability sampling method type of purposive sampling. The sample in this study were 100 respondents who knew, visited and made purchases in Mr. Dobleh on Jalan Kanayaan Lama No. 34 using a questionnaire. Data analysis using simple linear regression analysis techniques and data processing using SPSS version 22 software.

Based on the results of the overall hypothesis testing shows that electronic word of mouth simultaneously has a positive effect on purchasing decisions in Mr. Dobleh and the results of partial hypothesis testing show that the variables Intensity, Content, Positive Valance, Negative Valance have an influence on purchasing decisions. Based on the coefficient of determination electronic word of mouth affects 64% of purchasing decisions and the remaining 36% is influenced by other variables not examined in this study.

Keywords: *Electronic word of mouth, Purchase Decision, Mr. Dobleh*