

ABSTRACT

The objective of this study is to determine how big influence the electronic word of mouth of purchasing decisions favehotel Hyper Square bandung. Where more and more competitors raise the spirit of business people to further enhance its services.

Independent variables are electronic word of mouth and the dependent variable is purchasing decision. The method of this study used by quantitative method with the type of research is used is descriptive verification with sample of 100 respondents. The sampling technique used in this study is non-probability sampling. Methods of data analysis used in this research are descriptive analysis method and simple linear regression analysis. Data processing was performed by using SPSS 23 software for Windows.

Electronic Word of Mouth Variable (X) has an influence with independent variable purchasing decision (Y) value of correlation coefficient $R_{x-y} = 0,748$, based on the correlation value, then the independent variable has the value of influence on the purchase decision variable (Y) indicated by the value R^2 (R_{square}) of $= 0,831$, or 83,1 %, are categorized very strong, or there is the influence of Electronic Word of Mouth on purchasing decisions in favehotel Hyper Square Bandung.

Keywords: *Electronic Word of Mouth and Purchasing Decision*