

ABSTRACT

The culinary industry is a strategic sector for economic development in Indonesia. Today culinary is not only a consumer product to meet human biological needs, but also a new lifestyle among the people. According to data from the Ministry of Industry, the growth of the culinary industry in Indonesia reached 9.23% in 2017. These results were stated to increase from 2016 which amounted to 8.46%. One measure of the success of a restaurant business is increasing income and profits. One of the factors that can affect the company's income and profits is social media marketing and electronic word of mouth. Companies that have good social media marketing and electronic word of mouth will increase consumer purchase decision processes in a company.

This study aims to determine the effect of social media marketing and electronic word of mouth on the purchase decision process Sate Taichan Goreng, Bandung. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is multiple linear regression analysis. Based on the results of the study it can be concluded that the respondents' responses to the social variables of media marketing are included in the good category. Electronic word of mouth variables are included in the good category and the variable purchase decision process is included in the good category. The conclusion of this study is that social media marketing and electronic word of mouth have an effect on the purchase decision process Sate Taichan Goreng with a percentage of 58.1%, and the remaining 41.9% is influenced by other variables not examined in this study. These results can be interpreted as the better social media marketing and electronic word of mouth owned by Sate Taichan Goreng, the better the consumer's purchase decision process at Sate Taichan Goreng.

Keywords: *Electronic Word Of Mouth, Marketing, Purchase Decision Process and Social Media Marketing,*