

ABSTRACT

The phenomenon of the emergence of new media for business activities by using online platform makes business examines how to market they business online through electronic word of mouth done on social media sites, review, media online, and Ecommerce. Furthermore the information disseminated via platform forming the perceived values by the consumers with the goal of purchasing decision process can affect the product. This is in line with the strategy of a product that comes with Dino Donut's unique shape like shape of Dinosaurs and alphabet. This research discuss how big the effect of electronic word of mouth against purchasing decision process of Dino Donuts, how big the effect of perceived value against purchase decisions of Dino Donuts, and how big the effect of electronic word of mouth through the perceived value against purchase decisions Dino Donuts. This research uses the marketing management theory, Theory of planned behavior, marketing mix, marketing communications, social media, word of mouth, electronic word of mouth, the perceived value and the process of purchasing decisions. The research data was collected by using random distributed quisioner, then the likert data is calculated using the SEM PLS and descriptively analized, then the obtained results on the whole Electronic Word Of Mouth variable on the dimension of intensity with a score of 75.1% which is categorized as "high", the dimension of the positive valance with a score of 78.9% which is categorized as "high", the dimension of negative valance with 69.3% which is categorized as "high", content with a score of 78.5% which is categorized as "high". The next variable are perceived values on the dimensions of feasibility with score 80.4% which is categorized as "high", the dimension at reasonable prices with a score of 75.6% which is categorized as "high", the dimensions offer a good value with a score of 88.1% which is categorized as "very high", dimension the price depends on the suitability of the product with a score of 75.5% which is categorized as "high". Next the buying decision process variable dimensions introduction the issue with a score of 77.4% which is categorized as "high", the dimension information search score 79.6% which is categorized as "high", alternative evaluation dimensions with a score of 74.2% which is categorized as "high", the dimensions of the purchasing decision with a score of 80.1% which is categorized as "high", the dimension of the post purchase behaviour with a score of 78.6% which is categorized as "high".

Keywords: Electronic word of mouth, perceived value, the process of purchasing decisions, SEM PLS, Dino Donuts