

ABSTRACT

This research was conducted at Bukalapak E-commerce. Bukalapak is a platform specifically designed to present an easy, safe and fast online shopping experience with a form of payment and strong logistical support. Bukalapak was first launched in 2010. This study aims to examine the "Effect of Electronic Word of Mouth on Purchase Decision on Bukalapak E-commerce in Bandung"

This research uses quantitative methods with descriptive causality research. Sampling was carried out using a nonprobability sampling method with 100 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on descriptive analysis, Electronic Word of Mouth variables and Purchase Decision variables are included in both categories. In accordance with the results of the causality analysis that the Electronic Word of Mouth variable has a positive and significant effect on the Purchase Decision variable. Based on the coefficient of determination found that Electronic Word of Mouth can affect consumer Purchase Decision by 84,5% and the remaining 15,5% is influenced by other factors not examined in this study

Keywords: *Electronic Word of Mouth, Purchase Decision.*