

ABSTRACT

This study aims to analyze the effect of electronic communication word of mouth on consumer repurchase decisions at Eastwood Store. This research is a survey research using a questionnaire as an instrument. The research method uses descriptive verification method. Data collection is done by giving a list of questions to respondents who know or have visited Eastwood Store. This study uses multiple linear regression analysis tools. The test results show that electronic word of mouth both partially and simultaneously have a positive and significant effect on repurchase decisions. Electronic word of mouth variables can explain the repurchase decision variable and the rest can be explained by other variables not included in the research model.

Keywords: communication electronic word of mouth, repurchase decisions.