

ABSTRACT

Chingu korean fan cafe Sawunggaling is a café with a Korean concept and is currently a trendy café in Bandung in particular. This study was conducted to determine the effect of the Electronic Word of Mouth on consumer purchasing decisions at Sawunggaling Korean fan cafe. Chingu korean fan cafe Sawunggaling is ready-to-eat culinary by offering special food and drink menus typical of South Korea which are halal and have guaranteed quality, so that consumers will feel the sensation of eating South Korean specialties in Indonesia, but with the taste and feel that is not inferior to the original country, namely South Korea. This research was conducted by using quantitative methods. This type of research is a causal descriptive study. The sampling technique used is the accidental sampling method. In this study, the research population is consumers who have visited and made direct purchases at Chingu Korean Fan Café Sawunggaling and seen reviews on online platforms before making a purchase, in this study the number of samples for respondents will be determined using the Bernoulli formula, after being calculated using the formula. , then a sample of 96.04 was obtained and then rounded to 100 samples. The data analysis technique used is descriptive analysis technique and using the t statistical test method. The E-WOM variable has a positive and significant effect on purchasing decisions with a value of 22.94%. This means that the higher the E-WOM, the better the purchasing decision. Based on the results of the study, the calculated T value is 1.66757. Due to the value of T count $1.66757 > T$ table 1.057, then E-WOM has an effect on purchasing decisions. The result of the simultaneous coefficient of determination was 22.94%, meaning that the E-WOM variable contributed 22.94% to the purchasing decision. While the rest is 77.04% influenced by other variables which are not researched. Based on the results of this research, it is suggested that the Chingu Korean Fan Café emphasize more on conveying its criticisms and suggestions through social media. Chingu Korean Fan Café Sawunggaling Should make a menu that is more economical, so that all people can visit. Thus the experience of consumers who have visited and enjoyed the facilities at Chingu Korean Fan Café Sawunggaling will provide a pleasant experience because it is proven that eWOM knows no differences.

Keywords: *Store Atmosphere, Electronic Word Of Mouth, consumer purchasing decisions*