

ABSTRACT

This study aims to determine the effect of electronic word of mouth (intensity, positive opinion, negative opinion, content) on social media Instagram on purchase intention at 372 Kopi Dago Pakar in Bandung. The method of data collection is done by distributing questionnaires with a total of 100 respondents who are 372 Dago Pakar coffee consumers. The analytical method used is descriptive analysis and multiple linear regression analysis method using hypothesis testing, namely t test and f test.

Based on the results of the descriptive analysis, the results show that the intensity (X1) is in the good category, positive opinion (X2) is already in the good category, negative opinion (X3) is in the bad category, and content (X4) is in the good category. Based on the results of the t test, it was found that the sub-variable intensity (X1), positive opinion (X2), negative opinion (X3), and content (X4) had a significant effect. Based on the results of the f test, it was found that the intensity (X1), positive opinions (X2), negative opinions (X3), and content (X4) had a significant effect simultaneously (together). From this research, the value of R Square is 0.391 means that the variation in the independent variable in the model can explain 39.1% of the variation in the dependent variable

Keywords: *Electronic Word of Mouth, Intensity, Positive Valance, Negative Valance, Content, Purchase Intention*