

ABSTRACT

The growth of the automotive industry in the modern era is currently experiencing significant growth and has an impact on the number of motor vehicle manufacturers competing in increasing the marketing of their products. So this research was conducted to analyze the effect of the electronic word of mouth phenomenon on purchasing decisions for Honda Beat in Indonesia, Bandung. This research was conducted descriptively with quantitative methods. This research conducted is causal research using simple linear regression with data collection techniques used in this study using a questionnaire with a total of 100 respondents who will be analyzed and processed through the SPSS version 25 software program. This result obtained from this study shows that electronic word of mouth variables which include intensity, valency of opinion, and content are basically included in the medium or good category, the decision to buy Honda Beat products in Bandung is already in the medium category or good in electronic word of mouth partially has a significant effect on purchasing decisions with the results of the t-count value of 8.540 > t table (2.604) with a sig value of 0,000 < 0,05. Or if you look at the results of the magnitude of the influence of the electronic word of mouth variable on purchasing decisions, it has a contribution of 44,4% and the remaining 55,6% is influenced by other variables not examined in this study, then from these results it can be concluded that the electronic word of mouth has a significant effect on purchasing decisions on Honda Beat consumers in Bandung.

Keyword : Electronic word of mouth, Honda Beat, Bandung City