

ABSTRACT

From year to year, the number of internet users in Indonesia is increasing. E-commerce is an online channel used by business actors and the process of providing information to consumers to determine consumer choices. With the internet, someone can access social media and electronic word of mouth can occur quickly, This is possible because consumers will look for information about the product they want to buy before making a purchasing decision. Consumers get information through eWOM in the form of comments on the internet.

This research aims to find out how much influence electronic word of mouth has on the purchasing decisions of consumers who live in the city of Bandung on household equipment products on Tokopedia. The aspects examined in this research are quality, quantity, and credibility of eWOM. The impact of this research was carried out by analyzing the decision-making process for purchases of household equipment products made by Tokopedia consumers.

This research phenomenon is reviewed from comments given by consumers in the household equipment product review section on the Tokopedia platform. This research uses quantitative research methods. The population used in this research is the people of Bandung who are Tokopedia users and have purchased household equipment products on Tokopedia. The sampling method uses non-probability sampling with an accidental sampling technique and data collection techniques using a questionnaire.

The number of respondents studied was 389 respondents from Bandung residents. Data analysis techniques use descriptive analysis and multiple linear regression analysis with data processing using IBM SPSS 26 software.

Based on partial test results on the influence of Electronic Word of Mouth on Employee Performance, there is an influence between eWOM Quality (X1), eWOM Quantity (X2), and eWOM Credibility (X3) on purchasing decisions (Y) among Tokopedia consumers who live in the city of Bandung. This is because the significance value is 0.00 which is less than 0.05. Electronic Word of Mouth (Quality, Quantity, and Credibility) simultaneously has a significant influence on Purchasing Decisions. This is because the significance value of 0.000 is smaller than 0.005. It can be concluded that from these results the Hypothesis tests H1, H2, H3, and H4 are accepted and H01, H02, H03, and H04 are rejected.

Keywords: *Electronic Word of Mouth, Quality, Quantity, Credibility, Purchase Decision*