

ABSTRACT

The development of the internet in Indonesia is causing many companies utilize the internet as a means to market its products, the Company can build a network to create electronic word mouth is good about their market offerings. Electronic word mouth widely used through social media, one of them is Instagram, this is also done by What's Up Cafe where social media utilized promotional strategy. The purpose of this research is to know the influence of electronic word mouth on social media instagram consisting of intensity, valence opinion and content againts purchase decision What's Up Cafe Burangrang Bandung.

The method used is quantitative methods with this type of research is a study of the deskriptif and causal. The type of data required for research is the primary data and secondary data. While the techniques used in collecting data for research is the interviews, questionnaires, and the study of librarianship. Sampling done by the method of non-probability sampling type of incidental sampling, with the number of respondents as much as 100 respondents who consume products of What Up Cafe Burangrang Bandung. Then, for descriptive analysis used data analysis, multiple linear regression analysis, and processing data using SPSS version 20 software.

Based on the result of hypothesis testing simultaneously variable electronic word mouth on social media instagram influence positively and significantly to consumer purchasing decision What Up Cafe Burangrang Bandung. The results of the test the hypothesis partially obtained sub variable intensity do not affect significantly to consumer purchasing decision what's Up Cafe Burangrang Bandung, sub variable valence of opinion do not affect significantly to consumer purchasing decisions. What's Up Cafe Burangrang Bandung, and variable content effect significantly to consumer purchasing decision what's Up Cafe Burangrang Bandung. Based on the coefficient of determination is obtained that the electronic word of mouth influencetoward consumer purchasing decisions of 19% and the remainder amounted to81% are influenced by other factors not examined in this study.

Keywords:Electronic Word of Mouth, Purchase Decision, Multiple Linear Regression