

Abstract

Internet growth in Indonesia is increasing every year, this is in line with the increasing information provided through the internet and social media. Warung kopi purnama is one of the cafés that has had a long enough age, that is, since 1930. Its existence in the culinary world is able to win several awards. Since the culinary world has been using internet marketing, warung kopi purnama still continue to this day. Through Google, communication and interaction between consumers are interwoven in it, and can be called word of mouth. But if word of mouth is intertwined through electronic media, it can be called electronic word of mouth. This study aims to see how much influence electronic word of mouth has on purchasing decisions through warung kopi purnama. This study uses quantitative research using descriptive analysis and simple linear regression analysis. In this study the primary data was obtained by distributing questionnaires to 100 consumer respondents who had come to the warung kopi purnama. The results of the study showed that respondents' responses to electronic word of mouth variables were 67% and 70.1%. Against purchasing decision variables, the calculation of the determination coefficient was 55.2% as an effect of electronic word of mouth on purchasing decisions. It can be concluded that electronic word of mouth has a significant influence on purchasing decisions through warung kopi purnama.

Keywords: word of mouth, Electronic word of mouth, buying decision, Warung Kopi Purnama