

ABSTRACT

This study aims to determine the influence of Electronic Word of Mouth (e-WOM) through Google Reviews on consumer purchase decisions at Kaluargi Coffee in 2025. With the increasing use of the internet and digital technology, online consumer reviews have become a crucial factor influencing purchasing behavior, particularly in the food and beverage sector. This research employed a quantitative descriptive method using a survey of 100 Kaluargi Coffee customers in Bandung. Data were analyzed using simple linear regression to examine the relationship between e-WOM and purchase decisions. The results show that e-WOM via Google Review has a positive and significant effect on purchase decisions, with the dimensions of intensity, valence of opinion, and content playing an important role in shaping consumer perceptions. The average respondent score of 85.6% indicates that most consumers are influenced by information obtained from Google Reviews. The implication of this study highlights the importance for businesses to strategically manage consumer reviews to enhance purchase decisions.

Keywords: *Electronic Word of Mouth, Google Review, Purchase Decision, Kaluargi Coffee, Digital Marketing*