

ABSTRACT

Transportation is one of the important needs that play a role in the mobility needs of everyday people. Not only services such as collateral security and comfort needed by man today in choosing transportation services, but there are also other factors such as the suitability of the price, and also the speed. Internet and Smartphone technology is now commonly used by consumers. It is recognized by one of the taxi business that has a corporate name that is GO-JEK by looking at consumer behavior that can not be separated from his smartphone which provides a wide range of applications. The purpose of this study was to investigate the influence of electronic word of mouth on consumer purchasing decisions GO-JEK. The method used in this research is descriptive method verification, data collection through a questionnaire of 100 respondents. Test data through the test of validity, reliability and normality. Analysis using descriptive statistics and simple linear regression analysis with sampling that consumers GO-JEK Jakarta and Bandung.

Based on the results of hypothesis testing of electronic word of mouth influence on purchase decisions (customer case study GO-JEK Jakarta and Bandung), eWOM variable (X) Jakarta has a significant influence amounted $t_{hitung} (8.827) > t_{table} (1.66)$ and variable eWOM (X) Bandung has a significant influence amounted $t_{hitung} (4.552) > t_{table} (1.66)$, Based on simple linear regression analysis Jakarta GO-JEK result $Y = 6,179 + 1,361X$ and simple linear regression analysis Bandung GO-JEK result $Y = 17.189 + 0,836X$. Based on the coefficient determination test, it can take the conclusion that eWOM a significant influence on purchasing decisions, to be able to explain the buying decision Jakarta GO-JEK of 61.9% while the remaining 38.1% is explained by other factors not examined in the study This and purchasing decisions GO-JEK Bandung by 30.2% while the remaining 69.8% is explained by other factors not examined in the study.

Keywords: Marketing, Electronic word of mouth and purchase decision