

ABSTRACT

The purpose of this study was to determine respondent response of electronic word of mouth and purchase intention followers @steakholycow at Holycowsteak restaurant, and to determine the effect of electronic word of mouth on purchase intention followers @steakholycow in Holycowsteak restaurant. Electronic word of mouth is as independent variabel and purchase intention is as dependent variabel.

Research method in this research is survey method. Type of this research is descriptive and verificative. Population on this research is 100 followers @steakholycow. Sampling method in this research is purposive sampling. This research using 100 followers @steakholycow as the sample. Analysis method in this research is simple linear regression with 5% significant rate.

The results showed that electronic word of mouth on followers @steakholycow in Holycowsteak restaurant is good. It means that electronic word of mouth that happened in Holycowsteak restaurant went well. Purchase intention followers @steakholycow in Holycowsteak restaurant is very good. It means that purchase intention that happened in Holycowsteak restaurant went very well. Based of the hypothesis cultivation showed that there is a significant influence of electronic word of mouth on purchase intention in amount of 45%. It can be concluded that the electronic word of mouth can affect consumer on purchase intention followers @steakholycow at Holycowsteak restaurant.

Suggestion on this research is to keep the marketing using electronic word of mouth in social media Twitter and to keep involving customers to improve customers engagement and in the end restaurant Holycowsteak will get profit and attract potential customer.

Keywords: Electronic Word of Mouth, Customer Behaviour and Purchase Intentio