

ABSTRACT

Currently the number of new businesses in the same line of business as well as offering the same products and services is increasing. This causes the community to have many alternative options, so people often become difficult in determining the choice of products and services that fit their needs. To channel information about the products offered, the company can use a variety of ways so that information can be received by consumers clearly and completely. Virtual world are constantly evolving to provide all the information needs of consumers. The emergence of a new phenomenon on the use of social media really drew attention mainly for promotional purposes, especially advertising (Advertising).

The type of this research is descriptive causal with quantitative nature. The sampling method is nonprobability sampling with purposive sampling technique that is by distributing questionnaires to the respondents who knew Chingu Korean Fan Café with 100 respondents. Methods of data analysis in this study using a simple linear regression test, and use as a measurement scale.

Linear regression test, and using a Likert scale as the measurement scale.

Simple linear regression test $Y = 8,162 + 0,430 X$ means that every increase of 1 degree of electronic word of mouth will increase the purchasing decisions of 0.430 times, or 43%. The electronic word of mouth influence on purchasing decisions amounted to 43%, the remaining 57% (100% - 43%) was influenced by the place, promotion and product quality or other factors not examined would be likely to influence purchasing decisions.

Keywords : Electronic Word of Mouth, Purchase Decision