

ABSTRACT

The development of internet usage has now reached 54.68%, equivalent to 143.26 million users of the total population of 256.2 million people in Indonesia (2017). This can be seen from the internet to be the necessity of life for the people of Indonesia. Internet use in Java dominates, which is 58.08% of the total internet users in Indonesia (APJII, 2018).

The Tokopedia company is one of the largest and most rapidly developing companies in the IT and telecommunication industry in Indonesia. One of the factors that can affect the company's income and profits is the electronic word of mouth. Companies that have a good electronic word of mouth will increase consumer purchase intention in a company.

This study aims to determine the effect of electronic word of mouth on purchase intention on Tokopedia. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is a simple linear regression analysis. Based on the results of the study it can be concluded that the responses of respondents to the electronic variable word of mouth included in the good category and purchase intention variables included in the good category. The conclusion of this study is that electronic word of mouth has an effect on purchase intention on Tokopedia with a percentage of 40.7%, and the remaining 59.3% is influenced by other variables not examined in this study. These results can be interpreted as the better electronic word of mouth that Tokopedia has, the better the purchase intention of consumers in Tokopedia.

Key word: *Electronic Word Of Mouth, Marketing, Purchase intention*