

## **ABSTRACT**

*The author wants to see how much influence the Electronic Word Of Mouth (e-WOM) that occurs in Bandung society on one of the e-commerce that continues to grow, namely Shopee on purchasing decisions to be made by consumers.*

*The purpose of this research is to find out how purchasing decisions and electronic word of mouth are made, and how much influence the electronic word of mouth has on purchasing decisions partially and simultaneously in Bandung.*

*The data collection method used was through the distribution of questionnaires with 385 respondents from the Bandung community who were Shopee consumers. The data analysis technique used is descriptive analysis and multiple linear regression analysis using IBM SPSS 25 software.*

*Based on the results of testing the effect of electronic word of mouth partially on employee performance is There is a positive influence between intensity (X1), valence of opinion (X2), and content (X3) on purchasing decisions (Y) on Shopee consumers who live in the city of Bandung . That is because the significance value is 0,000 which is less than 0.05. Regarding purchasing decisions, the lowest average score obtained by the factor prefers buying products at Shopee compared to other e-commerce.*

*It can be concluded that from these results, the Hypothesis H1 test was accepted and H0 was rejected.*

*Keywords: Electronic Word of Mouth, Intensity, Valence of Opinion, Content, Purchase Decision.*