

ABSTRACT

As we already know that times have changed, where there are so many developments, one of them is in the world of technology. The technology currently widely used is internet media. Internet users are expanding every year because they are seen to provide considerable benefits for the smooth running of the business process. Sophisticated technology with internet network facilitates direct interaction between consumers and business people, anything can be done either just looking for information or running a business.

In e-marketing business marketing activities, one that is currently developing is E-WOM (Electronic Word Of Mouth). E WOM is any statement based on experience formed by consumers regarding products, services or companies that can be accessed by many people via the internet. Electronic Word of Mouth (E-WOM) can influence consumer behavior, one of which is the consumer's purchase decision on a product. Most people will look for information on a product before they buy it, one of which will be obtained through the review of other people who have experience using the product.

The research method used in this study is a quantitative method with a causal descriptive approach, using simple linear regression analysis techniques using IBM SPSS 25 software. The number of samples used by researchers is as many as 100 people.

Based on the results of data processing in this study, the regression coefficient value of the Electronic Word of Mouth (X) significantly and positively influences the Purchase Decision (Y). Obtained tcount of 11.352 > ttable of 1.984 or sig value smaller than 0.05 (0.000 < 0.05), it can be concluded that H0 is rejected and H1 is accepted. Meanwhile, the magnitude of the effect of the Electronic Word of Mouth variable on the Purchasing Decision variable is 56.4% and the remaining 43.6% (100% - 56.4%) is influenced by other variables outside this study. Through these results, it can be concluded that Electronic Word of Mouth is a major factor for consumers to make purchasing decisions.

Keyword : *Marketing Management, Electronic Word Of Mouth, Purchase Decision*