

## **ABSTRACT**

*Culinary industry growth in Bandung now is being progressed quite rapidly, as well as the increase of Internet users every year. Information technology advances have affected patterns of marketing and consumer behavior from the conventional to a more modern. Electronic Word Of Mouth or E-WOM, is an easy and the right choice to promote the company's business, because it can be accessed anywhere and easiness for users. This can affect consumer behavior, one of which is the purchase intention*

*This research intends to look at how much affected the electronic word of mouth to the purchase intention at Café DU71A Bandung. This research is using quantitative descriptive as research method, where data obtained through questionnaires. And the sampling technique is accidental sampling. Questionnaires were distributed to 100 respondents who know information about Café DU71A Bandung. Data analysis techniques is using simple linear analysis.*

*Based on the results of hypothesis test, overall electronic word of mouth is partially significant effect on purchase intention at Café DU71A Bandung. This is evidenced by  $t_{count} > t_{table}$  , that is  $4,544 > 1,984$ . Based on the coefficient of determination, electronic word of mouth affect the purchase intentions by 16.82% and 83.19% were affected by other variables, are not examined in this research.*

**Key Word : electronic word of mouth, purchase intention**