

ABSTRACT

Currently the electronic word of mouth became one of the media promotion often used by Cafe or company to promote their efforts. In the era of globalization as it is now media promotion is very easy to be found due to increasing internet users each year. So many Cafe or company using this promotional media to attract consumers to purchase decisions.

This research was conducted aiming to find out how the implementation to the electronic word of mouth carried out by Cafe Lawangwangi Creative Space 2016. To find out how purchasing decisions by consumers Cafe Lawangwangi Creative Space 2016. To find out how the influence of electronic word of mouth to purchasing decision. This type of research is descriptive and quantitative. Research methodology used analysis simple regression linier. Sample techniques used in the research is the nonprobability sampling. A type of nonprobability sampling methods used by incidental sampling.

The results of this research are the electronic word of mouth and purchasing decision have significant effects where the electronic word of mouth influence purchase decision with 38.3% while 61.7% are influenced by other factors.