

## ABSTRACT

*The purpose of this research is to know how big the influences of electronic word of mouth through social media Instagram towards the purchasing decision of Piaggio Vespa in Bandung City. The development of internet technology and Smartphone often be used by the consumer who wants to find information about product needed.*

*The independent variable are electronic word of mouth which consist of quality sender, quantity sender's, sender expertise and dependent of purchasing decision. The research method used is quantitative approach to the type of research used descriptive verification, data collection through a questionnaire of 100 respondents. In analyzing the data, the authors use the Simple Linear Analysis to determine how big the effect of variable electronic word of mouth to the purchasing decision.*

*Based on the test results the hypothesis of electronic word of mouth influence on purchasing decisions Vespa Piaggio, eWOM variable (X) has a significant influence amounted thitung (10,560) > TTable (1.66). Based on the analysis simple regreslinier Bandung Vespa Piaggio result  $Y = 4.678 + 1.200X$ . Based on the coefficient of determination, eWOM significant influence on purchasing decisions with a value of 53.2% while the remaining 46.8% is influenced by other factors.*

**Keywords:** *Electronic word of mouth and Purchasing Decision.*