

ABSTRACT

The Internet development in Indonesia is growing rapidly and leads to higher activity of social media users, one of them is Instagram. Instagram social media is an effective marketing tool, and culinary business is the most suitable object. Cafe & Resto Mouton Slice and Grill is a culinary venue that attracted many tourists in Bandung. Electronic word of mouth is the most powerful tools of marketing communication in social media to spread the information about a brand.

The research was conducted to determine the effect of electronic word of mouth on purchase intention with Mouton Slice Cafe & Resto and Grill as the object. This research is a quantitative research with a causal method and the number of samples taken was 384 respondents. Non-probability sampling was used in samples selection with accidental sampling technique. Multiple linear regression technique was used as data analysis.

Based on data analysis results, it can be concluded that the variables of electronic word mouth consisting of sub-intensity variables, positive valance, negative valance, and content significantly influenced the purchase intention respectively on 79.3%, 75.8%, 44.8% and 87.2%. Meanwhile, simultaneously, the sub-variables have a significant influence on the purchase intention.

Keywords: *Electronic word of mouth, purchase intention, multiple linier regression*