

ABSTRACT

Chatime is one of Taiwanese franchise companies that came into Indonesia in past few years. The development of internet technology makes the potential in doing business in a new way. With technology advances, companies start to utilize of existing information technology to run it's business. Seeing a great opportunities in doing promotion by using technological advantages and internet in Indonesia, Chatime Indonesia using Facebook, Instagram, Twitter as publication and promotional tools.

Chatime is aware of the existance Electronic Word of Mouth by consumers through social media becoming Chatime's concern seeing that it will stimulate consumer conversations that will make Chatime Indonesia marketing network more wide-spread. Therefore, the purpose of this research is to know how much influence of Electronic Word of Mouth to Purchase Intention in Chatime Indonesia.

This research uses quatitative method with descriptive research type and causality. The population of this study is people who have seen reviews about Chatime. Sampling using slovin formula as many as 100 people. Sampling technique using non probability sampling with incidental method.

Besod on the test results F, Electronic Word of Mouth simultaneously significant effect on Purchase Intention. Based on test of determination show that Electronic Word of Mouth influence to Purchase Intention equal to 63,8%, where the rest influenced by other factors not examined in this research like Brand Image.

Keywords: Chatime, Electronic Word of Mouth, Purchase Intention