

ABSTRACT

The development of internet users in Indonesia continues to increase every year where West Java is the most internet users. Internet development in Indonesia is also perceived by users with the increasing use of social media. Social media is very developed in Indonesia is Instagram which proved to increase drastically every year in Indonesia. Hal makes the business executives implement marketing strategies using Instagram applications in social media. Armor Kopi is a company engaged in the field of coffee shops that offer a variety of concoction of coffee beans to be served to consumers. Marketing strategy by Armor Kopi one of them is Electronic Word of Mouth. Relying on online reviews from either Armor Coffee or consumers can lead to purchasing decisions to other consumers based on prior research.

In this research, the measurement of electronic word of mouth variables is intensity, valance of opinion, and content. Purchase decision variable is product choice, brand choice, dealer choice, purchase time and amount of purchase. Data collection is done by spreading the questionnaire online by using social media as much as 380 respondents. The research method used is quantitative with descriptive analysis techniques and simple linear regression. Based on descriptive analysis method, the results obtained from the variable electronic word of mouth and purchase decisions are included in the category very well. The results of simple regression analysis obtained from this study indicate that there is a significant influence between Electronic Word of Mouth on social media Instagram of purchasing decisions on Armor Kopi Bandung.

Responding to the tight competition of coffee shops, Armor Coffee should provide complete information, clear and interesting especially about product information from Armor Kopi Bandung. Increasing the variation of the menu provided by Armor Coffee is not only coffee and snacks but more explorative in developing new menus and using other marketing aspects in order to increase the number of consumer purchasing decisions on Armor Kopi Bandung.

Keywords: *Electronic Word of Mouth, Buying Decision*