

## **ABSTRACT**

*The phenomenon of online shopping by the community is the impact of the increasing use of the internet. The driving factor of society in making purchasing decisions is the Electronic Word of Mouth, Value Perception. The purpose of this study was to determine how much influence Electronic Word of Mouth and Perceived Value on Bukalapak's Purchase Decision.*

*This study uses quantitative methods and types of descriptive research. The population in this study is the people of Bandung City who have used and transacted through the Bukalapak application. The number of samples used is 100 respondents using purposive sampling method. All data collected has met the criteria of validity and reliability. All data processing was carried out using SPSS version 25 software. Data were analyzed using multiple linear regression test, hypothesis testing and coefficient of determination test.*

*Based on the results obtained in this study, it shows that there is a positive and significant influence between Electronic Word of Mouth and Perceived Value on Bukalapak's Purchase Decision partially. And together there is a positive and significant influence between Electronic Word of Mouth and Perceived Value on Bukalapak's Purchase Decision simultaneously. Electronic Word of Mouth and Value Perception variables have an influence on Purchase Decisions by 76.3%, while the remaining 23.7% is influenced by other variables not included in this study.*

*Keywords : Electrnonic Word of Mouth, Perceived Value, Purchasing Decisions.*