

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (E-WOM) and Brand Awareness on consumer purchase decisions on Kopi Janji Jiwa at the Transmart Buah Batu Bandung outlet. In the digital era, online reviews and brand popularity are the main references for consumers in making purchasing decisions. E-WOM acts as a modern form of communication that influences trust and buying interest, while Brand Awareness helps consumers recognize and remember products, thereby driving loyalty and purchase decisions. This study uses a quantitative approach with a survey method through an online questionnaire to 100 respondents of Kopi Janji Jiwa consumers. Data analysis was performed using multiple linear regression with the help of SPSS. The results of the study show that E-WOM and Brand Awareness have a significant effect on purchase decisions, both partially and simultaneously. These findings confirm the importance of a digital marketing strategy that focuses on managing consumer reviews and increasing brand awareness to increase competitiveness in the coffee beverage market. In conclusion, strengthening E-WOM and Brand Awareness is very important in improving consumer purchasing decisions.

Keywords: Electronic Word of Mouth, Brand Awareness, Purchase Decision