

ABSTRACT

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Following the growth and evaluation of the internet, electronic word of mouth have become an important phenomenon. The objective of this research is to examine the relation of word of mouth in social media instagram mrfoodjournal wirh purchasing decision of Mie Merapi. How the relation between expertise with purchasing decision of Mie Merapi, how the relation between trustworthiness with purchasing decision of Mie Merapi, and how the relation between attractiveness with purchasing decision of Mie Merapi.

This research applied quantitative approach. The sample of this research is 62 followers of mrfoodjournal exposed about Mie Merapi. The result of this research indicate that electronic word of mouth in mrfoodjournal's account instagram have relation with purchasing decision of Mie Merapi. The admin's expertise is not have relation with purchasing decision of Mie Merapi whereas truthworthiness and mrfoodjournal's attractiveness have relation with purchasing edcision of Mie Merapi.

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