

## ABSTRAK

Kopi Romantis Cihapit merupakan salah satu kedai kopi yang berlokasi di Cihapit, Kota Bandung dan resmi berdiri pada November 2024 dengan mengusung konsep bangunan bernuansa rumah tua. Kopi Romantis Cihapit memanfaatkan *Google Review* sebagai media *Electronic Word of Mouth (e-WOM)*. Pada Kopi Romantis Cihapit ditemukan beberapa masalah yaitu sebagian konsumen belum sepenuhnya memberikan rating setelah melakukan pembelian, dan kurangnya konsumen dalam melakukan pencarian informasi mengenai Kopi Romantis Cihapit.

Tujuan dari dilakukannya penelitian ini ialah mengetahui bagaimana gambaran umum pada Kopi Romantis Cihapit, mengetahui bagaimana kondisi *Electronic Word of Mouth* pada *Google Review* di Kopi Romantis Cihapit, mengetahui bagaimana kondisi Keputusan Pembelian pada Kopi Romantis Cihapit, mengetahui seberapa besar pengaruh *Electronic Word of Mouth* pada *Google Review* terhadap Keputusan Pembelian Kopi Romantis Cihapit, mengetahui apa saja hambatan serta upaya yang telah dilakukan oleh Kopi Romantis Cihapit dalam melaksanakan *Electronic Word of Mouth* pada *Google Review* terhadap Keputusan Pembelian. Metode penelitian yang digunakan ialah kuantitatif dengan jenis penelitian deskriptif, pengumpulan data melalui kuesioner, observasi, dan juga wawancara. Kuisisioner penelitian ini disebarakan kepada konsumen dan calon konsumen Kopi Romantis Cihapit sebanyak 100 responden.

Berdasarkan hasil penelitian dapat diidentifikasi bahwa kondisi *Electronic Word of Mouth* pada Kopi Romantis Cihapit sudah baik. Sehingga dapat dikatakan pelaksanaan *Electronic Word of Mouth* di Kopi Romantis Cihapit sudah optimal. Sedangkan Kondisi Keputusan Pembelian pada Kopi Romantis Cihapit sudah Baik dan hampir mencapai keinginan perusahaan. Berdasarkan data yang diperoleh dari hasil penelitian diketahui bahwa kontribusi atau pengaruh variabel *Electronic Word of Mouth* terhadap variabel Keputusan Pembelian adalah sebesar 32,3%. Dan sisanya sebesar 67,7% variabel Keputusan Pembelian diberikan oleh epsilon atau faktor lain yang tidak teridentifikasi.

Saran peneliti terhadap Kopi Romantis Cihapit ialah diharapkan dapat memaksimalkan *Electronic Word of Mouth* khususnya pada indikator *rating* dengan mendorong agar konsumen Kopi Romantis Cihapit memberikan *rating* di *Google Review*. Saran peneliti bagi peneliti selanjutnya diharapkan peneliti mampu mengembangkan hasil dari penelitian ini.

Kata Kunci: *Electronic Word of Mouth*, *Google Review*, Keputusan Pembelian

## **ABSTRACT**

*Kopi Romantis Cihapit is one of the coffee shops located in Cihapit, Bandung City and was officially established in November 2024 by carrying the concept of a building with an old house nuance. Kopi Romantis Cihapit utilizes Google Review as a medium of Electronic Word of Mouth (e-WOM). At Kopi Romantis Cihapit, several problems were found, namely some consumers have not fully provided ratings after making purchases, and a lack of consumers in searching for information about Kopi Romantis Cihapit.*

*The purpose of this research is to determine the general description of Kopi Romantis Cihapit, to determine the condition of Electronic Word of Mouth on Google Review at Kopi Romantis Cihapit, to determine the condition of Purchase Decision at Kopi Romantis Cihapit, to determine how much influence Electronic Word of Mouth on Google Review has on Purchase Decision at Kopi Romantis Cihapit, and to determine what are the obstacles and efforts that have been carried out by Kopi Romantis Cihapit in implementing Electronic Word of Mouth on Google Review on Purchase Decision. The research method used is quantitative with descriptive research type, data collection through questionnaires, observation, and interviews. The questionnaire of this research was distributed to consumers and potential consumers of Kopi Romantis Cihapit as many as 100 respondents.*

*Based on the results of the research, it can be identified that the condition of Electronic Word of Mouth at Kopi Romantis Cihapit is already good. So it can be said that the implementation of Electronic Word of Mouth at Kopi Romantis Cihapit is already optimal. Meanwhile, the condition of Purchase Decision at Kopi Romantis Cihapit is good and has almost reached the company's expectations. Based on the data obtained from the research results, it is known that the contribution or influence of the Electronic Word of Mouth variable on the Purchase Decision variable is 32,3%. And the remaining 67,7% of the Purchase Decision variable is influenced by epsilon or other unidentified factors.*

*The researcher's suggestion for Kopi Romantis Cihapit is that it is expected to maximize Electronic Word of Mouth especially on the rating indicator by encouraging Kopi Romantis Cihapit consumers to give ratings on Google Review. The researcher's suggestion for future researchers is that they are expected to be able to develop the results of this research.*

*Keywords: Electronic Word of Mouth, Google Review, Purchase Decision*

## ABSTRAK

Kopi Romantis Cihapit mangrupa salah sahiji warung kopi anu perenahna di Cihapit, Kota Bandung sarta resmi ngadeg dina bulan Nopémber 2024 kalayan ngagunakeun konsép wangunan nu miboga suasana imah kolot. Kopi Romantis Cihapit ngamangpaatkeun *Google Review* minangka média *Electronic Word of Mouth (e-WOM)*. Di Kopi Romantis Cihapit kapanggih sababaraha masalah, nyaéta sabagian konsumen tacan sapinuhna méré rating sanggeus ngalakukeun transaksi, sarta kurangna konsumen dina néangan inpormasi ngeunaan Kopi Romantis Cihapit.

Tujuan tina panalungtikan ieu nyaéta pikeun mikanyaho gambaran umum Kopi Romantis Cihapit, mikanyaho kumaha kaayaan *Electronic Word of Mouth* dina *Google Review* di Kopi Romantis Cihapit, mikanyaho kumaha kaayaan Kaputusan Meuli di Kopi Romantis Cihapit, mikanyaho sabaraha gedé pangaruh *Electronic Word of Mouth* dina *Google Review* kana Kaputusan Meuli di Kopi Romantis Cihapit, sarta mikanyaho naon waé halangan sarta usaha anu geus dilakukeun ku Kopi Romantis Cihapit dina ngalaksanakeun *Electronic Word of Mouth* dina *Google Review* kana Kaputusan Meuli. Métode panalungtikan anu dipaké nyaéta kuantitatif kalayan jinis panalungtikan déskriptif, pangumpulan data ngaliwatan kuisisioner, observasi, sarta wawancara. Kuisisioner dina panalungtikan ieu disebarkeun ka konsumen jeung calon konsumen Kopi Romantis Cihapit sabanyak 100 réspondén.

Dumasar kana hasil panalungtikan, bisa diidentifikasi yén kaayaan *Electronic Word of Mouth* di Kopi Romantis Cihapit geus hadé. Ku kituna bisa disebutkeun yén palaksanaan *Electronic Word of Mouth* di Kopi Romantis Cihapit geus optimal. Sedengkeun kaayaan Kaputusan Meuli di Kopi Romantis Cihapit geus hadé sarta ampir ngahontal harepan pausahaan. Dumasar kana data anu dicandak tina hasil panalungtikan dipikanyaho yén kontribusi atawa pangaruh variabel *Electronic Word of Mouth* kana variabel Kaputusan Meuli nyaéta sabesar 32,3%. Sarta sésana 67,7% tina variabel Kaputusan Meuli dipangaruhan ku epsilon atawa faktor séjén anu teu kaidentifikasi.

Saran panalungtik ka Kopi Romantis Cihapit nyaéta dipiharep bisa maksimalkeun *Electronic Word of Mouth* hususna dina indikator rating ku ngadorong konsumen Kopi Romantis Cihapit sangkan méré rating dina *Google Review*. Saran panalungtik pikeun panalungtik saterusna nyaéta dipiharep bisa mekarkeun hasil tina panalungtikan ieu.

Konci: *Electronic Word of Mouth, Google Review, Kaputusan Meuli.*