ABSTRACT

The ever-growing world of photography led to a large number of owners of DSLR cameras and the photographic community is formed. Technological progress in terms of the internet and social network Facebook impact on the development of enthusiast photography community currently to make easy in the world assembled and interact in photography. The Internet so empowered consumers to make the sharing of information can now be easily accessed. Consumers can tell his experiences via the internet and affect other consumers through the electronic word of mouth against someone's buying decision on a product.

This research aims to know the influence of the electronic word of mouth on Komunitas Kamera Apa Saja (KOKAS) in group Facebook of the decision purchase DSLR cameras. To obtain the required data, the researchers took samples of 30 respondents with judgement sampling techniques. Analysis tools used was simple linear regression.

The result showed that the electronic word of mouth doesn't affect purchase decisions significantly to DSLR cameras. Hypothesis test results (test t) value the significance of 0.063 &gt; the R square value of 0.005 and 11.8%.

Keywords: eWOM, purchasing decisions, community, camera