

Implikasi word of mouth (WOM) dan electronic word of mouth (eWOM) terhadap brand image = The implications of word of mouth (WOM) and electronic word of mouth (eWOM) on brand image

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Abstrak

Artikel ini mendiskusikan implikasi word of mouth (WOM) dan electronic word of mouth (eWOM) terhadap brand image. Data sekunder berupa penelitian terdahulu menunjukkan adanya implikasi WOM dan eWOM terhadap brand image. Analisis dilakukan dengan pendekatan exploratory sequential mixed methods. Artikel ini juga mendiskusikan perkembangan implikasi WOM dan eWOM terhadap brand image selama lima tahun terakhir dari 10 jurnal dengan pendekatan mixed method dan kuantitatif. Analisis kuantitatif menunjukkan bahwa penelitian terdahulu cenderung termasuk dalam bidang studi ilmu sosial, berlokasi di Asia, menggunakan WOM dan eWOM sebagai variabel independen dan brand image sebagai variabel dependen, serta dilakukan dengan pendekatan kuantitatif. Analisis kualitatif berbasis desk review menunjukkan bahwa terdapat hubungan yang saling memengaruhi antara WOM dan eWOM dengan brand image. WOM dan eWOM berpengaruh dalam membentuk brand image dalam benak konsumen. Apabila pengalaman konsumen dengan suatu brand bersifat positif, konsumen akan terdorong menyebarkan WOM atau eWOM yang positif, begitu pula sebaliknya.

.....This article discusses the implications of word of mouth (WOM) and electronic word of mouth (eWOM) on brand image. Secondary data in the form of previous research shows the implications of WOM and eWOM on brand image. The analysis was performed using an exploratory sequential mixed methods approach. This article also discusses the development of the implications of WOM and eWOM on brand image during the last five years from 10 journals using mixed method and quantitative approaches. Quantitative analysis shows that previous research tends to belong to the field of social science studies, located in Asia, using WOM and eWOM as independent variables and brand image as dependent variables, and is carried out with a quantitative approach. Qualitative analysis based on desk review shows that there is an interdependence between WOM, eWOM and brand image. WOM and eWOM are influential in shaping the brand image in the minds of consumers. If the consumers' experience with a brand is positive, consumers will be encouraged to spread positive WOM or eWOM, and vice versa.