

## Pengaruh Electronic Word of Mouth Terhadap Brand Image = The Effect of Electronic Word of Mouth on Brand Image

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### Abstrak

Seiring dengan perkembangan internet, electronic word of mouth telah menjadi suatu fenomena pemasaran kekinian. Penelitian bertujuan menganalisis pengaruh electronic word of mouth terhadap brand image dari iFlix di wilayah Jabodetabek yang diukur dengan variabel electronic word of mouth dan brand image. Metode penelitian kuantitatif dengan online survey pada pelanggan iFlix selama 6 bulan terakhir di Jabodetabek dan pernah mendapatkan informasi yang berhubungan dengan iFlix. Hasil penelitian menunjukkan variabel electronic word of mouth memiliki pengaruh yang signifikan terhadap variabel brand image pada iFlix di wilayah Jabodetabek. Penelitian ini merekomendasikan agar iFlix harus tetap mempertahankan dan meningkatkan penggunaan media sosial sebagai sarana basis informasi produk maupun perusahaan. Dengan demikian, konsumen baru maupun pelanggan dapat dengan mudah mencari serta mendapatkan informasi tentang produk iFlix. Selain itu, kualitas dari iFlix yang sudah baik harus tetap dipertahankan agar mampu selalu bersaing dengan industri yang sejenis.

.....Along with the development of the internet, electronic word of mouth has become a contemporary marketing phenomenon. This study aims to analyze the effect of electronic word of mouth on the brand image of iFlix in the Jabodetabek area as measured by electronic word of mouth and brand image variables. Quantitative methods using online surveys of iFlix customers during the last 6 months in Jabodetabek and have received information related to iFlix. The results showed that the variable electronic word of mouth had a significant influence on the variable brand image on iFlix in the Jabodetabek area. This study recommends that iFlix must maintain and increase the use of social media as a means of product and company information base. This way, new consumers and customers alike can easily find and get information about iFlix products. In addition, the good quality of iFlix must be maintained so that it can always compete with similar industries.