

Abstract

The emergence of online-based transportation makes the conventional taxi driver was lost customers, which ultimately lead to demo the conventional taxi driver on 22 March 2016 which led to anarchy conventional taxi drivers, one of which is the Blue Bird taxi driver. In the era of sophisticated technology, the news easily spread throughout Indonesia. This study aims to determine the effect of electronic word of mouth to the Blue Bird brand image anarchic post-incident March 22, 2016. Respondents were examined in this study amounted to 100 which is the twitter account followers Blue Bird, obtained by non-probability sampling technique is purposive sampling. Then the results of the data were analyzed with simple regression analysis. Simple linear. Based on the overall results of hypothesis testing electronic word of mouth influence is strong against the Blue Bird brand image anarchic post-incident March 22, 2016. The results showed that after the incident the anarchic, Blue Bird declining brand image, supported by data from a comprehensive income Blue Bird decreases. So it can be concluded that the Blue Bird brand image in the minds of consumers decreased.

Key Words : E-WOM, Brand Image