

ABSTRACT

The development of technology and information, especially in social media, makes it easy for people to get and share information about a product or company. The appearance of a tweet from @duniadian discussing the objection letter given by PT Eiger Multi Produk Industri to him caused an uproar on social media, especially on Twitter. Various kinds of responses written by the community through the reply tweet column on the @duniadian account. This study aims to measure how much influence electronic word of mouth has on the Eiger brand image after @duniadian tweeted about the objection letter from PT Eiger Multi Produk Industri. The research method is a case study, using a non-probability sampling technique to 100 respondents. The independent variables of electronic word of mouth include platform assistance, venting negative feeling, concern for other consumers and advice seeking. The dependent variables of brand image include company image, user image, product image. Data collection was carried out by distributing online questionnaires to Twitter users who were aware of the case. In knowing how much influence the two variables have, the data will be analyzed using the coefficient of determination test. The results of this study indicate the influence of electronic word of mouth on variable Y, namely brand image that is 15.4%. Based on the results of the overall hypothesis test, there is an effect of electronic word of mouth on the Eiger brand image on @duniadian's tweet regarding the objection letter from PT Eigerindo Multi Produk Industri.

Keywords: E-wom, Brand Image, Twitter, and Eiger.