

ABSTRACT

Karens's Diner operates in the food and beverage sector which is widely discussed because it has a unique and fresh concept that has never existed in Indonesia. A restaurant usually trains its waiters to be friendly to customers, but on the contrary, at Karen's Diner, the motto is 'Good Burger and Very Rude Service', or 'Good Burger and Bad Service'. This has become a topic of conversation on social media, including Twitter. One of the anonymous messages from the @askrlfess account received many responses. From this tweet, e-WOM was formed. The data in this study was taken from 100 respondents who filled out the Google form. The results stated that electronic word of mouth had an influence of 37.7% on the brand image of Karen's Diner.