

ABSTRACT

The gaming industry is one industry that is experiencing rapid growth in the world. Every year many types of online games into Indonesia one online gaming products worldwide and has an international network is the Defense of the Ancients 2 (DOTA).

Dota 2 has millions of players online every day, So Dota 2 has a good product image and played by gamers worldwide, but Dota 2 does not advertise in the conventional. word of mouth role in providing information about Dota 2 is the marketing mix to achieve marketing goals.

Communication by word of mouth (WOM) has an important role in the social development of society. Communication that goes well about a product will produce a good product image.

This study aimed to analyze the word of mouth and brand image Dota 2 on university students Telkom. This study also aims to determine how the effect of word of mouth for the brand image of Dota 2 at Telkom university students.

The method used in this research is descriptive analysis method causality. This research was conducted in a university environment Telkom using 98 samples originating from Telkom university students. To determine the effect of word of mouth for the brand image used statistical tests are simple regression analysis using SPSS 21.0 application.

Results from this study indicate that, word of mouth has a significant positive effect on the brand image of Dota 2 at Telkom university students.

Keywords: word of mouth, brand Image, Dota 2, students Telkom university