

ABSTRACT

The growth of the internet in Indonesia is rapidly increasing in every year. The general activity that Indonesia people do is accessing the social network. By seeing this opportunity, many of bussiness people expand the advertising communication from the social network. The company who starts the dialog with every costumer, it will create the communication of word of mouth which expends to online media or called electronic word of mouth. The positive electronic word of mouth creates an advantage for a company. As a result, it will make a value for a brand or either. Indomie is a company which expends the marketing communication to social network as for the growth of a brand equity.

This studies aims to determine the impact of electronic word of mouth on brand awareness, brand association, perceived quality and brand loyalty as a dimensions of brand equity.

The data were collected by distributing questionnaires through Google Docs to followers of Indomie's official accounts social networks with the number of respondents were 387 people. Sampling technique used is non probability sampling with purposive sampling method and the data analysis, using SEM - PLS (Partial Least Square) were processed using software SmartPLS 2.0

The results of data processing was found that the electronic word of mouth has a significant impacat on brand awareness, brand association, perceived quality and brand loyalty. By this reasearch, founded that electronic word of mouth has the highest impact on brand association.

Key Words : Social Networks, Electronic Word of Mouth, Brand Equity, PLS (Partial Least Square)