

ABSTRACT

In the current era of globalization, the development of the fashion world is increasing. Voyej is one of the fashion brands that are loved by consumers. Voyej made e-wom one of its strategies but after the authors conducted a pre-survey and counted the number of consumer posts Voyej showed the results of weak e-wom on Voyej. The purpose of this study was to find out and analyze the magnitude of the influence of brand love on e-wom on consumers of Voyej.

The research method used is a quantitative method with a type of descriptive research and uses a simple linear regression model. Probability sampling technique with derivative simple random sampling, with a sample of 100 people.

Based on the results of the hypothesis partially (t test), brand love has a significant and positive effect on e-wom this is evidenced by $T_{hitung} > T_{table}$ ($8.117 > 1.984$). Based on the determination coefficient, it was found that brand love had an effect of 40.2% on e-wom while the remaining 59.8% was influenced by other variables not examined.

The conclusion of the research results is that good brand love for Voyej consumers. Then there is good e-wom for Voyej consumers, and brand love for e-wom has a significant positive effect with 40.2% influence.

Keywords: brand love, e-wom.