

ABSTRACT

Over the last few years, technological advancements have resulted in a strategy shift from traditional to online. Kahf as a Men's grooming brand specifically for men utilizes online media to instill a brand image as Halal Men's Grooming. To survive and compete in the market, Kahf runs several promotion activities. Electronic word of mouth has become an effective marketing communications medium, and become one of the media used in marketing products/services. In the context of online information, consumers are more likely to trust information with a high degree of source credibility than information with a low degree of source credibility to influence consumer behavior. The purpose of this research was to know the relationship between communicators in electronic word of mouth towards the Kahf Brand Image. This research was conducted using quantitative methods with explanatory approach. The sampling technique is probability sampling, with simple random sampling techniques. The analysis technique uses the classical assumption test, correlation coefficient test, coefficient of determination test, multiple linear regression test, and hypothesis testing. Based on the study results, eWOM partially influenced Kahf's Brand Image by 21%, and the remaining 79% was influenced by other factors not examined in this study. Source Credibility partially influenced Kahf's Brand Image by 25%, and the remaining 75% was influenced by other factors not examined in this study. eWOM and Source Credibility simultaneously influenced Kahf's Brand Image by 32%, and the remaining 68% was influenced by other factors not examined in this study.

Keywords: eWOM, Source Credibility, Brand Image, Kahf