

ABSTRACT

The increasing internet usage rate, especially social media, results in the public's ease in sharing and receiving information on a service or product of a company, where these activities can create Electronic Word of Mouth. Es Teh Indonesia is one of the companies currently being discussed by the public due to the cease and desist letter that the company sent to a Twitter account @ghandhoyy. This research aims to determine the impacts of E-WOM on the Brand image of Es Teh Indonesia. The method used in this research is quantitative associative with a non-probability sampling technique to 385 respondents online using Google Forms. The results show an impact of E-WOM on the Brand image of Es Teh Indonesia, which can be seen from the T-Test that shows $t_{count} > t_{table}$ with the value of $27.892 > 1.966$. It is also found that the results of the coefficient of determination that E-WOM gave a 48,1% impact on the Brand image of Es Teh Indonesia and the remaining 51.9% were other factors that were not discussed in this research such as the use of CSR, influencers, social media marketing, etc

Keywords: *Electronic Word of Mouth, Es Teh Indonesia, Twitter, Brand Image*