

ABSTRACT

The spread of the Mixue brand occurred through Electronic Word of Mouth originating from Mixue consumers via social media. Even though there are negative issues, researchers still see the enthusiasm of consumers to buy Mixue products, seeing this phenomenon, researchers want to know how negative word of mouth influences brand loyalty to Mixue in the city of Bandung. Seeing this phenomenon, the urgency of this research is that the writer wants to know how negative the influence of Word of Mouth on issues without a halal label is on Mixue's brand loyalty in the city of Bandung. The research method chosen by the author is a descriptive quantitative research method with a population that is a mixed community in the city of Bandung who are Muslim. The time limit used to determine negative electronic word of mouth circulating on social media is in the period July 2022 – February 2023 because seen from the beginning, Mixue Indonesia gave responses regarding negative electronic word of mouth related to Mixue not having a halal label in July 2022 until Mixue issued an official halal certificate on the official Instagram @mixueindonesia in February 2023.

Keywords : *Brand Loyalty, Negative Electronic Word of Mouth, media social*