

ABSTRACT

The phenomenon of someone's affection towards a brand, commonly referred to as Brand Love, can actually be influenced by opinions about a brand that spread across the internet, known as Electronic Word of Mouth (EWOM). The EWOM focused on in this research is the hashtag #MixueIndonesia on the social media platform TikTok. This study was conducted to measure the extent of the influence of EWOM (Electronic Word of Mouth) #MixueIndonesia on Brand Love for Mixue. The research method used is quantitative descriptive, involving 100 respondents scattered across Indonesia. Hypothesis testing was performed using the T-test, resulting in a value of 10.482 (calculated t) > 1.660 (tabulated t). As a result, H_0 was rejected and H_1 (the variable EWOM affects the variable Brand Love) was accepted. Another test conducted was Simple Regression Analysis, which produced a regression coefficient value of 0.482 for variable X, indicating that the Electronic Word of Mouth variable positively affects the Brand Love variable. Furthermore, Correlation Coefficient Analysis resulted in an R-value of 0.727, signifying a strong relationship between the EWOM variable and the Brand Love variable. Lastly, the Coefficient of Determination Analysis indicated that the Electronic Word of Mouth variable contributes 52.9% to the Brand Love variable. The remaining 47.1% is influenced by other unexamined factors. In conclusion, based on the explanation and presentation of the research data analysis results, Electronic Word of Mouth #MixueIndonesia has a highly significant impact on Brand Love for Mixue.

Keywords: *Electronic Word of Mouth, Brand Love, Mixue*