

The Influence of Tagline, E-WOM (Electronic-Word Of Mouth), Visibility of Brand Ambassador and Attraction of Brand Ambassador on Brand Image of Jims Honey Fashion Products in Bekasi City

ABSTRACT

The purpose of this study was to analyze the effect of Tagline, E-WOM (Electronic-Word Of Mouth), Visibility of Brand Ambassador and Attraction of Brand Ambassador on Brand Image and to find out which variable is most dominant on Brand Image of Jims Honey Fashion Products in Bekasi City.

The analytical method in this study used qualitative primary data, the test phases carried out were; validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, glejser test, multiple regression analysis, t test, f test and test the coefficient of determination. The data used in this study used a questionnaire instrument and valid data were collected by 100 respondents. The sampling method in this study was non-probability sampling with purposive sampling technique. The testing tool used is SPSS.

The results showed that the Tagline and E-WOM variables had no direct effect on the brand image of Jims Honey's fashion products in Bekasi City, while the Visibility and Attraction variables had a direct effect on the Brand Image of Jims Honey's fashion products in Bekasi City and the most dominant variable on the Brand Image of Jims Honey's fashion products in Bekasi City was the Visibility variable.

Keywords: Attraction, Brand Ambassador, Brand Image, E-WOM, Electronic-Word Of Mouth, Tagline, Visibility

(xiii + 105 + Attachments)

Bibliography (2014 - 2023)