THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AS THE PROMOTIONAL TOOL ON INSTAGRAM TOWARDS BRAND IMAGE OF NARASI TV

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AS THE PROMOTIONAL TOOL ON INSTAGRAM TOWARDS BRAND IMAGE OF NARASI TV
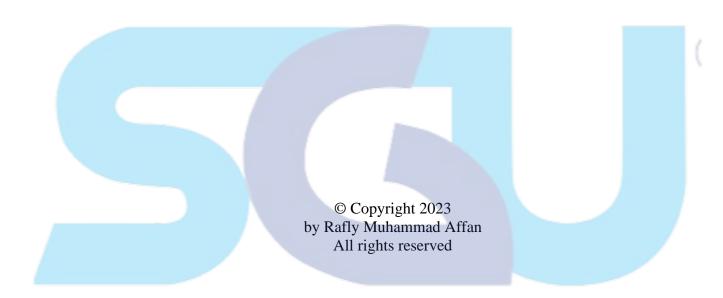
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This study was conducted to determine the influence of Electronic Word of Mouth on Narasi TV's Brand Image and also to identify the most influential dimension of Electronic Word of Mouth on the Brand Image of Narasi TV. Using quantitative approach with a survey as a method of collecting data by distributing an online questionnaire through Goggle Form to 160 respondents who are followers of Narasi TV Instagram. Sampling technique used is purposive sampling. Multiple linear regression is used as data analysis techniques. The results show that Electronic Word of Mouth has an influence on the Brand Image of Narasi TV with the significance value of 0.000 and correlation value (R) of 0.681 and the Content dimension in Electronic Word of Mouth is the dimension that has the most influence on the Brand Image of Narasi TV with the regression coefficient (B) value of 1.786. Therefore, it can be concluded that Electronic Word of Mouth does influence the Brand Image of Narasi TV and Content dimension in Electronic Word of Mouth is the most influential dimension in influencing the Brand Image of Narasi TV.

Keywords: Electronic Word of Mouth, Brand Image, Narasi TV, Influence.

DEDICATION

I dedicate this work to my parents who have provided support in various ways and to myself who has struggled and committed to finish college on time.

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Rafly Muhammad Affan

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