

ABSTRAK

Penelitian ini berjudul *"Efektivitas Strategi Pemasaran Word of Mouth (WOM) dalam Meningkatkan Brand Image Positif Alas House"* yang bertujuan untuk menjelaskan efektivitas WOM dalam memperkuat brand image positif serta mengukur kontribusinya melalui komunikasi langsung maupun ulasan digital (e-WOM). Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei dan paradigma positivisme. Data diperoleh dari kuesioner yang disebarakan kepada pelanggan Alas House yang menerima informasi melalui WOM, baik secara langsung maupun melalui media sosial. Instrumen penelitian dinyatakan valid dan reliabel berdasarkan uji korelasi Pearson. Hasil analisis menunjukkan bahwa data tidak berdistribusi normal sehingga digunakan uji non-parametrik. Terdapat hubungan yang sangat kuat dan signifikan antara WOM dan brand image positif, di mana dimensi WOM terbukti berpengaruh nyata dalam membentuk citra merek. Temuan ini mendukung teori Stimulus-Organism-Response (SOR). Penelitian menyimpulkan bahwa strategi WOM, baik langsung maupun digital, efektif dalam meningkatkan brand image positif Alas House sehingga perlu dikembangkan secara berkelanjutan. Penelitian selanjutnya disarankan menambahkan variabel demografis atau menggunakan metode campuran agar diperoleh pemahaman yang lebih komprehensif.

Kata Kunci: Word of Mouth, e-WOM, Brand Image Positif, Alas House

ABSTRACT

This study entitled *“The Effectiveness of Word of Mouth (WOM) Marketing Strategy in Enhancing Positive Brand Image of Alas House”* aims to explain the effectiveness of WOM in strengthening brand image and to measure its contribution through direct communication and digital reviews (e-WOM). The research applied a quantitative method with a survey approach and positivism paradigm. Data were collected through questionnaires distributed to Alas House customers who received information through WOM, either directly or via social media. The research instrument was proven valid and reliable using Pearson correlation analysis. The results indicate that the data were not normally distributed, thus non-parametric tests were applied. A very strong and significant relationship was found between WOM and positive brand image, with WOM dimensions significantly influencing the formation of brand image. These findings confirm the relevance of the Stimulus-Organism-Response (SOR) theory. The study concludes that WOM strategies, both direct and digital, are effective in enhancing Alas House’s positive brand image and therefore should be continuously developed. Future studies are recommended to include demographic variables or adopt a mixed-methods approach to obtain a more comprehensive understanding of consumer perceptions.

Keywords: Word of Mouth, e-WOM, Positive Brand Image, Alas House

