

Abstract

The development of various foods in Indonesia makes the business players take advantage of opportunities to run a culinary business. Culinary business does not escape the existence of competition. They must continue to maintain the quality of their products, competing in the brand by innovating to create a positive impression of consumers so that they are loyal and bring in new customers through word of mouth. When a consumer feels happy and satisfied with a product, the emotional impact will encourage loyalty and positive word of mouth increases. Every touch of customer or customer experience has the potential to increase or decrease the strength and value of the company's brand image. The purpose of this research is to know how big influence of word of mouth to brand image of J.CO Donuts & Coffee

The independent variable (X) in this research is word of mouth and the dependent variable (Y) is brand image.

This research uses quantitative method with descriptive and causal research type. This research was conducted on the Business Administration student of 2013 Telkom University with a population of 254 peoples. The types of data required for this study are primary data and secondary data. Sampling is done by probability sampling method simple random sampling technique and obtained the number of samples of 75 respondents. Then for analysis techniques using simple linear regression analysis and data processing using SPSS version 21.

Based on the results of hypothesis testing significantly shows that word of mouth has an influence on brand image J.CO. The results of determination coefficient word of mouth influence to brand image by 46,7%. Reseachers suggest for the next researcher to analyze the same variable that is word of mouth (X) and brand image (Y) by using different method, in order to know which dimension is suitable to influence more significant in influencing brand image of a company.

Key Word: word of mouth, brand image, J.CO