

ABSTRACT

With the times, social media has now become a challenge for business people. If there is an error in business today, the news will quickly reach people. This is felt by one of the famous fashion brands, namely Zara. Even though Zara carries out its business processes well, Zara often gets negative eWOM from its consumers regarding its service and marketing. The aim of this research is to determine the influence of brand hatred and perceived power of social media on negative eWOM using the theory of planned behavior approach with the moderating role of the big five personality traits.

The population in this research is Indonesians, Indonesians, ZARA consumers and active social media users whose exact number is not known. The sample used in this research was 300 people.

This research uses quantitative methods with various series of tests. Based on the test results, it shows that in subjective norm attitudes, anthropomorphism has a positive and significant effect on brand hatred. However, brand attitude produces a negative and significant influence on brand hatred. Other results show that brand hatred has a positive and significant effect on negative eWOM. This effect was greater for those who scored high on conscientiousness and extraversion. Furthermore, Homophily and social media self-efficiency have a positive and significant influence on the perceived strength of social media and perceived social media strength has a positive and significant influence on negative eWOM.

It is hoped that the research results can be used as evaluation material for the Zara brand and can provide insight and enrich the literature regarding negative eWOM.

Keywords: Theory of Planned Behavior, Brand Hate, Perceived Social Media Power, Big Five Personality Traits, Negative eWOM, ZARA.