

ABSTRACT

The use of instant noodles has become increasingly widespread among many individuals due to their perceived convenience. As a result, numerous companies have started to create their own instant noodle Brands. One of these instant noodle Brands is Mie Sedaap; however, this Brand has encountered issues with its Brand Image due to product recalls in several countries, such as Singapore, Taiwan, and Hong Kong, stemming from the presence of ethylene oxide contamination. This study aims to investigate the influence of e-WOM (electronic word-of-mouth) as an intervening variable on Brand Image. Furthermore, perceived value, Customer Brand Engagement, and Brand Love are employed as dependent variables. A sample of 200 respondents was selected through accidental sampling. This research utilizes a quantitative approach, with data analysis conducted using Partial Least Square (PLS) analysis. Based on the research findings, it is revealed that perceived value and Brand Love positively impact e-WOM, whereas Customer Brand Engagement negatively affects e-WOM. Moreover, e-WOM exhibits a positive influence on Brand Image. Limitations of this study include constraints related to sample size and research location. Suggestions for future research could involve increasing the sample size, changing the research location, and considering alternate variables related to e-WOM.

Keywords : *Perceived value, Customer Brand Engagement, Brand Love, e-WOM, Brand Image*

