

The Effect of eWOM and Price on *Brand Image* and Consumer Buying Interest of Somethinc in *E-Commerce*

Enrikha Jihan Shalsabila ^{*1}, Albari ²

^{*1,2} Faculty of Business and Economics, Universitas Islam Indonesia, Yogyakarta, Indonesia

ARTICLE INFO



Jurnal Economic Resources

ISSN: 2620-6196

Vol. 6 Issues 2 (2023)

Article history:

Received –, August 28, 2023

Revised –, September 02, 2023

Accepted –, September 04, 2023

Email Correspondence:

enrikhajihan@gmail.com

Keywords:

Electronic Word of Mouth (eWOM),

Price, Brand Image, Purchase

Intention, E-Commerce.

ABSTRACT

This study aims to explain the influence of eWOM and price on brand image and purchase intention of Somethinc products in e-commerce. The research method used in this study is a quantitative approach through online questionnaire distribution, obtaining 220 respondents. The number of respondents was obtained using convenience sampling techniques based on specific criteria. The data analysis was conducted using PLS-SEM. The results of this study indicate that eWOM and price variables have a positive and significant influence on brand image, and the variables eWOM, price, and brand image also have a positive and significant influence on purchase intention. This research can contribute to the literature on purchase intention by considering the variables of eWOM, price, and brand image. For companies, the findings can be taken into consideration to strengthen relationships with consumers through e-commerce.

INTRODUCTION

The development of the times and human life is getting more advanced from time to time. Technology and information are human products and creations that can help human needs become easier and modern. Technology is here to have an extraordinary impact with sophistication and intelligence to increase human productivity in all aspects of life. One of the highly developed technologies in Indonesia is the internet. With the growing internet, it can create a variety of information technologies that increase user interest because it makes it easier to process information with unlimited time and place. With internet technology and increasingly sophisticated infrastructure, it is used by many parties as an online commerce or e-commerce business opportunity. The reason is because making transactions through *e-commerce* platforms simplifies the transaction process and provides a sense of security for consumers. In Indonesia, there are many *e-commerce* platforms that are ready to facilitate consumers to shop *online*, for example Shopee, Tokopedia, TikTok, Lazada, Zalora, Bukalapak, and BliBli. All these platforms provide a variety of products needed by consumers, including beauty products. Somethinc is one of the local brands engaged in beauty products where they offer various types of products such as, *skin care* and cosmetics by applying international quality standards. Somethinc was founded by Irene Ursula in March 2019 under the auspices of PT. Beaute Haul Indonesia, which is inspired by millennials and since its launch, this beauty brand has been very well received by consumers.

Somethinc which has many types of products ranging from *skin care* and cosmetics, and often launches new products, makes consumers often look for information or references through reviews in the community about the product. *Electronic Word of Mouth* (eWOM) has become one of the communication media for information exchange between consumers. EWOM is considered more effective in producing valid information than information from other media, such as advertising media. According to Agbayani

& Gama (2018), eWOM is a positive or negative statement that can be accessed by many people or institutions through the internet and made by potential consumers, real consumers, or former consumers about a product or company. *Electronic word-of-mouth* can occur in various *online channels* such as discussion forums, product reviews, social networking sites, and email (Kudeshia & Kumar, 2017). According to Arif (2019), the arrival and expansion of the internet has expanded consumer comments posted on the internet and has provided consumers with opportunities to offer advice related to their consumption by engaging in *electronic word-of-mouth* (eWOM). The prevalence of *online* forums and reviews from customers on social media platform sites makes it easier for consumers to get various information about products and services that will be taken into consideration in making purchases compared to before.

Price is one of the information that is often sought by consumers, because price is a factor that can affect consumer buying interest. The cheaper the price of the product and the quality, the more consumers intend to buy a product. Price is the amount of money charged for a product or service based on the amount of value that consumers exchange to own and use the product or service (Prilano et al., 2020). According to Sudaryanto *et al* (2019), price is a value that has an important role for a product. Meanwhile, in Arif's opinion (2019) in terms of price, maybe the products circulating in the *online* market are not so competitive and do not match the quality of the products sold. Therefore, in addition to price, brand image or *brand image* also plays an important role in the development of a brand because brand image concerns the reputation and credibility of a brand. Brand image is defined as a representation of the way consumers perceive the experience and information generated from a brand (Yohana et al., 2020). Susanti et al. (2020) explained that brand image is an important determinant of consumer habits in buying an item or product, especially where consumers find it difficult to distinguish products or services based on intangible attributes. The image of a brand has an important role in influencing consumers to make purchases where consumers tend to choose brands or products that have a positive image (Aisah & Wahyono, 2018). Or in other words, the image of buying will generate consumer buying interest.

According to Elseidi & El-Baz (2016), buying interest is explained as part of cognitive behavior about how a person is interested in buying a product or brand. Strong buying interest will encourage consumer confidence to make purchasing decisions on a product or service (Rokhmawati et al., 2022). Consumers are often faced with several choices when buying a product or service. This makes consumers must consider well before making a purchase decision to get the desired product or service. According to Janah & Suswardji (2021), buying interest is an activity carried out by consumers in assessing a product before making a purchase decision. According to Maulana & Mulyanto (2018), there are four factors that influence consumer buying interest, including attention, interest, desire, *and* conviction.

Kala & Chaubey's (2018) research found that eWOM communication affects a product's brand image with *user-generated reviews*. Meanwhile, according to Imbayani & Gama (2018), the influence of eWOM on brand image has successfully shown that eWOM plays an extraordinary role in shaping brand image in the minds and memories of consumers and then directing them to purchase intent. In addition, according to Alrwashdeh et al. (2019) the results of the study show that under eWOM has an important role in creating a positive image of the company and brand image, he also recommends companies and marketers to focus more on online communication channels to influence brand image. In addition, according to Alrwashdeh et al. (2019) the results of the study show that under eWOM has an important role in creating a positive image of the company and brand image, he also recommends companies and marketers to focus more on online communication channels to influence brand image.

RESEARCH METHOD

In this study, researchers will use a type of quantitative research where the data collected is concrete data. This is also like what was developed by Sugiyono (2018) which states that quantitative data is a research method based on concrete data, where the research data is in the form of numbers that will later

be measured by statistics as a calculation test tool that will be related to the problem under study to produce conclusions. Related to the object to be studied in this study is the product or brand Somethinc. This research is intended to determine the impact generated from eWOM and price on brand image and buying interest in Somethinc products. As for the location, this research was conducted on all people domiciled throughout Indonesia who know Somethinc products and use e-commerce to get information related to Somethinc products.

The population used is Indonesian people who use *e-commerce* and know Somethinc products. While samples will be taken with criteria, namely Indonesian people who use *e-commerce* and know Somethinc products with a minimum age of 17 years. The sampling technique uses a *non-probability sampling technique*. According to Ghazali (2017), the recommended sample size in the SEM analysis method is based on the Maximum *Likelihood* estimate, which is 100 to 200 samples. Therefore, to calculate the number of samples in this study, a formula from Hair et al. (2017) was used, namely for the maximum size of the number of samples used is the parameter multiplied by 5 and for the maximum sample is the parameter multiplied by 10. So, in this study the number of samples used was 220 respondents.

RESULTS AND DISCUSSION

The research data was obtained from the questionnaire that has been provided along with alternative answers using a *linkert* scale from 1-5 as shown in the following table:

Table 1. Linkert Scale

Types of Answers	Skor
<i>Very Agree</i>	5
<i>Agree</i>	4
<i>Neutral</i>	3
<i>Disagree</i>	2
<i>Very Disagree</i>	1

Source: primary data processed 2023

Before collecting primary data, a pilot test was first carried out to test the effectiveness of the questionnaire through testing the validity and reliability of the research instrument. The pilot test was conducted using *Smart PLS 3* software. The respondents involved in this pilot test were 40 respondents of *e-commerce* users who knew Somethinc products.

Table 2. Validity Test and Reliability Test

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
<i>Brand Image</i>	0.888	0.896	0.915	0.644
Price	0.814	0.822	0.878	0.645
Buying Interest	0.909	0.920	0.936	0.786
eWOM	0.896	0.925	0.920	0.658

Source: primary data processed 2023

Composite reliability is better at measuring internal consistency than *Cronbach's alpha* in SEM because CR does not assume equal weight for each indicator. The value of *composite reliability* can be said to be acceptable reliability if > 0.6 (Hair et al., 2017). The test results showed that the value of all variables in the reliability test using *Cronbach's alpha* > 0.6 and composite reliability > 0.7 and validity

testing using AVE with a value of > 0.5 . Thus, it can be concluded that all variables tested are valid and reliable.

Table 3. Discriminant Validity Test

Variable	Brand Image	Price	Buying Interest	eWOM
Brand Image	0.802			
Price	0.606	0.803		
Buying Interest	0.659	0.616	0.887	
eWOM	0.491	0.359	0.460	0,811

Source: primary data processed 2023

In the results of the discriminant validity test where all variables that form a diagonal pattern with the value of the variable above are greater than the value of the variable below. In table 3. The *brand image* variable is worth 0.802 which is greater than the price of 0.606. Then the price has a value of 0.803 which is greater than the value of buying interest, which is 0.16. Buying interest is 0.887 greater than eWOM which has a value of 0.460, while eWOM is 0.811. So, from the test results in Table 3.2 it can be concluded that the discriminant test results can be said to be valid.

Table 4. Outer Loading Test Results

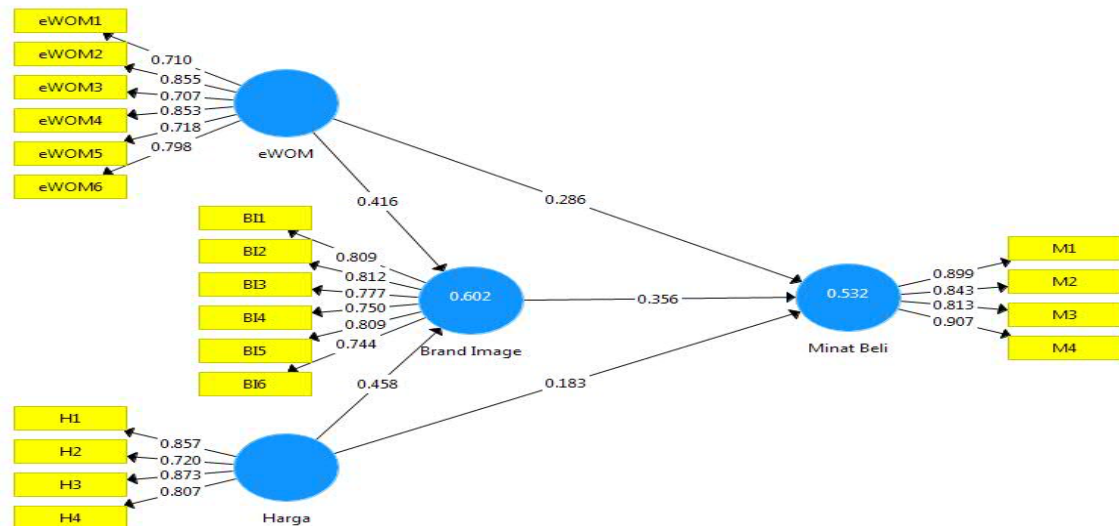
Types of Answers	Item	Outer Loading	Critical Limits	Information
Brand Image	BI1	0.789	> 0.7	Valid
	BI2	0.767	> 0.7	Valid
	BI3	0.852	> 0.7	Valid
	BI4	0.854	> 0.7	Valid
	BI5	0.834	> 0.7	Valid
	BI6	0.707	> 0.7	Valid
Price	H1	0.710	> 0.7	Valid
	H2	0.876	> 0.7	Valid
	H3	0.816	> 0.7	Valid
	H4	0.800	> 0.7	Valid
Buying Interest	MB1	0.843	> 0.7	Valid
	MB2	0.892	> 0.7	Valid
	MB3	0.898	> 0.7	Valid
	MB4	0.912	> 0.7	Valid
eWOM	eWOM1	0.720	> 0.7	Valid
	eWOM2	0.749	> 0.7	Valid
	eWOM3	0.892	> 0.7	Valid
	eWOM4	0.815	> 0.7	Valid
	eWOM5	0.817	> 0.7	Valid
	eWOM6	0.860	> 0.7	Valid

Source: primary data processed 2023

Based on the results of the *outer loading test* through the number of 20 question items, it was found that each variable already had its own space or place. This can be seen from the items BI1, BI2, BI3, BI4, BI5, and BI6 which have the highest value of 0.854 and occupy space in the *brand image*. Then

items H1, H2 and, H3 are also already in the price variable table where the highest value is H2 of 0.876. Furthermore, MB1, MB2, MB3, and MB 4 have been in the table of buying interest variables with the highest value of M3 which is 0.892. The last variable, namely eWOM1, eWOM2, eWOM3, eWOM4, eWOM5, and eWOM6 is also in the right position on the eWOM variable with the highest value being eWOM3 which is 0.892. Thus, these indicators are declared valid as measurements of their latent variables.

The *t-statistic* value of each path can be used to find out the significance between variables. The following is a structural model of the research that can be in figure 1:



Gambar 1. Model Struktural

Source: primary data processed 2023

Table 5. R-Square Test Results

Variable	R-Square	R-Square Adjusted
Brand Image	0.602	0.598
Buying Interest	0.532	0.526

Source: primary data processed 2023

In the results of the *R-Square* test in this study, it was found that the brand image variable got an *R-Square Adjusted* value of 0.598 if it was percented to 59.8%. So that the results state that the brand image variable can be explained by price and eWOM variables by 59.8% and the remaining 40.2% can be explained by other variables that are not contained in this study. Meanwhile, the results of the buying interest variable have an *R-Square Adjusted* value of 0.526 with a percentage of 52.6%, which means that the buying interest variable can be explained by brand image, price, and eWOM variables of 52.9% and 47.1% can be explained by other variables. Furthermore, a *predictive relevance (Q-Square)* test is carried out to identify and predict variables owned by predictive representation and serves to validate a model. The *Q-Square* test is performed using a blind folding process by looking at the *Q-Square* value. The relevant indicator in this model if the *Q-Square* value is greater than 0 then it can be said to have a good observation value or predictive relevance. Whereas, if *Q-Square* has a value less than 0 then predictive relevance is considered less. The following is a summary of the *Q-Square* values presented in Figure 2:

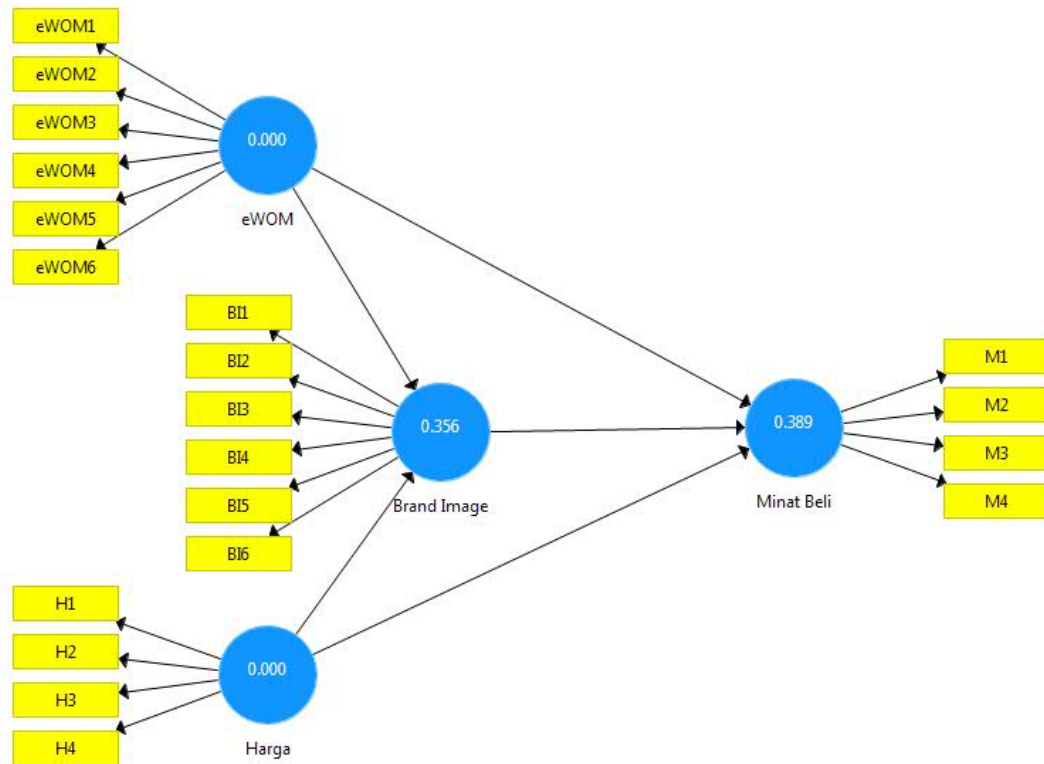


Figure 2. Predictive Relevance
 Sumber: data primer diolah 2023

Table 6. Predictive Relevance

Variable	Q ² (=1-SSE/SSO)	Information
Brand Image	0.356	Has predictive <i>relevance</i> value
Buying Interest	0.389	Has predictive <i>relevance</i> value

Source: primary data processed 2023

Based on the data that has been presented in Table 6. the *brand image* variable has a *Q-Square* value of 0.356 which means it is above more than 0 so that the predictive relevance model is said to be good. Likewise, the buying interest variable has a *Q-Square* value of 0.389 which means that it is above more than 0 so that it can be said that buying interest also gets a good predictive relevance model. With these results, it can be concluded that the *Q-Square* value on all variables of this study already has good predictive relevance. The results of collinearity tests in the current study can be seen in table 7:

Table 7. Collinearity Test

Variable	Brand Image	Buying Interest
Brand Image		2.511
Buying Interest	1.494	2.021
eWOM	1.494	1.928

Source: primary data processed 2023

The results of the collinearity test state that the relationship between the price variable, and eWOM to the *brand image* variable has an ideal relationship. The value of price and eWOM on *brand image* has the same value of 1,494. Furthermore, the *variables of brand image*, price, and eWOM on the variable of

buying interest have a free relationship with the symptoms of collinearity. The value obtained by the *brand image* is 2,511, then the price is 2,021, and eWOM gets a value of 1,928. With the results of the path coefficient test that has been obtained, it can be concluded that all hypotheses get the results are supported. While the results of the line test can be seen in figure 3 and table 8:

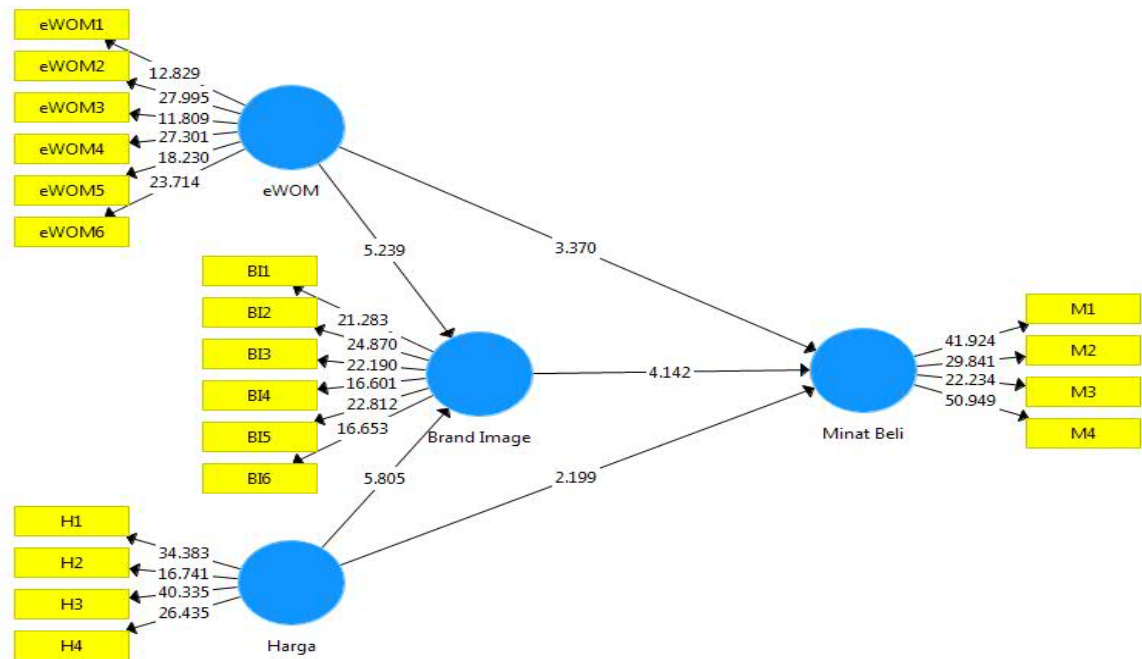


Figure 3. Path Coefficient Testing
Source: *primary data processed 2023*

Table 8. Path Coefficient Test

Variable	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T-Statistics (O/STDV)	P-Value
eWOM -> <i>Brand Image</i>	0.416	0.411	0.079	5.239	0.000
Harga -> <i>Brand Image</i>	0.458	0.465	0.079	5.805	0.000
eWOM -> Buying Interest	0.286	0.292	0.085	3.370	0.001
Harga -> Buy Interest	0.183	0.177	0.083	2.199	0.028
<i>Brand Image</i> -> Buying Interest	0.356	0.359	0.086	4.142	0.000

Source: *primary data processed 2023*

The tests in Table 8 show that all relationships between hypotheses show significant results. Where H1 which explains the eWOM variable for brand image shows a T-Statistic value of 5.239 and a P-Value of 0.000, then H2 which discusses the price variable on brand image gets a T-Statistic value of 5.805 with a P-Value of 0.000. Furthermore, H3 which reveals the eWOM variable on buying interest gets a T-Statistic value of 3.370 and a P-Value of 0.001. Then H4 which explains the price variable against buying interest has a T-Statistic value of 2.199 and a P-Value of 0.028. While the last hypothesis, namely H5 which discusses the variable of *brand image* on buying interest, gets a T-Statistic value of 4,142 with a P-Value of 0,000.

The Effect of eWOM on Brand Image

The results of the first hypothesis test, namely the influence of eWOM on *brand image*, showed a coefficient value of 0.416, *p-values* of $0.000 < 0.05$, and *t-statistics* of $5,239 > 1,960$. These results show that eWOM influences *brand image*. So, the hypothesis that eWOM has a positive and significant effect on brand image is accepted. E-commerce users in Indonesia are dominated by women, so beauty products are one of the popular products offered through e-commerce, one of which is Somethinc. However, the large selection of variants and brands of beauty products in circulation can sometimes make consumers confused in determining what brand choice is right for them to use. Therefore, it is important for companies to maintain the brand image of their products. A good brand image is every company's dream because it can influence consumer purchasing decisions. A positive brand image makes consumers confident and believe in the product, so they are more likely to choose products with a good brand image without hesitation. Efforts to build and maintain a positive brand image are very important for businesspeople, especially in the highly competitive beauty product industry. A strong brand image will help the product become more famous, in demand, and remembered by consumers. This will help companies to win the competition in the e-commerce market, because products that have a good brand image make consumers confident to buy products without any doubts (Alrwashdeh et al., 2019).

EWOM has a very important role for Somethinc products in providing product introduction and information about the products offered. Because eWOM is a form of communication in the form of any statement made by future, present, or previous customers about a product or company, whether positive or negative, and can be accessed by anyone online. Whereas positive or negative reviews will affect the brand image which is an important competitive advantage that helps in creating value through differentiating the brand, forming the reason for purchase, building feelings and feelings, and significant value for the organization. Because by communicating a good eWOM greatly affects the brand image of the product with reviews made by users (Kala & Chaubey, 2018). In line with research according to Alrwashdeh et al. (2019) which concluded the results of the study showed that eWOM has an important role in creating a positive image of the company and brand image.

The Effect of Price on Brand Image

The results of testing the second hypothesis, namely the effect of price on brand image, showed a coefficient value of 0.458, *p-values* of $0.000 < 0.05$, and *t-statistics* of $5,805 > 1,960$. These results can be stated that price affects brand image. So the hypothesis that "price has a positive and significant effect on brand image" is accepted. Price does have a significant role in shaping the brand image of a product, especially if the brand already has a strong reputation in the market. The price that corresponds to the quality and benefits provided by the product can be an indicator to consumers about the value provided by the brand. This can improve the brand image of the product itself because the price offered is in accordance with the quality of the product provided. So, the Company must consider well about the pricing strategy, because too high a price can make consumers think that the product does not match the given value. On the other hand, prices that are too low can also give rise to a brand image that the product is of low quality. The better the consumer's perception of the price, the better the brand image. Thus, price plays an important role in shaping the perception and brand image of a product. The right price and in accordance with the value provided by the product can enhance a good brand image. In line with research by Suwarni et al. (2017) who said price has a positive and significant effect on brand image. Therefore, if the product has a price that matches the benefits and quality of the product, it will have a good brand image, so that consumers will have a high buying interest with the product because in addition to having a good brand image, the product has an appropriate price.

The Effect of eWOM on Buying Interest

The results of testing the third hypothesis, namely (H3) the effect of eWOM on buying interest, showed a coefficient value of 0.286, *p-values* of $0.001 < 0.05$, and *t-statistics* of $3,370 > 1,960$. These results show that eWOM influences buying interest. So, the hypothesis that "eWOM has a positive and significant effect on buying interest" is accepted. Today's technological developments are increasing making everything possible through the internet. According to Arif (2019), the arrival and expansion of the internet has expanded consumer comments posted on the internet and has provided consumers with opportunities to offer advice related to their consumption by engaging in electronic word-of-mouth (eWOM). With this, consumers are increasingly utilizing eWOM to find information on a product. According to Elseidi & El-Baz (2016) that it is common for consumers to consider other consumer product reviews either positive or negative to gather information before buying a product. The positive and significant influence of eWOM with buying interest shows the influence of eWOM on *value co-creation* and purchase intention, *in that case, positive comments, posts, and consumers sharing experiences through consumers on social media increase the buying interest of other consumers.*

Through eWOM, consumers can share their experiences about Somethinc products, to increase buyer interest in Somethinc products. In addition, by reading *positive reviews online*, they are likely to become driven to take more interest in purchasing the product and encourage consumers to recommend the product to others. EWOM can be a concern for consumers to dig up information so that they have more confidence in the products they will buy. In today's digital and social media era, eWOM has a very important role in shaping consumers' perceptions and buying interests towards products and brands. Therefore, it is important for companies to utilize eWOM positively and actively interact with consumers through social media to increase buying interest and create *value co-creation* with consumers. In addition, the results of this study are also in line with Yohana et al (2020) that eWOM has a positive and significant influence on buying interest. The better the quality and quantity of eWOM and the expectations of senders on social media can bring a more positive perception in the minds of consumers and will lead them to buying interest.

The Effect of Price on Buying Interest

The results of testing the fourth hypothesis (H4), namely the effect of price on buying interest, showed a coefficient value of 0.183, *p-values* of $0.028 < 0.05$, and *t-statistics* of $2,199 > 1,960$. These results show that price affects buying interest. So, the hypothesis that "price has a positive and significant effect on buying interest" is accepted. Price is very influential on consumer buying interest, especially for price-sensitive consumers. This is because price-sensitive consumers generally pay close attention to the price of a product offered (Rokhmawati et al., 2022). Where in this study the price of Somethinc products is relatively affordable and the quality of the products provided is also very good, causing a tendency to make purchases (buying interest) from customers towards Somethinc products. This can be blinded in Hermiyenti & Wardi's (2019) research which states that price has a positive effect on consumer purchase interest. That is, when the price of the product is considered in accordance with the benefits provided, consumers will be more likely to be interested in making a purchase.

The balance between affordable prices and good product quality in Somethinc products can create attractive value for consumers. Reasonable prices and satisfactory quality make consumers feel that they are getting value in proportion to the money they spend. This will increase consumers' buying interest and encourage them to try or buy Somethinc products. Therefore, it is important for companies like Somethinc to consider the prices of their products wisely to attract consumer buying interest, especially for price-sensitive consumers. The combination of affordable price and good quality can be a determining factor in increasing buying interest and consumer loyalty to brands and products. In line with Rokhmawati et al. (2022) who concluded that prices have a positive and significant effect on buying interest. What can be

said is that in purchase interest, price is a direct influence for consumers to decide whether to make a purchase or not.

The Influence of Brand Image on Ask to Buy

The results of testing the fifth hypothesis, namely the influence of *brand image* on buying interest, showed a coefficient value of 0.356, *p-values* of $0.000 < 0.05$, and t-statistics of $4,142 > 1,960$. These results show that brand image affects buying interest. So, the hypothesis that "*brand image* has a positive and significant effect on buying interest" is accepted. Consumers will be more willing to choose products with a positive brand image. Therefore, it is very important for business actors to maintain a good brand image of their products in the minds of consumers. When the brand image of a product is positive, this will influence consumers to trust and have more interest in buying the product. The emergence of a positive brand image will influence consumers in increasing trust in products and generating product buying interest (Elseidi & El-Baz, 2016). A good brand image can also be an attraction for consumers, as products that have a good brand image are generally considered more trustworthy and provide the expected quality. When consumers believe in the brand image of a product, they are more likely to buy the product and may even recommend it to others.

A good brand image on an ongoing basis will benefit the company. Therefore, if consumers know that the merrek mind of a product is positive, they will be interested in buying the product. Brand image can increase buying interest in a product Arif (2019). Thus, a positive brand image plays an important role in attracting consumer buying interest and benefiting the company. When consumers know that a product has a good brand image, they will feel confident and interested in buying the product. Therefore, companies need to maintain a good brand image of products to increase consumer buying interest. In line with Imbayani & Gama (2018) said brand image has a positive and significant effect on buying interest. The better the brand image, the more consumers are interested in buying the product.

CONCLUSION

Factors that affect brand image variables are *eWOM* variables and price variables and factors that affect buying interest variables are *eWOM* variables, price variables and brand image variables. It can be concluded from the study of the coefficient of the factor path that influences buying interest in consumers of Somethinc products in *e-commerce*, that the five hypotheses have a positive and significant effect. The results of the analysis show that *eWOM* has a positive and significant effect on brand *image*. This can be interpreted that *eWOM* has a significant influence on brand *image* to improve Somethinc products. Then, the results of the analysis show that price has a positive and significant effect on brand *image*. Which means that the price has a good influence on the brand image of Somethinc products. Then the results of the analysis show that *eWOM* has a positive and significant effect on buying interest. This can be interpreted that more positive information from *eWOM* will increase consumer buying interest in Somethinc products. The results of the analysis show that prices have a positive and significant effect on buying interest. Which means that with the price that matches the quality of the product will have an influence on consumer buying interest in Somethinc products. And finally, the results of the analysis show that brand image has a positive and significant effect on buying interest. This can be interpreted by a good brand image that can increase consumer buying interest in Somethinc products.

SUGGESTION

Based on the descriptive analysis of *eWOM* variables, on the indicator "using information from *e-commerce* to solve Somethinc product problems", where potential customers have a tendency to often communicate with other consumers about Somethinc products in *e-commerce*, this they do to ensure that they will buy the right product and according to their needs. This activity demonstrates the importance of *eWOM*'s role in influencing consumer perceptions and purchasing decisions. This should be a concern for

the Somethinc company, to continue to maintain product quality and good product prices and services, if necessary to make improvements in some respects. With this, customers will be more likely to leave positive reviews after making a purchase, and they will also be more motivated to recommend Somethinc products to other potential customers. Positive reviews and recommendations from customers are a very valuable form of eWOM, as they can improve the brand image of Somethinc products.

Based on the descriptive analysis of variables, *brand image* and price variables have an average with criteria strongly agree, this shows that Somethinc products are easily known and remembered by the public, and always keep up with the times. In addition, the price of Somethinc products is also assessed according to the quality and benefits offered, so that it can compete with similar products in *e-commerce*. Although this variable is already good value (positive), but keep in mind that environmental changes and competition in the world of *e-commerce* continue to grow. Therefore, innovations need to continue to be made to maintain and improve the quality of brand image and maintain product prices to remain affordable and competitive.

Advice for future researchers, given that in this study all the variables tested have been successful, researchers can consider exploring different research objects and samples. Although this study has produced valid and reliable findings, future research can be expanded by testing different variables, using different research objects, or expanding the scope of the research sample to a wider region or population group. In addition, researchers can also consider conducting research with different approaches and methods. Perhaps the use of quantitative methods has been successful in this study, but researchers can try qualitative approaches or a combination of both approaches to dig deeper into information and understand the more complex context of the phenomenon under study.

REFERENCE

- Aisah, I. N., & Wahyono. (2018). The Influence of Store Atmosphere, Product Knowledge and Brand Image Toward Purchase Decision Through Word of Mouth. *Management Analysis Journal*, 7(2), 189-200. doi 10.15294/maj. v7i2.23858.
- Alrwashdeh, M., Emeagwali, O., & Aljuhmani, H. (2019). The Effect of Electronic Word of Mouth Communication on Purchase Intention and Brand Image: An Applicant Smartphone Brands in North Cyprus. *Management Science Letters*, 9(4), 505-518, doi.10.5267/j.msl.2019.1.011.
- Arif, M. E. (2019). The Influence of Electronic Word of Mouth (eWOM), Brand Image and Price on Re-Purchase Intention of Airline Customers. *Jurnal Aplikasi Manajemen*, 17(2), 345-356. doi.org/10.21776/ub.jam.2019.017.02.18.
- Elseidi, & El-Baz, D. (2016). Electronic Word of Mouth Effects on Consumers' Brand Attitudes, Brand Image, and Purchase Intention: An Empirical Study in Egypt. *The Business and Management Review*, 7(5), 514-522. https://doi.org/10.1108/02634501211231946
- Ghozali, I (2017). *Model Persamaan Struktural Konsep dan Aplikasi Program AMOS 24 (7thed.)*. Semarang: Badan Penerbit Universitas Diponegoro
- Hair, J. F. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*. Los Angeles: Sage.
- Hermiyenti, S., & Wardi, Y. (2019). A Literature Review on the Influence of Promotion, Price, and Brand Image to Purchase Decision. *Advances in Economics, Business and Management Research*, 8538-545. doi.org/10.2991/piceeba2-18.2019.34.
- Imbayani, I. G. A., & Gama, A. W. S. (2018). The Influence of Electronic Word of Mouth (E-Wom), Brand Image, Product Knowledge on Purchase Intention. *Jurnal Ekonomi dan Bisnis Jagaditha*, 5(2), 145-153. http://dx.doi.org/10.22225/jj.5.2.813.145-153.
- Janah, N. R., & Suswardji, E. (2021). Pengaruh Citra Merek dan Electronic Word of mouth terhadap minat beli produk kecantikan wardah. *COSTING: Journal of Economic, Business and Accounting*, 4(2), 690-697. doi.org/10.31539/costing. v4i2.1729

- Kala, D., & Chaubey, D.S. (2018). The Effect of EWOM Communication on Brand Image and Purchase Intention Towards Lifestyle Products in India. *International Journal of Services, Economics and Management*, 9(2), 143-157. doi.org/10.1504/IJSEM.2018.096077.
- Kudeshia, C., & Kumar, A. (2017). Social EWOM: Does It Affect the Brand Attitude and Purchase Intention of Brands? *Management Research Review*, 40(3), 310-330, doi.org/10.1108/MRR-07-2015-0161.
- Maulana, R. R., & Mulyanto, H. (2018). Kualitas Produk, Citra Merek Dan Minat Beli Konsumen Keripik Singkong. *Jurnal Manajemen Kewirausahaan*, 15(1), 109.
- Prilano, K., Sudarso, A., & Fajrillah, F. (2020). Pengaruh Harga, Keamanan Dan Promosi Terhadap Keputusan Pembelian Toko Online Lazada. *Journal Of Business and Economics Research (JBE)*, 1(1), 1-10.
- Rokhmawati, H.N., Kuncorowati, H., & Supardin, L. (2022). Pengaruh Harga, Iklan Dan Citra Merek Terhadap Minat Beli Honda Scoopy di Yogyakarta. *Jurnal Ilmiah Hospitality*, 11(1), 515-526.
- Sudaryanto, Ari, N.S., Awaliyah, I.N., Wulandari, D., & Hanim, A. (2019). Influence Of Brand Image, Price and Promotion on Consumer's Buying Decision Of Fast Moving Consumer's Goods With Culture As A Moderating Variable In Basmallah Retail Store In Indonesia. *International Journal of Scientific and Technology Research*, 8(3), 85-92.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Susanti, S. A., Sawaki, I. A., Octora, Y., & Primadi, A. (2020). The Influence of Brand Awareness, Brand Image on E-WOM Mediated by Brand Trust in the Airasia Refund Process During Covid-19 Pandemic in Jakarta 2020. *Advances in Transportation and Logistics Research*, 3, 458-466. doi.org/10.25292/atlr. v3i0.302
- Suwarni, E., Suharyono, S., & Kumadji, S. (2017). Pengaruh Iklan Di Televisi, Kualitas Produk Dan Harga Terhadap Citra Merek Serta Implikasinya Pada Minat Pembelian (Survei Pada Calon Konsumen Susu Sgm Di Kota Malang). *Profit: Jurnal Administrasi Bisnis*, 11(1), 24-32. doi.org/10.21776/ub.profit.2017.011.01.3
- Yohana, N. K. Y., Dewi, K. A. P., & Giantari, I. G. A. K., (2020). The Role of Brand Image Mediates the Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 4(1), 215-220.