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The Influence of Brand Image, Brand Loyalty and Word of Mouth (WOM) on Purchase Intention for Brand Somethinc

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ARTICLE INFORMATION	ABSTRACT
Sections Research Articles **Article History** Article Submitted: 14/03/2024 Accepted: 18/03/2024 Available online: 30/04/2024 **Keywords** brand image brand loyalty word of mouth (WOM) purchase intention	This research aims to determine the influence of brand image, brand loyalty and word of mouth (WOM) on purchase intention for the Somethinc Brand. The growth of products related to skin care continues to increase. One of the local skincare brands that was founded in 2019 is Somethincnc. This research used a sample of 200 respondents from all over Indonesia. The sampling used was a non-probability sampling method using a purposive sampling technique. Meanwhile, the analysis technique in this research uses structural equation modeling (SEM) with using the AMOS version 24 program. The results there is a positive and significant influence between the variables brand image and brand loyalty, brand loyalty with WOM, and brand loyalty with purchase. intention. Meanwhile, there is an insignificant influence on the brand image variable with WOM and brand image and WOM with purchase intention.

INTRODUCTION

The growth of skin care products increases with the times, where skin is an important aspect that requires intensive care. Skin care is a basic need required by women and men, from teenagers to the elderly, to protect and keep their skin healthy. Therefore, skin care products are sought after by the wider community. Apart from maintaining and protecting the skin so that it remains healthy, skin care is intended to increase a person's confidence in their

appearance because the skin is a part that can be seen directly by other people. Using skincare is one of the efforts made to make the skin look healthier and more well-groomed.

With increasing public awareness regarding skin care, there are many choices in using skincare products. Selection of skincare products must be based on more selective information. This aims to avoid errors in product use or incompatibility due to lack of knowledge regarding the benefits of the product. Therefore, nowadays many new skincare brands are emerging related to skin care with various benefits on offer. Of the many new skincare brands that have emerged, of course this is a challenge in itself that is felt by every company with similar products. Every company must build a strategy so that it can compete and be far superior to its competitors. Kodrat (2020) states that in order for a brand to be remembered by consumers and differentiated from competitors, the brand must be given a name, which will create a brand image.

Somethinc is a local brand related to skin care that was founded in 2019 (Ismalia, 2022). Somethinc has various product categories, including skincare, make up, hair treatment, body series, and tools. Of course, Somethinc products are already familiar among consumers, especially young people and adults because of the advantages contained in the benefits of some of these products. Sales of Somethinc products increased more than 14 times on October 10 2023 or coincided with the peak of 10.10 on Shopee e-commerce. The achievements that Somethinc has achieved at the peak of Shopee 10.10 are due to the large number of enthusiastic people who have purchased the product (Syahputra, 2023). Of the many choices of skincare brands, consumers prefer to buy products from Somehinc compared to others. This is because Somethinc can fulfill consumers' needs and desires, so that they are loyal to the product.

According to Zainurossalamia (2020) brand loyalty can provide advantages in estimating the level of demand for a company and will be a barrier for other companies because they will experience difficulties when entering the market. The achievements achieved by Somethinc can also prove that the quality of local products is no less competitive with international products. By carrying the concept of "Be You, Be Somethinc", the Somethinc brand offers a variety of quality skin care products, and Somethinc is halal certified.

There are several reasons consumers make Somethincnc the main choice when making purchase intentions. According to Semuel and Setiawan (2018) before carrying out the purchasing process, a consumer carries out an evaluation first which will later give rise to purchasing intentions. The existence of a positive brand image owned by Somethinc can influence consumers' purchasing intentions for this product. Apart from brand image, brand loyalty and word of mouth can also influence consumer purchasing intentions. Alguacil *et al.* (2021) stated that Word of Mouth (WOM) is a concept that leads to someone's recommendation regarding a particular product. The increase in sales achieved by Somehinc can come from recommendations given by other people to try the product.

In this research, there are 4 variables used, including brand image, brand loyalty, word of mouth (WOM) and purchase intention. This research aims to determine the influence of brand image, brand loyalty and word of mouth (WOM) on purchase intention for the Somethinc Brand.

LITERATURE REVIEW & HYPOTHESIS

Brand Image

Kusuma *et al.* (2020) stated that subconsciously brand image can form a perception about a particular product, where the good or bad of a product can be felt from the moment the consumer sees a product to consuming the product. Brand image can refer to the memory

design of a brand, which contains the interpretation of a consumer regarding the attributes, benefits, use, situation or circumstances, users, as well as the characteristics of the marketer and/or the characteristics of the product maker (Firmansyah, 2018). According to Kotler and Armstrong (2018) in differentiating a brand that has similar products, a consumer can judge it based on the brand image of the company. Kodrat (2020) states that in order for a brand to be remembered by consumers and differentiated from competitors, the brand must be given a name, which by giving this name will create a brand image as is called brand image.

Brand Loyalty

Rahayu and Afrilliana (2021) state that brand loyalty is an attitude that a person has regarding their enjoyment of a particular brand which has an impact on consistent purchasing of that brand. Brand loyalty can also be defined as a consumer's positive view of a brand where he or she will be willing to pay the higher price set by the company for that brand (Thai *et al.*, 2020). According to Adnan (2020) brand loyalty is an important factor that allows a company to maintain its business and this brand loyalty can also show the emotional feelings a person has towards a brand and leads to continuous purchasing behavior and continuing to use the brand all the time. Tang *et al* (2023) stated that brand loyalty can come from consumer experiences regarding products that have been previously purchased. Someone who has a view of a good image of a brand will experience the product positively, which will lead to higher loyalty behavior (Chen and Wu, 2022). Brand image is the most relevant source of brand loyalty in a business (Bilgin, 2018).

H₁: Brand image has a positive influence on brand loyalty.

Word of Mouth (WOM)

Word of mouth communication can be defined as communication carried out verbally, in writing or electronically between people, which conveys the advantages, benefits and experiences felt in using a particular product or service (Syarifuddin, L. Mandey and J.F.A Tumbuan, 2022). Panuju (2019) states that Word of Mouth (WOM) references are a behavior in marketing communications that aims to build a business through a reference channel of word of mouth communication. Increased marketing can occur due to word of mouth communication (Kingsnorth, 2016). Brand imageand WOM are two interrelated things, where this can occur when consumers think that a brand with a positive image will be able to cause positive information dissemination behavior through WOM (Erawan and Widagda K, 2020). Cuong (2020) states that brand image can have a positive and significant influence on WOM. High brand loyalty can trigger WOM because loyal customers will promote a particular brand to other potential consumers, so that WOM can be considered a promotion that has a very strong influence (Saparso, 2021). Brand loyalty will result in positive recommendations through word of mouth techniques, which is an important strategy within the company (Ningsih, 2021).

H₂: Brand image has a positive influence on WOM.

H₃: Brand loyalty has a positive influence on WOM.

Purchase Intention

Purchase intention according to Lee, Park and Lee (2022) is a dependent variable which includes several external and internal factors, for example outcome expectations, values, suggestions, and emotional associations. Ong and Firdausy (2023) define purchase intention as a plan that arises from a consumer to carry out purchasing behavior regarding a product in the

quantity needed in a certain period. Purchase intention is an important indicator to be able to predict consumer behavior, so companies must be able to provide products with the best quality in order to increase a consumer's buying interest (Büyükdağ, 2021). A consumer who has a positive image of a brand will be more likely to carry out purchasing behavior (Firmansyah, 2019). The brand image of a product can significantly influence a consumer's purchase intention (Rakib *et al.*, 2022).

According to Klaiklung, Nuangjamnong and Phengpis (2022) brand loyalty is an important factor that can influence a consumer's purchase intention. Brand loyalty can lead to preferences regarding a person's attitude towards a brand as well as purchase intentions regarding that brand which is used as their main choice in purchasing products or services (Le-Hoang *et al.*, 2020). Even though they are faced with various existing brands, a loyal consumer will still have the intention to purchase the brand that has become their choice (Putra *et al.*, 2021). According to Firmansyah (2020), communication that occurs in WOM can take the form of comments or recommendations in the form of products of certain brands which are disseminated to other potential consumers, where this will have a strong influence on a consumer's purchase intention which ultimately has an impact on consumer decision making. As said by Büyükdağ (2021) in his research, WOM has a significant influence on purchase intention.

H4: Brand image has a positive influence on purchase intention.

H5: Brand loyalty has a positive influence on purchase intention.
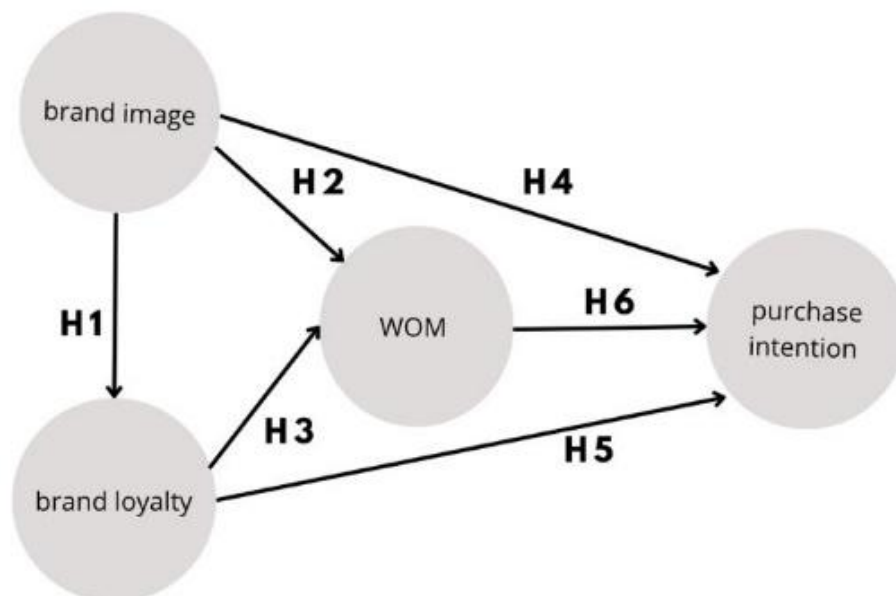
H6: WOM has a positive influence on purchase intention.

Figure 1. Framework of Thought

RESEARCH METHODS

Research Design

This research was conducted using quantitative research methods. Researchers use quantitative research methods because measuring and testing the relationship between variables in the hypothesis can be done through statistical calculations. Based on this explanation, researchers can determine whether to use quantitative research methods in this research. The object in this research is the Somethincnc brand.

Population and Sample

The population used in this research are people who know the Somethincnc brand. Meanwhile, the samples used were people who knew the Somethinc brand skincare products. Sampling in this research used a non-probability sampling method with purposive sampling technique. The sample criteria in this research are knowing the Somethinc brand skincare products and never having purchased the Somethinc brand. Meanwhile, the number of samples from SEM is based on Hair *et al.* (2021) can be done using parameters by [(indicator x 2) + number of variables] x 5 to 10. By using this formula, the calculation to determine the number of samples in this study is [(18 indicators x 2) + 4 variables] x 5 = 36 + 4 x 5 = 200. So there are 200 samples used in this research.

Operational definition

Brand Image

There are several things to consider in building a brand image using indicators according to Wibowo (2021):
1. Thought
2. Feelings
3. Perception
4. Image
5. Confidence
6. Attitude

Brand Loyalty

Meanwhile, according to Kusuma *et al.* (2020) brand loyalty can be known if:
1. A customer turns into a fan
2. Change an attitude of awareness into an action in the form of a purchase
3. Create a sense of loyalty
4. Recommend to other potential customers

Word of Mouth (WOM)

Then according to Sernovitz (2012) there are 4 marketing rules in WOM, including the following:
1. Be Interesting (be interesting)
2. Make It Easy (make it easier)
3. Make People Happy (make people happy)
4. Earn Trust and Respect (gain trust and respect)

Purchase Intention

There are four indicators of purchase intention according to Hanjani and Widodo (2019), namely:
1. Transactional interest
2. Referential interest
3. Preferential interest
4. Exploratory interest

Types and Techniques of Data Collection

Primary data used in this research can be obtained from the questionnaire distribution method which is carried out via a digital platform, namely Google Form. The use of this digital platform aims to make it easier for researchers to reach a wider range of respondents and save time and costs. Questionnaires can be distributed via social media such as Whatsapp and Instagram. The variables used in making the questionnaire can refer to brand image, brand loyalty, word of mouth (WOM) and purchase intention. Researchers used a Likert scale as a tool to measure the attitudes and characteristics of respondents in the questionnaire provided. According to Hardani *et al.* (2020) the Likert scale is a scale that contains statements regarding a respondent's attitude towards the object to be studied, where the Likert scale consists of five points for each question. However, in this case the researcher decided to use only four points out of the five points. The reason the researcher only used four points in the questionnaire was to avoid uncertainty regarding neutral answers, so that the results given would tend to agree or disagree. When answering questions in the questionnaire, respondents will only be able to choose one of three answers from the available alternatives.

Data Analysis Technique

In this study, researchers used loading factors from SEM for each variable. Where to measure the validity of the question/indicator item structure, it can be seen based on the factor loading value. Meanwhile, according to Ghozali (2017), a significant loading factor value is if the value is > 0,50; so the data will be considered valid. The researcher used a data analysis tool in the form of Structural Equation Modeling (SEM) with the help of the AMOS version 24 program. In SEM there is Confirmatory Factor Analysis (CFA) which is used to test whether the indicators forming the latent variable are significant and valid. There are steps used in Structural Equation Modeling (SEM) testing, including the following:
1. Theory Based Model Development
2. Compiling Path Diagrams and Structural Equations
3. Selecting the Type of Input Matrix and Estimating the Proposed Model
4. Assessing Structural Model Identification
5. Assessing Goodness-of-Fit Criteria

Table 1. Goodness of Fit

No	Goodness of Fit	Criteria
1	CMIN/DF	≤ 2
2	RMSEA	$\leq 0,08$
3	GFI	$\geq 0,90$
4	AGFI	$\geq 0,90$
5	TLI	$\geq 0,90$
6	NFI	$\geq 0,90$

ANALYSIS RESULTS

Descriptive Analysis of Respondents

Table 2. Descriptive Analysis of Respondents

Demographic Variables	N	%
Gender		
Man	38	19
Woman	162	81
Age		
51 – 20 Years	33	16,5
21 – 25 Years	117	58,5
26 – 30 Years	29	14,5
31 – 35 Years	9	4,5
> 35 Years	12	6

Source: Primary Data Processing, 2024

Based on the data contained in the table, it can be concluded that the characteristics of respondents based on gender are dominated by 162 or 81% women, while 38 or 19% male respondents. Then ages 21 – 25 years dominate the age category.

Test the Validity and Reliability of Each Variable

This test was carried out with the aim of finding out whether the variables used in this research were valid and reliable. There are 18 questions in the questionnaire representing each variable used. The following are the results related to the validity and reliability tests of each variable contained in the research, where these results can be shown in Table 4.3 below:

Table 3. Validity and Reliability Test of the Model for Each Variable

Indicator	Val./Rail.
Brand Image	0,741
I think that the Somehinc brand is superior to other brands	0,569
I feel that Somethincnc is a well-known and easy to remember brand	0,417
I feel that Somethincnc has various types of product variants and its own characteristics	0,501
I feel that the Somethincnc brand has stuck in my mind when I want to buy beauty and personal care products because it has a good image	0,644
I am sure that Somethinc is a local beauty product with a quality brand	0,544
I intend to make Somethincnc my main choice when choosing beauty products	0,720
Brand Loyalty	0,779
I like the various product variants offered by Somehinc	0,642
I realized that Somethinc could fulfill my life needs and desires, so I had the desire to buy	0,686
I will still choose Somethincnc when faced with other beauty brands	0,743
I will offer other people the advantages that Somehinc has	0,667
Word of Mouth	0,766
I will tell other people that Somethincnc has its own character and characteristics	0,548
I will tell other people the positive things about Somethincnc	0,651
I will spread information related to Somethinc on social media	0,680

Indicator	Val./Rail.
I would encourage others to try Somethincnc	0,786
Purchase Intention	0,740
I intend to buy Somethincnc in the future	0,583
I decided to buy Somethinc because of the superiority and benefits of the product	0,661
I prefer to buy Somethinc compared to others	0,593
I was interested in buying Somethincnc after getting information from various sources	0,739

Table 4. Goodness of Fit Test Results for Each Variable

Goodness of Fit Index	Cut-off Value	Brand Image	Brand Loyalty	WOM	Purchase Intention
CMIN/DF	≤ 2	1,303	1,739	3,128	0,742
RMSEA	$\leq 0,08$	0,039	0,061	0,103	0,000
GFI	$\geq 0,90$	0,982	0,991	0,984	0,996
AGFI	$\geq 0,90$	0,959	0,957	0,919	0,981
TLI	$\geq 0,90$	0,978	0,978	0,938	1,010
NFI	$\geq 0,90$	0,947	0,983	0,970	0,991

The table above presents the results related to validity and reliability tests on each variable using the AMOS version 24 program. The data can be declared valid if the value of the standardized loading estimate is > 0,50. Meanwhile, data can be declared reliable if it meets the calculation standards for construct reliability, where the value of construct reliability is > 0,60. Based on the table above, the data obtained shows that there is one indicator on the variable that is invalid, namely the BI2 indicator on the brand image variable. Therefore, the invalid indicator can be declared invalid. Then the results of the goodness of fit test based on each variable show that the WOM variable has poor CMIN/DF and RMSEA values and one variable with one indicator that is invalid, namely the brand image variable with indicator B2. Ghozali (2017) stated that measurements of model modifications can be done by looking at the AMOS output in the modification indices section. After looking at the modification indices, the researchers modified the model so that the goodness of fit results were better than the previous test results.

Table 5. Validity and Reliability Test of the Model for Each Variable After Removing Missing Indicators

Indicator	Val./Rail
Brand Image	0,735
I think that the Somehinc brand is superior to other brands	0,569
I feel that Somethincnc has various types of product variants and its own characteristics	0,501
I feel that the Somethincnc brand has stuck in my mind when I want to buy beauty and personal care products because it has a good image	0,644
I am sure that Somethinc is a local beauty product with a quality brand	0,544
I intend to make Somethincnc my main choice when choosing beauty products	0,720
Brand Loyalty	0,779
I like the various product variants offered by Somehinc	0,642

Indicator	Val./Rail
I realized that Somethinc could fulfill my life needs and desires, so I had the desire to buy	0,686
I will still choose Somethincnc when faced with other beauty brands	0,743
I will offer other people the advantages that Somehinc has	0,667
Word of Mouth	0,766
I will tell other people that Somethincnc has its own character and characteristics	0,548
I will tell other people the positive things about Somethincnc	0,651
I will spread information related to Somethinc on social media	0,680
I would encourage others to try Somethincnc	0,786
Purchase Intention	0,740
I intend to buy Somethincnc in the future	0,583
I decided to buy Somethinc because of the superiority and benefits of the product	0,661
I prefer to buy Somethinc compared to others	0,593
I was interested in buying Somethincnc after getting information from various sources	0,739

Table 6. Goodness of Fit Test Results for Each Variable After Modification

Goodness of Fit Index	Cut-off Value	Brand Image	Brand Loyalty	WOM	Purchase Intention
CMIN/DF	$\leq 2,0$	1,880	1,739	0,259	0,742
RMSEA	$\leq 0,08$	0,066	0,061	0,000	0,000
GFI	$\geq 0,90$	0,983	0,991	0,999	0,996
AGFI	$\geq 0,90$	0,948	0,957	0,993	0,981
TLI	$\geq 0,90$	0,951	0,978	1,022	1,010
NFI	$\geq 0,90$	0,950	0,983	0,999	0,991

The results of retesting related to validity and reliability tests after eliminating invalid indicators can be shown in Table 6 above. Based on the results of the retest, the results showed that the 17 indicators contained in this study all had numbers > 0,50. So it can be concluded that all indicator items contained in this research are valid. Then, based on the results of the reliability test in this study, the results show that all construct reliability figures for each variable are > 0,60, which means that all instruments in the form of indicator items and variables in this study are declared valid and reliable so that all data can be used in research. In this research, the highest value for the brand image variable was obtained at 0,720. Then in the brand loyalty variable the highest value is 0,743. For the WOM variable, the value 0,786 is the highest value. The final variable in this research is purchase intention, which shows that the highest value obtained was 0,739. Then, after retesting by eliminating one invalid indicator, the results of CMIN/DF, RMSEA, GFI, AGFI, TLI and NFI showed that the values remained within the cut-off-value goodness of fit range, so they had a good fit value.
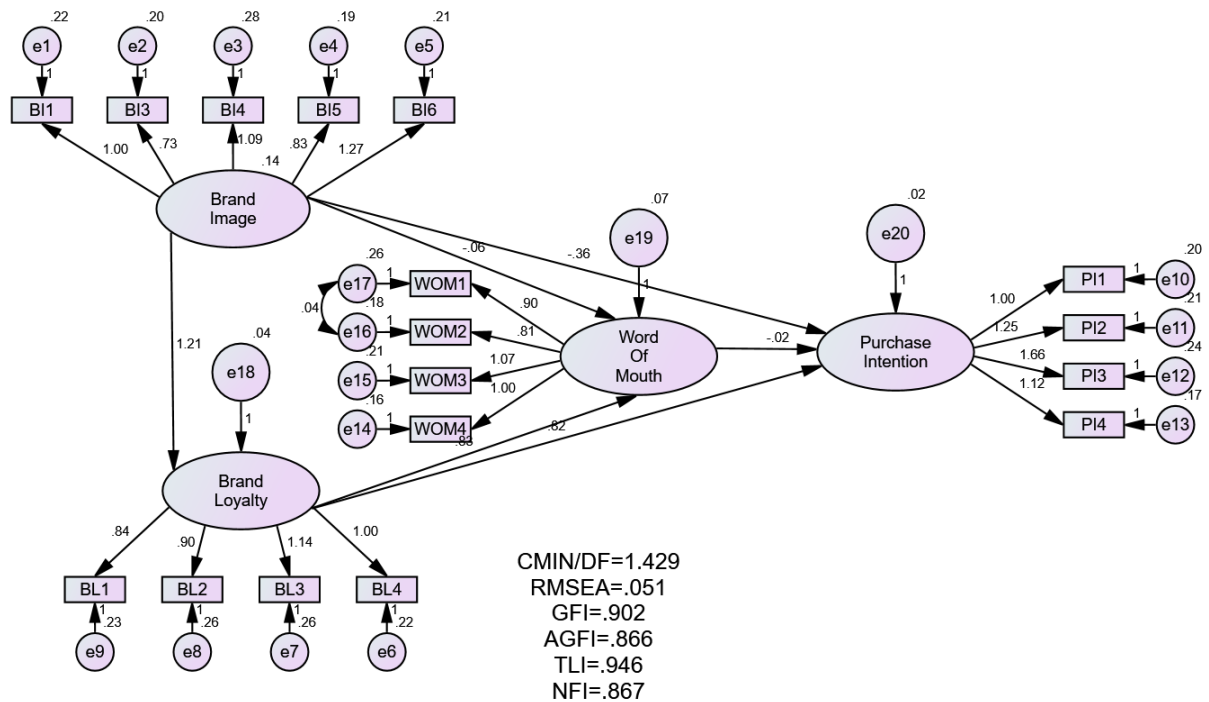
SEM Data Analysis

Figure 2. Structural Equation Model

Source: Primary Data Processing, 2024

Table 7. Structural Research Model Test

Indicator	Val./Rail.
Brand Image	0,756
I think that the Somehinc brand is superior to other brands	0,629
I feel that Somethincnc has various types of product variants and its own characteristics	0,526
I feel that the Somethincnc brand has stuck in my mind when I want to buy beauty and personal care products because it has a good image	0,613
I am sure that Somethinc is a local beauty product with a quality brand	0,590
I intend to make Somethincnc my main choice when choosing beauty products	0,726
Brand Loyalty	0,795
I like the various product variants offered by Somehinc	0,659
I realized that Somethinc could fulfill my life needs and desires, so I had the desire to buy	0,661
I will still choose Somethincnc when faced with other beauty brands	0,750
I will offer other people the advantages that Somehinc has	0,736
Word of Mouth	0,799
I will tell other people that Somethincnc has its own character and characteristics	0,645
I will tell other people the positive things about Somethincnc	0,671
I will spread information related to Somethinc on social media	0,741
I would encourage others to try Somethincnc	0,764
Purchase Intention	0,753
I intend to buy Somethincnc in the future	0,585
I decided to buy Somethinc because of the superiority and benefits of the product	0,658
I prefer to buy Somethinc compared to others	0,733
I was interested in buying Somethincnc after getting information from various sources	0,653

Based on the table above, it shows that the results of the validity test of all indicators representing the four variables in this research, namely brand image, brand loyalty, WOM and purchase intention, are declared valid because they have factor loading values > 0,50. Then the reliability test shows that the construct reliability value of each variable has a value of > 0,60.

Table 8. Normality Test Results

Variables	Min	Max	Skew	Cr	Kurtosis	Cr
WOM1	1,000	4,000	-,888	-4,670	1,135	2,985
WOM2	2,000	4,000	-,301	-1,581	-,789	-2,074
WOM3	1,000	4,000	-,473	-2,489	-,018	-,047
WOM4	1,000	4,000	-,593	-3,120	,876	2,305
PI4	2,000	4,000	-,444	-2,335	-,942	-2,478
PI3	1,000	4,000	-,479	-2,517	-,332	-,873
PI2	1,000	4,000	-,763	-4,014	1,216	3,197
PI1	2,000	4,000	-,327	-1,718	-1,020	-2,683
BL1	1,000	4,000	-,558	-2,933	-,002	-,006
BL2	1,000	4,000	-,654	-3,440	,188	,495
BL3	1,000	4,000	-,319	-1,677	-,476	-1,253
BL4	1,000	4,000	-,788	-4,146	1,060	2,789
BI6	1,000	4,000	-,340	-1,790	-,246	-,646
BI5	2,000	4,000	-,501	-2,634	-1,008	-2,651
BI4	1,000	4,000	-,695	-3,653	,340	,894
BI3	2,000	4,000	-,398	-2,095	-1,269	-3,338
BI1	1,000	4,000	-,392	-2,059	,264	,694
Multivariate					42,450	10,759

In the data normality test, the majority of data can be declared normally distributed if the values of the critical ratio (CR), skewness and kurtois have results in the range of ±2,58. However, the results of the normality test in this study were 10,759. Therefore, it can be concluded that the data in this study is not normally distributed. When the data is not normally distributed in a multivariate manner, the solution that can be taken is to use the bootstrap procedure (Ghozali, 2017). An acceptable value in the bootstrap test is if the p value is greater than 0,05. The following are the results of the Bollen-Stine bootstrap which are presented in Table 9 as follows:

Table 9. Bollen-Stine Bootstrap

Bollen-Stine Bootstrap (Default model)
The model fit better in 153 bootstrap samples.
It fits about equally well in 0 bootstrap samples.
If it is worse or fails to fit in 47 bootstrap samples.
Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = ,239

Based on the bootstrap test results listed in the table above, it shows that the p value obtained is 0,239. So, from the test results, the model in this research is still suitable for use in further testing.

Table 10. Computation of degrees of freedom (Default model)

Number of distinct sample moments:	153
Number of distinct parameters to be estimated:	41
Degrees of freedom (153 – 41):	112

The results of the degree of freedom values displayed in the table above show that the number obtained is 112. This model is included in the over-identified category because it shows a positive degree of freedom value.

Table 11. Goodness of Fit Test Results

Goodness of fit index	Cut-off Value	Research Model	Information
CMIN/DF	≤ 2	1,429	Good Fit
RMSEA	$\leq 0,08$	0,051	Good Fit
GFI	$\geq 0,90$	0,902	Good Fit
AGFI	$\geq 0,90$	0,866	Marginal Fit
TLI	$\geq 0,90$	0,946	Good Fit
NFI	$\geq 0,90$	0,867	Marginal Fit

The goodness of fit test results show that there are 4 goodness of fit conditions in a good fit condition and 2 goodness of fit conditions in a marginal fit condition. So it can be concluded that the model used in this research can be declared acceptable.

Hypothesis Testing

Hypothesis testing is carried out with the aim of answering questions related to the problem formulation in this research. Below are the results of the hypothesis test which are presented in table 12 as follows:

Table 12. Hypothesis Test Results

Variable			Estimate	CR	P	Information
H1: Brand Loyalty	←	Brand Image	,912	6,987	***	Supported
H2: WOM	←	Brand Image	-,047	-,133	,894	Not supported
H3: WOM	←	Brand Loyalty	,886	2,430	,015	Supported
H4: Purchase Intention	←	Brand Image	-,426	-,934	,350	Not supported
H5: Purchase Intention	←	Brand Loyalty	1,298	2,115	,034	Supported
H6: Purchase Intention	←	WOM	-,037	-,147	,883	Not supported

Discussion

Based on the results of the hypothesis test listed in Table 4.12 above, the explanation regarding the relationship between variables can be concluded as follows: In the first hypothesis, the estimated value shows a figure of ,912 and a CR value of 6,987 which is greater than t table (1,652). The probability value (p) obtained is 0,000 (p value < α = 5%). So, from these results the first hypothesis in this research which states that "brand image has a positive influence on brand loyalty" is accepted and stated to have a positive influence. This is in accordance with the opinion explained by Chen and Wu (2022) which states that when someone has thoughts related to a positive image of a brand, this will have an effect on higher loyal behavior. Other research conducted by Bilgin (2018) also supports this, stating that in a business the relevant source that can influence brand loyalty is brand image. Therefore, it is very important for Somethincnc to maintain a good brand image so that consumers do not switch to other brands.

The second hypothesis obtains an estimate value of -,047 and a CR of -,133 which has a value smaller than t table (1,652). Based on the test results, the probability value (p) obtained was 0,894. Because the probability obtained is greater than 5% (0,05), the second hypothesis in this research which states that "brand image has a positive influence on WOM" is rejected

and is stated to have a negative influence. The results of this research are not in line with the opinion expressed by Cuong (2020) that brand image has a positive and significant influence on WOM. Apart from that, this is also not in line with research by Erawan and Widagda K (2020) which states that brand image and WOM are two interconnected things, where WOM behavior can occur when consumers perceive the existence of a brand as having a positive image. Thus, it can be said that even though Somehinc has a positive brand image, this does not necessarily have an influence on the dissemination of information widely.

Furthermore, the third hypothesis shows an estimate value of 0,886 and a CR value of 2,430 when compared with the t table (1,652) which has greater results. The probability value (p) from testing the relationship between these two variables shows a result of 0,015 (p value < α = 5%). Therefore, the third hypothesis in this research which states that "brand loyalty has a positive influence on WOM" is accepted and stated to have a positive influence. This result is supported by the statement made by Saparso (2021) that high brand loyalty can give rise to WOM, where when consumers are loyal to a brand, they will usually share information related to that brand with other people. Then this is also in line with the opinion expressed by Ningsih (2021) who states that brand loyalty can give rise to WOM through recommendations conveyed by one person to another. So it is important for Somethincnc to provide the best service to consumers.

In the fourth hypothesis, there is an estimate value of -,426 with a CR value of -,934 and a probability of 0,350. This shows that the results are not significant because the CR value is smaller than t table (1,652) and the probability value is more than 5% (0,05). So based on these results the fourth hypothesis in this research which states that "brand image has a positive influence on purchase intention" is rejected and stated to have a negative influence. This finding contradicts the opinion expressed by Firmansyah (2019) that purchase intentions are more likely to occur if a consumer has an assessment regarding a positive brand image, besides that it also contradicts research from Rakib *et al.* (2022) which states that brand image has a significant influence on purchasing intention behavior. The results of this hypothesis test show that brand image is not the only factor that can influence purchase intention. The results of this negative influence can show that the main concern needed by consumers when buying Somethincnc products is not only the positive brand image, but also other things that are reasons not to buy the product.

The fifth hypothesis shows an estimate value of 1,298 and a CR value of 2,115 which is greater than t table (1,652). In this hypothesis, the probability value (p) obtained from the results of testing the relationship between the two variables shows a value of 0,034 (p value < α = 5%). So based on these results the fifth hypothesis in this research which states that "brand loyalty has a positive influence on purchase intention" is accepted and stated to have a positive influence. These findings are in accordance with research presented by Klaiklung, Nuangjamnong and Phengpis (2022) which states that one of the factors that can influence a consumer's purchase intention is brand loyalty. Brand loyalty reflects a person's behavior towards a particular brand which influences their primary choice in purchasing intentions (Le-Hoang *et al.*, 2020). Another study conducted by Putra *et al.* (2021) explained that a consumer who is loyal to a particular brand will have the intention to purchase that brand compared to various other brand choices. Therefore, to maintain brand loyalty, Somethincnc must continue to improve the quality and innovation related to its products.

Finally, in the sixth hypothesis, the estimated value is -,037 with a CR value of -,147 and the probability value is 0,883. This shows that the results are not significant because the CR value is smaller than t table (1,652) and the probability value is more than 0,05. So based on these results, the sixth hypothesis in this research which states that "WOM has a positive influence on purchase intention" is rejected and stated to have a negative influence. The results

of this research contradict research from Firmansyah (2020) which states that communication in the WOM technique can take the form of recommendations or references regarding certain brand products which are disseminated to other people and will later influence purchasing intention behavior. Then these findings also contradict the opinion expressed by Büyükdağ (2021) in his research stating that there is a significant influence of WOM on purchase intentions. The negative influence of the results of this hypothesis testing can occur because consumers will digest or think first when getting information from other people regarding Somethinc. Therefore, consumers cannot trust directly without several things to think about first.

CONCLUSION

Based on the results of hypothesis testing in this study, it shows that three of the six hypotheses have a positive and significant influence. Meanwhile, the other three hypotheses have a negative influence. The three hypotheses stated to have been accepted in this research are that brand image has a positive influence on brand loyalty. Furthermore, brand loyalty has a positive influence on WOM and brand loyalty has a positive influence on purchase intention. Meanwhile, the three hypotheses rejected in this research are that brand image has a negative influence on WOM, brand image has a negative influence on purchase intention and WOM has a negative influence on purchase intention.

The limitation of this research is that the researcher only tested four variables, including brand image, brand loyalty, word of mouth (WOM) and purchase intention. Meanwhile, there are other variables that can influence purchase intention but are not included in this research. Then the results of descriptive analysis related to the characteristics of respondents based on gender, the majority of respondents were women and the age range of 21 - 25 years was the most dominant. Therefore, more heterogeneous respondents are needed for further research. The advice given by researchers to Somethinc is that it can improve a strong brand image in the minds of consumers. Because with a strong brand image, consumers will have higher trust, which will have an impact on the dissemination of information widely and can influence someone's purchasing intentions. Because this research only uses four variables, further research can add other variables that can influence purchase intention.

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