ABSTRACT

Shopping for beauty products on e-commerce has now become very important for some people in Indonesia. Various kinds of positive and negative reviews will always exist on a brand, especially on Somethinc products, but of course the Somethhinc brand will always use a strategy to attract consumers, one of which is through e-commerce facilities. Along with the economic development in Tasikmalaya, of course, the desire to shop from the people there also increases, especially shopping for skincare and make up to support the appearance of the peoplein Tasikmalaya. The leading brand in Tasikmalaya is SomeThinc, where the people there really love the brand because in terms of quality, it is suitable for consumer needs. However, there are very few circulations in Tasikmalaya, so people choose to buy online, which can't be tried directly, like when buying at a cosmetic store directly.

This study aims to determine the direct effect of Electronic word of mouth (E-WOM) on brand image and purchase intention of SomeThinc products. This study uses the Structural Equation Modeling (SEM) method where data collection is done by distributing questionnaires to 100 respondents who use and buy Somethinc products through e-commerce. The results of the data collection were then analyzed using the LISREL program.

The results of the questionnaire show that electronic word of mouth (E-WOM) has a significant effect on brand image and purchase intention of SomeThinc products. This is evidenced by looking at the coefficient of determination obtained by
0.582 or 58.2% and the probability of 0.000 ($p < 0.05$). These results can be used by SomeThinc brands or others in increasing the influence of Electronic word of mouth on brand image and purchase intention to develop their business to attract more consumers to know and buy Somethinc products.

Key Word : *E-wom (Electronic Word of Mouth), Brand Image, Purchase Intention*