

The Influence of Electronic Word of Mouth on Somethinc Brand Image Among Millennial and Gen Z

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Abstract

The large number of people using Twitter to obtain information has resulted in several Twitter accounts using the autobase feature, such as the @ohmybautybank account. On the @ohmybautybank account, there are many discussions about cosmetic and skincare products. This study aims to measure how much influence Electronic Word of Mouth has on Brand Image Somewhat among Millennials and Gen Z (Study of Followers of the Ohmybautybank Twitter Account). The research method used was quantitative descriptive, using a probability sampling technique to 400 respondents was carried out by distributing questionnaires online to followers of the Twitter account @ohmybautybank. Based on the results of the analysis of the Electronic Word of Mouth regression model on social media Twitter has a significant influence on Brand Image Something. Then the influence of Electronic Word of Mouth on Brand Image Something is 42.2% while the rest is influenced by other factors outside this study.

Keywords: Electronic Word of Mouth; Brand Image; Millennials and Gen Z Generation; Twitter; Somethinc

Abstract

Banyaknya masyarakat menggunakan twitter untuk dapat memperoleh informasi menimbulkan beberapa akun Twitter yang menggunakan fitur autobase seperti akun @ohmybautybank. Di akun @ohmybautybank terdapat banyak diskusi mengenai produk kosmetik dan skincare. Dimana hal ini mendorong terjadinya interaksi electronic word of mouth. Dalam penelitian ini bertujuan untuk mengukur seberapa besar pengaruh Electronic Word of Mouth terhadap Brand Image Somethinc di kalangan Millennial dan Gen Z (Studi Pada Followers Akun Twitter Ohmybautybank). Metode penelitian yang dilakukan adalah kuantitatif deskriptif, menggunakan teknik probability sampling dengan responden sebanyak 400 responden akun. Survey dilakukan dgn cara menyebar kuesioner online kepada followers akun twitter @ohmybautybank berdasarkan pada populasi 1,3jt. Berdasarkan hasil analisis model regresi Electronic Word Of Mouth di media sosial Twitter memiliki pengaruh yang signifikan terhadap Brand Image Somethinc, Kemudian besar pengaruh Electronic Word of Mouth terhadap Brand Image Somethinc yaitu sebesar 42,2% dimana sisanya dipengaruhi oleh faktor lain yang tidak di teliti dalam studi ini.

Kata Kunci: Electronic Word of Mouth; Brand Image; Millenials; Gen Z; Twitter, Somethinc

INTRODUCTION

Indonesia is one of the countries with high quality internet usage. The main reason people in Indonesia use the internet based on data from the *We Are Social report* (2022) is to meet their information needs. Twitter is one of the social media used to obtain information. Usually, on Twitter there is often content containing free exchange of ideas using the tweet feature, then interesting messages will get attention (Rizqiyah & Dewi, 2021). With All the existing facilities and features make it possible to create short messages/content on Twitter or what can be called *Microblogging*. Bentri et al., (2022) argue that *Microblogging* itself existed approximately ten years ago, when social media

developed rapidly and also played a role in the digital marketing field. In this case, it also means that digital marketing communication through social media becomes a means and medium of interaction to send messages about the product and its attributes to the target audience, so that from here the two parties will receive information from each other. For every consumer, marketing communication via social media can provide many benefits and be something important because from here consumers will get information, for example, such as the latest product information, product benefits, how to use it, how to get it, and others (Suryani, 2013:141). Consumers here will also always share their experiences regarding a product with other people, where this experience will later be taken into consideration when using a product.

Electronic word of mouth is a development of *Word of Mouth*. The definition of *Word of Mouth* itself is communication that occurs interpersonally, usually between two or more people via word of mouth (Hariono, 2019; Jecky & Erdiansyah, 2021). With development Internet technology can rapidly provide us with choices of information including about products, apart from that it can enable word of mouth communication to occur about products, services or brands which not only occurs directly but this communication can also occur on the internet (Jalilvand & Samiei 2012). Which means that the role of digital marketing is very necessary in the world of communication marketing.

The cosmetic product industry is one industry that is aware and uses many digital marketing strategies, one of which is eWOM. This is because the value of an online review about cosmetics can be taken into consideration by cosmetic product lovers before they buy it (Adriyati & Indriani, 2017; Hossain, 2018). For loyal consumers of cosmetic products, one thing that needs to be done is to look at reviews on the internet, what the quality is and other things about the product. One of the local cosmetic *brands* using the eWOM strategy is *Brand Something*, one of which is using Twitter social media via the ohmybeautybank account. In the ohmybeautybank account there is often a discussion about products from Somehinc. According to Zhang in (Sari, 2012) when a message to be conveyed via eWOM has been received by consumers, then after that the consumers will carry out an evaluation stage of the product. Then, eWOM can also have a positive influence because it is able to attract potential customers and influence them (Lestari & Ali, 2020). Therefore, it is important for a company to be able to create good *electronic word of mouth in the minds of consumers*. In other words, the content created must be can be liked and attract attention, then from here it can be shared widely And the result is *electronic Word of Mouth* which is discussed by social media users (Diamond, 2020:8).

Something *Microblogging* which usually occurs on Twitter can be an eWOM communication instrument for *brand image* so that it can share new things within the scope of *communication marketing* (Zhang, 2013). *Brand image* is very important for *brands* because an *image* of a *brand* that is attached to it will influence public perception. Therefore, a *brand image* must always remain in the minds of the public with a positive image. A perception regarding brand image can arise of course because it is based on consumer knowledge about the company concerned (Cheung & Thadani, 2012). Every company must of course communicate its brand image and have its own characteristics so that it is well known by consumers. There are various ways to improve *brand image*, one of which is through eWOM (De Bruyn & Lilien, 2008). Positive eWOM will influence *brand image* positively and vice versa (Silaban, 2017). As in research by Charo et al., (2015) in a journal entitled *Determining the impact of eWOM on brand image and purchase intention through adoption of online opinions* It was found that there is a significant influence between eWOM and brand image. This means that it is clear that the eWOM contained in the ohmybeautybank account will also have an influence on *the Brand Image Something* in the minds of consumers.

The ohmybeautybank account is one of the forum bases of choice and is known among *skincare*, makeup and other women's needs lovers. The ohmybeautybank account is a base account that can be used as a forum for discussions and looking for information about *skincare* and makeup on Twitter social media. eWOM found on Twitter social media via the ohmybeautybank account which will then be conveyed to followers. Through the review on the ohmybeutybank account, it creates a positive statement by a consumer regarding Somethinc products through online media. After a review

is given, it will form a *brand image* for Somethinc. From here, a company must be able to use it as a message exchange activity between customers related to products, promotions or services to customers (Chaffey & Chadwick, 2016).

To be able to find out how *electronic word of mouth* influences brand *image* in some ways, measurements were taken using the dimensions of the research results of Goyette et al. 2010, namely *Intensity, Positive Valance of Opinion, Content*. Then, for *brand image* in this research, Keller's dimensions will be used (2008), namely *Strength of Brand Association, Favorability of Brand Association, Uniqueness of brand association*.

Charo et al., (2015) in a journal entitled *Determining the impact of eWOM on brand image and purchase intention through adoption of online opinions* It was found that there is a significant influence between eWOM and brand image. Then Jalilvand & Samiei, (2012) in a journal entitled *Marketing Intelligence & Planning Emerald Article: The Effect of eWOM on Brand Image and Purchase Intention*, a study conducted on the car industry in Iran, found that eWOM can have a positive impact on brand image. Jalilvand & Samiei, (2012) also said that eWOM has an important influence on creating a company that can be recognized and minimizing expenditure on promotional activities. Therefore, eWOM has an influence and one of them is on *brand image*.

Studies on the use of eWOM previously involved understanding how *endorsements* from influential individuals or entities can shape consumer opinions and behavior, while with the development of technology, online reviews and assessments such as *electronic word of mouth via autobase* accounts, consumers will also be able to consult each other and then a decision will occur. Typically they are looking for information about the performance, features and reliability of a product or service. In this research, the focus is more on examining *Electronic Word of Mouth* that occurs in an autobase Twitter account @ohmybeautybank. According to Rosana (2021), there are several kind of account *autobase* those on Twitter are grouped according to a person's hobbies or interests. In this research, the Ohmybeautybank account is included in *an autobase* specifically discussing beauty and women's needs. From the background that has been explained, the aim of conducting this research is to find out how *electronic word of mouth* influences the Somethinc *brand image* among Millennials and Gen Z.

METHOD

This research uses quantitative methods. Where in this method there is a process of collecting, analyzing, interpreting and writing up the results, carried out in a consistent manner and usually through survey methods or statistical experimental research aimed at testing research hypotheses (Creswell & David, 2018:33). Then this research uses an associative problem formulation, namely research that aims to reveal the relationship between one phenomenon and other phenomena (Suryadi et al., 2019).

The data sources in this research are divided into two, namely primary data sources and secondary data sources. Primary data sources are data sources that directly provide data to data collectors. Primary data is data obtained directly through surveys such as interviews, observations, discussions and distributing questionnaires to respondents (Sekaran & Bougie, 2017). Primary data obtained directly in this research was through distributing questionnaires via Google Form which were filled in by followers of the Ohmybeautybank Twitter account who met the criteria as the specified research sample.

Secondary Data is information collected indirectly originate from existing sources (Sekaran & Bougie, 2017). Secondary data used in this research comes from library research such as books, journals, research results, internet related to research.

In this research, the population studied is followers of the Twitter account @ohmybeautybank and the sampling technique that will be used is *probability sampling technique* where the entire population has the same opportunity to be selected as sample members. Then, the technique taken

from *probability sampling* is using *simple random sampling*, where the sampling technique is carried out randomly without looking at the strata in the population (Sugiyono 2018:134).

sample population size (number of respondents) is determined using the Slovin formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n = Sample size

N = Population

E = Estimated error rate

$$n = \frac{1250511}{1 + 1250511 (0,5)^2}$$

$$n = \frac{1250511}{3127,3}$$

$$n = 400$$

Researcher determined the error rate at 5%, based on calculations using the Slovin formula with a sample size of 400 respondents. The following are the respondent criteria for the specified sample frame, namely Followers of the Twitter account @ohmybeautybank, know the Somethinc Brand, Have you read and/or had discussions about Somethinc products on Twitter? In this research, a sample of 400 was taken through a computer program, namely via the website Socialbearing.com (2023), on this website a list of active accounts can be determined based on the last time the user sent a tweet or via certain keywords as needed. After obtaining the list and numbering, the samples needed for research will be taken. The analysis technique used is descriptive analysis, then classical assumption testing, hypothesis testing, correlation coefficient & determination tests are carried out.

Before the statement instrument was given to all 400 respondents, a validity and reliability test of the instrument was first carried out on 30 people who had filled out the questionnaire that had been distributed previously. The validity test functions to test a selected instrument and can produce a level of accuracy that is measured whether it should be measured or not measured (Hikmawati 2017). The measuring instrument used in this research is the *Pearson Product Moment* Correlation formula as follows:

$$R_{xy} = \frac{n (\sum XY) - (\sum X) (\sum Y)}{\sqrt{\{n(\sum X^2) - (\sum X)^2\} - \{n(\sum Y^2) - (\sum Y)^2\}}}$$

The results of testing the validity of the *electronic word of mouth* and *brand image instruments* show that the validity of all statement items is declared valid, where the calculated r-value for all questions is greater than the r-table value (0.361). In addition, the Sig value. (2-tailed) each item is smaller than alpha 0.05 which proves that all instrument items are valid. Thus, it can be concluded that all question items are valid for measuring variables. Reliability tests in research function to see whether an instrument can be interpreted consistently in various situations (Field, 2013). Study declared reliable if the results contain the same data at different times. Reliability testing was carried out in this study using SPSS 26 by looking at the Cronbach's alpha value. A Cronbach's alpha value of at least 0.70 can be said to have a fairly good level of reliability (Indrawati, 2015). In general, a value of less than 0.6 is considered bad, and a value in the range of 0.7 is acceptable, then if it is 0.8 or more it is said to be good. The results of the reliability test carried out on all variable instruments are said to be quite good, where the *Cronbach* alpha value for the *electronic word of mouth variable* is 0.725 and the *brand image variable* is 0.793.

A descriptive analysis functions to explain the data that has been collected from the questionnaire results Respondents' responses to eWOM on Twitter social media regarding *brand image* Somethinc. The point of a simple regression test is to get a prediction in the form of a variable result which is carried out using other variables (Darmawan, 2013). Besides that Neolaka (2014) believes that carrying out a simple linear regression test is to find a motive related to each variable which will then produce an interpretation of the value of each variable. The general simple regression equation has the following formula (Sugiyono 2013) : $Y = a + bX$.

Hypothesis testing functions as a measure of whether there is a significant influence or not between variable X and variable Y based on it rule of rejection and acceptance $H_0 : p = 0$, which means there is no significant influence of eWOM on *brand image* Somewhat then if $H_1 : p \neq 0$, it means there is a significant influence of eWOM on *brand image* Somethinc.

The correlation coefficient is a test that aims to see how strong and how weak the relationship is between two dependent variables and connected variables. for the strength of the relationship, the correlation coefficient value is between -1 and 1, while the direction is expressed in positive (+) and negative (-) form. From the test results in table 4.14 above, the *electronic word of mouth variable* (X) and the *brand image variable* (Y) obtained correlation coefficient results, namely $r = 0.650$, $p = 0.000$ (p is smaller than 0.050), therefore the correlation coefficient test results proves that there is a positive and significant value. The result of 0.650 indicates that the *electronic word of mouth variable* has a strong relationship with the *brand image variable* in accordance with the provisions of the correlation coefficient interval.

Coefficient of determination (r^2) serves to find out how big the participation is variable (X) with variable (Y). The coefficient of determination formula used to prove the size of the relationship between two variables X and Y is as follows (Riduwan, 2006) : $KD = R^2 \times 100\%$.

$0 < r^2 < 1$ is the value of the coefficient of determination. The smaller the coefficient of determination, so it can be concluded that there is no effect between variable if variable The value (R^2) has an interval between 0 and 1. If the value is large (detecting 1) it means that the independent variable can provide all the information the dependent variable needs. Meanwhile, if the value is small, it means that the ability of the independent variable to explain the dependent variable is very limited.

RESULTS AND DISCUSSION

Respondent Characteristics

This research had 400 respondents who were followers of the Twitter account @ohmybeautybank. The following are the results of research conducted through distributing questionnaires, a recapitulation of the identity of distributing questionnaires, namely that all 400 respondents were female (100%). Apart from that, respondents aged 14-26 years were 295 respondents (73.8%). while respondents aged 27-42 years were 105 respondents (26.2%). Respondents by job category can be seen that 59 respondents (14.8%) were students. 142 respondents (35.5%) were students, 21 respondents (5.2%) were civil servants, 108 respondents (27%) were private employees, and 70 respondents (17.5%) had other types of work. So it can be concluded that the majority of the 400 respondents were students, 35.5%.

Descriptive Analysis

Table 1. Descriptive Analysis of *Electronic Word of Mouth Variables*

No	1	2	3
Sub-Variables	<i>intensity</i>	Positive Valence of Opinion	Content
Total Score	4102	7341	5915
Percentage	85.45%	91.76%	92.43%
Category	Very high	Very high	Very high

Source: Researcher Process 2023

Based on table 1, the total score for the electronic word of mouth sub-variable is 17358 or 90.40%. The explanation of the calculations is as follows:

electronic word of mouth sub-variable

$$\frac{\text{skor total}}{\text{skor ideal}} \times \text{Nilai persentase}$$

$$\frac{17358}{19200} \times 100\%$$

$$= 90.40\%$$

It can be concluded that the electronic word of mouth variable with an overall sub-variable of 90.40% is in the very high category.

Table 2. Descriptive Analysis of *Brand Image Variables*

No	1	2	3
Sub-Variables	<i>Strength of Brand Association</i>	<i>Association Favorability of Brands</i>	<i>Uniqueness of brand associations</i>
Total Score	4398	5957	4485
Percentage	91.62%	93.07%	93.43%
Category	Very high	Very high	Very high

Source: Researcher Process 2023

Based on the table, the total score for the brand image sub-variable is 14840 or 92.75%. The explanation of the calculations is as follows:

electronic word of mouth sub-variable

$$\frac{\text{skor total}}{\text{skor ideal}} \times \text{Nilai persentase}$$

$$\frac{14840}{16000} \times 100\%$$

$$= 92.75\%$$

It can be concluded that the brand image variable with sub-variables as a whole is 92.75% in the very high category.

Normality test

The normality test is carried out with the aim of being able to test the path analysis model, whether all variables have normal distribution values or not. In this research the normality test was carried out using IBM SPSS 26 software with the *Kolmogorov-Smirnov test*, the following data results were obtained:

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		400
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	3.25773701
Most Extreme Differences	Absolute	.065
	Positive	.051
	Negative	-.065
Statistical Tests		.065
Asymp. Sig. (2-tailed)		.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.060 ^d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 221623949.

The results show that the Kolmogorov-Smirnov test obtained a significance value of 0.060. There are criteria for the Kolmogorov-Smirnov normality test, namely the significance value must be > 0.05, which means the data is declared normal. Conversely, if significance is <0.05, then the data is declared abnormal. Based on the criteria explained, the significance value is 0.060 > 0.05 so the data can be said to be normally distributed.

Simple Linear Regression Test

simple linear regression test is carried out to find a motive that has a cause and effect relationship between each variable which will later produce an interpretation of the value of each variable. The following are the results of this research's simple linear regression test which was carried out using IBM SPSS 26 software:

Table 4. Simple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	13,737	1,492		9,208	,000
EWOM	,575	,034	,650	17,044	,000

a. Dependent Variable: Brand Image

In the table there is a constant value (a) of 13,737 with a regression coefficient X (b) of 0.575. Then these values are then substituted into a simple linear regression equation with the following conditions:

$$Y = a + bX$$

$$= 13.737 + 0.575$$

Based on the equation above, the constant value (a) is 13,737, meaning that if the *electronic word of mouth variable* (X) has a value of 0, then the *brand image variable* (Y) has a value of 13,737 units. Then the regression coefficient (b) is 0.575, meaning that if each *electronic word of mouth variable* (X)

increases by one unit, then the *brand image variable* (Y) will increase by 0.575 units. It can also be seen in the table that the significance value of the regression coefficient is $0.000 < 0.05$, and it can be concluded that *electronic word of mouth* has a significant effect on *the brand image* of Something in the millennial and gen z generations.

Hypothesis testing

Hypothesis testing functions to determine whether or not there is a significant influence on the independent variable (X) and the dependent variable (Y). Hypothesis testing in this research used T-Test with IBM SPSS 26 software with the results in table 4.

It is known that the T table value for 400 respondents with a significance of 0.05% is 1.965. So this means $t_{\text{count}} > t_{\text{table}}$ ($17.044 > 1.965$), meaning H_0 is rejected and H_1 is accepted or *electronic word of mouth* has an effect on *brand image*. So it can be concluded that *electronic word of mouth* has a significant influence on *brand image* in some ways among the millennial and gen z generations.

Correlation Coefficient

The correlation coefficient test was carried out with the aim of finding out whether there is a relationship between the Electronic Word of Mouth variable and the Brand Image variable. Researchers use the Pearson product moment correlation formula.

Table 5. Simple Linear Regression Test

		Correlations	
		ewom	brand image
ewom	Pearson Correlation	1	,656 **
	Sig. (2-tailed)		,000
	N	400	400
brand image	Pearson Correlation	,656 **	1
	Sig. (2-tailed)	,000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

From the test results in table 5 above, the *Electronic Word Of Mouth variable* (X) and the *Brand Image variable* (Y) obtained a correlation coefficient result, namely $r = 0.656$, $p = 0.000$ (p is smaller than 0.050), therefore the correlation coefficient test result proves that there is a positive and significant value from the results of the *Electronic Word of Mouth variable* which has a strong relationship with the *Brand Image variable*.

Coefficient of Determination

The coefficient of determination test was carried out with the aim of finding out the percentage of the independent variable (X) influencing the dependent variable (Y). The results of the coefficient of determination test for this research are as follows:

Table 6. X to Y Determination Test for Millennial Gen

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,584 ^a	,341	,334	1,494

a. Predictors: (Constant), ewom

The table shows the R Square value or R^2 0.334. Then the value obtained is distributed into the following equation to find out the exact percentage value:

$$\begin{aligned} \text{KD} &= R^2 \times 100\% \\ &= 0.334 \times 100\% \\ &= 33\% \end{aligned}$$

From the equation above, it can be concluded that *electronic word of mouth* (X) has a 33% influence on *brand image* (Y) among the millennial generation, while the other 67% is influenced by other factors outside this research.

Table 7. X to Y Gen Z Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,654 ^a	,427	,425	2,311

a. Predictors: (Constant), ewom

The table shows the R Square value or R^2 0.425. Then the value can be distributed into the following equation to find out the exact percentage value:

$$\begin{aligned} \text{KD} &= R^2 \times 100\% \\ &= 0.425 \times 100\% \\ &= 42.5\% \end{aligned}$$

From the equation above, it can be concluded that *electronic word of mouth* (X) has a 42.5% influence on brand image (Y) among the Gen Z generation, while the other 57.5% is influenced by other factors outside this research.

Discussion

Electronic Word Of Mouth Variables

Based on the results of descriptive analysis of the *electronic word of mouth variable* with sub-variables *intensity, positive valence of opinion and content* (Goyette et al., 2010) on 400 respondents it was found that the results of all sub-variables were in the very high category, namely the total score of all sub-variables was 17358 with a percentage of 90.40%. Based on sub-variables, the success of *electronic word of mouth* can be seen from the large number of accesses, positive opinions and content. Because in this study all sub-variables received very high category scores, it can be concluded that *electronic word of mouth* regarding the Somethinc brand on Twitter social media is very useful for the millennial and gen z generations when looking for the information they need. The higher the value of the number of accesses, positive opinions and content, the better the use of *electronic word of mouth as a means of information*.

Brand Image Variable

According to Keller in (Silaban, 2017) Brand success can be seen from the strength and uniqueness of the brand association. So from here a brand needs to make its brand image considered unique, so that it can be differentiated even though there are many similar competitors. In this research, *the uniqueness of brand association* received a very high score, so it can be concluded that Somethinc has succeeded in creating a unique brand image among the millennial and gen z

generations. Therefore, even though there are many other cosmetic and skincare brands, some things can still be distinguished.

Based on the results of the descriptive analysis of the brand image variable with the sub-variables *Strength of Brand Association*, *Association Favorability of Brand* and *uniqueness of brand association* in the very high category with a total score of 14840 with a percentage of 92.75% based on 400 respondents. From this it can be concluded that the brand associations in this study were quite successful in forming a good brand image in the eyes of the millennial and gen z generations.

The influence of *electronic word of mouth* on *brand image* among millennials and gen z

Formulation of the problem What was raised in this research was how big the influence of *electronic word of mouth* is to *brand image* something in the millennial and gen z generations. Based on the results of data processing obtained from 400 respondents who are millennials and Gen Z, the results of the correlation coefficient test using the Pearson product-moment method show a positive correlation value of 0.650. It is known that 0.650 is between the coefficient interval 0.60 - 0.799 with a strong relationship level based on the correlation coefficient interval guidelines. Then, the correlation coefficient test also shows a significance value of 0.000 which is known to be smaller than 0.05, which means that the variables *electronic word of mouth* (X) and *brand image* (Y) have a strong, unidirectional and significant relationship. The results of the simple linear regression test show that the value of *constant electronic word of mouth* (a) is 13,737 and the regression coefficient (b) is 0.575. With this, if each *electronic word of mouth variable* (X) increases by one unit, then the *brand image variable* (Y) will increase by 0.575 units. This means that the higher the power of *electronic word of mouth*, the higher the power of *the brand image*. Based on the results explained, it can be concluded that *electronic word of mouth* has a significant effect on *brand image* in some ways among the millennial and gen z generations.

After finding a significant influence of *electronic word of mouth* on *brand image* some things, the researchers then carried out a coefficient of determination test to find the percentage of influence of variable X on variable Y. The results showed that the influence of variable 0.334 which is a percentage of 33.4%. This means that the *electronic word of mouth variable* (X) has an influence of 33.4% on the *brand image variable* (Y) among the Millennial generation. Then the results of the determination test for the Gen Z generation, the R Square or R² value was 0.425, which was a percentage of 42.5%. This means that the *electronic word of mouth variable* (X) has an effect of 42.5% on the *brand image variable* (Y). Finally, the results of the hypothesis test were carried out with the T-Test results showing a t table value of 1.965. This means that t count > t table (15.911 > 1.965) meaning that H₀ is rejected and H₁ is accepted or *electronic word of mouth* influences *brand image*. Thus, it is certain that *electronic word of mouth* has a significant influence on *brand image* in some ways in the millennial and gen z generations. Based on all the results of the parametric statistical tests that have been carried out, the results of the descriptive analysis of the *electronic word of mouth* variable are included in the very high category, therefore *electronic word of mouth* has succeeded in carrying out its function well. Then the results of the descriptive analysis of the *brand image* variable are included in the very high category, so *Something* has succeeded in creating a good *brand image in the minds of the millennial and gen z generations*.

CONCLUSION

Based on the results of data collection and processing, the researcher reached conclusions that could answer the problem formulation in this research. The conclusions obtained from the Influence of *Electronic Word of Mouth* on *Brand Image* Somethings among millennials and Gen Z (Study on Followers of the Ohmybeautybank Twitter account) obtained positive and significant results. This is proven by the results of the hypothesis test (T Test), namely that the alternative hypothesis is accepted, which means that there is an influence of *electronic word of mouth* on *brand image* some things. Then, to find out how much influence variable X has on variable Y, it can be seen from the

results of the coefficient of determination test where *electronic word of mouth* has an effect on *brand image* by 42%. Therefore, *electronic word of mouth* has an influence of 42% and the rest is influenced by other factors outside of this research.

In this research, it is known that *electronic word of mouth* influences *brand image* in some ways. So it can be concluded that the more people talk about the Somethinc brand, the more the Somethinc brand image will improve. Therefore, this is an opportunity for some to pay more attention to and improve *electronic word of mouth* marketing on social media, especially on Twitter. Somethinc can increase the intensity of information about somethinc products or *electronic word of mouth* on Twitter through beauty and women's needs base accounts such as the @ohmybeautybank account as a forum for discussing beauty product consumers.

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