

**THE INFLUENCE OF BRAND PERSONALITY ON  
ELECTRONIC WORD OF MOUTH OF SOMETHING  
PRODUCTS WITH BRAND PREFERENCE AND BRAND  
LOVE AS INTERVENING VARIABLE**



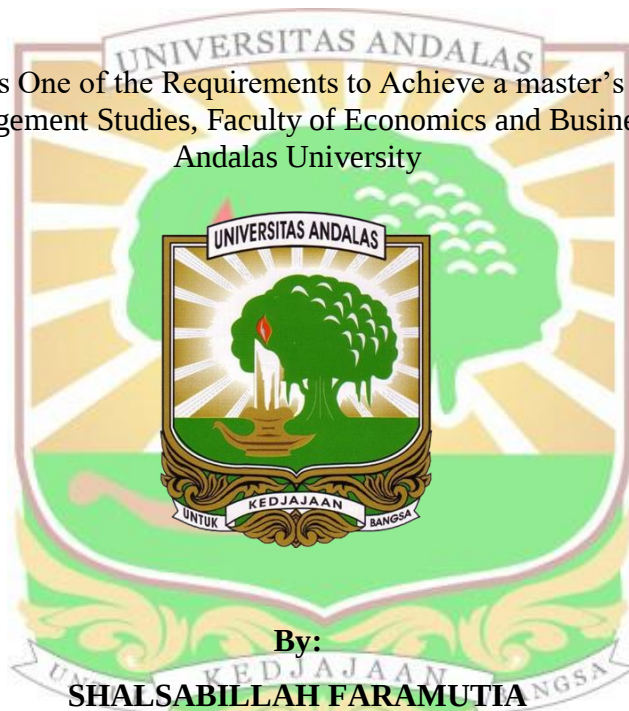
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**THESIS**

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# **THE INFLUENCE OF BRAND PERSONALITY ON ELECTRONIC WORD OF MOUTH OF SOMETHINC PRODUCTS WITH BRAND PREFERENCE AND BRAND LOVE AS INTERVENING VARIABLE**

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## *Abstract*

Penelitian ini bertujuan untuk menganalisis pengaruh Brand Personality terhadap Electronic Word of Mouth (E-WOM) dengan Brand Preference dan Brand Love sebagai variabel mediasi pada konsumen produk Somethinc di Kota Padang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) melalui SmartPLS 4.0 untuk menguji hipotesis-hipotesis yang diajukan. Data dikumpulkan dari 240 responden konsumen Somethinc di Kota Padang yang telah membeli dan menggunakan produk Somethinc minimal dua kali serta pernah membaca ulasan atau komentar mengenai produk Somethinc. Hasil penelitian menunjukkan bahwa Brand Personality berpengaruh positif dan signifikan terhadap Brand Preference, Brand Love, dan Electronic Word of Mouth. Selain itu, Brand Preference dan Brand Love berpengaruh positif dan signifikan terhadap Electronic Word of Mouth. Hasil penelitian juga menunjukkan bahwa Brand Preference dan Brand Love memediasi pengaruh Brand Personality terhadap Electronic Word of Mouth. Temuan ini menunjukkan bahwa kepribadian merek yang kuat dapat meningkatkan preferensi dan keterikatan emosional konsumen terhadap Somethinc, yang pada akhirnya mendorong konsumen untuk memberikan ulasan, rekomendasi, dan berbagi pengalaman positif melalui platform digital. Penelitian ini memberikan kontribusi terhadap pemahaman mengenai peran Brand Personality, Brand Preference, dan Brand Love dalam meningkatkan perilaku komunikasi konsumen secara online serta memberikan implikasi bagi perusahaan kosmetik dalam memperkuat keterlibatan konsumen di lingkungan digital.

Kata Kunci: Brand Personality; Brand Preference; Brand Love; Electronic Word of Mouth; Somethinc.

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## ***Abstract***

This study aims to examine the influence of Brand Personality on Electronic Word of Mouth (E-WOM) through Brand Preference and Brand Love as mediating variables among Somethinc consumers in Padang City. This research employed a quantitative approach using a survey method. The population consisted of Somethinc consumers who had purchased and used Somethinc products at least twice and had read reviews or comments regarding the products. A purposive sampling technique was applied, resulting in a sample of 240 respondents. Data were collected through an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings indicate that Brand Personality has a positive and significant effect on Brand Preference, Brand Love, and Electronic Word of Mouth. Furthermore, Brand Preference and Brand Love also have positive and significant effects on Electronic Word of Mouth. The mediation analysis demonstrates that Brand Preference and Brand Love significantly mediate the relationship between Brand Personality and Electronic Word of Mouth. These findings suggest that a stronger brand personality perceived by consumers increases their preference and emotional attachment to the brand, which subsequently encourages positive communication through digital platforms.

Kata Kunci: ***Brand Personality; Brand Preference; Brand Love; Electronic Word of Mouth; Somethinc***