

## **ABSTRACT**

*Oral communication, known as "word of mouth", It's considered the largest and foremost customer communication tool. It can influence the choice of where to buy, the products purchased, and the customer's opinion of certain goods and services. As a form of mass communication, positive word of mouth can arise when customers already have brand commitment as represented by their brand image and brand love.*

*This study is to analyze the impact of brand love and brand image for brand commitment empirically on word of mouth. Our research was conducted using Somethinc objects with a sample of Somethinc product consumers.*

*This descriptive and quantitative method was used in this research using the Partial Least Squares method. Collected data is done by using a questionnaire with an ordinal scale. The respondents' characteristics showed that the majority were somethinc product users with a percentage of female gender as much as 95.2%, age 21-24 years 57.4%, and have jobs as students as much as 67%.*

*The analytical results show a positive relationship between brand love to brand image, brand commitment, and positive WOM, a positive relationship between brand love to brand commitment and positive WOM, to brand commitment to positive WOM, and a positive relationship between brand commitment to positive WOM.*

*This study shows that a positive brand image can influence customer love for the brand so that it can increase customer commitment to the brand. Customers who already have commitment and love for the brand will give positive WOM to other customers.*

**Keywords:** *Brand Image, Brand Love, Brand Commitment, Word of Mouth, Somethinc*