

ABSTRACT

Clothing is one of the basic human needs that functions as a cover and body protector. There are many clothing models that are sold with a variety of color options, sizes, and prices that vary according to consumer needs. In fact, not a few people want to sew clothes so that they do not resemble clothing models that have been widely produced. Gallery Vinna is one of the Small and Medium Enterprises that provides sewing services in Bekasi, with *a custome made system*. Not only sewing clothes, Gallery Vinna also provides fabrics that have not been made into clothes so that consumers can choose the material that suits their desires.

The purpose of this study is to determine the influence of *social media marketing* through *electronic word of mouth* on *purchase intention* by using the Tiktok Gallery Vinna platform as the object of the research. From this study, the relationship between *social media marketing*, *electronic word of mouth*, and *purchase intention will be seen*.

The research method used in this study is a quantitative method with online data collection using Google Form. The number of samples used in this study was 155 respondents. The criteria used for respondents include *followers* from Tiktok Gallery Vinna and those who have used Gallery Vinna sewing services. The data results were collected and processed using *Structural Equation Modeling* (SEM) and processed using *Smart PLS-SEM software*.

Based on the data that has been processed, it is found that *purchase intention* can be positively and significantly influenced by *social media marketing* and *eletronic word of mouth*. Then the respondents' response to social media on Tiktok Gallery received a good response and the respondent felt that the uploaded content could provide information that was easy to understand.

This research found that social media has the most influence on consumer purchase intentions, therefore Gallery Vinna needs to create updated and contemporary content in order to attract the attention of its consumers. For further research, it is recommended to expand different research objects, in order to obtain even broader research results.

Keyword: *Social Media Marketing, Electronic Word of Mouth (e-WOM), Purchase Intention*