

ABSTRACT

This study explores the influence of social media usage and electronic word of mouth (eWOM) on purchase intention of local fashion products in Indonesia, with 385 active TikTok respondents exposed to content from local fashion brands. Quantitative methods were used with data analysis using SEM PLS of the relationship between variables such as social media usage, eWOM, and purchase intention. While the Kruskal-Wallis Test was applied to identify significant differences between brands in the variables studied. The results showed that all the variables analyzed-including social media usage, information quality, information quantity, information credibility, information usefulness, information adoption, brand equity, and purchase intention-were rated favorably and had significant influence. Social media usage has a positive and significant effect on brand equity, which in turn affects consumers' purchase intention. Information quality, quantity, and credibility also have a significant effect on information usefulness, which in turn increases information adoption and purchase intention. This study found that the effect of social media usage on consumer purchase intention is mediated by brand equity. The Kruskal-Wallis test showed significant differences in the variables of social media usage, brand equity, information credibility, and purchase intention between brands. Practical suggestions include developing marketing strategies that target specific age groups, increasing engagement through creative content, improving information credibility, and social media consistency. Theoretical suggestions encourage further research to consider psychological factors such as personality, values, and lifestyle in influencing brand equity and purchase intention.

Keywords: eWOM, Social Media, Purchase Intention.