

## **ABSTRACT**

*This study is motivated by the increasing influence of social media and e-commerce on consumer behavior, particularly in the local fashion industry. Erigo, as one of Indonesia's rising fashion brands, utilizes the Shopee platform and celebrity endorsement strategies to capture market attention. The purpose of this research is to analyze how social media marketing and celebrity endorsement affect purchase intention, with consumer attitude as a mediating variable.*

*The theoretical foundation includes the Theory of Planned Behavior (TPB) and Brand Equity Theory. This study examines the influence of celebrity endorsement, online customer reviews, brand awareness, brand loyalty, and eWOM on purchase intention, both directly and indirectly through consumer attitudes. The model is adapted from previous research and contextualized to the Shopee marketplace.*

*A quantitative method was employed, using an online questionnaire distributed to 386 Shopee users who are familiar with Erigo products. Data analysis was conducted using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) approach, including validity, reliability, and path coefficient testing.*

***Keywords: Social Media Marketing, Consumer Attitude, Purchase Intention, Brand Loyalty, eWOM.***