

ABSTRACT

This study aims to analyze the influence of Social Media Marketing Activities (SMMAs) on purchase decisions, mediated by Electronic Word of Mouth (E-WOM) and perceived value. The research focuses on the local sneaker brand Compass, using a quantitative approach with Structural Equation Modeling-Partial Least Squares (SEM-PLS) based on responses from 384 participants familiar with Compass through social media. The results show that SMMAs significantly influence both E-WOM and perceived value, which in turn positively impact purchase decisions. E-WOM serves as a significant mediator between SMMAs and perceived value, while perceived value directly affects purchase decisions, particularly in functional and emotional aspects. This study offers practical implications for fashion brands to optimize their social media strategies in strengthening consumer purchase behavior.

Keywords: Social Media Marketing Activities, Electronic Word of Mouth, Perceived Value, Purchase Decision.