

ABSTRACT

Life in the current digital era has changed the rotation of the conventional world to become completely digital. The presence of the internet as the main driver in improving technology, especially in the field of marketing science. The internet is able to expand the reach of the world of marketing with a more efficient time and cost. The application of this all-digital technology has also changed consumer lifestyles in shopping, one of which is through social media. Today's social media platforms have become well-known online shopping centers that are often favored by most people. Current technological sophistication has also driven progress in the world of fashion, the high consumer buying interest in online shopping is also able to promote the local fashion industry to continue to grow. This study aims to analyze whether Social Media Marketing Activity (SMMA) can affect consumer buying interest on Instagram CottonInk. This study used a quantitative method using a non-probability convenience sampling analysis technique carried out using a cross-sectional sample data collection approach in the form of distributing questionnaires to 314 respondents to CottonInk's Instagram followers. The research data was processed using the Structural Equation Model (SEM) with the help of analysis from smart-PLS 3.2.9. The results of this study state that SMMA has a positive effect on consumer buying interest and brand equity and e-WOM as intervening variables.

Keywords: Social media marketing, Brand Equity, e-WOM, buying interest.