

ABSTRACT

Nowadays, looking good is a priority for many people, especially women who are synonymous with beauty. Makeup and skincare are daily essentials. In addition to offering quality products, effective promotion is essential for competitiveness, so many beauty brands are marketing through social media.

This research examines Social Media Marketing Activities that facilitate interaction and content sharing, Brand Equity as the added value of products from consumer perceptions, EWOM as the exchange of brand information via the internet, and Purchase Intention, which is a consumer's consideration to buy a product that is influenced by behaviour and attitudes.

Quantitative research method was used with non-probability sampling technique, involving 385 respondents through Google Form questionnaire. Data was analyzed with IBM SPSS Statistics 26.0 and SmartPLS. The research objective is to determine the effect of social media marketing activities on TikTok on purchase intention on Somethinc products, both directly and indirectly.

The results showed that the majority of respondents were female (60.5%) and under the age of 24 (70.6%), with the majority being students (81%).

This study found that Social Media Marketing Activities have a positive and significant influence on Brand Equity, which then affects EWOM. EWOM further influences Purchase Intention, and Social Media Marketing Activities also influence Purchase Intention directly. These results confirm the importance of social media marketing to increase brand equity, trigger EWOM, and increase consumer purchase intention for Somethinc products.

Keywords: *Social Media Marketing Activities, Brand Equity, EWOM, Purchase Intention.*