

ABSTRACT

The development of digital technology has significantly changed consumer behavior, especially through the dominance of social media as a marketing channel. TikTok, as one of the platforms with the largest number of users in Indonesia, is used by various local brands including Avoskin. Although it has been established since 2014 and is active in digital promotion, Avoskin still lags behind in terms of number of followers and interaction rate when compared to its competitors such as Somethinc, Scarlett, and MS Glowm. This inequality raises questions about the effectiveness of marketing strategies on social media on purchase intentions.

This study aims to find out how much influence social media marketing activity, brand equity, and eWom affect purchase intention Avoskin products on TikTok. In addition, this study also examines the indirect influence social media marketing activity on purchase intention through two mediating variables: brand equity and eWom.

This study uses a quantitative approach with a descriptive-causal type of research. Data was collected through the distribution of online questionnaires to 400 respondents who were TikTok users and users of Avoskin products. Data analysis using the Partial Least Square Equation Modelling (PLS-SEM) method with the help of SmartPLS software. The variables studied were social media marketing activity (X), Brand equity (M1), electronic word of mouth (M2), and Purchase intention (Y).

The results of the study show that social media marketing activity have a positive and significant effect on brand equity, and brand equity has a positive and significant effect on eWom, and eWom has a positive and significant effect on purchase intention. However, the direct path between social media marketing activity and purchase intention actually shows a negative and significant influence. Indirectly, social media marketing activity have a positive and significant influence on purchase intention through brand equity, but have a negative effect on eWom.

This research provides a theoretical contribution in the digital marketing literature and practical implications for Avoskin to be more selective in designing TikTok content that is not only engaging, but also builds positive perceptions and encourages eWom that supports consumer purchase intention

Keywords: *Social media marketing activity, Brand equity, EWOM, Purchase Intention, TikTok.*