

ABSTRACT

The growth of e-commerce in Indonesia has progressed rapidly, especially in the fashion sector. Although Zalora Indonesia is one of the leading online fashion platforms, its utilization of social media for marketing remains suboptimal, particularly in fostering brand equity and purchase intention in digitally active cities like Bandung. This research addresses the problem of converting high social media engagement into sustained consumer loyalty and purchasing behavior.

The objective of this study is to examine the influence of social media on consumer purchase intention toward Zalora Indonesia, with brand equity as a mediating variable. The research focuses on five dimensions of social media engagement surveillance, social interaction, remuneration, information sharing, and entertainment while also assessing the mediating role of brand equity in shaping consumer purchasing decisions.

A quantitative method was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected from 400 respondents in Bandung who actively use social media and have experience or potential as Zalora customers. An online questionnaire measured perceptions of social media usage, brand equity, and purchase intention. Prior to hypothesis testing, the instrument's validity and reliability were confirmed.

Findings show that all five social media dimensions have a positive and significant effect on brand equity, with social interaction exerting the strongest influence, followed by surveillance and remuneration. Furthermore, brand equity has a significant impact on purchase intention and serves as a critical mediator in the relationship between social media engagement and purchasing behavior. This highlights the importance of building emotional connection and brand value perception through relevant and engaging social media strategies.

Theoretical contributions of this study lie in enriching the literature on digital consumer behavior and brand management in the age of social media. Practical recommendations include enhancing interactive content strategies, developing long-term loyalty programs, improving the quality of shared information, and simplifying the purchasing process. These findings are expected to serve as strategic insights for Zalora and other e-commerce players to improve digital marketing effectiveness and boost consumer conversion in an increasingly competitive marketplace.

Keywords: Social Media, Brand Equity, Purchase Intention, Zalora Indonesia, PLS-SEM