

ABSTRACT

This study examines the influence of social media marketing strategy and electronic word of mouth (e-WOM) on brand image in order to increase purchase intention on TikTok Shop. This empirical study focuses on TikTok Shop users who have purchased or shown interest in purchasing Skintific products in West Java, which represents an urban market with high exposure to digital marketing and social media. The population consists of TikTok Shop users in West Java, and respondents were selected using a non-probability sampling technique with a purposive sampling method. Data were collected through structured questionnaires and analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. The results show that social media marketing strategy and electronic word of mouth (e-WOM) have a positive and significant effect on brand image. Electronic word of mouth (e-WOM) also has a positive and significant effect on purchase intention, while social media marketing strategy does not have a significant direct effect on purchase intention. In addition, brand image does not significantly mediate the relationship between social media marketing strategy and purchase intention, nor between electronic word of mouth and purchase intention. These findings indicate that e-WOM plays a more direct role in encouraging purchase intention, while social media marketing strategy is more effective in shaping brand image among TikTok Shop users in West Java.

Keywords: *Social Media Marketing Strategy, Electronic Word of Mouth (e-WOM), Brand Image, Purchase Intention, TikTok Shop, West Java*

