

## **ABSTRACT**

*This research focuses on examining the influence of social media marketing and electronic word of mouth on purchasing decisions in purchasing Emina products via the Shopee e-commerce platform in Semarang City. Involving 122 respondents, the research used online and direct questionnaires as data collection instruments. Data analysis was carried out quantitatively and structurally using the Structural Equation Modeling (SEM) method through the AMOS 26 program.*

*The results of the Confirmatory Factor Analysis (CFA) analysis show that social media marketing has a significant relationship with brand image but social media marketing does not have a significant relationship with purchasing decisions. Furthermore, electronic word of mouth is shown to positively and significantly influence brand image, while electronic word of mouth has an insignificant positive impact on purchase decision. However, social media marketing and electronic word of mouth have an indirect influence on purchase decisions through brand image.*

*These findings provide an important contribution to understanding the factors that influence consumer purchasing decisions in the context of purchasing products via the Shopee platform. The implications of this research can help e-commerce business players, especially in the beauty sector, in designing more effective strategies related to social media marketing and electronic word of mouth to improve brand image of a product.*

**Keywords:** *Social Media Marketing, Electronic Word Of Mouth, Brand Image, Purchase Decision, Shopee, Emina, E-commerce.*

