

## ABSTRACT

*With the advancement of social media, electronic word of mouth has become an essential icon. This research's object is Sociolla, which always gives rewards to its customers in the form of SOCOBOX, which is a topic among Twitter social media on the @womanfeeds account, which is an online beauty-based community. Sociolla itself is an e-commerce platform in Indonesia that provides various needs for women such as makeup, facial and body care from head to toe, and other beauty tools.*

*This study aims to determine how much is the influence of Electronic Word of Mouth of Sociolla's SOCOBOX on the level of buying interest of makeup at Sociolla, especially among the followers of the @womanfeeds Twitter account. This study used the quantitative method with the causal research type. The population in this study was the followers of @womanfeeds as many as 40,000 followers. This study used a purposive sampling technique, with a sample size of 270 samples. The researcher data analysis technique used descriptive analysis, normality test, correlation coefficient, simple linear regression test, and hypothesis test using SPSS version 25.0. The results showed that the correlation analysis showed that the correlation coefficient (R) or the relationship value obtained was 0.592. This shows that the relationship between the variable of electronic word of mouth (X) and the level of buying interest (Y) is included in the moderate relationship category because they are in the interval of 0.40 - 0.599. The result of the t value obtained ( $t_{count}$ ) is 12.040, while the  $t_{table}$  that has been determined is 1.284. So it can be concluded that  $H_0$  is rejected, and  $H_1$  is accepted, which means that there is an influence between eWOM of SOCOBOX through Twitter social media on the level of buying interest.*

**Keywords: electronic word of mouth, consumer behavior, buying interest, Socobox, Sociolla**