

ABSTRACT

Indonesia is the country with the largest population of internet users in the world with a population of 204.7 million. The internet provides changes to consumer behavior and the industrial sector. At this time the beauty industry is growing rapidly, so it becomes an opportunity for business people to develop businesses in the beauty industry. One of the local beauty brands that are quite well-known in the eyes of consumers today is the something beauty brand.

This study's purpose is to determine how significant influences electronic word of mouth has on purchase intention through social media marketing as an intervening variable. This study used quantitative methods with a descriptive approach, using non-probability sampling techniques with a total sampling of 400 respondents. Data collection was carried out by distributing questionnaires to consumers who use Something products in the city of Bandung. The data analysis method used in this study is SEM-PLS and processed using SmartPLS3.0 software.

The results of this study are that electronic word of mouth has a positive and significant effect on Purchase Intention with a value to $6,286 > t_{\alpha}$ value of 1,649, Electronic Word of Mouth has a positive and significant effect on Social media marketing, Social Media Marketing has a positive and significant effect on Purchase Intention, and Electronic Word of Mouth has a positive and significant effect on Purchase Intention through Social Media Marketing as Intervening Variables on Something products.

Keywords: *Electronic Word Of Mouth, Purchase Intention, Social Media Marketing.*