

## ABSTRACT

The rise of digital interactions and e-commerce has greatly influenced consumer behavior, especially in Indonesia, where there is a high demand for halal-certified products. Indonesia, with a population of 277.53 million, is predominantly Muslim, with 86.7% of the population adhering to Islam. The preference for halal products is boosted by the widespread use of social media, which facilitates electronic word-of-mouth (EWOM), impacting purchase intentions. Innisfree, a Korean skincare brand, leverages its halal certification from Malaysia to target this demographic, using e-commerce and EWOM to boost brand equity and influence consumer behavior. This research explores how EWOM and halal product image affect consumer purchase intentions, focusing on Innisfree. It also examines the mediating role of brand equity. A quantitative approach is used, with surveys from 402 Indonesian respondents aware of Innisfree product. The survey measured EWOM, halal product image, brand equity, and purchase intentions. Data were analyzed using SmartPLS 4, testing the direct and indirect effects of EWOM and halal product image on purchase intentions via brand equity. Results show that both EWOM and halal product image positively and significantly influence purchase intentions, with EWOM having the greatest impact. EWOM also enhances brand equity, which in turn affects purchase intentions. Brand equity mediates the relationship between EWOM and halal product image on purchase intentions. This research contributes to the understanding of Muslim consumer behavior in the skincare industry and offers practical insights for brands like Innisfree on leveraging EWOM and halal certification in their marketing strategies. Recommendations include boosting social media engagement, showcasing reviews, collaborating with influencers, and highlighting halal certification to build consumer trust.

**Keywords: Brand Equity, EWOM, Halal Product Image, Purchase Intention**