ABSTRACT

The growth of digital technology has caused big changes in how people behave as consumers, especially when they look for information and decide what to buy. One kind of digital communication that is often used is electronic word of mouth (e-WOM), which means people share their opinions and suggestions online.

In today's marketing, e-WOM is not just a way to give information, but it also affects how people see a brand and whether they want to buy it. This study tries to understand how e-WOM affects buying interest, and also looks at brand equity as a middle factor.

This research uses a quantitative method by doing a survey with H&M customers in Bandung who often use TikTok. Data was collected with a Google Form questionnaire and studied using a method called PLS-SEM with SmartPLS 4.0 software.

The results show that e-WOM has a strong effect on buying interest, both directly and through brand equity. It shows that what people think about a brand can make the effect of e-WOM even stronger when they decide to buy something.

This study helps improve knowledge about online consumer communication and can help fashion companies like H&M make better digital marketing plans using e-WOM.

Keywords: *e-WOM, brand equity, buying interest, social media, H&M*