

**PENGARUH *SOCIAL MEDIA MARKETING* DAN *ELECTRONIC WORD OF MOUTH***

**TERHADAP *WILLINGNESS TO PAY* PRODUK**

***FASHION H&M* DIMEDIASI *BRAND EQUITY***

**(Survey Pada Pelanggan Merek *Fashion H&M* Di Kabupaten**

**Sleman Yogyakarta)**

**ABSTRAK**

The development of H&M fashion retail is getting better and accepted by the people of Indonesia, but in particular it is also facing challenges because there are more and more fashion products being sold in the market at lower prices which encourage consumers to easily switch to other brands. The development of fashion has spurred the emergence of local brands in Indonesia, which are currently appearing in the community and receiving a positive response because local brands sell products made of premium materials at prices that are not much different from those sold by brands such as H&M. This research examine the influence of Social Media Marketing And Electronic Word Of Mouth On Willingness To Pay H&M Product Mediated By Brand Equity in Sleman City, Yogyakarta. This research is a quantitative research using survey methods, the sampling method used in this research is purposive sampling, and the sample is 100 responden. The research variable data was processed using the Smart PLS software. The analytical methods used included validity and reliability test, descriptive statistical analysis, Outer Model analysis, and Inner Model Analysis. Social media marketing has a positive and significant effect on electronic word of mouth for H&M consumers in Sleman Regency, Yogyakarta, Social media marketing has a positive and significant effect on willingness to pay for H&M consumers in Sleman Regency, Yogyakarta, Social media marketing has a positive and significant effect on willingness to pay with brand equity as mediation for H&M consumers in Sleman Regency, Yogyakarta, Electronic word of mouth has a positive and significant effect on willingness to pay for H&M consumers in Sleman Regency, Yogyakarta, Electronic word of mouth has a positive and significant effect on willingness to pay with brand equity as mediation for H&M consumers in Sleman Regency, Yogyakarta, and Brand equity has a positive and significant effect on willingness to pay for H&M consumers in Sleman Regency, Yogyakarta.