

ABSTRACT

The rapid growth of technology, especially the development of the internet in Indonesia, which provides many conveniences for interaction. Seeing the rapid development of the internet can be seen by the increasing use of the internet and social media in Indonesia. This rapid technological growth opportunity is utilized by marketers to market products and services through social media and the internet with the aim of creating higher consumer engagement. After the Covid-19 pandemic passed, the Indonesian tourism industry slowly began to increase. Traveloka as a company engaged in the tourism industry as a provider of services and products to support tourists on vacation or traveling from one place to another.

The purpose of this study was to determine the effect of social media marketing activities on brand loyalty and emotional attachment and brand equity in which there are brand awareness and brand equity which mediate the relationship between the two variables. Traveloka as the object of this research is a company engaged in the tourism industry. From this research, we will see the relationship between social media marketing activities and brand loyalty.

The research method used in this study is a quantitative method by collecting data through a questionnaire using a Likert scale. The number of samples taken in this study were 155 respondents. The criteria used for respondents include followers from Instagram Traveloka and have made at least 2x transactions. Data analysis used Structural Equation Modeling (SEM) and processed using Smart PLS-SEM software.

The results were obtained from a total of 250 respondents. The results of the data processing that has been carried out produce positive results and have an effect on Brand Loyalty and Emotional Attachment, only the Entertainment variable has no effect on Brand Awareness, Customization has no effect on Brand Awareness, Electronic World of Mouth has no effect on Brand Image.

This research uses the PLS-SEM Data Processing Method to see the influence between dependent variables. This research also uses mediating variables to see the influence of social media marketing activities on brand loyalty and emotional attachment with media variables, namely brand image and brand awareness. For suggestions from the author for further research, you can use social media marketing

activity variables that are different from this research so that there are differences with this research and provide a new picture of results for this type of research.

Keywords: Social Media Marketing Activities, Brand Equity, SEM PLS, E-Touris