

ABSTRACT

Internet in Indonesia continued to show rapid growth. Based on survey results regarding the contribution of internet users in Indonesia that are used to access social media, it will benefit companies in using social media marketing as the delivery of information / messages that are applied to consumers. Companies can take advantage of an interactive community to promote products or services offered by the use of social media

The purpose of this paper is to examine the impact of perceived social media marketing activities (SMMAs) shopee instagram on customer loyalty via customer equity drivers (CEDs) in shopee. This research conducted a survey of Instagram users and shopee consumers who came from Indonesia..

The method used in this study is quantitative, type of research is descriptive analysis and SEM analysis (structural equation model). The study findings. perceived SMMAs of shopee's instagram have significantly and positively influenced all the drivers of customer equity (CEDs). Then, the CEDs of shopee exhibit a significant and positive influence on customer loyalty toward the shopee.

Keyword : *Customer Loyalty, Social media marketing activities,*