

ABSTRACT

The rapid growth of technology that is supported by the development of the internet, provides a lot of convenience to interact and communicate between people. Along with the increasing use of the internet, the use of social media in Indonesia has also increased. This is used by marketers to market their products through social media with the aim of creating higher consumer involvement.

The purpose of this research is to find out how the influence of social media marketing on customer engagement and its impact on brand loyalty with Buttonscarves research object as one of the pioneers of hemming in Indonesia, namely laser cut.

The research method used in this study is a quantitative method by collecting data through a questionnaire using a Likert scale. With a total sample of 400 respondents. Respondent criteria were measured using convenience sampling techniques. Respondents included were respondents who were already follows the Buttonscarves Instagram account. After that the data is analyzed using the path analysis technique (Path Analysis) and processed using SPSS statistical software version 24.

Based on the results of hypothesis testing shows that there is an influence of social media marketing on customer engagement at Buttonscarves, there is an influence of social media marketing on brand loyalty at Buttonscarves, there is an influence of customer engagement on brand loyalty at Buttonscarves, and there is an effect simultaneously on social media marketing and customer engagement on brand loyalty at Buttonscarves.

The author suggests in future studies to replace the independent variable into customer engagement with intervening variables of customer satisfaction and brand trust that have an impact on brand loyalty, as the dependent variable in Buttonscarves or other companies.

Keywords: *Brand Loyalty, Customer Engagement, Social Media Marketing.*