

## **ABSTRACT**

*The growth of technology is very rapidly supported by the development of the internet which provides many conveniences for interaction. In line with the increasing use of the internet, the use of social media in Indonesia has also increased. It is used by marketers to market products through social media with the aim of creating higher consumer engagement.*

*The purpose of this study is to find out how the influence of social media marketing (social media marketing) on brand loyalty (brand loyalty) in Nadjani and consumer engagement (customer engagement) that mediates the relationship between the two variables. Nadjani as a research object which is one of the fashion clothing line businesses in Bandung.*

*The research method used in this study is a quantitative method by collecting data through questionnaires using the likert scale. The number of samples taken in this study was 400 respondents. The criteria for respondents involved are Nadjani's Instagram followers. Data analysis using Structural Equation Modeling and processed using Lisrel 8.80 software.*

*The test results can be concluded that social media marketing variables have a positive and significant effect on the customer engagement of instagram accounts @nadjaniindonesia. Variable customer engagement has a positive and significant effect on brand loyalty in Nadjani. Social media marketing variables have a positive and significant effect on brand loyalty in Nadjani and social media marketing has a positive and significant effect on brand loyalty mediated by customer engagement on instagram accounts @nadjaniindonesia.*

*Based on the results of research, it is proven that to increase brand loyalty, the role of social media marketing is needed through customer engagement on Nadjani's Instagram. This can affect consumers to trust and be loyal to the brand.*

**Keywords:** *Consumer Engagement, Brand Loyalty, Social Media Marketing*