

ABSTRACT

The use of social media has rapidly increased in recent years and has become a crucial strategy for companies, especially e-commerce businesses, to enhance customer loyalty towards their brands. In this context, this study aims to investigate the impact of social media marketing activities and the roles of Relationship Equity, Value Equity, and Brand Equity on Customer Loyalty.

The objective of this research is to determine the influence of social media marketing activities and examine the roles of Relationship Equity, Value Equity, and Brand Equity on Customer Loyalty.

This study employed a quantitative method with purposive sampling technique. Data were collected through questionnaires distributed to 400 Shopee customers in Indonesia. The collected data were then analyzed using Simple Linear Regression method with the assistance of SPSS version 29.0.0.0.

The results of the descriptive analysis indicated that overall, social media marketing activities were rated in the good category, with a total score of 80.82%. Relationship Equity, Value Equity, and Brand Equity also received good ratings, with total scores of 80.46% and 80.80% for each variable, respectively. The analysis using SPSS 29 showed that social media marketing activities had a significant positive influence on Customer Equity Driver (CED), and CED had a significant positive influence on Customer Loyalty (CL). Furthermore, the analysis also revealed that CED acted as a mediator between social media marketing activities and Customer Loyalty.

This research contributes to the understanding of the impact of social media marketing activities and other factors on customer loyalty in the context of e-commerce. Suggestions that can be made include Shopee's need to enhance their social media marketing activities, Customer Equity Driver, and Customer Loyalty within their application. These recommendations can be reflected in a more detailed conclusion and suggestions section within this research.

Keywords: *Social media marketing activities, Value Equity, Brand Equity, Relationship Equity, Customer Loyalty*