

ABSTRACT

This research is motivated by problems related to Social Media Marketing on Zalora Indonesia's Instagram. Zalora Indonesia's Instagram has not been able to attract followers to buy something after seeing Zalora Indonesia's Instagram. This is related to the decline in consumer loyalty to the brand, which is supported by data showing that from the third quarter to the fourth quarter (2022) Zalora Indonesia experienced a decrease in visits. This study aims to determine the effect of Social Media Marketing on Customer Engagement and Brand Loyalty on Instagram Zalora Indonesia.

*This research uses quantitative methods with descriptive and causal research types. The sampling technique uses a non-probability sampling technique with a purposive sampling type where the number of respondents is 400 people. The data analysis technique used is descriptive analysis and path analysis. Based on the results of the descriptive analysis, Social Media Marketing as a whole is in the very good category, Customer Engagement as a whole is in the very good category, Brand Loyalty as a whole is in the very good category. The results of path analysis show that Social Media Marketing has a significant effect on Customer Engagement of 61.6%. Customer Engagement has a significant effect on Brand Loyalty of 9.1%. Social Media Marketing has a significant effect on Brand Loyalty of 25.5%. And the indirect effect of Social Media Marketing on Brand Loyalty through Customer Engagement is 23.7%.
Keyword: Social Media Marketing, Customer Engagement, Brand Loyalty.*