

ABSTRACT

The development of information technology is increasingly rapid and various small to large business activities take advantage of these developments to run their businesses. Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. Tokopedia is an e-commerce that utilizes the development of information technology in marketing its products through social media considering the large number of social media users in Indonesia.

This study aims to determine whether there is a positive influence related to social media marketing conducted by Tokopedia on E-loyalty as an endogenous variable and online trust as an intervening variable. A total of 500 respondents were Tokopedia customers. The quantitative method is used with structural equation modeling (SEM) analysis. SmartPLS software is used for data analysis.

The results of this study are that there are positive and significant influences of online trust variables on e-loyalty variables, interactivity variables have a positive and significant effect on online trust variables, entertainment variables have a positive and significant effect on online trust variables, informativeness variables positive effect on online trust variable, perceived relevance variable positive and significant effect on online trust variable, interactivity variable positive and significant effect on e-loyalty variable, entertainment variable positive and significant effect on e-loyalty variable, informativeness Positive and significant effect on e-loyalty variable, and perceived relevance variable positive and significant effect on e-loyalty variable.

In this research, there are suggestions for Tokopedia to increase interactivity in social media marketing to customers because this can give customers trust and when this is ingrained in customers it will grow customer loyalty towards Tokopedia.

Keywords : *Social media marketing, interactivity, entertainment, informativeness, perceived relevance, online trust, e-loyalty*