

ABSTRACT

Current phenomena such as the growth of the internet, social media, and the growth of the new digital business world, as well as trends and new marketing models have resulted in significant changes and have made competition increasingly fierce. The emergence of social media marketing is one of the impacts that occur due to these phenomena.

This research was conducted to determine the impact of Go-Jek's Youtube social media marketing on purchase intention and brand loyalty, to determine the impact of purchase intention affects brand loyalty and to determine the simultaneous influence of social media marketing and purchase intention on brand loyalty using quantitative approaches.

A questionnaire was developed with 400 respondents. The statistical analysis used is simple regression analysis, multiple regression analysis and using partial significant test and simultaneous significant test to test the hypotheses in this study.

The results of the research show that Youtube Go-Jek social media marketing has a positive and significant impact on purchase intention and brand loyalty, hence it is also found that social media marketing and purchase intention simultaneously impact brand loyalty.

Key words: Social Media Marketing, Purchase Intention, Brand Loyalty