

ABSTRACT

The use of the internet in Indonesia is increasing, so it can create opportunities in the business world, one of which is the emergence of various kinds of e-commerce in Indonesia such as Traveloka. Traveloka interacts with customers through social media to increase customer engagement which can affect brand loyalty.

This study aims to determine how much influence customer engagement has on brand loyalty by using media brand attachment and customer trust variables using quantitative methods used to test causal relationships. -the effect of the variables that form the structural equation model by using empirical data taken through a survey with five linkert scales. Convenience sampling with non-probability sampling technique was used on 215 samples of respondents using an online questionnaire via google form which comes from Traveloka customers.

Hypothesis testing is carried out after the data collected is tested for validity and reliability first and continued with model fit testing, all tests are carried out using LISREL 8.80 software. Based on the research conducted, there are results that customer engagement has a positive and significant effect on brand loyalty, customer engagement has a positive and significant effect on brand attachment, customer engagement has a positive and significant effect on customer trust, brand attachment has no positive and significant effect on brand loyalty, customer trust. has a positive and significant effect on brand loyalty, brand attachment has a positive and significant effect on customer trust and there is an indirect effect on customer engagement on brand loyalty through brand attachment and customer trust.

Keywords: Traveloka, customer engagement, brand loyalty, brand attachment, customer trust, SEM.