

ABSTRACT

Social media has now become an important role for society in everyday life. There are many types of social media available, one of the most popular is Instagram. Companies use social media to build brand engagement to drive brand loyalty. To win the competition in internet service providers, IndiHome uses Instagram's social media marketing strategy to build loyalty.

The purpose of this study was to find out whether there is an effect between perceived value in the brand page (perceived practical value, perceived stimulation, perceived enjoyment, and perceived social identification) on brand page engagement and the effect of brand page engagement on brand loyalty at IndiHome.

The method of data collection is through distributing questionnaires with a total of 400 IndiHome users who have visited the IndiHome Instagram brand page. The data analysis technique used is deskriptive analysis, path analysis and SEM analysis using AMOS 26 software.

Based on the test results, it was found that a result was that perceived practical value had no significant and positive effect on brand page engagement (cognitive, affective, behavioral) on IndiHome Instagram social media, perceived stimulation had a significant and positive effect on brand page engagement (cognitive, affective, behavioral). IndiHome's Instagram social media, perceived enjoyment has a significant and positive effect on brand page engagement (cognitive, affective, behavioral) on IndiHome's Instagram social media, perceived social identification has no significant and positive effect on brand page engagement (cognitive, affective, behavioral) social media IndiHome Instagram, and brand page engagement (cognitive, affective, behavioral) Instagram IndiHome social media have a significant and positive effect on IndiHome brand loyalty.

Keywords: *perceived practical value, perceived stimulation, perceived enjoyment, perceived social identification, brand page engagement, brand loyalty, IndiHome.*