

ABSTRACT

Technology is rapidly developing. Many people utilize technology as a means to profit from social media sales. The facilities provided by social media can be said to be complete, from starting to find suppliers to sales. In this day and age, many use marketing through social media for their business needs. Activities on social media should be done as well as possible to increase buying interest and brand loyalty. So, marketing through social media must be researched to get brand loyalty and buying interest from prospective consumers.

This research aims to determine how much respondents rate social media marketing, buying interest in products, brand loyalty to brands, and the influence of social media marketing on buying interest and brand loyalty.

The method used in this study was quantitative. The sample in this study was non-probability sampling with a purposive sampling system. The number of respondents obtained using the Cochran formula was 400 respondents who knew R Plus Basic on Instagram. The data analysis in this study was descriptive, using Google Form, and causal, using Partial Least Square (PLS) with the help of SmartPLS software 3.2 version.

The result of this study was that respondents' assessment of social media marketing, buying interests, and brand loyalty were good. There was a positive influence of social media marketing on buying interest and brand loyalty and a positive influence of buying interest on brand loyalty.

Based on the results obtained, R Plus Basic should create content. If followers share content, they will get a discount. Then, to provide engaging content and increase interaction with followers. Provide ads or videos that can make followers have an interest in buying. If social media marketing increases, buying interest and brand loyalty also increase.

Keywords : Social Media Marketing, Purchase Intention, Brand Loyalty