

ABSTRACT

Every year, social media users in Indonesia have increased. Social media is used by the Indonesian people to communicate and for companies it can be used as a marketing medium. The high level of competition in the telecommunication industry has caused many cellular telecommunication companies in Indonesia to compete in implementing marketing strategies by offering promos that are considered unreasonable, thus damaging company revenues, one of which is Telkomsel. Social media Instagram can be a medium for marketing by Telkomsel by involving a lot of interaction with consumers on the brand page Telkomsel Instagram. The high involvement of users on Instagram social media is expected to encourage loyalty to Telkomsel.

This study aims to determine how the influence of brand page experience the social media on brand page engagement and its impact on brand loyalty Telkomsel's. Perceived value that is felt when interacting with the brand page Telkomsel Instagram has an impact on brand page engagement and has an impact on brand loyalty.

The research method used is a quantitative method by distributing questionnaires to 400 Telkomsel customers who become followers Telkomsel's Instagram. Then the data analysis technique used in this study is Structural Equation Modeling (SEM) using software AMOS 24.

Based on the results of hypothesis testing, it was found that perceived practical value had a positive and significant effect on brand page engagement social media. Telkomsel Instagram, perceived stimulation is not positive and significant influence on brand page engagement Instagram social media Telkomsel, perceived enjoyment has a positive and significant effect on brand page engagement Instagram social media Telkomsel, perceived social identification has a positive effect and significant on brand page engagement, Telkomsel's Instagram social media, and brand page engagement on Telkomsel's Instagram social media, which have a positive and significant effect on brand loyalty Telkomsel's.

It can be concluded that from the five hypothesis tests in this study, there are four hypotheses that are accepted and one hypothesis is rejected. This research is expected to provide benefits and insights to other researchers, as well as companies regarding perceived value, brand page engagement, brand loyalty on social media, and can be used as an evaluation for Telkomsel for the benefit of the company.

Keywords: Brand Page Experience, Perceived Value, Brand Page Engagement, Brand Loyalty, Social Media, Telkomsel