

ABSTRACT

Traveloka is a technology company engaged in the travel agency as a leading provider of transportation ticket services, lodging, lifestyle, and online finance. Instagram Traveloka and the brand image that has been embedded in the minds of consumers. However, Traveloka's Instagram marketing strategy with consumer comments is a problem with trust and loyalty to Traveloka. In addition, the level of traveloka's Instagram likes and post statistics fluctuates. Without realizing it, the well-known Traveloka brand has many obstacles and complaints from consumers.

This research was conducted to find out how Instagram social media marketing, brand image on traveloka consumer loyalty. The purpose of this study is to determine the impact of social media marketing Instagram and brand image on Instagram Traveloka on consumer loyalty partially and simultaneously. This research uses quantitative methods with descriptive research types. Sampling was carried out using the non-probability sample method and the number of respondents was 100 Traveloka consumers. The data analysis technique used is descriptive analysis and multiple linear regression.

The results showed a descriptive analysis of social media marketing Instagram by 76.8% into the good category, brand image by 87.71% into the very good category for consumer loyalty by 82.69% included in the good category. Partially, Instagram social media marketing and brand image on Instagram Traveloka have a significant effect on consumer loyalty. Simultaneously, there is a significant influence from social media marketing Instagram and brand image on Instagram Traveloka has a significant effect on consumer loyalty

Keywords : *Social Media Marketing Instagram, Brand Image, Consumer Loyalty*