

ABSTRACT

In this era of connectivity, almost every activity is connected to the internet. Lifestyle changes that were previously done offline (outside the network), now can be done online (in the network). The increasing interest in online shopping, has led to the proliferation of e-commerce in Indonesia. Sociolla is a beauty e-commerce that is growing very rapidly throughout 2021. Unfortunately, the big opportunity also poses a big risk because it causes increasingly fierce competition. To survive in a highly competitive market, it will be more effective for brands to have loyal customers.

The purpose of this study is to analyse the effect of social media marketing on brand loyalty through customer engagement on Sociolla's Instagram Account. The research uses descriptive-causal with a quantitative approach using purposive sampling, given to 100 respondents. This study uses structural equation modelling (SEM). The data was processed using the SmartPLS 3.3 software.

The results obtained in this study are: social media marketing has a positive and significant effect on customer engagement, customer engagement has a positive and significant effect on brand loyalty, social media marketing has a positive and significant effect on brand loyalty, and social media marketing has an indirect effect on brand loyalty through customer engagement. For this reason, Sociolla should consider improving social media marketing because it will affect customer engagement and brand loyalty.

Keywords: *e-commerce, social media marketing, customer engagement, brand loyalty.*