

ABSTRACT

The more advanced the times and along with advances in technology led to the emergence of smartphones which make it a daily necessity such as using knowledge or accessing social media. Social media is media that is used for daily needs and this is used by business people to promote their products through social media using influencer services to increase sales and brand awareness. This study aims to see how much influence the influencer interaction and influencer authenticity variables have on the loyalty variable and are mediated by the brand trust variable.

This study uses a quantitative method with explanatory and causal research types. The technique of determining the sample in this study was non-probability sampling and the method used for this study was purposive sampling with the slovin formula for 400 respondents to Rachel Vennya's followers. This study uses a questionnaire data collection technique with an ordinal scale and the data analysis technique used in this study is Partial Least Square Structural Equation Modeling (PLS-SEM).

Based on the results of partial hypothesis testing (t-test) it was found that the Influencer Interactivity, Influencer Authenticity, Brand Trust variables significantly influence the loyalty of Rachel Vennya followers. The results of the mediation test can mediate partially because it is proven by the results of the mediation test for the influencer authenticity variable on the loyalty variable mediated by the brand trust variable with the t statistic having a significant value ($6.320 > 1.96$) and for the influencer interactivity variable on the loyalty variable mediated by the brand trust variable with the t statistic value having a significant value ($4.983 > 1.96$).

The conclusion of this study, the loyalty of Rachel Vennya's followers are included in the good category, and needs to be maintained and improved to improve her influencer interactivity, influencer authenticity has a lot of influence to attract the trust of various brands because it arises from content created by an influencer.

Keywords: *Influencer interactivity, Influencer Authenticity, Brand trust, Loyalty.*