

## **ABSTRACT**

*One of the things that is important for a business is marketing because it can disseminate about the company and its products to the public, so that people can find out about the company and its products, with this it can be profitable later for the company. This study aims to determine the effect of Social Media Marketing on Customer Satisfaction using GoPay services through Brand Image.*

*Researchers use quantitative methods and types of descriptive and causal research in this study. This research was conducted by distributing questionnaires to 400 respondents using a probability sampling technique and using SmartPLS 4.0 software as a data analysis tool.*

*This study states that Social Media Marketing has a positive and significant effect on Brand Image, Social Media Marketing has a positive and significant effect on Customer Satisfaction, Brand Image has a positive and significant effect on Customer Satisfaction, Social Media Marketing has a positive and significant effect through Brand Image on Customer Satisfaction.*

*The results of this study are expected be useful for companies to increase marketing through social media so that increase brand image in society and increase customer satisfaction for GoPay users in Indonesia. For readers, this research is important for improving product marketing so that increase the social media engagement of a business in society.*

**Keywords:** *social media marketing, brand image, customer satisfaction, GoPay services*