

ABSTRACT

The development of social networking sites has transformed the way businesses promote their products and services online. Social media platforms, such as Ralali.com, provide opportunities for companies to enhance the popularity of their e-commerce websites through Social Media Marketing (SMM). SMM enables companies to build relationships with stakeholders, facilitate interactions, create customer experiences, and provide purchase recommendations, thereby enhancing consumer brand knowledge.

This research adopts a quantitative approach with a causal design. The population of interest in this study consists of consumers on Ralali.com who follow the Instagram social media account @ralalicom. Purposive sampling technique is employed, which involves selecting samples based on specific considerations. Data is collected through online questionnaires distributed using the Google Form platform. The data analysis in this study utilizes Structural Equation Modeling (SEM) method and the SMART PLS 3.0 software.

The results of the descriptive analysis indicate that (1) social media marketing has a positive and significant influence on customer experience at Ralali.com, (2) social media marketing does not have a positive and significant influence on consumer-brand engagement at Ralali.com, (3) social media marketing has a positive and significant influence on brand knowledge at Ralali.com, (4) customer experience has a positive and significant influence on brand knowledge at Ralali.com, (5) consumer-brand engagement has a positive and significant influence on brand knowledge at Ralali.com, (6) customer experience has a positive and significant influence on consumer-brand engagement at Ralali.com, (7) social media marketing has a positive but not significant influence on brand knowledge through customer experience at Ralali.com, and (8) social media marketing does not have a positive and significant influence on brand knowledge through consumer-brand engagement at Ralali.com.

Recommendations for the company, specifically Ralali.com, to enhance consumer-brand engagement through Instagram social media are as follows: Ralali can pay attention to adding value in the content presented to users. Ralali also needs to accurately identify the target audience they want to reach in order to tailor the content to their interests and needs.

Keyword: *social media marketing, brand knowledge, customer experience, dan consumer-brand engagement*