

ABSTRACT

Rapid technological advances are currently providing solutions to problems that occur in human daily life, one of which is Gojek, which gives a solution to transportation problems, by utilizing the internet to make it easier for people to move from place to place. However, it is undeniable that competition in the online transportation industry is currently tight, so companies aside from carry out marketing activities, need to increase their value through brand experience as well, thereby helping brands to stand out among other brands. Companies also need to understand how strongly consumers are attached to the brand through their experiences. Because the consumer perspective is the most important for the company because none of the stakeholders will benefit from the brand if it has no meaning for consumers. A good level of consumer's perception is able to make consumers willing to recommend the brand to their relatives even to the point of being insensitive to price increases, where these things indicate brand loyalty.

This study aims to determine the effect social media marketing activities perceived by consumers and Gojek's brand experience through Consumer-Based Brand Equity (CBBE) on Gojek's brand loyalty. Where this research is causal research with a correlational type of investigation. The sampling technique used in the study is non-probability sampling and purposive sampling.

This research will be conducted on 251 respondents who have used Gojek transportation services in Indonesia and follow Gojek on Instagram.. Data was collected through the distribution of questionnaires with the help of Google Forms. Then the collected data will be processed using SmartPLS and analyzed using the Structural Equation Model- Partial Least Square Technique. As well as Path analysis will be used to analyze the research model.

Key Word : *Social Media Marketing, Brand Experience, CBBE, Brand Loyalty, Gojek*