

## **ABSTRACT**

*PT Esteh Indonesia Makmur was established in 2018 as a company operating in the food and beverage industry, particularly specializing in iced tea. The research aims to explore the responses of @esteh.indonesia followers to the company's social media marketing campaigns and their impact on Purchase Intention and Brand Loyalty.*

*The research methodology employed encompasses various approaches, methods, and techniques for data collection and analysis. This includes the type of research conducted, operationalization of variables, as well as the population and sample taken. In the quantitative context, the study utilizes statistical approaches using SmartPLS 3 as a tool for data analysis.*

*The research findings indicate a significant relationship between Purchase Intention and Brand Loyalty, supported by statistically significant values. However, the study found that the influence of Social Media Influencers does not significantly affect Brand Loyalty.*

*This research provides important implications for Es Teh Indonesia Makmur in formulating their marketing strategy in the future. While the influence of influencers in influencing purchase intentions cannot be ignored, Es Teh Indonesia may need to re-evaluate how they can increase brand loyalty through other methods, such as improving product quality, better customer service, or more attractive promotional offers.*

*This research provides valuable insight into how social media influencers can influence purchase intent and brand loyalty. Although there are still factors that need further consideration, such as the role of social media influencers which is not very significant in building brand loyalty, this research can still be a guide for Es Teh Indonesia in developing a more effective and sustainable marketing strategy.*

*Keywords: Social media, Purchase Intention, and Brand Loyalty.*