

ABSTRACT

The presence of social media facilitates stakeholder participation, enabling consumers to actively connect with brands and share ideas. However, interactions on Adidas' social media platforms and controversies surrounding its social media campaigns have resulted in low customer engagement and trust, ultimately impacting brand loyalty.

This study aims to explore the dynamics of social media marketing, cognitive engagement between consumers and the brand, brand trust, and brand loyalty concerning Adidas from the perspective of the Indonesian community. Furthermore, it seeks to examine the influence of social media marketing on brand loyalty, with brand trust and cognitive engagement between consumers and the brand serving as mediating variables.

The research adopts a quantitative method to analyze the relationships among variables. Data collection was conducted via digital questionnaires, providing primary data for the study. The minimum sample size required is 350 respondents. Eligible participants are individuals who are active Instagram users, have encountered marketing content on Adidas' Instagram account within the past six months, have purchased and/or reuse Adidas products within the past six months, and have shared their experiences with the Adidas brand. The data analysis employs the PLS-SEM technique, using SmartPLS 4.1.0.9 version software.

The results of the study show that social media marketing has a positive effect on cognitive engagement, brand trust, and brand loyalty. Furthermore, cognitive engagement and brand trust also have a positive effect on brand loyalty and act as mediators in the relationship between social media marketing and brand loyalty.

This study contributes to the marketing literature by highlighting the role of cognitive engagement and brand trust in influencing brand loyalty. It also provides strategic recommendations for the Adidas brand to enhance its digital marketing efforts, including creating interactive and engaging content, maintaining transparent and authentic communication with customers, leveraging credible influencers, and using data-driven insights to personalize content.

Keywords: *adidas, brand loyalty, brand trust, cognitive customer-brand engagement, social media marketing.*