

ABSTRACT

This study aims to analyze the impact of Social Media Marketing on Brand Loyalty, with Customer Brand Engagement and Brand Trust as a mediating variable, using the Helai Kayn brand as the research object. Social Media Marketing is measured through five key dimensions: entertainment, interaction, trendiness, customization, and electronic word-of-mouth (eWOM). Customer Brand Engagement is defined through two dimensions: Cognitive Engagement and Emotional Engagement. A quantitative approach was employed using a survey method, targeting social media followers of Helai Kayn as respondents. Data analysis was conducted using Partial Least Square Structural Equation Modeling (PLS-SEM). The results indicate that social media marketing positively influences brand loyalty, both directly and indirectly through customer brand engagement and brand trust. These findings highlight the importance of interactive and relevant social media strategies in fostering deeper consumer engagement and long-term brand loyalty.

Keywords: *Social Media Marketing, Customer Brand Engagement, Brand Trust, Brand Loyalty, Helai Kayn, PLS-SEM*