

## **ABSTRACT**

*Background* this study, the advancement of information and communication technology has transformed traditional methods of seeking information and interacting with customers. Social media has become an essential component in modern marketing strategies, enabling direct interaction between customers and companies. PT. Mumpuni Inti Mandiri uses various social media platforms such as Website, Facebook, LinkedIn, and Instagram to enhance engagement and customer loyalty.

*Purpose* this study identifies several issues related to the effectiveness of social media usage in enhancing Brand Loyalty, including how customers perceive the variables SMMA, Self-Brand Connection, Brand Equity, Brand Trust, and Brand Loyalty at PT. Mumpuni Inti Mandiri. The study also evaluates the significant influence of SMMA on these variables and the extent of their impact on Brand Loyalty through Self-Brand Connection, Brand Equity, and Brand Trust.

*Method* this research employs a quantitative method with a positivist approach. Data were collected through online surveys distributed to customers of PT. Mumpuni Inti Mandiri. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) version 3.2.6 of SmartPLS software. Validity and reliability tests were conducted to ensure the instruments used were reliable. Hypotheses were tested using T Statistics with a one-tailed hypothesis test.

*This study shows that consumer perceptions of SMMA, self-brand connection, brand equity, brand trust, and brand loyalty at PT Mumpuni Inti Mandiri are in the high category. SMMA has a significant influence on self-brand connection, brand equity, brand trust, and both directly and indirectly affects brand loyalty through these variables. This indicates that PT Mumpuni Inti Mandiri's social media marketing strategy is effective in building emotional connections, trust, and consumer loyalty toward the brand.*

**Keywords:** SMMA, Brand Loyalty, consumer loyalty.