

ABSTRACT

In this era of internet, Indonesia's e-commerce is growing by leaps and bounds. This is one form of technology implementation carried out by companies to be able to compete in an increasingly competitive era of globalization. The application of technology in a company aims to facilitate the interaction between a brand and its customers so that a sustainable relationship occurs and has an impact on customer loyalty to the brand.

This study aims to analyze the effect of social media marketing activities and brand image on brand loyalty with brand trust as an intervening variable on Lazada. The sample numbers used in this study were 110 respondents who live in Semarang and have made purchases through e-commerce Lazada at least once in the last year.

This research was conducted by using the purposive sampling method in data collection. Data was obtained by distributing questionnaires to Lazada users who were selected according to the provisions. The data obtained were processed and analyzed using the Structural Equation Modeling (SEM) analysis technique with the Analysis of Moment Structure (AMOS) version 24.0 analysis tool.

The results of testing the five hypotheses that proposed indicate those five hypotheses were accepted. Those five accepted hypotheses were social media marketing activities have a positive and significant effect on brand trust, brand image has a positive and significant effect on brand trust, brand trust has a positive and significant impact on brand loyalty, social media marketing activities have a positive and significant effect on brand loyalty, and brand image has a positive and significant effect on brand loyalty.

Keyword: *Social Media Marketing Activities, Brand Image, Brand Trust, Brand Loyalty*