

ABSTRACT

The development of information technology is progressing rapidly. The right marketing strategy and media are used to reach the intended market so that sales volume and profits always increase. The companies have to find ways improve their marketing and strategy that can be used is social media marketing. The high use of social media by the public makes marketing through social media one of the effective and low-cost strategies for companies to achieve their goals. Previous research states that social media marketing has a positive and significant impact on brand loyalty, but in reality, Domino's Pizza, which intensively conducts social media marketing, is still ranked below Pizza Hut, according to the Top Brand Index (2023). The purpose of this study was to determine the effect of social media marketing on brand loyalty through brand trust and brand equity as mediating variables for Domino's Pizza consumers in Semarang.

The sample used in this study amounted to 144 respondents selected by purposive sampling method and the data collection method used was distributing questionnaires *online*. The data that has been obtained is analyzed quantitatively by applying the Structural Equation Model (SEM) method with AMOS version 24 as a data processing tool.

The results of the analysis in this study indicate that social media marketing has a negatif and insignificant effect on brand loyalty. social media marketing is known to have a positive and significant effect on brand trust, and brand equity. Brand trust and brand equity were found to be positively and significantly related to brand loyalty.

Keywords: social media marketing, brand trust, brand equity, and brand loyalty.