

## ABSTRACT

This study aims to analyze the extent of the influence of social media marketing activities, brand experience, and perceived quality on the growth of brand loyalty mediated by brand trust. This study uses social media marketing activities, brand experience, and perceived quality as independent variables, brand loyalty as the dependent variable, and brand trust as the intervening variable.

Research data was obtained from 180 respondents who are Blibli E-Commerce users in Semarang City through a questionnaire consisting of open questions and closed questions with a Likert scale of 1-5 which were then distributed online. Data analysis was carried out using the Structural Equation Model (SEM) method using AMOS software.

The results of this study successfully show that social media marketing activities have a positive and significant effect on brand trust and a positive but insignificant effect on brand loyalty, so that one hypothesis is not accepted. Furthermore, brand experience has a positive and significant effect on brand trust and brand loyalty. Then perceived quality also has a positive and significant effect on brand trust and brand loyalty.

**Key Words:** *social media marketing activities, brand experience, perceived quality, brand trust, brand loyalty.*