

ABSTRACT

This study aims to test and analyze the influence of social media marketing on Somethinc consumer brand loyalty with brand trust and brand equity as mediators. Sampling was done using purposive sampling technique, the total sample used was 176 respondents who were consumers who were at least 18 years old, had interacted with Somethinc social media accounts, had purchased Somethinc products at least 2 times in the last six months and were domiciled in Semarang City. The data analysis technique used in this study was using SEM (Structural Equation Model) analysis with the SmartPLS program, and data collection techniques using questionnaires. The results of the study showed that social media marketing did not have a significant effect on brand loyalty, social media marketing had a positive effect on brand trust and brand equity, brand trust and brand equity had a positive effect on brand loyalty.

Keywords : Social media marketing, brand trust, brand equity, brand loyalty.