

ABSTRACT

The primary objective of this study is to investigate the impact of social media marketing activities, brand awareness, and brand image on the development of brand loyalty. The study using purposive sampling approach to choose a sample of 100 respondents who are Lazada consumers located in Semarang City. The inclusion criteria for the respondents were as follows: they had made purchases of at least 3 transactions at Lazada within the previous year, and they have more than one marketplace account. The research used the Structural Equation Model (SEM) analytic approach with the AMOS program for data analysis, while data collecting is conducted through the administration of a questionnaire. The findings indicate that engaging in social media marketing initiatives yields favorable outcomes in terms of enhancing brand loyalty, brand awareness, and brand image. The impact of brand image on brand loyalty is shown to be positive, however brand awareness does not have any significant influence on brand loyalty.

Keywords: *social media marketing activities, brand awareness, brand image, brand loyalty*

