

ABSTRACT

The development of digital technology and the advancement of the internet have significantly transformed marketing strategies, with social media marketing becoming one of the primary approaches used by companies to build brand loyalty. Social media enables broader and more personal interactions between brands and consumers, which can enhance brand trust, cognitive engagement, and emotional engagement. In Indonesia, the rapid growth of internet and social media users creates a significant opportunity for businesses to leverage digital platforms in fostering customer loyalty. Shopee, one of the largest e-commerce platforms in Southeast Asia, actively utilizes social media, particularly Instagram, to engage with its consumers through various digital marketing strategies such as promotional content, interactive campaigns, and loyalty programs. Previous studies have shown mixed results regarding the effectiveness of social media marketing in building brand loyalty, highlighting the need for further investigation.

This study employed a quantitative approach using a survey method involving 200 Shopee users in Semarang City. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) to examine the relationships between social media marketing, brand trust, cognitive engagement, emotional engagement, and brand loyalty, as well as their impact on value co-creation.

The results indicate that social media marketing has significant but negative direct effect on brand loyalty. However, it also exerts a positive indirect influence through brand trust, cognitive engagement, emotional engagement as mediating variables. Consumers who actively interact with brands through social media tend to develop higher levels of trust, greater cognitive involvement in understanding products and services, and stronger emotional attachment to the brand. These factors contribute to enhanced brand loyalty, which ultimately leads to positive value co-creation, where consumers are not only recipients of value but also participate in the co-creation process alongside the brand.

Keywords: *Social Media Marketing, Brand Loyalty, Brand Trust, Cognitive Engagement, Emotional Engagement, Value Co-Creation.*