

## **ABSTRACT**

### **Influence of Social Media Marketing and Customer Engagement of Brand Loyalty on Instagram Shopee Accounts In Padang City.**

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The purpose of this study is to determine the impact of social media marketing and customer engagement on Shopee Instagram brand loyalty. This research uses the type of causal descriptive research quantitative methods. The sample is owned by one hundred people, and the sampling technique of intentional sampling is used. The data is processed through descriptive analysis and multiple linear regression. The descriptive analysis results of loyalty brand and social media marketing variables are included in the good category, while the customer engagement variables are quite good. Results from different operators indicate that social media marketing has a significant impact on customer engagement. Customer engagement has a significant impact on brand loyalty. Social media marketing has a significant impact on brand loyalty, and social media marketing has an indirect impact on brand loyalty through customer engagement.

Keyword: Social Media Marketing, Customer Engagement, Brand Loyalty.