

ABSTRACT

The rapid development of technology and the internet in Indonesia has facilitated various types of interactions, communication, business transactions, education, and information dissemination. Marketers have leveraged this digital trend to enhance brand loyalty through innovative strategies. In the tea industry, this advancement is also utilized to introduce the Gamboeng, a product resulting from research by the Indonesia Research Institute for Tea and Chincona known as Pusat Penelitian Teh dan Kina (PPTK), as an effort to revive the tea economy, which had declined over the last decade. This effort is expected to serve as a reference for other tea industry players, given that PPTK is a leading research institution in the tea industry.

This study examines the impact of Social Media Marketing (SMM) elements on brand loyalty through consumer brand engagement, brand awareness, and brand image. Brand loyalty is the primary focus because it contributes to long-term customer relationships and increased revenue.

The method used is quantitative with a Likert scale questionnaire involving 273 respondents, specifically followers of Instagram @Officialgamboeng who have made a transaction in the last three months. Data were analyzed using Structural Equation Modeling (SEM) with Smart PLS-SEM to observe the relationships between variables.

The results show that SMM elements have a positive and significant impact on brand loyalty through consumer brand engagement, brand awareness, and brand image, except for the customization element, which has an insignificant effect on consumer brand engagement. For future research, it is recommended to use different variables to gain new perspective.

Keywords: *Brand Awareness, Brand Image, Consumer Brand Engagement, Brand Loyalty, Digital Marketing, Gamboeng, Instagram, PPTK, SEM PLS, Social Media Marketing, Tea.*