

ABSTRACT

This study focuses on the influence of *Social media marketing* activities (SMM) on brand loyalty, brand equity, and brand trust. PT XYZ , an IT solutions provider in Indonesia, utilizes LinkedIn as a marketing strategy to enhance brand trust, equity, and loyalty.

Social media marketing refers to promotional strategies implemented by companies through digital platforms to engage with consumers. Brand equity reflects consumers' perceived value of a brand, while brand trust represents the level of confidence consumers have in a brand. Brand loyalty indicates the extent to which consumers remain committed to a brand and continue using its products or services.

Using the SEM-PLS method, this study examines the relationships between SMM, brand equity, brand trust, and brand loyalty. Data were collected through questionnaires completed by 351 respondents, employing a purposive sampling technique with criteria including LinkedIn users who have interacted with PT XYZ's content or purchased its products.

Bootstrapping results indicate that *social media marketing* activities has a positive and significant influence on brand equity, brand trust, and brand loyalty. Brand trust exerts the strongest impact on brand equity and brand loyalty, suggesting that consumer trust plays a crucial role in strengthening brand value and customer loyalty.

PT XYZ needs to optimize its *social media marketing* activities strategy by enhancing aspects of entertainment, interaction, customization, trendiness, and word of mouth to effectively improve brand loyalty, brand equity, and brand trust.

Keywords: *Social media marketing activities, Brand trust, Brand equity, Brand loyalty, LinkedIn.*