ABSTRACT

The background of this research is based on the phenomenon of declining brand loyalty of Bank Syariah Indonesia (BSI), as evidenced by fluctuations in customer loyalty and a noticeable downward trend, particularly in the collection of third-party funds under the Wadiah scheme. This occurs alongside BSI's increasing challenges in optimizing its digital communication strategy amid the dynamic Islamic banking industry.

This study aims to analyze the impact of social media marketing activities on brand loyalty, considering the mediating role of brand trust and brand equity at Bank Syariah Indonesia.

A quantitative approach was employed using a survey method, with questionnaries distributed to 389 active BSI customers. The data were analysed using Structural Equation Modelling-Partial Least Squares (SEM-PLS) to assess the relationships among the variables.

The results of the study indicate that social media marketing activities have a direct impact on brand loyalty, although the effect is relatively weak and thus considered less significant. However, social media marketing significantly influences brand trust and brand equity, which in turn enhance brand loyalty. Furthermore, brand trust and brand equity are proven to play a strong mediating role in reinforcing the influence of social media activities on brand loyalty.

These findings indicate that effective social media management can be a key strategy in building long-term relationships with customers while enhancing trust and brand value for BSI in the Islamic banking market, both nationally and globally. This study also contributes theoretically to the field of digital marketing and provides practical recommendations for the development of communication strategies in Islamic banking specifically, as well as for businesses in general.

Keywords: *Social Media Marketing, Brand Trust, Brand Equity, Brand Loyalty, Bank Syariah Indonesia*