

ABSTRACT

The present study aimed to test a model in which service quality and social media marketing predict brand trust and brand loyalty. A total of 100 respondents completed questionnaires on service quality, social media marketing, brand trust and brand loyalty. Results from structural equation modeling based smartPLS 3.0 confirmed that 1) service quality was positively related to brand trust and brand loyalty; 2) brand trust was positively related to brand loyalty; and 3) social media marketing moderated the relationships between service quality and brand trust as well as service quality and brand loyalty.

Keywords: *Service quality, Social media marketing, Brand trust, Brand loyalty.*

ABSTRAKSI

Penelitian ini bertujuan untuk menguji sebuah model penelitian dimana kualitas layanan dan *social media marketing* memprediksi kepercayaan merek dan loyalitas merek. Ada sebanyak 100 responden yang mengisi dan melengkapi kuesioner tentang kualitas layanan, *social media marketing*, kepercayaan merek, dan loyalitas merek. Hasil analisis data menggunakan model persamaan struktural berbasis smartPLS 3.0 membuktikan bahwa 1) Kualitas layanan berpengaruh positif terhadap kepercayaan merek dan loyalitas merek; 2) Kepercayaan merek berpengaruh positif terhadap loyalitas merek; dan 3) *Social media marketing* memoderatori hubungan antara kualitas layanan dan kepercayaan merek, dan juga memoderasi hubungan antara kualitas layanan dan loyalitas merek.

Kata kunci: Kualitas layanan, *Social media marketing*, Kepercayaan merek, Loyalitas merek