

## **ABSTRACT**

*Digitalization and the development of the internet have changed communication and marketing patterns in Indonesia. One of the impacts can be seen in the increasing role of social media, such as Instagram, in influencing consumer purchasing decisions. This study aims to analyze the influence of social media marketing on brand trust, brand equity, and its impact on brand loyalty at PT Gardens Candi Sawangan, a property developer in Depok that actively uses Instagram as a promotional medium. This study uses a quantitative approach with primary data collected through an online questionnaire using a Likert scale of 1–5. The study population included 1,763 customers of PT Gardens Candi Sawangan, and a sample of 326 respondents was obtained using the Slovin formula. The sampling method used is purposive sampling, with the criteria of respondents who have bought products after seeing promotions on Instagram and have participated in at least two activities from the company. The results of the analysis using SmartPLS 4 show that social media marketing has a positive influence on brand trust, brand equity, and brand loyalty. In addition, brand trust has also been proven to have a positive effect on brand equity and brand loyalty, while brand equity has a positive effect on brand loyalty. This research provides managerial implications for companies to focus more on social media elements such as trendiness, customization, and electronic word of mouth (e-WOM), and suggests the exploration of other social media platforms to strengthen the effectiveness of digital marketing in the future.*

**Keywords:** Social Media Marketing, Brand Trust, Brand Equity, Brand Loyalty, Gardens.id.