



EXPLORATION OF THE ROLE OF BRAND EXPERIENCE AND CUSTOMER ENGAGEMENT IN INCREASING BRAND LOYALTY THROUGH CUSTOMER SATISFACTION

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ABSTRACT

This article analyzes ten studies related to Brand Loyalty, Customer Satisfaction, Brand Experience, and Customer Engagement through qualitative methods. The main goal is to collect, analyze, and synthesize related literature to find trends and gaps and build strong arguments based on credible sources. The process includes the identification, assessment, and synthesis of literature, with a focus on new contributions. The results show that positive Brand Experience plays an important role in shaping customer loyalty, where a satisfying experience creates an emotional bond. Customer Engagement through social media has also been shown to increase satisfaction, having a significant effect on long-term loyalty. These findings highlight the importance of managing customer experience and engagement in building brand loyalty.

ARTICLE INFO

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1. INTRODUCTION

In today's digital era, the e-commerce industry has grown rapidly along with the increasing use of the internet and mobile technology (Attar et al., 2022). This opens up opportunities for companies to create a more personalized and interactive brand experience through various digital platforms (Joshi & Garg, 2021). Consumers are not only looking for quality products, but also a pleasant and easy experience when interacting with brands (Akoglu & Özbek, 2022). Brand experience is an important factor that can differentiate one brand from another, especially in a highly competitive market (Joshi & Garg, 2021).

In addition to brand experience, Customer engagement plays a significant role in building a closer relationship between brands and consumers (Do et al., 2020). Consistent interaction through social media, websites, apps, and other digital platforms allows companies to increase consumer engagement (Perez-Vega et al., 2021). Studies show that the higher the digital engagement, the more likely consumers are to develop an emotional connection with the brand.

However, while brand experience and customer engagement have great potential in building brand loyalty, the achievement of customer loyalty does not happen directly. Customer satisfaction is an important mediating element in building brand loyalty. When consumers feel satisfied with the experience they have had with a brand, they tend to be loyal and provide long-term support to the brand (Eckert et al., 2022; Otto et al., 2019). Therefore, understanding how brand experience and customer engagement affect customer satisfaction and ultimately increase brand loyalty is essential for a company's sustainability in the e-commerce industry.

Problem Formulation

Based on the above background, the following research questions are formulated:

1. What is the role of brand experience in increasing customer satisfaction in the e-commerce industry?
2. How does Customer Engagement involve Customer Satisfaction in the e-commerce industry ?
3. To what extent does Customer Satisfaction mediate the relationship between Brand Experience and Brand loyalty?
4. To what extent does Customer Satisfaction mediate the relationship between Customer Engagement and Brand Loyalty?

2. LITERATURE REVIEW

Brand loyalty

Brand loyalty is a measure of how loyal a person or group of consumers are to a brand, which is indicated by their preference for a brand compared to other brands, as well as their tendency to continue buying the brand despite the presence of more attractive competitor products (Aaker David A., 2008). Brand loyalty is a deep commitment from consumers to repurchase or become a consistent subscription to a product/service from a certain brand in the future, despite situational influences or marketing efforts that have the potential to cause behavior to shift (Seduram et al., 2022)

Brand loyalty is a consumer's emotional attachment and commitment to buy products from the same brand over and over again, driven by consistent satisfaction and the belief that the brand offers better value than other alternatives (Boateng et al., 2020). Brand loyalty is the extent to which a customer is willing to make repeat purchases of a certain brand, as well as showing a positive attitude towards the brand, which can be measured by the act of repurchasing and the reluctance to move to another brand (Kotler et al., 2019; Philip., Kotler, 2016). Brand loyalty is a consistent pattern of repeat purchase behavior, triggered by a positive consumer attitude towards a brand. This means that brand loyalty is not just a fortuitous repurchase, but a deliberate and stable preference for a particular brand (Bisschoff, 2020). Brand loyalty is a customer's commitment to make repeat purchases on a particular brand and consistently choose that brand in the midst of competition, mainly because of the emotional engagement and value they receive from the brand (Jiménez-Barreto et al., 2022). Brand loyalty is increasingly influenced by digital interactions and consumers' online experience (Theadora et al., 2023).

Brand loyalty can also be defined as a long-term relationship built between consumers and brands, which is reflected in the consumer's actions to continue choosing the brand, even though there are many alternative options (Fetais et al., 2023). The study also emphasizes that personalized interactions and pleasant experiences are important factors in creating brand loyalty in the digital age (Gómez-Suárez & Veloso, 2020). Brand loyalty is a consumer attitude that shows a commitment to continue using or buying a certain brand repeatedly, which is driven by consumer satisfaction and positive experiences (Diallo et al., 2021). The researcher also emphasizes the importance of customer experience and brand engagement through various channels, including digital and physical, as a factor that strengthens loyalty (Rather, 2021).

Brand loyalty is consumer loyalty to a brand that arises from positive experiences, emotional relationships, and the perception of value they get. This loyalty is often seen in repeat purchases and customer support for brands across multiple channels, even when there are competitive options available (Shahid et al., 2022). Brand loyalty refers to a consistent customer preference for a particular brand and a tendency to continuously interact with and purchase products from that brand. In the modern context, loyalty is not only measured from repurchases, but also from consumer involvement in supporting and promoting brands through social media and digital platforms (Dapena-Baron et al., 2020).

Of these various definitions, brand loyalty generally includes elements of commitment, emotional attachment, and consistency in repeated purchases, despite pressure from competitors or situational changes.

Customer Satisfaction

Customer satisfaction is defined as the level of customer satisfaction with a product or service based on their perception of quality, value, and expectations met. In the digital era, customer satisfaction is also greatly influenced by online experience and interaction with brands through various digital platforms (Dapena-Baron et al., 2020). Customer satisfaction is an emotional response resulting from a comparison between customer expectations and the actual performance of a product or service. Customer engagement and overall brand experience, including on digital channels, are increasingly considered important components that affect customer satisfaction (Rather, 2021).

Customer satisfaction is a subjective evaluation of customers to their experience in using products or services. When customer expectations are met or exceeded, they tend to feel satisfied, which ultimately drives loyalty and repeat purchase behavior (Wang & Zhou, 2021). Customer satisfaction refers to the results of cognitive and emotional evaluations of customers after they use a particular product or service. This satisfaction depends on how well the consumer experience compares to their previous expectations, which ultimately influences word-of-mouth loyalty and recommendations (Truong et al., 2020). Customer satisfaction is a condition in which customer expectations regarding a product or service are met or exceeded, which is measured based on the perception of quality, price, and overall experience. Factors such as customer service, digital interaction, and personalization are becoming increasingly important in influencing satisfaction in this modern era (Sumrit & Sowijit, 2023).

Customer satisfaction is the level of customer satisfaction that arises from a thorough evaluation of their experience with a product or service. This study emphasizes that customer satisfaction is not only determined by product quality, but also by factors such as speed of service, ease of transactions, and interaction through digital platforms (Philip., Kotler, 2016). Customer satisfaction is the result of the interaction between customer expectations and their actual experience after using a product or service (Liang et al., 2021; Suresh & Vasantha, 2021).

From these definitions, customer satisfaction generally involves the comparison between expectations and reality experienced by customers and is influenced by cognitive and emotional aspects of their experience with a product or service.

Customer Engagement

Customer engagement is defined by many experts with different points of view, but in general all agree that customer engagement involves active interaction between the company and the customer (Lim & Rasul, 2022). Customer engagement is the involvement of customers in interactions with brands that create value and build deeper relationships (Castillo et al., 2021). Customer engagement is a strategic approach where companies can build emotional attachment between brands and customers (De Oliveira Santini et al., 2020). Customer engagement is the level of emotional attachment of customers to a brand, which has an impact on loyalty and purchase behavior (Rosado-Pinto & Loureiro, 2020).

Customer engagement encompasses all the ways in which customers interact and connect with brands, both online and offline, and encompasses the overall customer experience. Customer engagement includes positive interactions that are built between a company and its customers through various channels, both online and offline (Lim & Rasul, 2022). This engagement involves delivering relevant and engaging content to encourage active customer participation (Chen et al., 2021). Customer engagement is all about creating meaningful relationships with customers. He emphasizes the importance of providing more value than just selling the product, so that customers feel emotionally involved (Kaveh et al., 2021). Customer engagement is the process by which a company creates an entry point for continuous interaction with customers (Busalim et al., 2021).

They state that Customer engagement can increase customer satisfaction and brand loyalty. Customer engagement should be seen as a two-way approach, where customers not only provide feedback but also engage in creating value together with the brand. Customer engagement is an important aspect of customer relationship management (CRM) that aims to create a continuous and satisfying customer experience.

Brand Experience

Brand experience is defined as the totality of all physical and digital interactions that consumers experience with a brand, including sensory, emotional, cognitive, and behavioral aspects (Bapat, 2020). Brand experience is not just about the product or service, but also about how the brand creates an experience that forms an emotional connection with the consumer

(Iglesias et al., 2019). Brand experience is a consumer perception formed from direct and indirect interaction with a brand at various touchpoints, both online and offline (Kumar & Kaushik, 2020). This research emphasizes that brand experience includes visual, emotional, and behavioral elements that affect how consumers perceive the brand as a whole (Pina & Dias, 2021).

Brand experience refers to the consumer's response to stimuli generated by a brand, which can be sensory, emotional, cognitive, and relational stimuli. This brand experience is formed through all consumer interactions with the brand, both directly through the product and indirectly through advertising and digital media (Brakus et al., 2022). Brand experience can also be referred to as a series of interactions experienced by consumers with a brand, which creates a long-term impression and perception of the brand. This includes interactions through customer service, advertising, social media, and physical experiences, where each element contributes to the formation of loyalty and emotional connection (Gao & Lan, 2020).

Brand experience is based on a holistic experience that consumers feel through various interactions with brands, both directly and through digital platforms. These experiences involve sensory, emotional, and behavioral perceptions that shape the overall impression of the brand, and play a crucial role in creating customer loyalty (Rather, 2022). A holistic experience that includes consumers' perception of all their interactions with the brand across multiple channels, both physical and digital. It includes cognitive, emotional, and sensory dimensions that all play a role in shaping consumers' perceptions of brands and influencing long-term engagement (Becker & Jaakkola, 2020). The emotional response and consumer behavior resulting from interaction with the brand at various touchpoints is the brand experience felt by consumers. The study emphasizes that brand experience is not only about the product or service offered, but also how consumers perceive those interactions through social media, advertising, and other brand communications, which ultimately shape brand loyalty and preferences (Zha et al., 2020).

From these definitions, brand experience generally includes multi-dimensional interactions between consumers and brands, both physically and digitally, which includes sensory, emotional, cognitive, and behavioral aspects. This experience affects consumers' perceptions and long-term relationships with brands.

Brand Loyalty studies have been researched by researchers from various perspectives, such as the previous researchers presented in table 1 below:

Table.1 Previous Research

No	Author/ Judul	Variabel Yang dipakai	Perbedaan	Persamaan	Hasil Penelitian
1	Ong et al.,(2018): Impact of brand experience on loyalty Chuan	1. Brand Experience(X1) 2. Customer's Brand Loyalty(Y)		1. Brand Experience(X1) 2.Customer's Brand Loyalty(Y)	Brand Experience(X1) affect the Customer's Brand Loyalty(Y)
2	Mostafa &	1. Brand Experience(X) 2. Brand passion (Z1)	1. Brand passion (Z1) 2. Self-brand	1. Brand Experience(X)	Experiential

Kasamani.,(2021): Brand experience and brand loyalty: is it a matter of emotions?	3. Self-brand connection(Z2) 4. Brand Affection(Z3) 5. Brand Loyalty(Y)	connection(Z2) 3. Brand Affection(Z3)	2. Brand Loyalty(Y)	brands influence long- term brand loyalty through building brand passion, own brand connections, and brand loyalty.
3 Iglesias et al.,(2019): How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy	1. Sensory Brand Experience(X) 2. Customern Affective Commitment(Z) 3. Customer Satisfaction(Z) 4. Employee Empathy(M) 5. Brand Equity(Y)	1. Customern Affective Commitment(Z) 2. Employee Empathy(M)	1.Sensory Brand 2.Experience(X) 3.Customer Satisfaction(Z) 4. Brand Equity(Y)	Sensory brand experiences have a positive indirect impact on brand equity, through customer satisfaction and customer affective commitment
4 Tran & Nguyen.,(2022): Investigating the relationship between brand experience, brand authenticity, brand equity, and customer satisfaction: Evidence from Vietnam	1. Brand Experience 2. Brand Authenticity 3. Brand Equity 4. Customer Satisfaction	1. Brand Authenticity 2. Brand Equity	1. Brand Experience 2. Customer Satisfaction	Brand Experience has a positive and significant influence on Customer Satisfaction, either directly or through Brand Authenticity dan Brand Equity.
5 Tuti & Sulistia.,(2022): The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on	1. Costomer Engagement(X1) 2. Customer Satisfaction(Z1) 3. Brand Trsust(Z2) 4. Brand Loyalty(Y)	1.Brand Trsust(Z2)	1.Costomer Engagement(X1) 2.Customer Satisfaction(Z1) 3.Brand Loyalty(Y)	Customer engagement has a significant effect on customer satisfaction. Customer engagement It

	Brand Loyalty				also exerts a significant influence on brand trust and brand loyalty.
6	Zaid & Patwayati.,(2021): Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia	<ol style="list-style-type: none"> 1. Customer Experience(X1) 2. Customer Engagement(Z1) 3. Customer Satisfaction(Z2) 4. Loyalty(Y) 		<ol style="list-style-type: none"> 1. Customer Experience(X1) 2. Customer Engagement(Z1) 3. Customer Satisfaction(Z2) 4. Loyalty(y) 	Customer experience dan customer engagement has a positive and significant influence on customer satisfaction and customer loyalty.
7	Jayasingh.,(2019): Consumer brand engagement in social networking sites and its effect on brand loyalty	<ol style="list-style-type: none"> 1. Information Seeking(X1) 2. Entertainment(X2) 3. Economic Benefits(X3) 4. Social Influence(X4) 5. Trust(X5) 6. Social Influence(X6) 7. Customer Engagement(Z) 8. Brand Love 9. Brand Loyalty(Y) 	<ol style="list-style-type: none"> 1. Information Seeking(X1) 2. Entertainment(X2) 3. Economic Benefits(X3) 4. Social Influence(X4) 5. Trust(X5) 6. Social Influence(X6) 7. Brand Love 	<ol style="list-style-type: none"> 1. Customer Engagement(Z) 2. Brand Loyalty(Y) 	Customer Engagement(Z) have a significant effect on Brand Loyalty(Y)
8	Ye et al., (2023): The effect of e-commerce livestreaming services on customer loyalty: a test of the chain mediation model	<ol style="list-style-type: none"> 1. Entertainment elements(X1) 2. Aesthetic quality of content(X2) 3. Luxury fashion brand(X3) 4. Customer engagement(Z1) 5. Brand loyalty(Y1) 6. Brand love(Y2) 	<ol style="list-style-type: none"> 1. Entertainment elements(X1) 2. Aesthetic quality of content(X2) 3. Luxury fashion brand(X3) 4. Brand love(Y2) 	<ol style="list-style-type: none"> 1. Customer engagement(Z1) 2. Brand loyalty(Y1) 	Customer engagement increases brand loyalty through entertainment content and marketing on social media.

9	Zaato et al., (2023): The Mediating Role of Customer Satisfaction between Antecedent Factors and Brand Loyalty for the Shopee Application	<ol style="list-style-type: none"> Price of delivery (X1) Information quality (X2) Ease of payment (X3) Accuracy of delivery(X4) Security of payment (X5) Customer satisfaction (Z1) Brand Loyalty (Y) 	<ol style="list-style-type: none"> Price of delivery (X1) Information quality (X2) Ease of payment (X3) Accuracy of delivery(X4) Security of payment (X5) 	<ol style="list-style-type: none"> Customer satisfaction (Z1) Brand Loyalty (Y) 	Customer satisfaction (Z1) have a positive and significant effect on Brand Loyalty (Y)
10	Achmadi et al.,(2023): Increase Brand Loyalty Through Customer Satisfaction at Restaurants	<ol style="list-style-type: none"> Product Quality (X1) Service Quality (X1) Customer Satisfaction (Z) Brand Loyalty (Y) 	<ol style="list-style-type: none"> Product Quality (X1) Service Quality (X1) 	<ol style="list-style-type: none"> Customer Satisfaction (Z) Brand Loyalty (Y) 	Customer satisfaction and service quality directly affect brand loyalty. In contrast, product quality does not have a direct impact on brand loyalty, in contrast to service quality and customer satisfaction

Source : Processed by Researchers (2024)

3. RESEARCH METHODS

The method of writing this article is carried out by reviewing ten articles related to Brand Loyalty, Customer Satisfaction, Brand Experience, and Customer Engagement. This research is a qualitative research that aims to collect, analyze, and synthesize relevant literature on the topic. According to Hart et al., (2022), literature review analysis is a systematic and structured process, which includes the identification, assessment, and synthesis of relevant literature. In article review, identification is used to look for gaps in the existing literature in order to build valid research arguments. Literature reviews need to be carried out in a structured and methodological manner, relying on credible and relevant sources (Jennings, 2012).

Denny & Weckesser., (2022) emphasized that literature reviews should be able to identify trends, gaps, and patterns in the existing literature, as well as explain how new research can contribute to existing knowledge. This can create a new conceptual framework or model in the research. In addition, a literature review should be carried out systematically to analyze and synthesize relevant literature. Literature reviews should also emphasize the importance of developing a clear conceptual framework to guide research and identify the contributions that new research can make (Clark-Carter, 2009).

4. ANALYSIS AND DISCUSSION

Based on the formulation of the problem and the literature review, this article discusses the main findings, research implications, and suggestions for further study as follows:

Brand Experience dan Brand Loyalty

A positive brand experience plays a crucial role in increasing brand loyalty by building strong emotional bonds and deep customer satisfaction (Eckert et al., 2022; Otto et al., 2019). When customers experience pleasant and consistent interactions with the brand both through product quality, customer service, and communication, they tend to feel more connected and satisfied (Boateng et al., 2020; Kotler et al., 2019; Philip., Kotler, 2016). This reinforces their commitment to the brand, encourages them to make repeat purchases, and recommends the brand to others. A good brand experience creates positive memories and a deep sense of trust, which is the main cornerstone in maintaining customer loyalty and differentiating the brand from competitors in the market (Iglesias et al., 2019; Mostafa & Kasamani, 2021; Mr. et al., 2018; Tran & Nguyen, 2022).

Brand Experience dan Customer Satisfaction

The influence of Brand Experience on Customer Satisfaction is a crucial topic in brand marketing and management (Iglesias et al., 2019; Kumar & Kaushik, 2020). Brand Experience encompasses the entire customer interaction with the brand, including products, services, and communications (Brakus et al., 2022; Gao & Lan, 2020). A positive brand experience involves emotional and sensory aspects that make customers feel valued, such as attractive product design and friendly customer service. Consistency in product and service quality contributes to customer satisfaction by building trust. A personalized experience and responsiveness to feedback also increases satisfaction. A good Brand Experience often results in better customer loyalty and brand reputation (Achmadi et al., 2023; Iglesias et al., 2019; Tran & Nguyen, 2022; Zaid & Patwayati, 2021).

Customer Engagement Dan Customer Satisfaction

Customer Engagement and Customer Satisfaction have an important role in building a strong relationship between customers and brands (Jayasingh, 2019; Tuti & Sulistia, 2022; Ye et al., 2023; Zaid & Patwayati, 2021). Customer Engagement includes active customer interaction with the brand, either through direct communication, social media activity, or participation in loyalty programs (Castillo et al., 2021; Lim & Rasul, 2022). The higher the customer engagement, the greater the chances that they will feel valued and recognized by the brand. Personalized, meaningful interactions with customers drive their satisfaction because they feel emotionally connected. Engaged customers tend to be more satisfied because they feel their opinions and contributions are valued by the brand, such as when they provide feedback or engage in online discussions. Additionally, Customer Engagement creates a more interactive experience, which in turn strengthens emotional bonds and increases satisfaction. When brands actively respond and engage customers every step of the way, customers feel cared for, which ultimately increases satisfaction levels significantly and encourages long-term loyalty.

Customer Engagement dan Brand Loyalty

Customer Engagement interactions with Brand Loyalty are critical in modern marketing strategies. Customer Engagement refers to active interactions between customers and brands, which can occur through various platforms, such as social media, email, or apps. High engagement creates a stronger emotional connection between the customer and the brand, increasing the sense of belonging and commitment to the brand. When customers feel engaged, they tend to be more loyal and loyal, as they feel valued and listened to by the brand (Castillo et al., 2021; De Oliveira Santini et al., 2020). For example, brands that actively ask for feedback or interact with customers through relevant content can increase satisfaction and engagement. (Kaveh et al., 2021; Lim & Rasul, 2022). Engaged customers will not only make repeat purchases, but also recommend the brand to others, expanding the brand's reach (Gao & Lan, 2020; Rather, 2021). Overall, effective Customer Engagement contributes to increased Brand Loyalty by creating positive experiences and meaningful interactions, thereby building long-term trust and commitment.

Customer Satisfaction dan Brand Loyalty

Customer Satisfaction and Brand Loyalty are very important in building long-term relationships between customers and brands (Achmadi et al., 2023; Iglesias et al., 2019; Tuti & Sulistia, 2022; Zaato et al., 2023; Zaid & Patwayati, 2021). When customers are satisfied with the products or services provided by a brand, they tend to be more loyal and committed to the brand (Dapena-Baron et al., 2020; Rather, 2021). Customer satisfaction reflects that their needs and expectations are met, which creates a positive experience. Satisfied customers are more likely to make repeat purchases and make the brand their top choice over competitors. In addition, they are also more likely to recommend brands to others, which contributes to increased brand loyalty through positive word-of-mouth (Sumrit & Sowijit, 2023; Wang & Zhou, 2021). Consistent satisfaction from every interaction with the brand, whether from the quality of the product, service, or customer experience, helps to strengthen the customer's trust and emotional attachment to the brand. This makes customers more loyal and less likely to move on to another brand, even when there are cheaper or more accessible options.

CONCEPTUAL FRAMEWORK

Through a theoretical review and analysis of the relationship between variables, the research model presented in this article is designed to identify to support future research. The research model can be seen in figure 1 below:

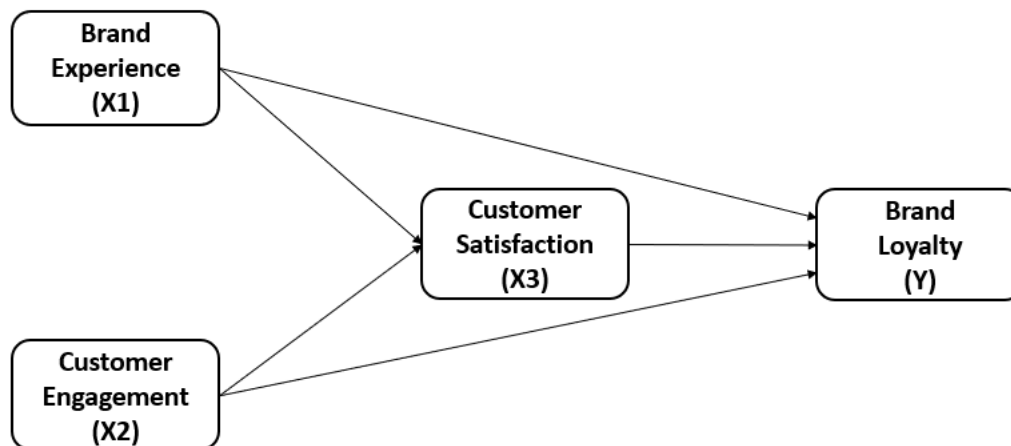


Figure 1: Research Model
Source: Processed by Researchers (2024)

The research model presented reflects the Strong Interaction between interrelated variables in the context of Brand Experience, Customer Engagement, Customer Satisfaction, and Brand Loyalty. Based on the analysis of existing literature, brand experience can be mapped as a multi-dimensional interaction between consumers and brands, covering both physical and digital aspects. This experience is not only limited to direct interaction with the product, but also involves a variety of sensory, emotional, cognitive, and behavioral elements encountered by consumers. In this study, it is emphasized that sensory aspects, such as product design and packaging, play a role in creating the initial impression that shapes consumer perceptions. Meanwhile, the emotional aspect includes the reactions and feelings that arise during interactions, which can strengthen the bond between consumers and brands. Cognition highlights how customers understand and process brand-related information, while behavior includes actions taken by consumers after the experience, such as repeat purchases and brand loyalty.

Overall, this holistic brand experience has a direct impact on consumer perception and can form a positive long-term relationship with the brand. As such, a deep understanding of brand experience is essential for the development of effective marketing strategies and for creating a sustainable relationship between brands and their consumers. This finding makes brand experience a key element in brand management that needs to be considered by practitioners in the field.

The research model in figure 1 above is the interaction between variables. From this model and the results of the previous definitions, it is mapped and analyzed that brand experience in general includes multi-dimensional interactions between consumers and brands, both physically and digitally, which includes sensory, emotional, cognitive, and behavioral aspects. This experience affects consumers' perceptions and long-term relationships with brands.

5. CONCLUSION AND SUGGESTION

Conclusion

The conclusion of this study summarizes important findings regarding the interaction between brand experience, customer engagement, and customer satisfaction in the context of the e-commerce industry. The conclusions of this study are as follows:

1. Brand experience has a significant role in increasing customer satisfaction in the e-commerce industry. A satisfying experience through interactions that align with consumer expectations, including sensory, emotional, and cognitive aspects, positively impacts customer perception and satisfaction.
2. Customer Engagement that is active in brand activities, such as interactions on social media and feedback, directly contributes to customer satisfaction. Strong engagement makes customers feel connected and valued, which in turn increases their satisfaction with the brand.
3. Customer satisfaction acts as an important mediator in the relationship between brand experience and brand loyalty. A positive brand experience not only increases customer satisfaction, but also strengthens their loyalty to the brand.
4. Likewise, customer satisfaction serves as a mediator in the relationship between customer engagement and brand loyalty. Good engagement increases satisfaction, which further supports customer loyalty.

Overall, the study shows that brand experience and customer engagement directly determine customer satisfaction, which plays a critical role in building brand loyalty in the e-commerce industry. These findings emphasize the importance of managerial strategies that focus on creating positive experiences and engagement to increase customer satisfaction and loyalty.

Suggestion

Future research is suggested to deepen the analysis of the causal relationship between brand experience, customer engagement, customer satisfaction, and brand loyalty using the latent variable method. It is also recommended to conduct case studies in various sectors of the e-commerce industry and apply longitudinal research to observe changes over time. Additionally, it's important to explore how digital innovation can improve customer engagement and brand experience, encourage customer participation in product development, as well as conduct behavior-based segmentation to design more appropriate strategies. International research also needs to be done to understand the influence of culture on brand loyalty.

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