



Jurnal Bisnis, Ekonomi, Manajemen dan Kewirausahaan

| ISSN (Online) [2797-1988](https://issn.org/2797-1988) | ISSN (Print) [2797-2003](https://issn.org/2797-2003) |
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DOI: <https://doi.org/10.52909/jbemk.v4i2.205>



Exploring the Role of Brand Experience and Customer Engagement in Increasing Brand Loyalty Through Customer Satisfaction

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Abstract: This article maps the analysis of ten relevant studies on Brand Loyalty, Customer Satisfaction, Brand Experience, and Customer Engagement through a qualitative research approach. The purpose of this research is to collect, map, analyze, and synthesize literature related to the topic. Referring to the opinion of Hart et al. (2022), the literature review analysis is carried out in a systematic and structured manner, including identification, assessment, and synthesis of related literature. The identification process aims to find gaps in the existing literature to build valid arguments. This process should be carried out by relying on credible and relevant sources. The literature review should identify trends, gaps and patterns in the existing literature and demonstrate the contribution of new research to the accumulated knowledge. This research also develops the results of previously researched research more clearly. The results show that positive brand experience is a key factor in building customer loyalty. Various literature shows that satisfying experiences can create strong emotional connections, which are important for long-term loyalty. In addition, customer engagement in brand activities, such as interactions on social media, is proven to drive customer satisfaction. Active engagement makes customers feel valued and connected, which contributes to their increased satisfaction. Overall, this study emphasizes the importance of experience management and customer engagement to increase brand loyalty in a competitive marketing context. The findings provide novelty insights into the impact of customer engagement. Exploring customer engagement through interactions on social media as a factor that impacts customer satisfaction is an innovative approach. This research shows that active engagement is not only beneficial for increasing loyalty but also contributes to the overall customer experience.

Keywords: Brand Experience, Brand Loyalty, Customer Satisfaction, Customer Engagement

INTRODUCTION

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

In addition to brand experience, customer engagement plays a significant role in building closer relationships between brands and consumers (Do et al., 2020) . Consistent interactions through social media, websites, apps, and other digital platforms allow 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, although brand experience and customer engagement have great potential in building brand loyalty, achieving customer loyalty does not happen directly. Customer satisfaction is an important mediating element in building brand loyalty. When consumers are satisfied with the experience they get from the 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 crucial for the survival of companies in the e-commerce industry.

METHODS

The method of writing this article is done by reviewing ten articles related to Brand Loyalty, Customer Satisfaction, Brand Experience, and Customer Engagement. This research is a qualitative study 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 identification, assessment, and synthesis of relevant literature. In an article review, identification is used to find gaps in the existing literature in order to build a valid research argument. Literature reviews need to be conducted in a structured and methodological manner, relying on credible and relevant sources (Jennings, 2012) .

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

RESULTS AND DISCUSSION

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

1) Brand Experience and Brand Loyalty

Positive brand experiences play 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 either through product quality, customer service, or communication they tend to feel more connected and satisfied (Boateng et al., 2020; Kotler et al., 2019; Philip., Kotler, 2016) . This strengthens 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 are key cornerstones in maintaining customer loyalty and differentiating the brand from competitors in the market (Iglesias et al., 2019; Mostafa & Kasamani, 2021; Ong et al., 2018; Tran & Nguyen, 2022)

2) Brand Experience and Customer Satisfaction

The influence of Brand Experience on Customer Satisfaction is a crucial topic in marketing and brand management (Iglesias et al., 2019; Kumar & Kaushik, 2020). Brand Experience encompasses all customer interactions 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. Personalized experiences and responsiveness to feedback also increase satisfaction. Good Brand Experience often results in customer loyalty and better brand reputation (Achmadi et al., 2023; Iglesias et al., 2019; Tran & Nguyen, 2022; Zaid & Patwayati, 2021).

3) Customer Engagement and Customer Satisfaction

Customer Engagement and Customer Satisfaction have an important role in building strong relationships between customers and brands (Jayasingh, 2019; Tuti & Sulistia, 2022; Ye et al., 2023; Zaid & Patwayati, 2021). Customer Engagement includes customers' active interactions with brands, whether through direct communication, activities on social media, or participation in loyalty programs (Castillo et al., 2021; Lim & Rasul, 2022). The higher the customer engagement, the more likely they are to feel valued and recognized by the brand. Personalized and meaningful interactions with customers drive their satisfaction as 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. In addition, 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 in turn significantly increases satisfaction levels and drives long-term loyalty.

4) Customer Engagement and Brand Loyalty

The interaction of Customer Engagement with Brand Loyalty is crucial 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 a 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 solicit 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, thus building trust and long-term commitment.

5) Customer Satisfaction and 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 first choice over competitors. In addition, they are also more likely to recommend the brand 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 product quality, service, or customer experience, helps strengthen customers' trust and emotional attachment to the brand. This makes customers more loyal and less likely to switch to another brand, even when there are cheaper or more accessible options.

CONCEPTUAL FRAMEWORK

Through the 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:

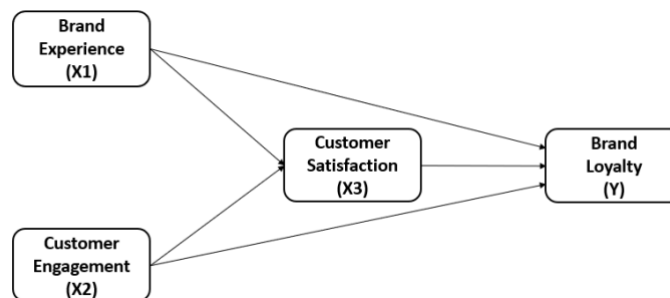


Figure 1: Research Model
Source: Processed by Researchers (2024)

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, encompassing both physical and digital aspects. This experience is not only limited to direct interaction with the product, but also involves various sensory, emotional, cognitive, and behavioral elements faced by consumers. In this study, it is emphasized that sensory aspects, such as product design and packaging, play a role in creating initial impressions that shape consumer perceptions. Meanwhile, emotional aspects include 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 perceptions and can form a positive long-term relationship with the brand. Thus, an in-depth understanding of brand experience is crucial for the development of effective marketing strategies and for creating sustainable relationships between brands and their consumers. These findings make 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 interacts between variables. From this model and the results of the definitions of previous researchers, map and analyze that brand experience generally includes multi-dimensional interactions between consumers and brands, both physically and

digitally, which include sensory, emotional, cognitive, and behavioral aspects. These experiences influence consumers' perceptions and long-term relationships with brands.

CONCLUSIONS

The conclusion of this research 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 research are as follows:

1. Brand experience has a significant role in increasing customer satisfaction in the e-commerce industry. Satisfying experiences through interactions that match consumer expectations, including sensory, emotional, and cognitive aspects, have a positive impact on customer perception and satisfaction.
2. Active customer engagement in brand activities, such as social media interactions 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, this 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.

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