



Unlocking Brand Loyalty: The Power of Experience, Engagement, and Customer Satisfaction

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Abstract

Purpose: This study aimed to collect, map, analyze, and synthesize literature related to this topic.

Research Methodology: This study used a qualitative research approach, conducting a systematic literature review of ten relevant studies on brand loyalty, customer satisfaction, brand experience, and customer engagement. Literature was identified, assessed, and synthesized to analyze trends, gaps, and contributions to the existing knowledge.

Results: The results show that positive brand experience is a key factor in building customer loyalty. Various studies have shown that satisfying experiences can create strong emotional connections, which are important for long-term loyalty. In addition, customer engagement in brand activities, such as social media interactions, drives customer satisfaction.

Conclusions: This study emphasizes the importance of experience management and customer engagement in increasing brand loyalty in a competitive marketing context.

Limitations: This study is limited to a qualitative literature review of ten studies, which may restrict generalizability and empirical validation of the findings.

Contributions: These findings provide novel 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 study 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 Engagement, Customer Satisfaction*

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1. Introduction

In today's digital era, the e-commerce industry has experienced very rapid growth along with the increasing use of the internet, smartphones, and digital technology in various aspects of daily life (Attar et al., 2022). The development of digital platforms has changed consumer behavior in shopping activities, where consumers now prioritize convenience, speed, flexibility, and personalized experiences when interacting with brands. This phenomenon creates intense competition among e-commerce companies, encouraging companies to continuously innovate in creating unique and memorable experiences for consumers. Companies are no longer only competing in terms of product quality and price but are also competing to provide superior customer experiences through digital interactions (Joshi & Garg, 2021).

The increasing number of e-commerce platforms available today has made consumers more selective in

choosing brands. Consumers tend to compare products, services, and experiences offered by various brands before making purchasing decisions. In this situation, brand experience becomes an important factor that can influence consumer perceptions and differentiate one brand from another (Akoglu & Özbek, 2022). Brand experience refers to consumers' sensations, feelings, cognitions, and behavioral responses generated through interactions with a brand. Positive experiences can create emotional bonds between consumers and brands, while negative experiences may reduce consumer trust and encourage them to switch to competitors. Therefore, companies need to design attractive, consistent, and interactive digital experiences to maintain consumer interest and strengthen their position in the market.

Digital technology also enables companies to interact more intensively with consumers through various channels such as social media, websites, mobile applications, online communities, and digital advertising. Through these channels, companies can build customer engagement by encouraging active consumer participation in brand-related activities (Do et al., 2020). Customer engagement reflects the psychological and emotional involvement of consumers with a brand, which can be shown through activities such as providing reviews, sharing content, commenting on social media, or participating in brand campaigns. High customer engagement can strengthen relationships between consumers and brands because consumers feel valued and connected to the company.

Furthermore, customer engagement has become one of the most important marketing strategies in the digital era because it allows companies to create two-way communication with consumers. Unlike traditional marketing approaches that focus only on one-way communication, digital platforms enable brands to directly receive feedback from consumers and respond quickly to their needs and complaints (Perez-Vega et al., 2021; Zha et al., 2020). This interaction can increase consumer trust and create stronger emotional attachments to the brand. Companies that successfully maintain customer engagement tend to have consumers who are more loyal and willing to recommend the brand to others.

However, although brand experience and customer engagement have significant potential in influencing consumer behavior, building brand loyalty cannot occur instantly. Brand loyalty is a long-term commitment from consumers to continue purchasing and supporting a brand consistently despite the availability of competing alternatives. To achieve this loyalty, companies must first ensure that consumers feel satisfied with the products, services, and experiences provided. Customer satisfaction becomes an important mediating factor because satisfied consumers are more likely to repurchase products, recommend the brand to others, and maintain long-term relationships with the company (Eckert et al., 2022; Otto et al., 2019).

Customer satisfaction is formed when consumers perceive that the performance of a product or service meets or exceeds their expectations. In the e-commerce context, satisfaction can be influenced by various factors such as website quality, ease of transaction, payment security, delivery speed, customer service responsiveness, and overall shopping experience. Positive brand experiences and strong customer engagement can increase customer satisfaction because consumers feel emotionally connected and valued by the company. Conversely, poor experiences and low engagement may reduce satisfaction levels and negatively impact loyalty.

Several previous studies have highlighted the relationship between brand experience, customer engagement, customer satisfaction, and brand loyalty. Research conducted by Joshi and Garg (2021) emphasized that positive brand experiences significantly influence customer satisfaction and loyalty in digital markets. In addition, Do et al. (2020) found that customer engagement positively affects consumers' emotional attachment and loyalty toward brands. Other studies by Eckert et al. (2022) and Otto et al. (2019) also confirmed that customer satisfaction plays a mediating role in strengthening the influence of consumer experiences on brand loyalty. These findings indicate that companies must pay attention not only to product quality but also to the overall consumer experience during interactions with the brand.

Despite the growing importance of brand experience and customer engagement in e-commerce, there are still inconsistencies in previous research findings regarding their influence on customer satisfaction and brand loyalty (Bapat, 2020; Dewi et al., 2024). Some studies indicate a direct influence, while others suggest that customer satisfaction acts as a mediating variable. Therefore, further research is needed to provide a deeper understanding of the relationships among these variables, especially in the context of the rapidly growing e-commerce industry (Becker & Jaakkola, 2020; Hairul et al., 2024).

Based on these phenomena and previous research findings, this study aims to analyze the influence of brand experience and customer engagement on brand loyalty through customer satisfaction in the e-commerce industry. This study is expected to provide both theoretical and practical contributions by enriching the literature related to digital marketing and consumer behavior while also providing insights for companies in designing effective strategies to improve customer satisfaction and maintain long-term brand loyalty.

2. Literature Review

2.1 Brand Experience and Brand Loyalty

Brand experience plays a crucial role in building brand loyalty by creating strong emotional bonds and enhancing customer satisfaction. Positive interactions with a brand through product quality, customer service, and communication foster trust and attachment (Bisschoff, 2020; Brakus et al., 2022). Customers who experience consistent and enjoyable interactions are more likely to repeat purchases and recommend the brand, establishing long-term loyalty. Brand experience is multidimensional, including sensory, emotional, cognitive, and behavioral aspects. Sensory experiences, such as product design and aesthetics, create first impressions, while emotional and cognitive responses strengthen the connection to the brand (Busalim et al., 2021; Parmenas, 2022). Behavioral aspects, such as engagement in repeat purchases and brand advocacy, reinforce loyalty. Understanding these dimensions allows brands to design strategies that enhance customer commitment (Chen et al., 2021; Nuraeni et al., 2022).

2.2 Brand Experience and Customer Satisfaction

Brand experience directly influences customer satisfaction by shaping perceptions and emotions during interactions with a brand (Diallo et al., 2021). When customers encounter positive experiences, they feel valued and understood, which enhances their satisfaction levels. Personalized experiences, high-quality products, and responsive services contribute significantly to satisfaction. Satisfied customers are more likely to develop loyalty toward the brand. Consistency in delivering positive experiences ensures trust and strengthens the overall perception of the brand. Brands that manage experience effectively can differentiate themselves in competitive markets and maintain customer retention over time (Fetais et al., 2023).

2.3 Customer Engagement and Customer Satisfaction

Customer engagement refers to active participation in brand-related activities, such as social media interactions, feedback, or loyalty programs. Engagement creates emotional connections between the customer and the brand, making customers feel recognized and valued (gomezsuares202; Saputra & Kusnadi, 2021). Active participation enhances satisfaction as customers perceive their contributions as meaningful. High engagement fosters interactive experiences that strengthen bonds and encourage positive behaviors, including repeat purchases and brand advocacy. Engaged customers are more likely to respond positively to marketing initiatives and remain loyal, highlighting the importance of engagement strategies in modern brand management (Jiménez-Barreto et al., 2022).

2.4 Customer Engagement and Brand Loyalty

Customer engagement significantly impacts brand loyalty by creating stronger emotional ties and increasing commitment (Kotler & Keller, 2016; Liang et al., 2021). Brands that actively involve customers through feedback, content, and personalized interactions foster a sense of belonging and value (Seduram et al., 2022). Loyalty resulting from engagement manifests in repeat purchases, recommendations to others, and long-term support for the brand. Effective engagement strategies transform interactions into meaningful experiences, ultimately driving both satisfaction and loyalty in highly competitive markets (Pina & Dias, 2021; Rosado-Pinto & Loureiro, 2020).

2.5 Customer Satisfaction as a Mediator

Customer satisfaction mediates the relationship between brand experience, customer engagement, and brand loyalty (Shahid et al., 2022; Suresh & Vasantha, 2021). Positive experiences and high engagement increase satisfaction, which in turn enhances loyalty. Satisfaction reflects the fulfillment of customer expectations, reinforcing trust and emotional attachment to the brand (Theadora et al., 2023).

Brands that understand this mediating effect can design holistic strategies combining experience management and engagement activities to maximize customer satisfaction. This approach strengthens loyalty and ensures sustainable competitive advantage (Truong et al., 2020).

3. Methodology

This article was written by reviewing ten articles related to Brand Loyalty, Customer Satisfaction, Brand Experience, and Customer Engagement. This qualitative study aimed to collect, analyze, and synthesize the relevant literature on the topic. According to Hart et al. (2022), a literature review analysis is a systematic and structured process that includes the identification, assessment, and synthesis of relevant literature. In an article review, identification is used to find gaps in the existing literature to build a valid research argument. Literature reviews must be conducted in a structured and methodological manner, relying on credible and relevant sources (Jennings, 2012).

Denny and Weckesser (2022) emphasize that literature reviews should 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 future research. In addition, a systematic literature review should be conducted to analyze and synthesize the relevant literature. The literature review 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).

Through a theoretical review and analysis of the relationship between variables, the research model presented in this study was designed to support future research. The research model is shown in Figure 1.

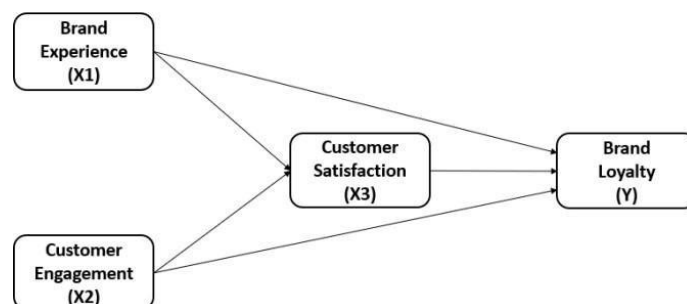


Figure 1. Research Model

Based on Figure 1, 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 an analysis of the existing literature, brand experience can be mapped as a multidimensional 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. This study emphasizes that sensory aspects, such as product design and packaging, play a role in creating initial impressions that shape consumer perceptions. 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 create a positive long-term relationship with the brand. Thus, an in-depth understanding of brand experience is crucial for developing effective marketing strategies and creating sustainable relationships between brands and consumers. These findings make brand experience a key element in brand management that must be considered by practitioners in the field.

The research model in Figure 1 interacts between variables. Based on this model and the results of previous researchers' definitions, we map and analyze that brand experience generally includes multi-dimensional interactions between consumers and brands, both physically and digitally, including sensory, emotional, cognitive, and behavioral aspects. These experiences influence consumers' perceptions and long-term relationships with brands.

4. Results and Discussion

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

4.1 *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 through product quality, customer service, or communication, they tend to feel more connected and satisfied (Philip2016; Boateng et al., 2020; Kotler et al., 2019). 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).

4.2 *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 services. Consistency in product and service quality contributes to customer satisfaction by building trust. Personalized experiences and responsiveness to feedback also increased satisfaction. A Good Brand Experience often results in customer loyalty and a better brand reputation (Achmadi et al., 2023; Iglesias et al., 2019; Tran & Nguyen, 2022; Zaid & Patwayati, 2021).

4.3 Customer Engagement and Customer Satisfaction

Customer Engagement and satisfaction play important roles 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 that 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 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.

4.4 Customer Engagement and Brand Loyalty

The interaction between 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 the sense of belonging and commitment to the brand. When customers feel engaged, they tend to be more 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 their 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.

4.5 Customer Satisfaction and Brand Loyalty

Customer Satisfaction and Brand Loyalty are crucial 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 (Dapena-Baron et al., 2020; Rather, 2021). Customer satisfaction reflects that their needs and expectations are met, creating a positive experience. Satisfied customers are more likely to make repeat purchases and choose the brand their first choice over competitors. In addition, they are more likely to recommend the brand to others, contributing 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 cheaper or more accessible options are available.

5. Conclusions

The conclusion of this study highlights the important relationship between brand experience, customer engagement, customer satisfaction, and brand loyalty in the e-commerce industry. The findings show that brand experience significantly increases customer satisfaction through positive sensory, emotional, and cognitive interactions. Customer engagement, such as social media interactions and feedback, also contributes positively to customer satisfaction by making customers feel connected and valued.

Furthermore, customer satisfaction acts as a mediator between brand experience, customer engagement, and brand loyalty. Positive experiences and strong engagement increase customer satisfaction, which ultimately strengthens customer loyalty. Overall, this study emphasizes the importance of creating positive customer experiences and engagement strategies to improve customer satisfaction and brand loyalty in the e-commerce industry.

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Author Contributions

FH conceptualized the study, collected and analyzed the literature, and drafted the manuscript. SUA supervised the research design, provided methodological guidance, and reviewed the manuscript. NS contributed to the analysis, synthesis, and refinement of the literature review. All authors reviewed and approved the final version of the manuscript and are accountable for the content.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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