

## **Electronic Word of Mouth Towards Brand Loyalty Through Customer Engagement as an Intervening Variable**

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### **Abstract**

*Currently the fashion industry is experiencing competitive competition because it has become a lifestyle trend in society. We see that currently there is enthusiasm in Indonesia to make fashion a market segment with large sales levels and income profits. Brand Loyalty is the key to the success of a company that is able to provide a strong competitive advantage but is very difficult to build in the current era. Brand Loyalty can be built through the influence of Customer Engagement on brand social media accounts through E-wom social media marketing strategies. This research aims to determine Electronic Word of Mouth (E-Wom) on Brand Loyalty through Customer Engagement as an intervening variable, where this research was conducted on fashion brand users in South Tangerang. The research method used is a quantitative approach by collecting data through questionnaires. The sampling technique in this research was purposive sampling with the criteria of fashion product users, both men and women, living in South Tangerang with a minimum number of respondents of 110 people. The data analysis technique used is Structural Equation Modeling (SEM) which is processed with AMOS 23 software. The research results show that: 1) E-wom has no effect on brand Loyalty, 2) E-wom has a significant effect on brand Customer Engagement, 3) Customer Engagement has a significant effect on Brand Loyalty towards brands and 4) E-wom influences Brand Loyalty through the mediation of Customer Engagement.*

**Keywords:** *Customer Engagement. E-wom influences, Brand Loyalty Customer Engagement.*

### **Introduction**

In the current era, consumers will feel confident if they appear in optimal condition as shown by their fashion appearance and this will increase their self-confidence and attract the attention of others (Vutri et al., 2023). Therefore, many appearance activities are used as a positive lifestyle (Devita, 2020), a primary need that is not only used by women, but also men and even children (Ilhami & Hendrastomo, 2020)(Nababan, 2023). Demand and enthusiasm for fashion products is very high in Indonesia. This moment is seen as an opportunity for business people to get involved in business, especially fashion, causing many new fashion brands to emerge on the market and then grow and develop rapidly until they become an extraordinary phenomenon and trend in society.

The large potential of the fashion market in Indonesia makes the business environment increasingly tight and competitive, with the presence of various fashion brands that present new products and services that can be quickly accepted by customers as a form of fulfilling demand (Dirgantari et al., 2022).

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Efforts that can be made by brands to win the competition are branding to highlight the competitive advantages of differentiated products compared to other brands, so that they can attract and retain consumers so that they do not use competing products and are loyal to the brand (Dirgantari et al., 2022). Brand loyalty is a form of consumer commitment to a brand and how consumers choose to be loyal to the same brand (Ghorbanzadeh & Rahehagh, 2021). Basically, customers who have high and strong loyalty are those who will not be easily influenced by competing products and then switch, even though competing brands have attractive marketing promotions and competitive price and quality offers (Azizah & Kurniawati, 2023). However, in reality, creating loyalty to one fashion brand in this era of globalization is a luxury that is difficult to obtain because there are many similar products from other brands circulating on the market. Brands will continue to launch products regularly with a short life-cycle, approximately 3 months before launching new, more trendy products (Hellsten & Kulle, 2017). This provides opportunities and psychological influence for customers to find out product variations that are exactly the same as the one being used and think about the possibility of looking for alternative products and brands (Sulistiobudi & Ramadhani, 2022).

Nowadays, the majority of customers, before choosing to repurchase a used product, will tend to look for alternative fashion products using social media to find cheaper products with the same quality content as the previous product and which they feel suits their current appearance. . Not infrequently, they get the idea of looking for alternatives based on influence and recommendations from friends who have used the product as well as encouragement from E-wom social media marketing due to interesting and promising content and the presence of claim information that suits the needs they are looking for. If this problem continues and is not prevented, then brands will have difficulty getting loyal and loyal customers.

In this era of digitalization, the most effective and widely used marketing strategy is through social media. The use of social media technology such as Instagram, Facebook, Twitter, and TikTok as a marketing tool has an important role because people spend more time on social media to socialize and interact, where social media can be accessed several times to every hour of the day (Ahmed & Zia, 2021). This social media marketing activity is called E-wom social media marketing. Through E-wom social media marketing, it makes it easier for people to use Electronic Word of Mouth (e-WOM) so that brands can communicate and invite their audience to get involved in brand activities (Ferliansyah et al., 2022). The use of E-wom social media marketing (screen to face) is currently an effective and efficient way compared to traditional marketing such as door-to-door marketing (Ayesha et al., 2022: 19). E-wom on E-wom social media marketing as a supporter of traditional and digital marketing communication tools will monitor and facilitate customer communication, collaboration and interaction with the company, its brand and other customers, and encourage their involvement (Customer Engagement) (Riyasa et al ., 2023)(Ebrahim, 2020).

Customer engagement is an emotional bond between a company and its customers that focuses on customer participation and interaction (Habib et al., 2022). Typically, customer engagement and brand evaluation can result in loyalty behavior that provides long-term benefits for a brand (Dissanayake et al., 2019). For this reason, companies must be able to influence consumer perceptions where consumers can trust the brand well, feel satisfied with the brand's services and products, and build strong and positive emotional relationships or bonds by building involvement between customers and the brand (Ferliansyah et al., 2022)

E-wom social media marketing is the right strategy that can be used by fashion brands to market their products and build customer engagement through two-way interaction and communication between customers and fashion brands with the hope that consumers will get a good experience from marketing and service. brand, then the main goal that every

business wants to achieve can be created, namely consumer loyalty to the brand (brand loyalty).

Brand loyalty will be created from interactive communication via social media, because this triggers customer engagement to actively interact with the brand and customer trust in the brand to always meet their needs. Based on previous research conducted by Haudi et al. (2022) and Cahyani et al. (2022), E-wom in E-wom social media marketing has a positive and significant influence on brand loyalty. However, this statement is different from the results of research conducted by Radhitama (2018) and Luhur et al. (2021), where e-wom E-wom social media marketing does not have a significant direct influence on brand loyalty. Bororing and Dwianto (2023) and Bismoaziiz et al. (2021) in their research results stated that E-wom social media marketing has a significant effect on customer engagement.

According to research by Afifah et al. (2020) and Widodo and Febrianti (2021) customer engagement has an effect on brand loyalty, whereas according to Huddin and Nurhayani (2022) customer engagement has no significant effect on brand loyalty. Apart from that, according to Hidayah (2019) and Ferliansyah et al. (2022) in their research, E-wom social media marketing has a positive and significant indirect influence on brand loyalty through the mediation of customer engagement. This result is different from research conducted by Wibowo and Laksamana (2023), where E-wom social media marketing mediated by customer engagement had no effect on brand loyalty simultaneously.

The purpose of this research is to determine the influence of E-wom and customer engagement on brand loyalty, determine the influence of E-wom on customer engagement, and determine the influence of E-wom on brand loyalty through the mediation of customer engagement.

## **Literature Review**

### **Brand Loyalty**

According to Dirgantari et al. (2022) brand loyalty is a customer's commitment to repurchase or use a brand on an ongoing basis & can be demonstrated by making repeat purchases of a product/service, or other positive behavior such as word of mouth advocacy. According to Ghorbanzadeh and Rahehagh (2021) brand loyalty is a form of consumer commitment to a brand and how consumers choose to be loyal to the same brand. According to (Semuel & Putra, 2018) brand loyalty is related to a strong commitment to follow or buy a brand continuously in the future. Meanwhile, according to Haudi et al. (2022) brand loyalty is defined as a form of behavior starting from the decision making unit to continuously purchasing goods or services from a company, where customers show a positive attitude towards the brand, have a commitment to a particular brand, and intend to continue buying it.

Based on the definition above, it can be concluded that brand loyalty is the commitment and behavior of customers to use and repurchase products from a particular brand continuously, where customers show positive attitudes such as word of mouth advocacy, and intend to continue buying them in the future. Brand loyalty is said to be a measure of a customer's positive relationship with a particular product/brand (Setiawan & Patricia, 2022). Basically, a good customer relationship with the brand is a hope that the company strives for because by establishing a good relationship between the two, the company wants as many customers as possible who have loyalty to the company brand, so that customers will continue to buy and use what the company offers (Khan & DePaoli, 2023). Because loyalty is a big asset and the company's main goal, companies take various marketing steps to keep consumers loyal to the brand (Bismoaziiz et al., 2021)(Sohail et al., 2020). Diallo et al. (2021) and Dirgantari et al. (2022) said that brand loyalty has the following indicators:

1. Affective Loyalty, refers to the strong emotional attachment (deep love) and resistance to change that consumers have for a brand. 2. Cognitive Loyalty, based on repeat purchases without strong emotional attachment. 3. Normative Loyalty, influenced by social factors and the influence of references from groups. 4. Behavioral Loyalty, how often & how many customers buy goods.

## E-WOM

E-WOM is part of Digital Marketing. According to Yadav & Rahman (2018) E-wom is defined as a process in which companies create, communicate and deliver offers regarding online marketing through social media platforms to build and maintain relationships with stakeholders so that they can increase stakeholder value by facilitating interaction. , share information, recommend personalized purchasing offers, and create word of mouth among stakeholders about existing and trending products and services. E-wom can also be interpreted as a media to monitor and facilitate customers so they can interact and participate in positive engagement with brands and companies (Utami & Saputri, 2020). Meanwhile, according to Taan et al. (2021) E-wom is a form of marketing that uses promotions through websites such as social networks to create awareness, recognition, memorability, and even action towards a product, brand, business, individual or group, either directly or indirectly.

E-wom is generally acknowledged to play a fairly large role in influencing consumer perceptions of brands (Narottama & Moniaga, 2022) because basically E-wom is one of the tools that is widely used today in conducting marketing communications, resulting in brand-related consequences. , including in terms of brand awareness and customer engagement (Bento et al., 2018). However, this strategy cannot be seen as a replacement for traditional marketing techniques but rather as an additional marketing channel that can be integrated with traditional marketing as part of the marketing mix.

## Customer Engagement (CE)

Customer engagement is a term used in marketing to describe customer actions towards a company (Dwiviolita & Zuliarni, 2022). Customer engagement is generally known as an emotional relationship/bond between a company and customers which focuses on participation and interaction with customers (Bismoaziiz et al., 2021)(Habib et al., 2022). According to Arora et al. (2020) customer engagement can be interpreted as the level of physical, cognitive and emotional presence of customers in relation to a service or brand.

According to Tuti & Sulistia (2022) there are five (5) indicators that can be used to measure customer engagement, namely: 1. Enthusiasm, reflects the level of customer excitement and interest in a brand. 2. Attention, explains the level of attention, focus and connection that customers have with a brand. 3. Absorption, a pleasant state that describes the customer as a person who is fully concentrated, happy and very engrossed when playing the role of a consumer of the brand where the customer devotes his thoughts to the brand until he is not aware of the time that has passed. 4. Interaction, online and offline customer participation with brand organizations or other customers outside of purchasing. The company shows good interactions with customers and potential customers. 5. Identification, reflects the level of customer perception of taste or unity.

## Hypotheses Development

### The Influence of E-wom on Brand Loyalty

There are many things that can be gained by doing E-wom, one of which is helping brands to create brand loyalty through networking, conversation or communication, and building communities. Through social media, the relationship between customers and brands is much stronger with a solid foundation for building customer loyalty because customers can communicate directly with brands effectively and continuously, no longer

in one direction. According to Haudi et al. (2022) and Bismoaziiz et al. (2021), E-wom influences brand loyalty. These results were also confirmed by research from Ferliansyah et al. (2022) and Hidayah (2019), where E-wom has an influence on brand loyalty. Based on this description, this research formulates the first hypothesis as follows: H1 = E-wom influences Brand Loyalty.

#### The Influence of E-wom on Customer Engagement

E-wom is a marketing process carried out by companies using social media as a means to communicate and convey information and attractive offers provided by the company to its customers (Yadav & Rahman, 2018)(Bento et al., 2018). Customer Engagement is an emotional relationship built between a company and its customers by interacting and participating with each other to create engagement with others. With E-wom, customer engagement can be created because there will be two-way communication between the brand and customers. In the context of research in the cosmetics sector, Hidayah (2019) proves that E-wom has an influence on Customer Engagement. The same statement was also obtained from research by Bororing and Dwianto (2023) and Huddin and Nurhayani (2022), where E-wom influences Customer Engagement. Based on this description, this research formulates the second hypothesis as follows:

H2 = E-wom influences Customer Engagement.

#### The Influence of Customer Engagement on Brand Loyalty

Customer engagement describes the relationship between brands and customers beyond purchasing activities (Ibad, 2018). Brand loyalty is related to a strong commitment to follow or buy a brand continuously in the future (Semuel & Putra, 2018). Customers who have high involvement tend to increase their liking for a company's product, which shows loyalty to the brand. Based on research from Afifah et al. (2020) customer engagement influences brand loyalty. This statement is in line with the research results of Tuti and Sulistia (2022) and Bismoaziiz et al. (2021). However, a different statement was produced from research by Huddin and Nurhayani (2022) where customer engagement had no effect on brand loyalty. Based on this description, this research formulates the third hypothesis as follows:

H3 = Customer Engagement influences Brand Loyalty.

#### The Influence of E-wom on Brand Loyalty Mediated by Customer Engagement

E-wom is a form of marketing that uses social media to communicate, create, convey information and carry out promotions so that it can influence consumers, build loyalty and increase interaction with consumers (Tuten & Mintu-Wimsatt, 2018). In other words, through social media customer loyalty can be formed because of the information/education provided by the brand to customers which provokes customer involvement to carry out two-way interactions.

According to Hidayah (2019) and Ferliansyah et al. (2022) E-wom influences brand loyalty through customer engagement. This means that the increase in E-wom will be followed by increased brand loyalty if customer engagement is built. Based on this description, this research formulates the fourth hypothesis as follows:

H4 = E-wom influences Brand Loyalty through Customer Engagement.

## **Research Methods**

This research uses a quantitative approach method by collecting primary data through a questionnaire created with the help of Google Form. The population taken in this research are individual users of fashion brand products domiciled in South Tangerang, the exact number of which is not known. The method used in sampling was non-probability

sampling using a purposive sampling technique with the criteria: men and women in the city of South Tangerang aged 16 - 45 years; users of products from well-known fashion brands; have purchased the product at least 2 times; active on social media and aware of information, so that a minimum sample size of 110 respondents was obtained. The data analysis technique used is Structural Equation Modeling (SEM) which is processed with AMOS 23 software to determine and analyze the direct and indirect effects between variables.

Based on the explanation and hypothesis above, the framework or research model prepared is as follows: Hypothesis Based on previous research, the hypothesis that will be proposed in this research to test its influence is as follows:

- H1 = E-wom influences Brand Loyalty.
- H2 = E-wom influences Customer Engagement.
- H3 = Customer Engagement influences Brand Loyalty.
- H4 = E-wom influences Brand Loyalty through Customer Engagement.

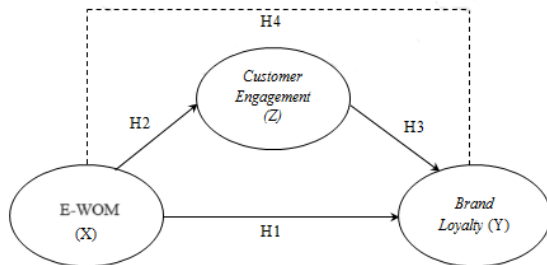


Figure 1. Research Model

### Results and Discussion

The distribution of the questionnaire obtained 110 respondents, which means it exceeds the minimum sample limit set in this research based on calculation results referring to Hair's theory, namely 110 respondents from a population whose exact number is not known. All 110 respondents met the predetermined criteria and were therefore used in this research. The results of the questionnaire obtained the following characteristics of respondents:

Table 1. Characteristics of Respondents

Karakteristik	Frekuensi	Persentase %
Gender:		
Men	18	16%
Women	92	84%
Age		
16 - 20 Years	25	23%
21 - 25 Years	59	54%
26 - 30 Years	17	15%
31 - 35 Years	4	4%
36 - 45 Years	5	5%

Job status

Student	5	5%
bachelor	36	35%
employee	40	36%
Government employee	15	14%
Entrepreneur	11	10%
Etc	3	3%

In Table 1, the respondent data is dominated by female respondents with a percentage of 84% while the rest are male respondents with a percentage of 16%. The largest type or age group is in the 21 - 25 year age range, namely 54% of the total respondents. Apart from that, the majority of respondents were private employees with a percentage of 36%.

#### Validity and Reliability Test

The validity and reliability test in this research aims to test the results of the questionnaire that has been distributed, whether it can be declared valid and reliable. This research uses two types of validity tests, namely the construct validity test or Confirmatory Factor Analysis (CFA) test and the convergent validity test. The following is the output of the validity test via AMOS that has been carried out, divided into two types of variables, namely exogenous variables and endogenous variables:

#### 1. Exogenous Variables (E-wom social media marketing)

##### a. CFA Validity Test

The condition for the CFA validity test is that the estimated Critical Ratio (CR) value must be greater than 1.96 ( $>1.96$ ) with a probability (P) of less than 0.05 ( $<0.05$ ). If it meets, then the statement item is said to be valid.

Table 2. Convergent Validity Test of Exogenous Variables

		Estimate	Keterangan
EWOM 5.3	← EWOM	0.699	Valid
EWOM 5.2	← EWOM	0.748	Valid
EWOM 5.1	← EWOM	0.734	Valid
EWOM 4.3	← EWOM	0.540	Valid
EWOM 4.2	← EWOM	0.554	Valid
EWOM 3.2	← EWOM	0.687	Valid
EWOM 3.1	← EWOM	0.737	Valid
EWOM 2.3	← EWOM	0.793	Valid
EWOM 2.2	← EWOM	0.558	Valid
EWOM 1.2	← EWOM	0.758	Valid

Table 2: shows the loading factor value for all statement items is  $\geq 0.50$ . Previously there were 4 statement items that did not meet the test criteria, namely a loading factor value  $\leq 0.50$  and the statement items had been discarded. Thus it can be concluded that all statement items are valid and can be used for the next test process.

## 2. Endogenous Variables (Brand Loyalty &amp; Customer Engagement)

## a. CFA Validity Test

Table 3. CFA Validity Test of Endogenous Variables

		Estimate	S.E.	C.R.	P	Label					
BL4.3	←	BL	1.000								
BL4.2	←	BL	1.525	0.204	7.495	***	par 1				
BL4.1	←	BL	1.500	0.203	7.393	***	par 2				
BL3.3	←	BL	1.336	0.188	7.108	***	par 3				
				BL3.2	←	BL	1.359	0.191	7.098	***	par 4
				BL3.1	←	BL	0.984	0.189	5.214	***	par 5
				BL2.3	←	BL	1.123	0.157	7.135	***	par 6
				BL2.2	←	BL	0.442	0.137	3.219	0.001	par 7
				BL2.1	←	BL	1.099	0.165	6.676	***	par 8
				BL1.3	←	BL	1.574	0.204	7.710	***	par 9
				BL1.2	←	BL	1.031	0.164	6.266	***	par 10
				BL1.1	←	BL	1.162	0.171	6.792	***	par 11
				CE1.1	←	CE	1.000				
				CE1.2	←	CE	1.057	0.179	5.912	***	par 12
				CE1.3	←	CE	0.829	0.192	4.330	***	par 13
				CE2.1	←	CE	1.383	0.216	6.391	***	par 14
				CE2.2	←	CE	0.860	0.206	4.173	***	par 15
				CE2.3	←	CE	1.505	0.217	6.932	***	par 16
				CE3.1	←	CE	1.566	0.233	6.730	***	par 17
				CE3.2	←	CE	1.828	0.267	6.838	***	par 18
				CE3.3	←	CE	1.812	0.276	6.555	***	par 19
				CE4.1	←	CE	2.004	0.305	6.579	***	par 20
				CE4.2	←	CE	1.659	0.246	6.742	***	par 21
				CE4.3	←	CE	1.499	0.242	6.192	***	par 22
				CE5.1	←	CE	1.841	0.278	6.615	***	par 23
				CE5.2	←	CE	2.176	0.321	6.782	***	par 24
				CE5.3	←	CE	1.744	0.259	6.720	***	par 25

In Table 3: the critical ratio (CR) value for each research indicator statement item is in accordance with the CFA validity test requirements, namely greater than 1.96 ( $>1.96$ ) with probability (P)  $<0.05$  and significance  $<0.01$  marked with \*\*\*. Thus, it can be concluded that all statement items in the endogenous variable are valid.

## b. Convergent Validity Test

Table 4. Convergent Validity Test of Endogenous Variables

			Estimate	Keterangan
BL4.3	←	BL	0.650	Valid
BL4.2	←	BL	0.805	Valid
BL4.1	←	BL	0.795	Valid
BL3.3	←	BL	0.747	Valid
BL3.2	←	BL	0.755	Valid
BL3.1	←	BL	0.526	Valid
BL2.3	←	BL	0.749	Valid
BL2.1	←	BL	0.702	Valid
BL1.3	←	BL	0.843	Valid
BL1.2	←	BL	0.639	Valid
BL1.1	←	BL	0.714	Valid
CE1.1	←	CE	0.596	Valid
CE1.2	←	CE	0.630	Valid



CE2.1	← CE	0.694	Valid
CE2.3	← CE	0.786	Valid
CE3.1	← CE	0.767	Valid
CE3.2	← CE	0.807	Valid
CE3.3	← CE	0.761	Valid
CE4.1	← CE	0.756	Valid
CE4.2	← CE	0.779	Valid
CE4.3	← CE	0.695	Valid
CE5.1	← CE	0.765	Valid
CE5.2	← CE	0.806	Valid
CE5.3	← CE	0.783	Valid

Table 4: shows the loading factor value for all statement items is  $\geq 0.50$ . Previously there were 3 statement items that did not meet the test criteria and had been discarded, namely statement items BL2.2, CE1.3, and CE2.2. Thus it can be concluded that all statement items are valid and can be used for the next test process.

Reliability testing is used to determine the consistency of measuring instruments, namely whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. The accepted level of reliability is if the construct reliability value is more than 0.70 ( $\geq 0.70$ ), and the variance extracted value is greater than 0.50 ( $> 0.50$ ). The following are the results of the reliability test in this research:

Table 5. Reliability Test

	Construct (CR)	Reliability	Variance (VE)	Extracted	Keterangan
E-wom	0,940		0,615		Reliabel
Brand Loyalty	0,935		0,572		Reliabel
Customer Engagement	0,937		0,537		Reliabel

In Table 5: shows the results of the Construct Reliability (CR) value for each variable being greater than 0.70 ( $> 0.70$ ) and the Variance Extracted (VE) value for each variable is also greater than 0.50 ( $> 0.50$ ). Therefore, it can be concluded that the variables in this study meet the requirements of the reliability test and are said to be reliable.

#### Model Suitability Test (Goodness of Fit)

The model suitability test (goodness of fit) is used to measure whether a study can be said to be good if it has a fit model. In this suitability test, this research modified the model in accordance with SEM AMOS recommendations through output modification indices. The modification carried out is by creating covariance between statement items that have the largest error/modification indices (M.I) values. A researcher is not required to fulfill all goodness of fit criteria, but it depends on the decision or judgment of each researcher (Haryono, 2016). Referring to the theory of Hair et al. (2019), where the use of 4 to 5 good fit criteria is considered sufficient to assess the suitability of a model, as long as each criterion from the GOF is represented, then a model modification is carried out as follows:

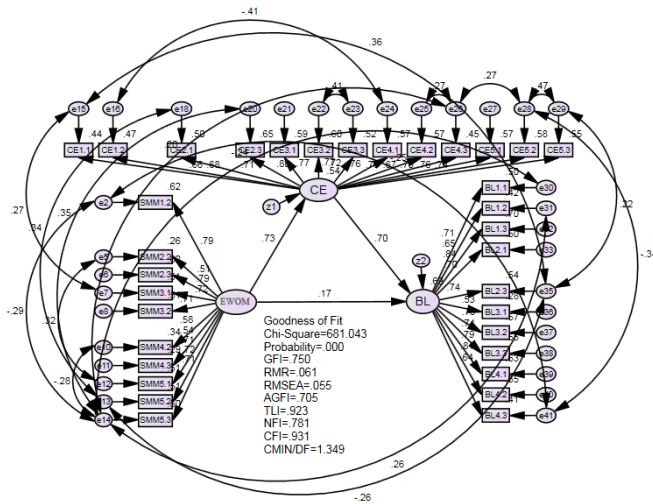


Figure 2. Structural Model Modification

From the modified model, the following goodness of fit values were obtained:

Table 6. Results of Goodness of Fit Model Modification

Kriteria	Cut-off Value	Hasil	Estimasi Model
$\chi^2$ chi square	Diharapkan kecil	681.043	
Probability	$\geq 0,05$	0,000	Poor Fit
GFI	$\geq 0,90$	0,750	Poor Fit
RMSEA	$\leq 0,80$	0,055	Good Fit
RMR	$\leq 0,05$	0,061	Poor Fit
AGFI	$\geq 0,90$	0,705	Poor Fit
TLI	$\geq 0,90$	0,923	Good Fit
CFI	$\geq 0,90$	0,931	Good Fit
NFI	$\geq 0,90$	0,781	Poor Fit
CMIN/DF	$< 2,00$	1,349	Good Fit

Table 6: shows that in the modified full model, there are 4 fit indices whose results meet the specified cut-off value requirements (good fit), namely RMSEA, TLI, CFI, and CMIN/DF, where the 4 fit indices already represent the group GOF criteria. Thus, it can be concluded that the structural model in this research is fit.

Hypothesis test

Table 7. Hypothesis Test Results

H	Variabel	Est.	C.R.	P	Ket.
H1	EWOM → BL	0.170	1.655	0.136	Ditolak
H2	EWOM → CE	0.733	5.883	0.001	Diterima
H3	CE → BL	0.698	5.138	0.003	Diterima
H4	EWOM → CE → BL	0.512	3.874	0.001	Diterima

Table 7: shows the results of hypothesis testing in this study. The relationship between E-wom and brand loyalty gets a CR value of  $1,655 < 1.96$ , while the p-value is  $0.136 > 0.05$ , which is not significant. Therefore, it can be concluded that H0 is accepted and H1 is rejected, which means that E-wom has no effect on brand loyalty to the brand. E-WOM activities are believed to be one of the main drivers of brand loyalty, but from the results of this research it is known that these activities do not necessarily build loyalty to the brand because each customer individually has different responses and attitudes when receiving information from marketing. what brands do. The research results indicate that it is possible that the content and information provided by fashion brands is still not attractive, so loyalty is not formed and many people still have alternative fashion choices.

The relationship between E-wom social media marketing and customer engagement gets a CR value of  $5,883 > 1.96$  and a p-value  $< 0.05$ , namely 0.001. Thus, it can be concluded that H2 is accepted, which means that E-wom social media marketing has a significant effect on customer engagement in fashion brands, where the relationship between the two has the greatest influence, namely 0.733 or 73.3%. E-wom social media marketing can have a positive influence on customer engagement, where through E-wom social media marketing activities, brands can interact directly and two-way with customers, so they can respond quickly to customer questions or feedback, which will impact on increasing engagement and building positive relationships. Additionally, brand interactions using content that is engaging and relevant to their audience can trigger positive reactions, comments, and shares from customers, all of which contribute to engagement.

The relationship between customer engagement and brand loyalty gets a CR value of  $5,138 > 1.96$  and a p-value of  $0.003 < 0.05$ , so H3 is accepted, which means that customer engagement has a significant effect on brand loyalty for brands with the magnitude of the influence being 0.698 or 69.8%. Customers who have high involvement tend to increase their liking for a company's products, which indicates loyalty to the brand. This is supported by previous research, namely Hidayah (2019) which states that loyalty is one of the consequences of customer engagement. The more brands actively build customer engagement through social media platforms by presenting interesting content, responding quickly to questions or feedback, and building strong communities, the stronger brand loyalty can be created. Customer involvement can increase the perceived quality and value of the brand. Positive and proactive responses can strengthen relationships and increase loyalty.

Finally, the indirect influence between E-wom social media marketing and brand loyalty through customer engagement obtained a CR value of  $3,874 > 1.96$  and a p-value of  $0.001 < 0.05$ , meaning it has a significant effect with an indirect effect of 0.512 or 51.2%. Therefore, it can be concluded that E-wom social media marketing influences brand loyalty through the mediation of customer engagement on brands, which means H0 is rejected and H4 is accepted. The role of the customer engagement variable as a mediator is in the full mediation category, because customer engagement is able to change the influence of E-wom social media marketing on brand loyalty to be significant. Without customer engagement, E-wom social media marketing is unable to influence brand loyalty. Social media allows Brands to: respond directly to customer comments, questions or feedback; announcing reward programs, exclusive offers, or special discounts for loyal customers that can stimulate participation and increase customers' sense of attachment to the brand; as well as providing in-depth data and analysis of customer behavior that can help brands design more effective strategies to increase engagement and loyalty. Therefore, the more effective and efficient the level of customer engagement in an E-wom social media marketing activity, the higher the possibility of creating brand loyalty.

## **Implication and Conclusion**

Based on the results of research data and analysis, it can be concluded that, firstly, E-wom

social media marketing has no effect on Brand Loyalty for Brands, meaning that increasing Brand E-wom social media marketing activity has no significant effect on the creation of brand loyalty. Second, E-WOM social media marketing has a significant influence on customer engagement for brands, where using social media in marketing can effectively build customer engagement. E-WOM social media marketing has the greatest influence on Customer Engagement compared to the others. Third, Customer Engagement has a significant effect on Brand Loyalty for brands, where a positive and interactive relationship between customers and brands can bring a number of significant benefits, which in turn strengthen customer loyalty. Fourth, E-wom social media marketing influences Brand Loyalty through the mediation of Customer Engagement with Brands, where social media becomes an interactive platform that allows Brands and their customers to interact directly and build strong relationships/bonding so that it can influence the formation of brand loyalty.

In connection with the research that has been carried out, there are several suggestions that researchers can convey to provide input for related parties, namely: Brand Loyalty towards a Brand can only be formed through the mediating role of Customer Engagement in E-wom social media marketing activities carried out by the Brand. Therefore, to achieve the goal of customer loyalty to the brand, brands are expected to focus more on their strategy in building and increasing customer engagement by: carrying out intense interactions and communications that provoke customer reactions, such as responding to customer comments; do live streaming; holding a quiz that involves users who are then directed to the brand's fashion products; and ask customers to share stories/experiences as well as positive testimonials about the brand and its products on social media. The next way is to share content that attracts customer participation but remains relevant according to the characteristics of the brand's audience, which is predominantly young, such as promo/discount content, giveaways, exclusive offers and collaborations. Apart from that, there are still many brand consumers who feel they lack unity with the brand, so brands are expected to be able to overcome this by involving customers in the product development process on social media and displaying content that can increase their sense of ownership.

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