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Theme

**The New Dynamics of Business Innovation & Engineering:
Creating and Protecting Value in The Era of Industry 4.0 & Society 5.0**

Book of Abstracts

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Investigating the Role of Brand Engagement and Brand Experience in Increasing Brand Loyalty in the use of E-Payment in Indonesia.

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ABSTRACT

Purpose:

The main purpose of this paper is to examine the mediating roles of brand engagement and experience on brand loyalty in e-payment usage in Indonesia

Design/methodology/approach: Data was collected through an online survey conducted on 153 respondent aged, who use the 5 most popular electronic payment application users in Indonesia. Respondents were then analyzed using the Structural Equation Model (SEM) to test the proposed hypothesis.

Findings: Brand experience is the major driver to brand loyalty, from the customer viewpoint brand experience affects trust. Affective commitment can fully mediate an agreed relationship between brand experience and brand loyalty. While brand loyalty is a result of brand trust, customer relationships tend to build trust in a brand so that it can help build commitment to customers. An individual who is involved with the brand allows the development of a positive attitude towards loyalty.

Research limitations/implications: This study includes the implication of brand experience, brand engagement, brand commitment, brand trust, and brand loyalty. A framework emphasizes the role of brand loyalty in relationships involving brand trust in the context of online services.

Practical implications: This research contributes to help marketers formulate the effects of increasing loyalty on online brands through strong experiential strategies.

Originality/value: This study is the first of its kind which examines the effect of brand-customer involvement on customer brand experience, brand satisfaction and brand loyalty on electronic transactions in Indonesia.

Keywords: Brand Loyalty, E payment, Brand Experience, Brand Trust, Brand Engagement

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