

LAMPIRAN

Lampiran 1:

Tabel 1. Ringkasan Daftar Penelitian Terdahulu

| No | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|----|---------------------------------|---|---|
| 1 | (Li <i>et al.</i> , 2020) | <i>Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust</i> | <p>- Dampak tidak langsung dari <i>brand attachment</i> pada hubungan <i>customer engagement - brand loyalty</i> lebih besar (0,50) daripada <i>customer trust</i> (0.31). Hubungan <i>customer engagement-brand attachment-brand loyalty</i> lebih mempengaruhi secara signifikan antara <i>customer engagement - customer trust</i> dan <i>brand loyalty</i>.</p> <p>-<i>Brand attachment</i> and <i>Customer trust</i> secara signifikan memediasi variable dari <i>customer engagement</i> terhadap <i>brand loyalty</i>. Secara khusus, hubungan antara <i>customer engagement - brand attachment</i> dan <i>brand loyalty</i> lebih mempengaruhi daripada hubungan <i>customer engagement - customer trust - brand loyalty</i>.</p> |
| 2 | (Prentice <i>et al.</i> , 2019) | <i>The influence of brand experience and service quality on customer engagement</i> | <p>- <i>Customer experience</i> yang diberikan oleh suatu <i>brand</i> dan organisasi terkait sangat penting untuk secara aktif melibatkan pelanggan dan mencapai perilaku loyalitas mereka.</p> <p>- Kualitas dari pelayanan memberikan dampak yang kurang signifikan dalam keterlibatan pelanggan.</p> <p>- Adanya interaksi yang baik dengan para pramugari dapat memberikan <i>customer experience</i> yang baik pula, dimana hal ini dapat berkontribusi untuk <i>customer engagement</i>.</p> |

Tabel 1. Ringkasan Daftar Penelitian Terdahulu (Lanjutan)

| No | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|----|-------------------------------|--|---|
| 3. | (Agyei <i>et al.</i> , 2020) | <i>Influence of Trust on Customer Engagement: Empirical Evidence From the Insurance Industry in Ghana</i> | <ul style="list-style-type: none"> - CE secara signifikan didorong oleh rasa <i>trust</i> dan mengarah pada <i>customer loyalty</i>; - CE memiliki efek positif pada <i>customer loyalty</i>; -CE mampu memediasi antara <i>trust dimensions</i> and <i>customer loyalty</i>. |
| 4 | (Chaudhuri & Holbrook, 2001) | <i>The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty</i> | <i>Brand trust</i> dan <i>Brand affect</i> memberikan dampak positif kepada <i>purchase loyalty</i> dan <i>attitudinal loyalty</i> . |
| 5 | (Veloutsou, 2015) | <i>Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships</i> | <ul style="list-style-type: none"> -<i>Brand evaluation, trust</i> dan <i>customer satisfaction</i> memiliki dampak positif terhadap <i>loyalty</i>. - <i>Brand trust</i> memiliki hubungan yang kuat terhadap <i>brand loyalty</i> dan <i>customer satisfaction</i>. - <i>Positive customer experience</i> memiliki hubungan yang kuat dengan <i>brand</i> yang dimana akan berpengaruh terhadap <i>customer trust</i> yang akan membentuk <i>customer loyalty</i>. |
| 6 | (Aro <i>et al.</i> , 2018) | <i>Antecedents and consequences of destination brand loved A case study from Finnish Lapland</i> | <ul style="list-style-type: none"> - <i>Brand Love</i> terjadi ketika <i>customer</i> memiliki <i>sharing experience</i> yang cukup lama dengan <i>brand</i> terkait. - Kepuasan <i>customer</i> dapat mempengaruhi <i>brand love</i> yang akan saling berhubungan positif dengan <i>brand experience</i>. |
| 7 | (Roswinanto & Strutton, 2014) | <i>Investigating the Advertising Antecedents to and Consequences of Brand Experience</i> | <ul style="list-style-type: none"> - <i>Brand Experience</i> yang positif akan meningkatkan probabilitas yang dapat mempengaruhi gaya hidup . - <i>Brand Experience</i> yang baik juga dapat menaikkan <i>engagement</i> pada <i>customer</i> lebih dalam lagi. |

Tabel 1. Ringkasan Daftar Penelitian Terdahulu (Lanjutan)

| No | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|----|---|---|---|
| 8 | (Brakus <i>et al.</i> , 2009) | <i>Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?</i> | <p>- <i>Brand Experience</i> secara langsung maupun tidak langsung mempengaruhi kepuasan dan loyalitas terhadap <i>brand personality</i>.</p> <p>- Dampak <i>experience</i> secara langsung berpengaruh pada loyalitas lebih tinggi daripada dampak dari <i>experience</i> terhadap <i>satisfaction</i>.</p> |
| 9 | (Y. Li <i>et al.</i> , 2019) | <i>The effect of nostalgia on hotel brand attachment</i> | Ketika <i>customer</i> merasakan gairah kesenangan, <i>brand</i> tersebut akan menjadi lebih mudah untuk masuk ke <i>customer</i> dan ketika <i>customer</i> merasakan kenyamanan, <i>customer</i> akan secara mudah untuk terkoneksi dengan <i>brand</i> tersebut. |
| 10 | (Levy & Hayiel, 2016) | <i>Emotional brand attachment: a factor in customer-bank relationships</i> | <p><i>Service Quality</i> secara langsung dan tidak langsung mempengaruhi <i>customer loyalty</i>, <i>customer satisfaction</i> dan <i>emotional attachment</i> dengan bank tersebut.</p> <p><i>Trust</i> secara langsung dapat mempengaruhi hubungan emosional yang positif dengan bank dan secara tidak langsung mempengaruhi <i>customer satisfaction</i> tetapi mempengaruhi <i>customer loyalty</i>.</p> <p>- <i>Emotional Attachment</i> secara langsung maupun tidak langsung memberikan dampak positif untuk loyalitas.</p> |
| 11 | (Palacios-Florencio <i>et al.</i> , 2018) | <i>Trust as mediator of corporate social responsibility, image and loyalty in the hotel sector.</i> | <i>Trust</i> secara signifikan memediasi hubungan antara SCR dan <i>image</i> dan loyalitas. |

Lampiran 2 :

Tabel 2. Definisi Operasional Variabel

| No | Original Quesioner | Translate Terjemahan | Operasionalisasi |
|--|--|--|--|
| A. Customer Engagement (Harrigan et al, 2017) | | | |
| 1 | When someone criticizes this tourism site, it feels like a personal insult. | Ketika seseorang mengkritik situs wisata ini, rasanya seperti penghinaan pribadi. | Saya merasa tidak nyaman ketika <i>brand</i> tersebut mendapat kritikan dari orang lain. |
| 2 | When I talk about this tourism site, I usually say 'we' rather than 'they'. | Ketika saya berbicara tentang situs wisata ini, saya biasanya mengatakan 'kami' daripada 'brand'. | Saya merasa menjadi bagian dari <i>brand</i> tersebut. |
| 3 | When someone praises this tourism site, it feels like a personal compliment | Ketika seseorang memuji situs wisata ini, rasanya seperti pujian pribadi | Ketika seseorang memuji <i>brand</i> tersebut, saya merasa ikut dipuji. |
| 4 | I am passionate about this tourism site. | Saya tertarik dengan situs wisata ini. | Saya tertarik dengan <i>brand</i> ini. |
| 5 | I feel excited about this tourism site. | Saya merasa bersemangat dengan situs wisata ini. | Saya merasa bersemangat saat menggunakan dengan <i>brand</i> tersebut. |
| 6 | Anything related to this tourism site grabs my attention. | Apa pun yang berhubungan dengan situs wisata ini menarik perhatian saya. | Apapun yang berhubungan dengan <i>brand</i> ini akan menarik perhatian saya. |
| 7 | In my interaction with the tourism site, I am immersed. | Dalam interaksi saya dengan situs pariwisata, saya tenggelam. | Saya merasa senang ketika berinteraksi dengan <i>brand</i> ini. |
| 8 | In general, I like to get involved in the tourism site community discussions. | Secara umum, saya suka terlibat dalam diskusi komunitas situs pariwisata. | Saya suka terlibat dalam diskusi <i>brand</i> ini. |
| 9 | I am someone who enjoys interacting with like-minded others in the tourism site community. | Saya adalah seseorang yang senang berinteraksi dengan orang lain yang berpikiran sama di masyarakat lokasi wisata. | Saya senang berinteraksi dengan sesama pengguna <i>brand</i> ini. |
| 10 | I often participate in activities of the tourism site community. | Saya sering berpartisipasi dalam kegiatan komunitas situs pariwisata. | Saya sering berpartisipasi dalam <i>event</i> yang diadakan oleh <i>brand</i> ini. |
| B. Brand Love (Zeithanl et al., 1996) | | | |
| 11 | Flying with this airline says something "true" and "deep" about whom you are as a person. | Terbang dengan maskapai ini mengatakan sesuatu yang "benar" dan "dalam" tentang siapa Anda sebagai pribadi. | Menggunakan <i>brand</i> kosmetik ini sesuai dengan kepribadian saya. |

| No | Original Questioner | Translate Terjemahan | Operasionalisasi |
|---|--|---|---|
| Brand Love(Zeithanl et al., 1996) | | | |
| 12 | Is this airline able to make you look like you want to look? | Apakah maskapai ini mampu membuat Anda terlihat seperti yang Anda inginkan? | Ketika menggunakan <i>brand</i> ini, saya akan terlihat seperti apa yang saya inginkan. |
| 13 | Are you willing to spend a lot of money improving and fine-turning a product from this airline after you buy it? | Apakah Anda bersedia menghabiskan banyak uang untuk meningkatkan dan menyempurnakan produk dari maskapai ini setelah Anda membelinya? | Saya bersedia menghabiskan banyak uang untuk membeli produk dari <i>brand</i> ini. |
| 14 | Do you feel yourself desiring to flight with that airline? | Apakah Anda merasa ingin terbang dengan maskapai itu? | Saya merasa ingin selalu memakai kosmetik dari <i>brand</i> ini. |
| 15 | Do you feel that there is a natural fit between you and that airline? | Apakah Anda merasa ada kecocokan alami antara Anda dan maskapai itu? | Saya merasa cocok ketika menggunakan kosmetik dari <i>brand</i> ini. |
| 16 | You feel emotionally connected to this airline. | Anda merasa terhubung secara emosional dengan maskapai ini. | Saya merasa terhubung secara emosional dengan <i>brand</i> ini. |
| C. Brand Experience(Brakus et al., 2009) | | | |
| 17 | This airline makes a strong impression on my visual sense or other senses. | Maskapai ini memberikan kesan yang kuat pada indra visual saya atau indra lainnya. | <i>Brand</i> kosmetik ini memberikan kesan cantik di wajah saya. |
| 18 | This airline does not appeal to my senses (r). | Maskapai ini tidak menarik bagi indra saya | <i>Brand</i> ini menarik bagi saya. |
| 19 | I do not have a strong emotion for this airline (r). | Saya tidak memiliki emosi yang kuat untuk maskapai ini | Saya memiliki ikatan emosi yang kuat dengan <i>brand</i> ini. |
| 20 | This airline induces feelings and sentiments. | Maskapai ini menimbulkan perasaan dan sentimen. | Saya tidak pernah merasa sentiment dengan <i>brand</i> ini. |
| 21 | I engage in physical actions and behaviours when I use this airline. | Saya terlibat dalam tindakan dan perilaku fisik ketika saya menggunakan maskapai ini. | Saya merasa terikat dengan <i>brand</i> ini. |
| 22 | This airline results in bodily experiences. | Maskapai ini menghasilkan pengalaman tubuh. | <i>Brand</i> ini memberikan pengalaman baik untuk wajah saya. |
| 23 | This airline is not action oriented (r). | Maskapai ini tidak berorientasi pada tindakan (r). | <i>Brand</i> ini memberikan pelayanan yang baik. |

Tabel 2. Definisi Operasional Variabel (Lanjutan)

| No | Original Questioner | Translate Terjemahan | Operasionalisasi |
|---|--|--|--|
| 24 | I engage a lot of thinking when I encounter this airline. | Saya terlibat banyak pemikiran ketika saya menemukan maskapai ini. | Saya tidak pernah berfikir ulang ketikamembelibrand ini. |
| 25 | This airline brand stimulates my curiosity and problem solving. | Brand maskapai ini merangsang rasa ingin tahu dan pemecahan masalah saya. | Brand ini dapat memecahkan masalah kulit saya. |
| D. Brand Attachment (Park et al, 2010) | | | |
| 26 | To what extent is the tourism site of you and who you are? | Sejauh mana anda mengetahui tentang lokasi pariwisata dan siapakah anda? | Saya merasa banyak mengetahui tentang brand kosmetik ini. |
| 27 | To what extent is the tourism site part of you? | Sejauh mana situs pariwisata menjadi bagian dari Anda? | Saya merasa telah menjadi bagian dari brand ini. |
| 28 | To what extent does the tourism site say something to other people about who you are?* | Sejauh mana situs pariwisata mengatakan sesuatu kepada orang lain tentang siapa Anda?* | Brand ini mengenal saya. |
| 29 | To what extent are your thoughts and feelings toward the tourism site often automatic, coming to mind seemingly on their own ? | Sejauh mana pikiran dan perasaan Anda terhadap lokasi wisata seringkali muncul secara otomatis, seolah-olah muncul dengan sendirinya? | Brand kosmetik ini selalu terlintas dipikiran saya. |
| 30 | To what extent do your thoughts and feelings toward the tourism site come to your mind naturally and instantly ? | Sejauh mana pikiran dan perasaan Anda terhadap pariwisata datang ke pikiran Anda secara alami dan langsung? | Saya selalu memikirkan brand ini ketika akan membeli kosmetik. |
| 31 | To what extent do your thoughts and feelings toward the tourism site come to mind so naturally and instantly that you don't have much control over them? | Sejauh mana pikiran dan perasaan Anda terhadap situs wisata muncul begitu alami dan instan sehingga Anda tidak memiliki banyak kendali atas brand? | Saya sering memikirkan brand ini. |
| 32 | To what extent does the word the tourism site automatically evoke many good thoughts about the past, present, and future?* | Sejauh mana kata tempat wisata secara otomatis membangkitkan banyak pikiran baik tentang masa lalu, masa kini, dan masa depan?* | Brand ini memberikan pengalaman yang menyenangkan bagi saya. |

Tabel 2. Definisi Operasional Variabel (Lanjutan)

| | <i>Original Quesioner</i> | <i>Translate Terjemahan</i> | <i>Operasionalisasi</i> |
|--|--|--|---|
| E. Customer Trust (Sun & Lin, 2010) | | | |
| 33 | I believe that the tourism site is concerned about my interest. | Saya percaya bahwa situs pariwisata memperhatikan minat saya. | Saya yakin bahwa <i>brand</i> ini mampu mengatasi masalah kulit saya. |
| 34 | I feel that the tourism site is trustworthy. | Saya merasa bahwa situs pariwisata dapat dipercaya. | Saya merasa bahwa <i>brand</i> ini dapat dipercaya. |
| 35 | I have confidence in the products and services of the tourism site. | Saya memiliki keyakinan pada produk dan layanan dari situs pariwisata. | Saya percaya pada produk dan pelayanan dari <i>brand</i> ini. |
| 36 | I feel that the tourism site has the ability to provide good products and services | Saya merasa bahwa situs pariwisata memiliki kemampuan untuk menyediakan produk dan layanan yang baik | Saya merasa bahwa <i>brand</i> ini memiliki kemampuan untuk menyediakan produk dan pelayanan yang baik. |
| F. Brand Loyalty (Zethaml et al, 1996) | | | |
| 37 | I would say positive things about this tourism site to other people. | Saya akan mengatakan hal-hal positif tentang situs wisata ini kepada orang lain. | Saya akan mengatakan hal-hal positif tentang <i>brand</i> ini kepada orang lain. |
| 38 | I would recommend this tourism site to someone who seeks my advice. | Saya akan <i>brand</i> mendasikan situs wisata ini kepada seseorang yang meminta saran saya. | Saya akan merekomendasikan <i>brand</i> ini kepada orang lain. |
| 39 | I would encourage friends and relatives to do business with this tourism site. | Saya akan mendorong teman dan kerabat untuk berbisnis dengan situs wisata ini. | Saya akan mendorong teman saya untuk menggunakan <i>brand</i> ini. |
| 40 | I would do more business with this tourism site in the next few years. | Saya akan melakukan lebih banyak bisnis dengan situs pariwisata ini dalam beberapa tahun ke depan. | Saya akan terus terlibat dengan <i>brand</i> ini untuk jangka panjang. |

Lampiran 3 :**Kuesioner Penelitian**

Hal: Permohonan Mengisi Kuesioner Penelitian

Kepada Yth:

Ibu/Sdri Responden

di-

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Dengan hormat,

Dalam rangka penyelesaian tesis Saya pada program Magister Manajemen – Universitas Esa Unggul, dengan judul **“Pengaruh *Customer Engagement* terhadap *Brand Loyalty* Melalui Peran Mediasi *Brand Attachment* dan *Customer Trust*”** maka dengan segala kerendahan hati memohon bantuan Bapak/Ibu/Sdr untuk bersedia mengisi kuesioner ini. Pengumpulan data melalui kuesioner ini semata-mata hanya digunakan untuk maksud penyusunan tesis dan saya sepenuhnya menjamin kerahasiaan Bapak/Ibu/Sdr.

Kesediaan dan kerja sama yang Bapak/Ibu/Sdr berikan dalam bentuk informasi yang benar dan lengkap akan sangat mendukung keberhasilan penelitian ini. Selain itu jawaban yang Bapak/Ibu/Sdr berikan merupakan masukan yang sangat berharga bagi pengembangan *Customer Engagement* untuk meningkatkan *Brand Loyalty* bagi suatu bisnis di Indonesia. Akhir kata Saya mengucapkan terima kasih yang sebesar-besarnya atas bantuan dan kesediaan Bapak/Ibu/Sdr yang telah meluangkan waktunya dalam pengisian kuesioner ini.

Hormat Saya,

Azizah Chairunnisa

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BAGIAN A: IDENTITAS RESPONDEN

1. Nama Anda*
(Boleh disamarkan)

2. Jenis Kelamin*
 Wanita
(Mohon maaf responden kuesioner ini hanya untuk jenis kelamin Wanita)

3. Usia*
 25 – 41 tahun
(Mohon maaf responden kuesioner ini hanya untuk rentang usia 25 – 41)

4. Apakah anda memiliki akun Instagram?*
 Ya
 Tidak
(Apabila jawaban Anda adalah “Tidak” maka pengisian kuesioner ini tidak dapat dilanjutkan)

5. Apakah anda sedang memakai produk kosmetik : *
(PILIH SALAH SATU)
 Make Over
 Wardah
 Pixy
 Luxcrime
 MS Glow
 Madam Gie
 Limecolors
 Studio Tropik
6. Apakah anda mengikuti akun media sosial dari *brand* kosmetik tersebut?*
 Ya
 Tidak
(Apabila jawaban Anda adalah “Tidak” maka pengisian kuesioner ini tidak dapat dilanjutkan)

7. Apakah anda pernah berinteraksi dengan akun media sosial (Likes / Komen) dari *brand* kosmetik tersebut?*
 Ya
 Tidak
(Apabila jawaban Anda adalah “Tidak” maka pengisian kuesioner ini tidak dapat dilanjutkan)

8. Apakah anda pernah membeli produk tersebut lebih dari 3 kali dalam satu tahun terakhir?*

Ya

Tidak

(Apabila jawaban Anda adalah “Tidak” maka pengisian kuesioner ini tidak dapat dilanjutkan)

Seluruh pernyataan yang ada di bagian B akan berkaitan dengan *brand* yang anda pilih pada bagian A nomor 4.

BAGIAN B : PERTANYAAN INTI**PETUNJUK PENGISIAN**

Silahkan memilih salah satu :

- STS : Sangat Tidak Setuju
 TS : Tidak Setuju
 N : Netral (Antara Setuju dan Tidak Setuju / Ragu-ragu)
 S : Setuju
 SS : Sangat Setuju

| <i>Customer Engagement</i> | | SKALA | | | | |
|----------------------------|--|-------|----|---|---|----|
| NO | PERTANYAAN | STS | TS | N | S | SS |
| 1. | Saya merasa tidak nyaman ketika <i>brand</i> tersebut mendapat kritikan dari orang lain. | | | | | |
| 2. | Saya merasa menjadi bagian dari <i>brand</i> tersebut. | | | | | |
| 3. | Ketika seseorang memuji <i>brand</i> tersebut, saya merasa ikut dipuji. | | | | | |
| 4. | Saya tertarik dengan <i>brand</i> ini. | | | | | |
| 5. | Saya merasa bersemangat saat menggunakan dengan <i>brand</i> ini. | | | | | |
| 6. | Apapun yang berhubungan dengan <i>brand</i> ini akan menarik perhatian saya. | | | | | |
| 7. | Saya merasa senang ketika berinteraksi dengan <i>brand</i> ini. | | | | | |
| 8. | Saya suka terlibat dalam diskusi <i>brand</i> ini. | | | | | |
| 9. | Saya senang berinteraksi dengan sesama pengguna <i>brand</i> ini. | | | | | |
| 10. | Saya sering berpartisipasi dalam <i>event</i> yang diadakan oleh <i>brand</i> ini. | | | | | |

| Brand Love | | SKALA | | | | |
|-------------------|---|-------|----|---|---|----|
| NO | PERTANYAAN | STS | TS | N | S | SS |
| 11. | Menggunakan <i>brand</i> kosmetik ini sesuai dengan kepribadian saya. | | | | | |
| 12. | Ketika menggunakan <i>brand</i> ini, saya akan terlihat seperti apa yang saya inginkan. | | | | | |
| 13. | Saya bersedia menghabiskan banyak uang untuk membeli produk dari <i>brand</i> ini. | | | | | |
| 14. | Saya merasa ingin selalu memakai kosmetik dari <i>brand</i> ini. | | | | | |

| Brand Love | | | | | | |
|-------------------|--|-------|----|---|---|----|
| NO | PERTANYAAN | SKALA | | | | |
| | | STS | TS | N | S | SS |
| 15. | Saya merasa cocok ketika menggunakan kosmetik dari <i>brand</i> ini. | | | | | |
| 16. | Saya merasa terhubung secara emosional dengan <i>brand</i> ini. | | | | | |

| Brand Experience | | | | | | |
|-------------------------|---|-------|----|---|---|----|
| NO | PERTANYAAN | SKALA | | | | |
| | | STS | TS | N | S | SS |
| 17. | <i>Brand</i> kosmetik ini memberikan kesan cantik di wajah saya. | | | | | |
| 18. | <i>Brand</i> ini menarik bagi saya. | | | | | |
| 19. | Saya memiliki ikatan emosi yang kuat dengan <i>brand</i> ini. | | | | | |
| 20. | Saya tidak pernah merasa sentiment dengan <i>brand</i> ini. | | | | | |
| 21. | Saya merasa terikat dengan <i>brand</i> ini. | | | | | |
| 22. | <i>Brand</i> ini memberikan pengalaman baik untuk wajah saya. | | | | | |
| 23. | <i>Brand</i> ini memberikan pelayanan yang baik. | | | | | |
| 24. | Saya tidak pernah berfikir ulang ketika membeli <i>brand</i> ini. | | | | | |
| 25. | <i>Brand</i> ini dapat menutupi masalah kulit saya. | | | | | |

| Brand Attachment | | | | | | |
|-------------------------|---|-------|----|---|---|----|
| NO | PERTANYAAN | SKALA | | | | |
| | | STS | TS | N | S | SS |
| 26. | Saya mengetahui secara mendalam tentang <i>brand</i> kosmetik ini | | | | | |
| 27. | Saya terhubung secara pribadi dengan <i>brand</i> ini | | | | | |
| 28. | <i>Brand</i> ini mengenal saya. | | | | | |
| 29. | <i>Brand</i> kosmetik ini selalu terlintas dipikiran saya. | | | | | |
| 30. | Saya selalu memikirkan <i>brand</i> ini ketika akan membeli kosmetik. | | | | | |
| 31. | Saya sering memikirkan <i>brand</i> ini. | | | | | |
| 32. | <i>Brand</i> ini memberikan pengalaman yang menyenangkan bagi saya. | | | | | |

| Customer Trust | | | | | | |
|-----------------------|--|-------|----|---|---|----|
| NO | PERTANYAAN | SKALA | | | | |
| | | STS | TS | N | S | SS |
| 33. | Saya yakin bahwa <i>brand</i> ini mampu menutupi masalah kulit saya. | | | | | |
| 34. | Saya merasa bahwa <i>brand</i> ini dapat dipercaya. | | | | | |
| 35. | Saya percaya pada produk dan pelayanan dari <i>brand</i> ini. | | | | | |
| 36. | Saya merasa bahwa <i>brand</i> ini memiliki kemampuan untuk menyediakan produk dan pelayanan yang baik | | | | | |

| Brand Loyalty | | | | | | |
|----------------------|--|-------|----|---|---|----|
| NO | PERTANYAAN | SKALA | | | | |
| | | STS | TS | N | S | SS |
| 37. | Saya akan mengatakan hal-hal positif tentang <i>brand</i> ini kepada orang lain. | | | | | |
| 38. | Saya akan merekomendasikan <i>brand</i> ini kepada orang lain. | | | | | |
| 39. | Saya akan memotivasi teman saya untuk menggunakan <i>brand</i> ini. | | | | | |
| 40. | Saya akan terus terlibat dengan <i>brand</i> ini untuk jangka panjang. | | | | | |

Lampiran 4.

Data Responden Penelitian
A. Input Data Penelitian

| No Responden | CUSTOMER ENGAGEMENT | | | | | | | | | | BRAND LOVE | | | | | | BRAND EXPERIENCE | | | | | | | | | BRAND ATTACHMENT | | | | | | | CUSTOMER TRUST | | | | BRAND LOYALTY | | | | | | |
|--------------|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------|-----|-----|-----|-----|-----|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------------------|-----|-----|-----|-----|-----|-----|----------------|-----|-----|------|---------------|------|------|---|---|---|---|
| | CE1 | CE2 | CE3 | CE4 | CE5 | CE6 | CE7 | CE8 | CE9 | CE10 | BL1 | BL2 | BL3 | BL4 | BL5 | BL6 | BE1 | BE2 | BE3 | BE4 | BE5 | BE7 | BE8 | BE9 | BA1 | BA2 | BA3 | BA4 | BA5 | BA6 | BA7 | CT1 | CT2 | CT3 | CT4 | BLL1 | BLL2 | BLL3 | BLL4 | | | | |
| 1 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 2 | 2 | 2 | 2 | 5 | 2 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | | | |
| 2 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 2 | 1 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | |
| 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | | |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | |
| 6 | 2 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | |
| 7 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | |
| 8 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 9 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 10 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | |
| 11 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | |
| 12 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | | |
| 13 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 1 | 2 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | | |
| 14 | 2 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 4 | 2 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 15 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 17 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 1 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 1 | 3 | 2 | 2 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | | |
| 18 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 19 | 1 | 2 | 2 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | |
| 20 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 21 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 2 | 4 | 5 | 5 | 2 | 3 | 2 | 2 | 4 | 2 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | |
| 22 | 5 | 3 | 4 | 4 | 3 | 2 | 3 | 1 | 4 | 1 | 5 | 4 | 2 | 2 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | |
| 23 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 24 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 2 | 3 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 25 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 4 | 2 | 5 | 2 | 5 | 4 | 5 | 2 | 2 | 2 | 2 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 26 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 27 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
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| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 30 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 1 | 3 | 4 | 2 | 4 | 5 | 1 | 4 | 4 | 2 | 3 | 1 | 4 | 3 | 3 | 3 | 1 | 1 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | | |
| 31 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 1 | 3 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 32 | 3 | 2 | 2 | 4 | 4 | 3 | 2 | 2 | 4 | 2 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | | |
| 33 | 3 | 2 | 2 | 4 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 4 | 2 | 4 | 2 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | | |
| 34 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 3 | 3 | 5 | 4 | 4 | 3 | 2 | 1 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | | |
| 35 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | |

Data Responden Penelitian (Lanjutan)

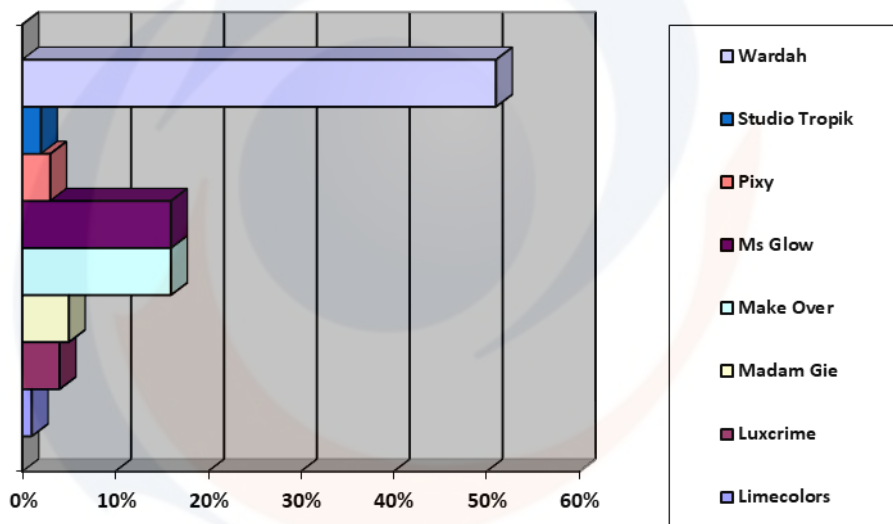
| No Responen | CUSTOMER ENGAGEMENT | | | | | | | | | | BRAND LOVE | | | | | | BRAND EXPERIENCE | | | | | | | | | BRAND ATTACHMENT | | | | | | | CUSTOMER TRUST | | | | BRAND LOYALTY | | | | | | | | | | |
|----------------|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------|-----|-----|-----|-----|-----|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------------------|-----|-----|-----|-----|-----|-----|----------------|-----|-----|------|---------------|------|------|---|---|---|---|---|---|---|---|
| | CE1 | CE2 | CE3 | CE4 | CE5 | CE6 | CE7 | CE8 | CE9 | CE10 | BL1 | BL2 | BL3 | BL4 | BL5 | BL6 | BE1 | BE2 | BE3 | BE4 | BE5 | BE7 | BE8 | BE9 | BA1 | BA2 | BA3 | BA4 | BA5 | BA6 | BA7 | CT1 | CT2 | CT3 | CT4 | BLL1 | BLL2 | BLL3 | BLL4 | | | | | | | | |
| 116 | 5 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | | | | | | | | | |
| 117 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | | | | | | | |
| 118 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 1 | 5 | 5 | 1 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | | | | | | |
| 119 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | | | | | | |
| 120 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | | | | | | |
| 121 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | | | | | | |
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| 123 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | | | | | |
| 124 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | |
| 125 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | | | | |
| 126 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | |
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| 129 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | | | |
| 130 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | | | | |
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| 132 | 2 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 2 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 2 | 3 | 2 | 5 | 5 | 5 | 4 | 2 | 2 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | | |
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| 134 | 1 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | | | |
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| 136 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | | |
| 137 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | |
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| 143 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
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| 148 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 149 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 150 | 5 | 1 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 |

Data Responden Penelitian (Lanjutan)

| No Responden | CUSTOMER ENGAGEMENT | | | | | | | | | | BRAND LOVE | | | | | | BRAND EXPERIENCE | | | | | | | | | BRAND ATTACHMENT | | | | | | | CUSTOMER TRUST | | | | BRAND LOYALTY | | | |
|--------------|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------|-----|-----|-----|-----|-----|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------------------|-----|-----|-----|-----|-----|-----|----------------|-----|-----|------|---------------|------|------|---|
| | CE1 | CE2 | CE3 | CE4 | CE5 | CE6 | CE7 | CE8 | CE9 | CE10 | BL1 | BL2 | BL3 | BL4 | BL5 | BL6 | BE1 | BE2 | BE3 | BE4 | BE5 | BE7 | BE8 | BE9 | BA1 | BA2 | BA3 | BA4 | BA5 | BA6 | BA7 | CT1 | CT2 | CT3 | CT4 | BLL1 | BLL2 | BLL3 | BLL4 | |
| 191 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 1 | 5 | 4 | 1 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 4 | |
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| 194 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 1 | 3 | 5 | 1 | 4 | 1 | 5 | 5 | 4 | 4 | 2 | 1 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 |
| 195 | 1 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 |
| 196 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | |
| 197 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 198 | 4 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | |
| 199 | 1 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 2 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 200 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 201 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 202 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

B. Data Responden Penelitian

| <i>Cosmetic Local Brand</i> | <i>Count of Field</i> | <i>%</i> |
|-----------------------------|-----------------------|-------------|
| Limecolors | 2 | 1% |
| Luxcrime | 9 | 4% |
| Madam Gie | 10 | 5% |
| Make Over | 33 | 16% |
| Ms Glow | 33 | 16% |
| Pixy | 6 | 3% |
| Studio Tropik | 5 | 2% |
| Wardah | 103 | 51% |
| Grand Total | 201 | 100% |



Tabel dan diagram di atas merepresentasikan hasil pilihan responden dari 8 *local cosmetic brand* yang digunakan dalam penelitian. Dimana 3 *local cosmetic brand* terfavorit pilihan responden adalah Wardah, *Make Over*, dan Ms Glow.

Lampiran 5 :

Analisa Statistik Hasil Penelitian

A. Output Analisa Validitas dan Reabilitas dengan SPSS 25

Factor Analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .859 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 220.226 |
| | df | 45 |
| | Sig. | .000 |

Anti-image Matrices

| | | CE1 | CE2 | CE3 | CE4 | CE5 | CE6 | CE7 | CE8 | CE9 | CE10 |
|---------------------------|------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Anti-image Covariance | CE1 | .563 | .099 | -.114 | -.178 | .032 | .049 | -.136 | .043 | -.107 | .047 |
| | CE2 | .099 | .342 | -.144 | -.072 | .020 | .012 | -.066 | -.019 | -.041 | -.054 |
| | CE3 | -.114 | -.144 | .402 | .046 | -.020 | -.002 | -.004 | -.032 | -.106 | .001 |
| | CE4 | -.178 | -.072 | .046 | .469 | -.121 | -.014 | .026 | .003 | .089 | -.133 |
| | CE5 | .032 | .020 | -.020 | -.121 | .316 | -.123 | .003 | -.013 | -.093 | .011 |
| | CE6 | .049 | .012 | -.002 | -.014 | -.123 | .209 | -.076 | -.059 | -.019 | .061 |
| | CE7 | -.136 | -.066 | -.004 | .026 | .003 | -.076 | .175 | -.073 | .093 | -.034 |
| | CE8 | .043 | -.019 | -.032 | .003 | -.013 | -.059 | -.073 | .198 | -.014 | -.077 |
| | CE9 | -.107 | -.041 | -.106 | .089 | -.093 | -.019 | .093 | -.014 | .522 | -.168 |
| | CE10 | .047 | -.054 | .001 | -.133 | .011 | .061 | -.034 | -.077 | -.168 | .371 |
| Anti-image Correlation | CE1 | .715 ^a | .225 | -.241 | -.346 | .075 | .143 | -.434 | .129 | -.198 | .102 |
| | CE2 | .225 | .896 ^a | -.389 | -.180 | .059 | .043 | -.268 | -.071 | -.098 | -.153 |
| | CE3 | -.241 | -.389 | .904 ^a | .105 | -.056 | -.009 | -.016 | -.112 | -.231 | .003 |
| | CE4 | -.346 | -.180 | .105 | .846 ^a | -.315 | -.045 | .089 | .009 | .179 | -.318 |
| | CE5 | .075 | .059 | -.056 | -.315 | .880 ^a | -.476 | .013 | -.054 | -.229 | .032 |
| | CE6 | .143 | .043 | -.009 | -.045 | -.476 | .855 ^a | -.397 | -.288 | -.058 | .219 |
| | CE7 | -.434 | -.268 | -.016 | .089 | .013 | -.397 | .837 ^a | -.390 | .307 | -.135 |
| | CE8 | .129 | -.071 | -.112 | .009 | -.054 | -.288 | -.390 | .913 ^a | -.043 | -.284 |
| | CE9 | -.198 | -.098 | -.231 | .179 | -.229 | -.058 | .307 | -.043 | .779 ^a | -.381 |
| | CE10 | .102 | -.153 | .003 | -.318 | .032 | .219 | -.135 | -.284 | -.381 | .861 ^a |

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

| | Component 1 |
|------|----------------|
| CE1 | .539 |
| CE2 | .811 |
| CE3 | .775 |
| CE4 | .707 |
| CE5 | .796 |
| CE6 | .826 |
| CE7 | .869 |
| CE8 | .889 |
| CE9 | .582 |
| CE10 | .765 |

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .760 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 103.222 |
| | df | 15 |
| | Sig. | .000 |

Anti-image Matrices

| | | BL1 | BL2 | BL3 | BL4 | BL5 | BL6 |
|------------------------|-----|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Anti-image Covariance | BL1 | .460 | -.122 | -.144 | .082 | -.075 | -.131 |
| | BL2 | -.122 | .330 | -.042 | -.018 | -.120 | -.154 |
| | BL3 | -.144 | -.042 | .498 | -.207 | .132 | .001 |
| | BL4 | .082 | -.018 | -.207 | .319 | -.210 | -.074 |
| | BL5 | -.075 | -.120 | .132 | -.210 | .378 | .075 |
| | BL6 | -.131 | -.154 | .001 | -.074 | .075 | .481 |
| Anti-image Correlation | BL1 | .808 ^a | -.312 | -.300 | .213 | -.180 | -.278 |
| | BL2 | -.312 | .836 ^a | -.103 | -.056 | -.341 | -.386 |
| | BL3 | -.300 | -.103 | .722 ^a | -.520 | .303 | .002 |
| | BL4 | .213 | -.056 | -.520 | .696 ^a | -.605 | -.190 |
| | BL5 | -.180 | -.341 | .303 | -.605 | .683 ^a | .175 |
| | BL6 | -.278 | -.386 | .002 | -.190 | .175 | .828 ^a |

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

| | Component 1 |
|-----|----------------|
| BL1 | .775 |
| BL2 | .875 |
| BL3 | .716 |
| BL4 | .814 |
| BL5 | .749 |
| BL6 | .768 |

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .850 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 203.329 |
| | df | 36 |
| | Sig. | .000 |

Anti-image Matrices

| | | BE1 | BE2 | BE3 | BE4 | BE5 | BE6 | BE7 | BE8 | BE9 |
|---------------------------|-----|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------|-------|-------|
| Anti-image Covariance | BE1 | .342 | -.002 | -.081 | -.131 | .037 | -.075 | -.085 | .067 | -.017 |
| | BE2 | -.002 | .343 | -.111 | .057 | -.038 | .031 | -.069 | -.035 | -.017 |
| | BE3 | -.081 | -.111 | .194 | -.048 | -.126 | -.025 | .113 | -.044 | -.039 |
| | BE4 | -.131 | .057 | -.048 | .444 | .028 | .091 | -.072 | -.088 | -.071 |
| | BE5 | .037 | -.038 | -.126 | .028 | .281 | .052 | -.103 | -.038 | -.001 |
| | BE6 | -.075 | .031 | -.025 | .091 | .052 | .361 | -.151 | -.097 | -.043 |
| | BE7 | -.085 | -.069 | .113 | -.072 | -.103 | -.151 | .251 | .001 | -.054 |
| | BE8 | .067 | -.035 | -.044 | -.088 | -.038 | -.097 | .001 | .387 | -.087 |
| | BE9 | -.017 | -.017 | -.039 | -.071 | -.001 | -.043 | -.054 | -.087 | .362 |
| Anti-image Correlation | BE1 | .875 ^a | -.005 | -.314 | -.335 | .121 | -.213 | -.288 | .184 | -.047 |
| | BE2 | -.005 | .899 ^a | -.430 | .147 | -.123 | .089 | -.235 | -.096 | -.048 |
| | BE3 | -.314 | -.430 | .755 ^a | -.163 | -.539 | -.095 | .510 | -.161 | -.147 |
| | BE4 | -.335 | .147 | -.163 | .870 ^a | .080 | .226 | -.216 | -.211 | -.176 |
| | BE5 | .121 | -.123 | -.539 | .080 | .844 ^a | .164 | -.388 | -.114 | -.002 |
| | BE6 | -.213 | .089 | -.095 | .226 | .164 | .824 ^a | -.502 | -.259 | -.118 |

| | | | | | | | | | |
|-----|-------|-------|-------|-------|-------|-------|-------------------|-------------------|-------------------|
| BE7 | -.288 | -.235 | .510 | -.216 | -.388 | -.502 | .743 ^a | .003 | -.179 |
| BE8 | .184 | -.096 | -.161 | -.211 | -.114 | -.259 | .003 | .917 ^a | -.234 |
| BE9 | -.047 | -.048 | -.147 | -.176 | -.002 | -.118 | -.179 | -.234 | .951 ^a |

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

| | Component | |
|-----|-----------|-------|
| | 1 | 2 |
| BE1 | .800 | .245 |
| BE2 | .784 | -.384 |
| BE3 | .799 | -.494 |
| BE4 | .737 | .128 |
| BE5 | .803 | -.378 |
| BE6 | .715 | .506 |
| BE7 | .763 | .485 |
| BE8 | .807 | -.109 |
| BE9 | .843 | .078 |

Extraction Method: Principal

Component Analysis.

a. 2 components extracted.

Factor Analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .846 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 218.740 |
| | df | 21 |
| | Sig. | .000 |

Anti-image Matrices

| | | BA1 | BA2 | BA3 | BA4 | BA5 | BA6 | BA7 |
|------------------------|-----|-------------------|-------------------|-------------------|-------|-------|-------|-------|
| Anti-image Covariance | BA1 | .260 | -.099 | .047 | -.029 | .068 | -.013 | .031 |
| | BA2 | -.099 | .135 | -.109 | -.016 | .000 | .003 | -.082 |
| | BA3 | .047 | -.109 | .272 | .017 | .025 | -.038 | -.007 |
| | BA4 | -.029 | -.016 | .017 | .100 | -.023 | -.075 | .021 |
| | BA5 | .068 | .000 | .025 | -.023 | .505 | -.044 | -.175 |
| | BA6 | -.013 | .003 | -.038 | -.075 | -.044 | .094 | -.012 |
| | BA7 | .031 | -.082 | -.007 | .021 | -.175 | -.012 | .490 |
| Anti-image Correlation | BA1 | .870 ^a | -.527 | .177 | -.179 | .189 | -.084 | .086 |
| | BA2 | -.527 | .821 ^a | -.572 | -.141 | -.001 | .025 | -.318 |
| | BA3 | .177 | -.572 | .861 ^a | .105 | .067 | -.241 | -.019 |

| | | | | | | | | |
|--|-----|-------|-------|-------|-------------------|-------------------|-------------------|-------------------|
| | BA4 | -.179 | -.141 | .105 | .825 ^a | -.103 | -.780 | .094 |
| | BA5 | .189 | -.001 | .067 | -.103 | .885 ^a | -.201 | -.352 |
| | BA6 | -.084 | .025 | -.241 | -.780 | -.201 | .824 ^a | -.058 |
| | BA7 | .086 | -.318 | -.019 | .094 | -.352 | -.058 | .885 ^a |

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

| | Component 1 |
|-----|----------------|
| BA1 | .836 |
| BA2 | .928 |
| BA3 | .846 |
| BA4 | .919 |
| BA5 | .679 |
| BA6 | .932 |
| BA7 | .722 |

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .816 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 81.305 |
| | df | 6 |
| | Sig. | .000 |

Anti-image Matrices

| | | CT1 | CT2 | CT3 | CT4 |
|------------------------|-----|-------------------|-------------------|-------------------|-------------------|
| Anti-image Covariance | CT1 | .518 | -.115 | -.053 | -.035 |
| | CT2 | -.115 | .241 | -.158 | -.102 |
| | CT3 | -.053 | -.158 | .284 | -.076 |
| | CT4 | -.035 | -.102 | -.076 | .491 |
| Anti-image Correlation | CT1 | .898 ^a | -.325 | -.138 | -.070 |
| | CT2 | -.325 | .746 ^a | -.604 | -.298 |
| | CT3 | -.138 | -.604 | .783 ^a | -.203 |
| | CT4 | -.070 | -.298 | -.203 | .899 ^a |

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

| | Component 1 |
|-----|----------------|
| CT1 | .811 |
| CT2 | .929 |
| CT3 | .907 |
| CT4 | .827 |

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .738 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 82.948 |
| | df | 6 |
| | Sig. | .000 |

Anti-image Matrices

| | | BLL1 | BLL2 | BLL3 | BLL4 |
|------------------------|------|-------------------|-------------------|-------------------|-------------------|
| Anti-image Covariance | BLL1 | .366 | -.168 | .048 | .017 |
| | BLL2 | -.168 | .181 | -.148 | -.083 |
| | BLL3 | .048 | -.148 | .328 | -.084 |
| | BLL4 | .017 | -.083 | -.084 | .579 |
| Anti-image Correlation | BLL1 | .727 ^a | -.652 | .137 | .037 |
| | BLL2 | -.652 | .660 ^a | -.608 | -.257 |
| | BLL3 | .137 | -.608 | .761 ^a | -.193 |
| | BLL4 | .037 | -.257 | -.193 | .903 ^a |

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

| | Component 1 |
|------|----------------|
| BLL1 | .831 |
| BLL2 | .947 |
| BLL3 | .877 |
| BLL4 | .773 |

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 35 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 35 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .909 | 10 |

RELIABILITY

```

/VARIABLES=BL1 BL2 BL3 BL4 BL5 BL6
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
    
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 35 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 35 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .865 | 6 |

RELIABILITY

```

/VARIABLES=BE1 BE2 BE3 BE4 BE5 BE7 BE8 BE9
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
    
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 35 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 35 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .910 | 8 |

```
RELIABILITY
/VARIABLES=BA1 BA2 BA3 BA4 BA5 BA6 BA7
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 35 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 35 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .929 | 7 |

```
RELIABILITY
/VARIABLES=CT1 CT2 CT3 CT4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```


Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 35 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 35 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .883 | 4 |

```
RELIABILITY
/VARIABLES=BLL1 BLL2 BLL3 BLL4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 35 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 35 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

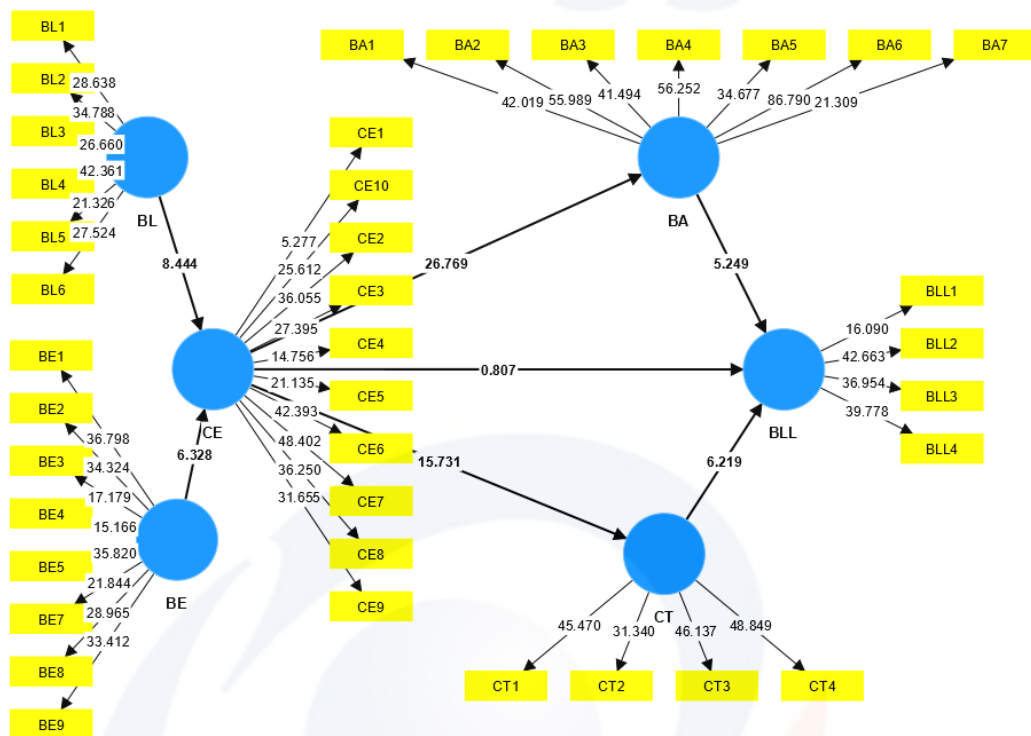
| Cronbach's Alpha | N of Items |
|------------------|------------|
| .861 | 4 |

B. Convergant Validity

Outer Loading Pengukuran Reflektif

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|-------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| BA1 <- BA | 0,888 | 0,889 | 0,021 | 42,019 | 0,000 |
| BA2 <- BA | 0,898 | 0,897 | 0,016 | 55,989 | 0,000 |
| BA3 <- BA | 0,850 | 0,849 | 0,020 | 41,494 | 0,000 |
| BA4 <- BA | 0,911 | 0,910 | 0,016 | 56,252 | 0,000 |
| BA5 <- BA | 0,849 | 0,848 | 0,024 | 34,677 | 0,000 |
| BA6 <- BA | 0,923 | 0,922 | 0,011 | 86,790 | 0,000 |
| BA7 <- BA | 0,763 | 0,761 | 0,036 | 21,309 | 0,000 |
| BE1 <- BE | 0,861 | 0,858 | 0,023 | 36,798 | 0,000 |
| BE2 <- BE | 0,857 | 0,854 | 0,025 | 34,324 | 0,000 |
| BE3 <- BE | 0,751 | 0,749 | 0,044 | 17,179 | 0,000 |
| BE4 <- BE | 0,736 | 0,730 | 0,049 | 15,166 | 0,000 |
| BE5 <- BE | 0,815 | 0,815 | 0,023 | 35,820 | 0,000 |
| BE7 <- BE | 0,811 | 0,808 | 0,037 | 21,844 | 0,000 |
| BE8 <- BE | 0,827 | 0,828 | 0,029 | 28,965 | 0,000 |
| BE9 <- BE | 0,834 | 0,833 | 0,025 | 33,412 | 0,000 |
| BL1 <- BL | 0,829 | 0,828 | 0,029 | 28,638 | 0,000 |
| BL2 <- BL | 0,865 | 0,866 | 0,025 | 34,788 | 0,000 |
| BL3 <- BL | 0,810 | 0,808 | 0,030 | 26,660 | 0,000 |
| BL4 <- BL | 0,878 | 0,878 | 0,021 | 42,361 | 0,000 |
| BL5 <- BL | 0,805 | 0,802 | 0,038 | 21,326 | 0,000 |
| BL6 <- BL | 0,799 | 0,798 | 0,029 | 27,524 | 0,000 |
| BLL1 <- BLL | 0,828 | 0,829 | 0,051 | 16,090 | 0,000 |
| BLL2 <- BLL | 0,905 | 0,903 | 0,021 | 42,663 | 0,000 |
| BLL3 <- BLL | 0,911 | 0,910 | 0,025 | 36,954 | 0,000 |
| BLL4 <- BLL | 0,881 | 0,879 | 0,022 | 39,778 | 0,000 |
| CE1 <- CE | 0,463 | 0,466 | 0,088 | 5,277 | 0,000 |
| CE10 <- CE | 0,793 | 0,793 | 0,031 | 25,612 | 0,000 |
| CE2 <- CE | 0,847 | 0,847 | 0,023 | 36,055 | 0,000 |
| CE3 <- CE | 0,818 | 0,818 | 0,030 | 27,395 | 0,000 |
| CE4 <- CE | 0,705 | 0,705 | 0,048 | 14,756 | 0,000 |
| CE5 <- CE | 0,796 | 0,794 | 0,038 | 21,135 | 0,000 |
| CE6 <- CE | 0,872 | 0,872 | 0,021 | 42,393 | 0,000 |
| CE7 <- CE | 0,886 | 0,885 | 0,018 | 48,402 | 0,000 |
| CE8 <- CE | 0,847 | 0,847 | 0,023 | 36,250 | 0,000 |
| CE9 <- CE | 0,835 | 0,835 | 0,026 | 31,655 | 0,000 |
| CT1 <- CT | 0,879 | 0,879 | 0,019 | 45,470 | 0,000 |
| CT2 <- CT | 0,909 | 0,908 | 0,029 | 31,340 | 0,000 |
| CT3 <- CT | 0,907 | 0,907 | 0,020 | 46,137 | 0,000 |
| CT4 <- CT | 0,908 | 0,906 | 0,019 | 48,849 | 0,000 |

Construct Reliability and Validity



| | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|-----|------------------|-------------------------------|-------------------------------|----------------------------------|
| BA | 0.946 | 0.947 | 0.956 | 0.758 |
| BE | 0.926 | 0.929 | 0.939 | 0.660 |
| BL | 0.911 | 0.914 | 0.931 | 0.692 |
| BLL | 0.904 | 0.908 | 0.933 | 0.777 |
| CE | 0.932 | 0.942 | 0.944 | 0.632 |
| CT | 0.923 | 0.925 | 0.945 | 0.811 |

C. Discriminant Validity

Cross Loading

| | BA | BE | BL | BLL | CE | CT |
|------|-------|-------|-------|-------|-------|-------|
| BA1 | 0.888 | 0.739 | 0.726 | 0.735 | 0.753 | 0.575 |
| BA2 | 0.898 | 0.741 | 0.714 | 0.673 | 0.751 | 0.538 |
| BA3 | 0.850 | 0.654 | 0.668 | 0.588 | 0.679 | 0.467 |
| BA4 | 0.911 | 0.700 | 0.713 | 0.720 | 0.694 | 0.618 |
| BA5 | 0.849 | 0.699 | 0.676 | 0.734 | 0.684 | 0.668 |
| BA6 | 0.923 | 0.705 | 0.721 | 0.699 | 0.719 | 0.594 |
| BA7 | 0.763 | 0.759 | 0.673 | 0.768 | 0.661 | 0.794 |
| BE1 | 0.631 | 0.861 | 0.760 | 0.670 | 0.725 | 0.683 |
| BE2 | 0.659 | 0.857 | 0.724 | 0.724 | 0.693 | 0.737 |
| BE3 | 0.730 | 0.751 | 0.683 | 0.547 | 0.669 | 0.467 |
| BE4 | 0.501 | 0.736 | 0.550 | 0.517 | 0.568 | 0.590 |
| BE5 | 0.809 | 0.815 | 0.731 | 0.635 | 0.741 | 0.548 |
| BE7 | 0.589 | 0.811 | 0.608 | 0.628 | 0.616 | 0.748 |
| BE8 | 0.697 | 0.827 | 0.746 | 0.636 | 0.724 | 0.670 |
| BE9 | 0.693 | 0.834 | 0.732 | 0.711 | 0.696 | 0.796 |
| BL1 | 0.637 | 0.696 | 0.829 | 0.589 | 0.674 | 0.566 |
| BL2 | 0.641 | 0.747 | 0.865 | 0.605 | 0.726 | 0.665 |
| BL3 | 0.630 | 0.666 | 0.810 | 0.496 | 0.659 | 0.470 |
| BL4 | 0.742 | 0.725 | 0.878 | 0.659 | 0.814 | 0.585 |
| BL5 | 0.573 | 0.724 | 0.805 | 0.683 | 0.683 | 0.669 |
| BL6 | 0.778 | 0.716 | 0.799 | 0.630 | 0.722 | 0.492 |
| BLL1 | 0.606 | 0.658 | 0.574 | 0.828 | 0.560 | 0.685 |
| BLL2 | 0.681 | 0.668 | 0.681 | 0.905 | 0.622 | 0.712 |
| BLL3 | 0.791 | 0.725 | 0.674 | 0.911 | 0.701 | 0.711 |
| BLL4 | 0.766 | 0.706 | 0.660 | 0.881 | 0.653 | 0.693 |
| CE1 | 0.360 | 0.356 | 0.397 | 0.340 | 0.463 | 0.255 |

Cross Loading (Lanjutan)

| | BA | BE | BL | BLL | CE | CT |
|------|-------|-------|-------|-------|-------|-------|
| CE10 | 0.735 | 0.692 | 0.703 | 0.574 | 0.793 | 0.499 |
| CE2 | 0.727 | 0.716 | 0.725 | 0.602 | 0.847 | 0.566 |
| CE3 | 0.626 | 0.701 | 0.694 | 0.579 | 0.818 | 0.554 |
| CE4 | 0.475 | 0.606 | 0.586 | 0.519 | 0.705 | 0.521 |
| CE5 | 0.614 | 0.685 | 0.701 | 0.630 | 0.796 | 0.592 |
| CE6 | 0.701 | 0.701 | 0.737 | 0.597 | 0.872 | 0.555 |
| CE7 | 0.687 | 0.706 | 0.723 | 0.580 | 0.886 | 0.540 |
| CE8 | 0.720 | 0.699 | 0.727 | 0.626 | 0.847 | 0.541 |
| CE9 | 0.715 | 0.728 | 0.766 | 0.630 | 0.835 | 0.597 |
| CT1 | 0.699 | 0.764 | 0.681 | 0.737 | 0.661 | 0.879 |
| CT2 | 0.593 | 0.654 | 0.573 | 0.647 | 0.537 | 0.909 |
| CT3 | 0.617 | 0.740 | 0.632 | 0.740 | 0.602 | 0.907 |
| CT4 | 0.610 | 0.732 | 0.595 | 0.726 | 0.590 | 0.908 |

D. Signifikansi *Weight* Pengukuran Formatif

Outer Weight

| | BA | BE | BL | BLL | CE | CT |
|------|-------|-------|-------|-------|----|----|
| BA1 | 0.174 | | | | | |
| BA2 | 0.166 | | | | | |
| BA3 | 0.148 | | | | | |
| BA4 | 0.165 | | | | | |
| BA5 | 0.165 | | | | | |
| BA6 | 0.166 | | | | | |
| BA7 | 0.167 | | | | | |
| BE1 | | 0.164 | | | | |
| BE2 | | 0.157 | | | | |
| BE3 | | 0.151 | | | | |
| BE4 | | 0.129 | | | | |
| BE5 | | 0.168 | | | | |
| BE7 | | 0.139 | | | | |
| BE8 | | 0.164 | | | | |
| BE9 | | 0.157 | | | | |
| BL1 | | | 0.189 | | | |
| BL2 | | | 0.204 | | | |
| BL3 | | | 0.185 | | | |
| BL4 | | | 0.229 | | | |
| BL5 | | | 0.192 | | | |
| BL6 | | | 0.203 | | | |
| BLL1 | | | | 0.258 | | |

Outer Weight(Lanjutan)

| | BA | BE | BL | BLL | CE | CT |
|------|----|----|----|-------|-------|-------|
| BLL2 | | | | 0.279 | | |
| BLL3 | | | | 0.303 | | |
| BLL4 | | | | 0.293 | | |
| CE1 | | | | | 0.070 | |
| CE10 | | | | | 0.131 | |
| CE2 | | | | | 0.136 | |
| CE3 | | | | | 0.127 | |
| CE4 | | | | | 0.109 | |
| CE5 | | | | | 0.131 | |
| CE6 | | | | | 0.134 | |
| CE7 | | | | | 0.131 | |
| CE8 | | | | | 0.135 | |
| CE9 | | | | | 0.140 | |
| CT1 | | | | | | 0.295 |
| CT2 | | | | | | 0.251 |
| CT3 | | | | | | 0.285 |
| CT4 | | | | | | 0.279 |

Uji Kolinieritas (Collinearity Statistics (VIF))

E. Output Uji Struktural Model dan Quality Model dengan SmartPLS

R Square

| | R-square | R-square adjusted |
|-----|----------|-------------------|
| BA | 0.661 | 0.659 |
| BLL | 0.758 | 0.754 |
| CE | 0.780 | 0.778 |
| CT | 0.444 | 0.441 |

Model Fit

| | Saturated model | Estimated model |
|------------|-----------------|-----------------|
| SRMR | 0.072 | 0.095 |
| d_uls | 4.044 | 7.084 |
| d_g | 2.303 | 2.525 |
| Chi-square | 2351.318 | 2440.477 |
| NFI | 0.740 | 0.730 |

Path Coefficients

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|-----------|---------------------|-----------------|----------------------------|--------------------------|----------|
| BA -> BLL | 0,456 | 0,452 | 0,087 | 5,249 | 0,000 |
| BE -> CE | 0,386 | 0,391 | 0,061 | 6,328 | 0,000 |
| BL -> CE | 0,530 | 0,525 | 0,063 | 8,444 | 0,000 |
| CE -> BA | 0,813 | 0,813 | 0,030 | 26,769 | 0,000 |
| CE -> BLL | 0,063 | 0,070 | 0,078 | 0,807 | 0,420 |
| CE -> CT | 0,666 | 0,669 | 0,042 | 15,731 | 0,000 |
| CT -> BLL | 0,432 | 0,431 | 0,069 | 6,219 | 0,000 |

Specific Indirect Effects

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|-----------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| CE -> CT -> BLL | 0,288 | 0,287 | 0,045 | 6,342 | 0,000 |
| CE -> BA -> BLL | 0,371 | 0,367 | 0,068 | 5,454 | 0,000 |

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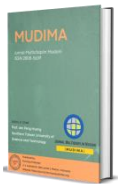
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Volume 2, No 8, February (2022)

DOI:

Page: 1–10

The Impact of Customer Engagement on Brand Loyalty: The Mediation Roles of Brand Attachment and Customer Trust

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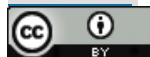
Keywords: Brand Love, Brand Experience, Customer Engagement, Brand Attachment, Customer Trust, Brand Loyalty

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Revised : ...

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ABSTRACT

This study explores the influence of brand love and brand experience on customer engagement and then the influence of customer engagement on brand loyalty directly or mediated by brand attachment and customer trust in cosmetic industry brands in Indonesia. This research was conducted in 2022 by involving 202 respondents using Instagram who is women of the millennial generation in Indonesia. Quantitative research using the Structural Equation Model (SEM) method with data analysis using SmartPLS. Some of the findings in this study are that brand love and brand experience indirectly affect brand loyalty mediated by brand attachment and customer trust. Meanwhile, customer engagement does not have a direct influence on increasing brand loyalty directly. The managerial implications of this research for industry practitioners and researchers are to build strong brand love, and brand experience will be able to create customer engagement, then loyalty to the customer's brand will be higher when the brand can strengthen customer engagement which then creates brand attachment and customer trust.

INTRODUCTION

The existence of social media has an essential role for a company, especially in marketing. Through social media, companies can reach large numbers of customers and make it easy for companies to engage with customers actively and efficiently through two-way online communication (Chiu, Huang & Cheng, 2015). The more rapid development of marketing through social media give an impact for interaction relationship between a brand's customers it becomes essential to note, that the company must be able to build customer engagement as one of the factors that can drive a business to be able to survive and continue to grow in the market (Kumar & Pansari, 2015). Companies can use social media to extensively create customer engagement, building a good relationship between a brand and customer (Aluri, Price, & McIntyre, 2019).

Several customers can instantly love some brand very quickly like *love at first sight*, but other customers might take longer time to change their feelings for a brand (Langner, Bruns, Fischer, & Alexander, 2016), so companies must be able to create a business strategy that can build engagement between a brand with customer consistently, thus generating potential profits for the long term and increasing levels of loyal customers toward brand (Kumar & Pansari, 2015; Leckie, Nyadzayo, & Johnson, 2016). This engagement refers to the connection formed between the customer with a brand which is manifested in affective and cognitive actions (Harrigan, Evers, Morgan, & Daly, 2018), if a company can build a strong engagement with customers, more loyal customers they get (Hollebeek, 2011; Li & Chen, 2020). Brand loyalty will benefit the company

because it shows customers love and has a positive attitude toward the brand by repurchase product or services (Bergel, Frank, & Brock, 2019).

Customer engagement toward a brand is indicated by emotional, cognitive, and behavioral involvement (Harrigan *et al.*, 2018). Customer engagement toward a brand can show an attachment between the brand and the customer (Hwang & Lee, 2019). Customers who emotionally attach to a brand will reflect on themselves through brands they like by positively responding to them (Hwang & Lee, 2019; Prentice, Wang, & Lin, 2020). When customers have a brand attachment, they can maintain the stability of the relationship between a customer with that brand (Loureiro, Sarmento, & Le Bellego, 2017), which can generate brand loyalty (Hollebeek, 2011; Li *et al.*, 2020). In addition, when a company can build customer engagement with a brand, then it will result in satisfaction, loyalty, commitment, and trust from customer to brand (Hollebeek, 2011; Li *et al.*, 2020), then the higher trust from customer, the more brand loyalty generated (Fung, Ceridwyn, Beverley, Sparks, & Wang, 2016).

Research on the influence of customer engagement, brand attachment, and customer trust to brand loyalty has been investigated by several previous studies (e.g., Li *et al.*, 2020; Prentice *et al.*, 2019; Prentice & Loureiro, 2017). However, this study has yet to explore the factors that have an essential role as antecedents of customer engagement; there are brand love and brand experience (Prentice *et al.*, 2019). This research will focus on the cosmetic business industry brand in Indonesia, thereby expanding previous studies that focused on the mobile brand (Ningthoujam, Manna,

Gautan, & Chauhan, 2020), service (Hwang *et al.*, 2021), airline (Prentice *et al.*, 2019), and fast food (Omran, 2021).

This research aims to explore the influence of brand love and brand experience on customer engagement, and then the impact of customer engagement on brand loyalty both directly and mediated by brand attachment and customer trust in the local brand cosmetic industry in Indonesia. It is hoped that this research can contribute to the theoretical or scientific level in the marketing management and provide positive managerial implications, especially for companies engaged in the local brand cosmetic business industry in Indonesia.

METHODS

This research used a survey method by distributing online questionnaires. Measurements were made using a Likert scale of 1 – 5 (1 = strongly disagree and 5 = strongly agree). The measure of the customer engagement (CE) variable was adopted from Harrigan *et al.* (2017) using 10 statements for its measurement. The brand love using 6 statements adopted from Batra *et al.* (2012). Brand experience using Brakus *et al.* (2009) with 8 statements. Brand attachment refers to Park *et al.* (2010) by submitting 6 statements. Measurement of customer trust variables using 4 statements of Sun & Lin (2010). And brand loyalty is measured by 4 statements by Zeithanl *et al.* (1996).

This research was conducted in 2022 with a population of women customers and Indonesia local brand cosmetics. Sample in this study uses purposive sampling method with the sample criteria; millennial women generation (25 - 41 years) and have Instagram account, following at least 1 Instagram account from Indonesia local cosmetic brand and have interacted (likes

and comment on content (photos/videos) and have shopped for cosmetic products with the same brand at least 3 times for the past year. This study is quantitative research using Structural Equation Model (SEM) method, and data analysis processing using SmartPLS. The respondents used in this study were at least 5 to 10 times the total path or path in the research model, because there are a total of 7 paths, the required sample is at least 70 respondents (Mathwick, Malhotra, & Rigdon, 2001).

RESULTS AND DISCUSSION

Respondents who participated in this study were 202 respondents, who are millennial women generation who have Instagram social media, following at least 1 Instagram account from brand local cosmetics in Indonesia and have interacted (likes and comment on content (photos/videos) and have shopped for cosmetic products with local brand at least 3 times from the same brand for the past year. Construct validity and reliability tests on the reflective measurement model were carried out based on Hair *et al.*, (2018). First, for the convergent validity test loading factor score required in SmartPLS is ≥ 0.70 . Measurement of construct validity in this study is acceptable and valid, because all of the indicators in each variable have a value loading factor above 0.70. Second, regarding the discriminant validity test using cross loading method, where each indicator of the latent variable has a higher correlation with its latent variable compared to other latent variables, so it meets the requirements of discriminant validity (Henseler, Ringle, & Sinkovics, 2009). For reliability testing, the calculation results Composite Reliability (CR) and Average Variance Extracted (AVE) in

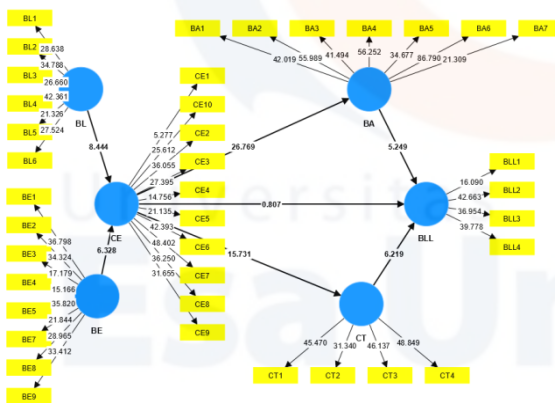
this study is acceptable. According to Hair *et al.*, (2018) the required value is $CR \geq 0.70$ and $AVE \geq 0.50$. Calculation results for CR and AVE for variables customer engagement (CR=0,932; AVE=0,632), brand love (CR=0.911; AVE=0,692), brand experience (CR=0,926; AVE =0,660), brand attachment (CR=0,946; AVE=0,758), customer trust (CR=0.923; AVE=0.811), and brand loyalty (CR=0.904; AVE=0.777).

Structural test analysis was carried out to determine the value of R^2 in each equation. The R^2 value shows how much the independent variable can explain the dependent variable. Obtained the results of the analysis of variables customer engagement (CE) are simultaneously influenced by variables brand love (BL) and brand experience (BE) with an R^2 value of 0.780. Thus it can be interpreted that 78% of the variance of customer engagement (CE) can be described by brand love (BL)

interpreted that 75.8% of the variance of brand loyalty (BLL) can be described by variables customer engagement (CE), brand attachment (BA), and customer trust (CT), while 24.2% can be explained by other variables that not included in this study. Regarding the fit model test, the SRMR value (standardized root mean square residual) $0.07 < 0.08$ which indicates that the relationship observed in this research model is suitable or appropriate (Hu & Bentler, 1998). Based on path diagram T-Value in Figure 2 above, the research model hypothesis testing can be presented as follows:

Tabel 1. Research Model Hypothesis

| Hypothesis | Hypothesis Statement | T-Value | Information |
|------------|--|---------|--------------------------------------|
| H1 | Brand Love has a positive effect on Customer Engagement | 8.444 | Data supports the Hypothesis |
| H2 | Brand Experience has a positive effect on Customer Engagement | 6.328 | Data supports the Hypothesis |
| H3 | Customer Engagement has no positive effect on brand loyalty. | 0.807 | Data does not support the Hypothesis |
| H4 | Customer Engagement has a positive effect on Brand Attachment | 26.769 | Data supports the Hypothesis |
| H5 | Brand attachment has a positive effect on brand loyalty | 5.249 | Data supports the Hypothesis |
| H6 | Brand attachment has a mediating role between customer engagement and brand loyalty. | 5.454 | Data supports the Hypothesis |
| H7 | Customer engagement has a positive effect on customer trust. | 15.731 | Data supports the Hypothesis |
| H8 | Customer trust has a positive effect on brand loyalty. | 6.219 | Data supports the Hypothesis |
| H9 | Customer trust has a mediating role between customer engagement and brand loyalty. | 6.342 | Data supports the Hypothesis |



and brand experience (BE), while the remaining 22% can be explained by other variables not included in this study.

Picture 1. Path Diagram T-Value

Next analysis, for brand loyalty (BLL) are simultaneously influenced by variables customer engagement (CE), brand attachment (BA) and customer trust (CT) with an R^2 value of 0.758. Thus it can be

Based on the hypothesis test table, 8 hypotheses have T-Value above 1.96 so that the data supports the research hypothesis. While 1 hypothesis related to moderation has T-Value below 1.96 so that the hypothesis is rejected. Then, based on hypothesis testing, it shows that the type of mediation in this study is "full mediation", because customer engagement can have a positive effect on brand loyalty when going through mediation customer trust and brand attachment (Baron & Kenny, 1986)

This study explores and empirically

tests the effect of customer engagement toward brand loyalty through a mediating role brand attachment and customer trust. The results of the first study show that especially women related to Indonesian cosmetic products. When the cosmetics product fits to the personality of customer and able to give a beauty make up finish look which related by customer expectation, they will actively share a positive reviews of the products on Instagram and build interactions between brand with customers. The intense interaction between brand and customer also increase the interest in using a variety of cosmetic products from local brand. This study is in line with previous research by Palmatier *et al.* (2017) which shows that when customer have a strong brand love, it will eventually grow a strong engagement between customers and brand. Several other studies also show that when customer connected by values and identity, customers will showing their love to the brand which is give an impact for customer engagement (e.g., Abrar, 2019; Aro *et al.*, 2018; Gumparthy & Patra, 2020; Islam & Rahman, 2016; Palmatier *et al.*, 2017).

Second, this study also found that brand experience can improve customer engagement on cosmetic local brand users. When the brand can provide a good service to customer, customer would be interested to interact further to the brand. Values of the cosmetic product which match for the users and give a best result from the make up product, customer will also be increasingly interested in anything related to the brand. Customer who are already interested to brand also increase engagement between brand and customer, which is followed by behavior customer who tend to be more excited when using the product and increase

the feeling of wanting to be involved in some event or groups that talking about the brand they have chose. This is in line with the statement from Thakur (2018), which is the impact of brand to customer face will affect them to share their experience to people around and social media, and it that can improve engagement between brand and customer. The results of this study were also supported by several previous research brand experience able to improve customer engagement toward a brand (e.g., Andreini *et al.*, 2018; Kumar & Pansari, 2015; Prentice *et al.*, 2019; Roswinanto & Strutton, 2014; Thakur, 2018).

Finding that brand love and brand experience in this research increases the enrichment of the theory that customer engagement not only came from an interaction on social media, but there is also a brand love process and brand experience which can improve customer engagement, such as an excellent service and product will make customer actively see the changes and impact when customer use that brand (Prentice *et al.*, 2019). Positive experience from the brand will increase brand love which give an positive impact for customer engagement (Palmatier *et al.*, 2017). Previous research stated that customer which have positive experience on brand products such as give their a good make up finish look and give a same value with customer expectation will gain a brand love that will increase a strong engagement between customers and brand (e.g., Abrar, 2019; Aro *et al.*, 2018; Gumparthy & Patra, 2020; Islam & Rahman, 2016; Palmatier *et al.*, 2017)

But on the other hand, the third result of this study found that customer engagement does not have a positive impact to brand loyalty on local brand cosmetic

research. This is because if respondents not interest with some brand, they will not give it as a brand recommendation. Besides, brand which are not suitable for the respondents also cause a lack of enthusiasm when using these local cosmetic brand and the respondent decided not to engage on a long-term basis with brand which doesn't suit to her. Lack of attachment from respondents can also reduce the intention of respondents to share a review nor experience to thers.

Positive review and recommendations from friends who use different cosmetics brand can also affect customer loyalty. Therefore, customer engagement can involve experience and emotional sense of customer to build a brand loyalty. As an example ,brand can give a special treatment to affect their emotional attachment toward brand. Brand can actively answer questions and complaints from customer and show materials information and certification from cosmetic brand, so customers will feel safe and comfortable when using any variant of products from local brand cosmetics. Build a brand loyalty not only just increase an engagement, but also gain their good experience, trust and emotional attachment toward local brand cosmetic. This is in line with several previous studies which show that when customers have a strong engagement, it will increase customer trust and build a brand loyalty (Kosiba *et al.*, 2018; Li *et al.*, 2020; Ruswanti *et al.*, 2022). Then, when customer have a positive engagement with a brand, it will increase brand attachment which is able to maintain the stability of the relationship between brand with customer the (Loureiro *et al.*, 2017).

Fourth, the results of this study show that customer engagement can encourage

stronger brand loyalty through the role of brand attachment, especially to local Indonesian cosmetic brands. This shows that when customers get some compliment for their make up results, the customer will feel happy with the brand and build an engagement between the customer and the brand. This engagement will make customers think about the brand more often before buying cosmetics. Customers who feel comfortable with a local cosmetic brand tend to choose the same brand when buying cosmetic products. Previous studies also show that when the positive engagement formed between the customer and brand, it will increase a brand attachment which able to maintain the stability of the relationship between the brand and the customer, as well as increase customer commitment to the brand, thus creating brand loyalty (Levy & Hayiel, 2016; Loureiro *et al.*, 2017). This also reinforces several previous studies which show that mediation from brand attachment increases customer engagement and brand (e.g., Arya *et al.*, 2019; Hwang *et al.*, 2021; Jahn & Kunz, 2014; Li *et al.*, 2020; Yu & Yuan, 2019).

Fifth, this study shows that customer engagement can streng then brand loyalty through creating customer trust, especially in local cosmetic brands. That is, customers who feel happy when the local cosmetic brand is able to give looks that match with their expectations and have good continuous interactions with a brand can increase their customer's trust in the local cosmetic brand. The engagement between brand and customers can persuade customers that the local cosmetic brand will give a good products and services. Customers who trust these local cosmetic brands can increase brand loyalty (Ruswanti *et al.*, 2022; Kosiba *et al.*, 2018) where customers will re-

purchase products from the same brand, give good reviews and want to recommend local cosmetic brands that they use to others. This is in line with previous research which shows customer trust as mediation can increase customer engagement and brand loyalty (e.g., Ruswanti *et al.*, 2022; Kosiba *et al.*, 2018; Li *et al.*, 2020; Florencio *et al.*, 2018; Singh *et al.*, 2012).

CONCLUSION

Most of hypotheses built in this research have been proven, where brand love and brand experience have a direct influence on customer engagement and indirectly on brand loyalty mediated by brand attachment and customer trust. Meanwhile, customer engagement does not have a direct effect on increasing brand loyalty, but when engagement is mediated by brand attachment and customer trust, engagement indirectly has a significant effect on brand loyalty through this mediation.

The influence given by brand love and high brand experience can increase engagement between customers and their brands. And the stronger the engagement between the customer and brand, the higher the customer will have a sense of brand attachment and trust which can encourage customers to be loyal to the local cosmetic brand. Customers will repurchase cosmetic products from the same local brand if the brand succeeds in providing safe products for long-term use thereby building a sense of customer trust. Fast response online services can also increase brand attachment between customers and these local cosmetic brands. So, when the customer already has attachment and trust towards the local cosmetic brand of his choice, the customer will show brand loyalty behavior.

This study still has several limitations that need to be improved in the future. First, this study only focuses on female gender, which does not necessarily describe the condition as a whole, so that future studies can involve males or gender can be used as a moderating variable so that the results of the study can be more complete. Second, this research only focuses on local Indonesian cosmetic brands which are not necessarily able to describe conditions in other existing types of industries, therefore, further research can examine other industries that are also growing rapidly, such as the digital product industry or the fashion industry.

Third, this study only measures customer engagement as a variable. In future research, we can examine customer engagement in detail with its 5 different dimensions, namely interaction, attention, absorption, identification and enthusiasm (Tonder & Petzer, 2018), so this will be able to enrich the study literature.

This research provides several managerial implications. First, brand love and brand experience can be applied to the non-service industry sector in this study represented by the local cosmetic industry, where customers will feel the direct impact of the benefits provided by products from cosmetic brands and the services provided to their customers. Second, local cosmetic brands need to provide quality products and fast response services so that customers will feel safe when using cosmetic products and feel comfortable when customers want to submit complaints or share information, ideas, input or experiences about products that are being used or have been used by customers.

Third, the use of social media plays an important role as a digital marketing

medium. Cosmetic brands need to actively engage in two-way interactions with their customers through online media such as Instagram so that customers can easily search for product-related information, new product teasers and share information also experiences from customers who have used products from that brand which can increase engagement between brand with customers. Information on social media must have an attractive, complete and accurate design and give some space for customers for their reviews of the products.

Reviews that given by customers through the comment feature on Instagram not just increasing customer engagement, but also will be used as purchase decision to Instagram users through Zero Moment of Truth owned by online stores. Fourth, local cosmetic brands must also give a safe, comfortable and enjoyable service experience by displaying attractive post designs and copywriting, aesthetic product photos, and call to action that are easily accessible to customers. Fifth, the online shop must also include clear information regarding customer service if the customer has problems or complaints about the products, such as showing the official website link of the brand or the whatsapp business number specifically for complaint services related to products from the local cosmetic brand.

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8. Biodata Penulis

Sekilas Biodata Penulis



Azizah Chairunnisa, dilahirkan di Bandung, 2 Mei 1996. Sebagai anak pertama dari 3 bersaudara, dari pasangan Bapak dr. Ilham Andika dan Ibu dr. Juana Anggraini. Sejak usia dini, dimulai dari pendidikan Sekolah Dasar sudah dibentuk untuk menjadi pribadi yang kreatif dan mandiri.

Penulis pernah menempuh pendidikan SD di SD Harapan 2 Medan, dan melanjutkan ke jenjang SLTP di SMP Negeri 4 Rangkasbitung dan SLTA di SMA Negeri 1 Rangkasbitung. Gelar sarjana diperoleh penulis dari Jurusan Teknik Sipil, Fakultas Teknik, Universitas Sumatera Utara.

Penulis sejak duduk di bangku SMA telah aktif mengikuti lomba-lomba seperti *fashion show*, tarian daerah, menyanyi dan menggambar. Hal ini berlanjut sampai ke jenjang kuliah dimana penulis aktif mengikuti lomba *design*, pentas seni, menjadi *Master Ceremonial* (MC) untuk acara kegiatan kampus dan memiliki bisnis *reseller* hijab. Selain itu, penulis pernah menjabat di organisasi kemahasiswaan Ikatan Mahasiswa Sipil (IMS) sebagai sekretaris kreasi mahasiswa (KRESMA).

Penulis saat ini bekerja sebagai staff PPIC di PT Pratama Abadi Industri yang bergerak dibidang *shoes manufacturing* untuk *brand* Nike selama kurang lebih 2.5 tahun dan sebagai *freelancer* di bidang *social media marketing* dan *creative* yang sudah berjalan 2 tahun. Kepeminatan yang tinggi akan dunia manajemen *marketing* serta semangat penulis untuk selalu belajar mendorong penulis untuk melanjutkan pendidikannya ke jenjang pasca sarjana pada program studi Magister Manajemen di Fakultas Ekonomi dan Bisnis Universitas Esa Unggul dan telah menulis tugas akhir dengan judul “**Pengaruh Customer Engagement terhadap Brand Loyalty Melalui Peran Mediasi Brand Attachment dan Customer Trust**”.

Dengan mengucapkan syukur ke hadirat Allah *Subhānahu wata‘ālā*, Penulis berharap agar tulisan / tugas akhir ini dapat memberikan manfaat bagi banyak pihak dan kontribusi positif pada bidang keilmuan, khususnya industri kosmetik yang sedang mengembangkan *brandnya*.