

The Influence of Consumer Engagement On Brand Loyalty With Satisfaction, Attachment, And Trust As Intervening Variables

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ABSTRACT

Purpose – The presence of digital technology has reshaped the relational landscape between the hospitality industry and its consumers, particularly through the utilization of social media channels and online ecosystems. This study was designed to examine the role of active consumer participation in shaping brand loyalty, considering affective attachment, trust, and satisfaction as mediating variables among consumers of Sari Pacific Jakarta.

Methodology/approach – Data were collected through a survey instrument distributed to 385 respondents who were deliberately selected based on specific criteria. All collected data were subsequently analysed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) technique with SmartPLS 4 software.

Findings – The findings indicate that consumer engagement mediated by brand trust, consumer satisfaction, and brand attachment give significant and positive effect on brand loyalty. With p-values 0,000 (<0,05) and all hypotheses are fulfilled. The relevant prediction is good with Q^2 is 0.678. the strongest effect in mediating variable is the consumer's satisfaction with F square 0.330 indicating big effect size.

Novelty/value – Hotel management should restructure its approach to building consumer engagement by emphasizing the use of digital tools and enhancing the quality-of-service experiences. Such measures are considered strategic for maintaining consumer loyalty. Future researchers are encouraged to explore the dynamics of consumer experience more comprehensively through qualitative methods.

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INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed consumer-brand interactions, particularly in service industries such as hospitality, where experiences are increasingly mediated through digital platforms. The proliferation of digital tools, including social media, online booking systems, and review platforms, has transformed traditional service delivery into an interconnected ecosystem of consumer touchpoints (Agnihotri, 2020; Li et al., 2020). Within this digital landscape, consumer engagement defined as consumers' cognitive, emotional, and behavioral involvement with a brand has emerged as a critical mechanism for fostering long-term relationships and sustaining competitive advantage. These technologies enable faster, more interactive, and personalized communication, allowing hospitality providers to strengthen emotional connections, enhance trust, and improve consumer satisfaction (Kim et al., 2020; Li et al., 2020).

The hospitality industry represents an ideal context for such investigation, as it encompasses a wide range of service offerings that involve intensive consumer interaction across both digital and physical touchpoints (Davras & Caber, 2019; Yoshida et al., 2018). In emerging markets like Indonesia, the integration of digital consumer engagement is particularly important for enhancing consumer experiences and sustaining competitive advantage (Davras & Caber, 2019; Kim et al., 2020). In this regard, Sari Pacific Jakarta provides a highly relevant empirical context for this study. As a premium upscale 5-star hotel strategically located in the heart of Indonesia's capital and managed by Marriott International, this establishment represents a prime example of a luxury service provider that heavily relies on sophisticated digital infrastructure, loyalty programs, and personalized touchpoints to maintain its market position (Hwang et al., 2021). Effective implementation of engagement strategies in such premium settings requires substantial resource allocation, including advanced digital platforms, trained personnel, and responsive feedback systems (Abou-Shouk & Soliman, 2021; Anshu et al., 2022; Thakur, 2016).

Although prior studies have extensively examined consumer engagement and brand loyalty, most research has either focused on direct relationships or analyzed mediating variables in isolation. Limited attention has been given to the integrated and comparative roles of emotional (brand attachment), cognitive (consumer trust), and evaluative (consumer satisfaction) mechanisms in shaping loyalty outcomes, especially within digital engagement environments. This gap is significant because digital interactions not only facilitate connections but also reshape how consumers evaluate service experiences, develop trust, and form emotional bonds with brands. Therefore, a more comprehensive framework is required to explain how consumer engagement translates into brand loyalty through multiple psychological pathways simultaneously.

Accordingly, this study aims to examine how consumer engagement influences brand loyalty through the mediating roles of consumer satisfaction, consumer trust, and brand attachment, focusing on the empirical case of Sari Pacific Jakarta. By adopting an integrated framework, this research provides a more comprehensive understanding of consumer behavior in the premium hospitality segment within emerging markets.

This study contributes to the literature in three ways. First, it extends relationship marketing theory and service-dominant logic by proposing an integrated framework that explains how consumer engagement translates into brand loyalty through three complementary psychological mechanisms: affective (brand attachment), cognitive (consumer trust), and evaluative (consumer satisfaction) pathways. Second, unlike previous studies that predominantly examined these mechanisms independently, this research demonstrates their simultaneous and comparative roles, revealing that consumer satisfaction represents the most influential pathway linking engagement and loyalty. This finding provides new insights into the relative importance of different psychological processes in hospitality settings. Third, by embedding consumer engagement within digitally mediated interactions, this study highlights the importance of integrated touchpoints in shaping loyalty formation, offering a strategic blueprint for service providers to optimize their digital investments.

LITERATURE REVIEW

Consumer Engagement

Consumer engagement reflects consumers' emotional, cognitive, and behavioral involvement with service platforms, both digital and physical, ensuring a strong connection with the brand (Ho & Chung, 2020; Kim et al., 2020; Li et al., 2020). In the hospitality context, engagement emerges through interactive experiences across multiple touchpoints, including direct service encounters and digital platforms. The growing integration of online and offline channels has further strengthened the role of engagement as a key driver of consumer relationships

(Agnihotri, 2020). Prior studies suggest that higher levels of engagement contribute to enhanced consumer experiences and long-term relational outcomes (Sofi et al., 2025).

Brand Attachment

Brand attachment refers to the emotional bond that consumers develop with a brand, reflecting a deep psychological connection that goes beyond functional benefits (Kim et al., 2020). A brand is a company's intangible asset and the company can have a competitive advantage in running its business (Tantra et al., 2022). In hospitality services, affective attachment is shaped through meaningful interactions and memorable experiences that align with consumer expectations. When consumers feel emotionally connected, they are more likely to maintain long-term relationships with the service provider (Li et al., 2020). Previous research indicates that engagement plays a critical role in strengthening this emotional connection, particularly through personalized and interactive service experiences.

Consumer Trust

Consumer trust represents the level of confidence that consumers place in a service provider's reliability, integrity, and ability to deliver consistent quality (Ho & Chung, 2020). In hospitality, where services are intangible and often involve uncertainty, trust becomes a crucial determinant of consumer behavior. Digital platforms, online reviews, and transparent communication have further amplified the importance of trust in shaping consumer perceptions (Kim et al., 2020). Studies show that engagement activities, particularly those involving clear communication and responsiveness, can significantly enhance consumer trust (Li et al., 2020).

Consumer Satisfaction

Consumer satisfaction reflects consumers' overall evaluation of their service experience, based on whether their expectations are met or exceeded (Yoshida et al., 2018). Within the hospitality sector, satisfaction is largely influenced by experiential factors such as service quality, staff performance, and environmental ambiance (Davras & Caber, 2019). Engagement plays a vital role in shaping satisfaction by enabling personalized interactions and value co-creation between consumers and service providers. Empirical evidence consistently identifies satisfaction as a primary predictor of consumer retention and loyalty in service industries (Sofi et al., 2025).

Brand Loyalty

Brand loyalty refers to a consumer's sustained commitment to repurchase or continue using a preferred brand, accompanied by positive word-of-mouth behavior (Xu et al., 2022). In the hospitality industry, loyalty is essential for maintaining competitive advantage, as retaining existing consumers is often more cost-effective than acquiring new ones. Loyalty is influenced by a combination of emotional attachment, trust, and satisfaction derived from previous experiences (Hwang et al., 2021). Practitioners and academicians believe that loyalty becomes the most important task in maintaining the existence of a company. The ability to retain existing users and strengthen loyalty appears to be critical in gaining competitive advantage (Rachmawati, 2020)

Research suggests that integrated consumer engagement strategies significantly enhance loyalty by strengthening these underlying factors.

Hypothesized relationships in the model include:

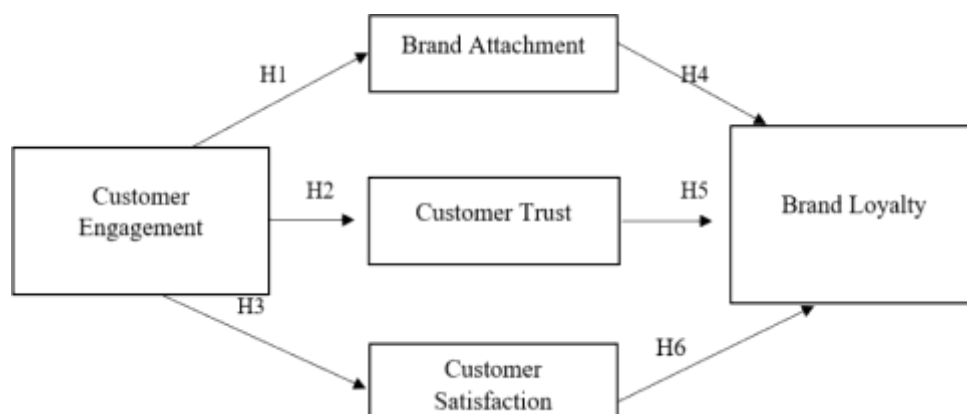


Figure 1. Framework of Research

The framework captures the affective, cognitive, and evaluative pathways respectively represented by emotional connection, Consumer Trust, and Consumer Satisfaction through which Consumer Engagement shapes lasting brand commitment. This is especially pertinent in experience-driven hospitality settings exemplified by establishments such as Sari Pacific Jakarta.

Hypotheses

H1: Consumer Engagement has a positive and significant effect on Brand Attachment.

H2: Consumer Engagement has a positive and significant effect on Consumer Trust.

H3: Consumer Engagement has a positive and significant effect on Consumer Satisfaction.

H4: Brand Attachment has a positive and significant effect on Brand Loyalty.

H5: Consumer Trust has a positive and significant effect on Brand Loyalty.

H6: Consumer Satisfaction has a positive and significant effect on Brand Loyalty.

H7: Brand Attachment, Consumer Trust, and Consumer Satisfaction simultaneously mediate the effect of Consumer Engagement on Brand Loyalty.

METHOD

This study employed a quantitative research approach with an explanatory survey design to examine the structural relationships between consumer engagement, brand attachment, consumer trust, consumer satisfaction, and brand loyalty. The target population comprised consumers who had interacted with Sari Pacific Jakarta through various digital channels, including social media platforms, online reservation systems, and the hotel's official website. Non-probability purposive sampling was utilized to select 385 respondents based on two specific inclusion criteria: (1) having actively engaged with the hotel's digital platforms within the 9-month period from January 2025 to September 2025, and (2) having actual experience utilizing the hotel's premium hospitality services (e.g., accommodation or food and beverage) during this same period. Primary data were gathered using a self-administered structured questionnaire. The measurement instrument consisted of 18 indicators adapted from established scales to operationalize the five latent constructs: Consumer Engagement, Brand Attachment, Consumer Trust, Consumer Satisfaction, and Brand Loyalty. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). To maintain high ethical standards, participation was strictly voluntary, informed consent was obtained prior to data collection, and complete anonymity and confidentiality of the respondents were guaranteed. The collected data were analyzed using Partial Least

Squares Structural Equation Modeling (PLS-SEM) executed via SmartPLS 4. This statistical method was selected due to its robustness in handling complex structural frameworks with multiple mediating pathways simultaneously, without requiring strict distributional assumptions. The evaluation was conducted in two sequential stages: the measurement model assessment (outer model) to establish validity and reliability, followed by the structural model assessment (inner model) to test the hypothesized direct and indirect relationships.

Data Analysis

The data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4, evaluating both the measurement (outer) model and the structural (inner) model sequentially. In the first phase, the measurement model was evaluated to establish construct validity and reliability. This included testing individual indicator reliability, internal consistency reliability via Cronbach’s Alpha and Composite Reliability (CR), convergent validity through Average Variance Extracted (AVE), and discriminant validity using the Heterotrait-Monotrait (HTMT) ratio and Fornell-Larcker criterion.

In the second phase, the structural model was assessed to evaluate the proposed hypotheses. The coefficient of determination (R^2) was examined to determine the explanatory power of the model, while the predictive relevance was evaluated using the (Q^2) value. Path coefficients (β) and their bootstrap-based (t)-statistics and (p)-values were computed using a resampling procedure of 5,000 bootstraps to determine the significance of the direct relationships. Finally, a mediation analysis was conducted to examine the specific indirect effects. The significance of the mediating pathways specifically how Consumer Engagement influences Brand Loyalty through Brand Attachment, Consumer Trust, and Consumer Satisfaction was evaluated using the bootstrapping method to calculate 95% percentile confidence intervals. This rigorous multi-stage procedure ensures that the structural conclusions drawn are robust and methodologically sound

RESULT AND DISCUSSION

The research utilized a single data collection method, namely a structured survey instrument. This questionnaire was developed through Google Forms and disseminated to the selected sample. Responses were ordinal in nature, captured using a Likert scale where 5 corresponded to strong agreement, 4 to agreement, 3 to neutrality or uncertainty, 2 to disagreement, and 1 to strong disagreement.

Table 1 Characteristics of Respondents

Characteristics	Classification	Frequency	Percentage (%)
Gender	Male	206	53.51
	Female	179	46.49
Age	<18 y.o.	0	0.00
	18 – 24 y.o.	107	27.79
	25 – 34 y.o.	143	37.14
	35 – 49 y.o.	105	27.27
	>50 y.o.	35	7.79
Job	Private employee	136	35.32
	Public employee	87	22.60
	Unemployed	38	9.87
	Housewife	19	4.94
	Entrepreneur	105	27.27

Table 1 presents the demographic characteristics of the participants. Among the 385 surveyed respondents, 53.51% were male (n = 206) and 46.49% were female (n = 179). In terms of age

distribution, the largest segment comprised individuals aged 25 to 34 years (37.14%, n = 143), followed by the 18–24 age bracket (27.79%, n = 107), those aged 35 to 49 (27.27%, n = 105), and individuals aged 50 years or older (7.79%, n = 35). No respondents were under the age of 18. Regarding occupational profiles, private employees constituted the largest group (35.32%, n = 136), followed by entrepreneurs (27.27%, n = 105), public employees (22.60%, n = 87), unemployed individuals (9.87%, n = 38), and housewives (4.94%, n = 19). This distribution indicates a diverse sample across gender, age, and occupational groups, ensuring that the empirical findings reflect varied consumer perspectives within the premium hospitality context.

Indicator Reliability (Outer Loadings)

Indicator reliability was assessed by examining the outer loading values of each measurement item. According to the recommended criteria, an outer loading value of at least 0.70 indicates that an indicator adequately represents its corresponding latent construct. In addition, the significance of each loading was evaluated using bootstrapping, where t-statistics greater than 1.96 and p-values below 0.05 indicate statistically significant indicator loadings. The results of the outer loading assessment are presented in Table 8.

Konstruk	Indikator	Outer Loading	T-statistics	P-value	Keterangan
Brand Attachment	BA1	0.864	60.657	0	Valid
	BA2	0.858	58.507	0	Valid
	BA3	0.846	54.807	0	Valid
	BA4	0.864	62.372	0	Valid
Brand Loyalty	BL1	0.872	70.205	0	Valid
	BL2	0.873	67.282	0	Valid
	BL3	0.867	64.495	0	Valid
	BL4	0.876	74.756	0	Valid
Customer Engagement	CE1	0.877	79.054	0	Valid
	CE2	0.878	69.441	0	Valid
	CE3	0.846	50.756	0	Valid
	CE4	0.844	53.319	0	Valid
Customer Satisfaction	CS1	0.868	69.682	0	Valid
	CS2	0.839	46.017	0	Valid
	CS3	0.856	59.533	0	Valid
Customer Trust	CT1	0.896	84.003	0	Valid
	CT2	0.896	80.859	0	Valid
	CT3	0.889	71.944	0	Valid

As presented in Table 8, all indicators exhibit outer loading values ranging from 0.839 to 0.896, exceeding the recommended threshold of 0.70. These results indicate that every

indicator has a strong association with its respective construct and demonstrates satisfactory indicator reliability.

Furthermore, all indicators are statistically significant, with t-statistics ranging from 46.017 to 84.003 and p-values of 0.000 ($p < 0.001$). The Customer Trust construct exhibits the highest indicator loadings (0.889–0.896), while Customer Satisfaction records the lowest loading value (0.839), which still exceeds the acceptable threshold. Overall, the findings confirm that all indicators are valid and reliable measures of their respective constructs. Therefore, the measurement model satisfies the requirements for convergent validity, and all indicators were retained for subsequent structural model analysis.

Table 2 Measurement Model Reliability and Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability (CR)	AVE
Brand Attachment	0.881	0.882	0.918	0.736
Brand Loyalty	0.895	0.896	0.927	0.761
Consumer Engagement	0.884	0.888	0.920	0.742
Consumer Satisfaction	0.816	0.818	0.890	0.730
Consumer Trust	0.874	0.875	0.922	0.799

Table 2 presents the measurement model (outer model) results. Convergent validity is established as all constructs exceed the 0.50 threshold, with Average Variance Extracted (AVE) values ranging from 0.730 to 0.799. Reliability is also well-supported, with both Cronbach's Alpha (0.816–0.895) and Composite Reliability (0.890–0.927) securely above the recommended 0.70 benchmark. Consequently, all constructs demonstrate high validity and internal consistency. Composite reliability test >0.70 : composite reliability assumption met.

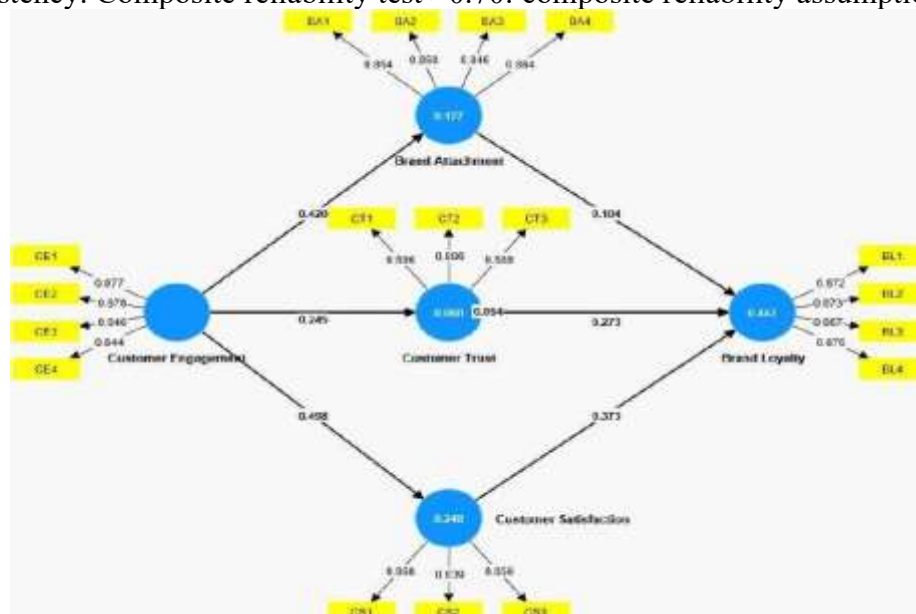


Figure 2 Result of Construct Validation

Table 3 Construct Based on the HTMT Discriminant Validity Value

Construct	Brand Attachment	Brand Loyalty	Consumer Engagement	Consumer Satisfaction	Consumer Trust
Brand Attachment (BA)	0.858				
Brand Loyalty (BL)	0.551	0.872			
Consumer Engagement (CE)	0.474	0.437	0.861		
Consumer Satisfaction (CS)	0.667	0.692	0.584	0.854	
Consumer Trust (CT)	0.565	0.569	0.277	0.493	0.894

The discriminant validity of the measurement model was assessed using the Heterotrait-Monotrait (HTMT) ratio. As presented in Table 3, all HTMT values are below the recommended threshold of 0.90, indicating that all constructs exhibit adequate discriminant validity. This confirms that each construct captures a distinct theoretical concept within the proposed model. Although some constructs, particularly Consumer Satisfaction and Brand Loyalty, show relatively higher HTMT values, this is consistent with prior findings in hospitality research where satisfaction strongly influences loyalty formation. Therefore, the measurement model meets the required criteria for discriminant validity.

In addition, the coefficient of determination (R^2) was used to assess the explanatory power of the structural model. The R^2 values are interpreted based on established guidelines, where values of 0–0.25 indicate a weak model, 0.26–0.50 indicate a moderate model, and 0.51–0.75 indicate a strong model.

Coefficient of determination test

Table 4 R Square Values for Coefficient of Determination Test

No	Variable/Sub Variable	R Square	R Square Adjusted	Conclusion Based on Mode Criteria
1	Brand Attachment	0.177	0.174	Weak model
2	Brand Loyalty	0.447	0.441	Moderate model
3	Consumer Satisfaction	0.248	0.246	Weak model
4	Consumer Trust	0.060	0.057	Weak model

The R^2 value for Brand Attachment is 0.177, indicating that Consumer Engagement explains 17.7% of the variance in Brand Attachment, leaving the remaining variance to external factors outside this study. For Brand Loyalty, the R^2 value is 0.447, demonstrating a moderate level of explanatory power. Meanwhile, Consumer Satisfaction yields an R^2 of 0.248, and Consumer Trust shows a weak R^2 of 0.060. While these values indicate weak-to-moderate explanatory power for individual constructs particularly for consumer trust they are typical in behavioral and hospitality research where psychological outcomes are driven by numerous unobserved transactional and environmental factors.

Predictive relevance was assessed using the Stone-Geisser Q^2 value. The results indicate that the Q^2 values are greater than zero, thereby confirming the model's predictive relevance. This suggests that despite the low variance explained R^2 for certain constructs, the model still maintains a valid predictive capability for the hotel's long-term relationship outcomes.

Effect Size

Criteria base on F square applies as follow if F square 0-0.02 it is a weak effect size, 0.021-0.15 it is a moderate effect size, 0.16-above it is a strong effect size.

Table 5 Path Analysis for Effect Size

Path	F square	Criteria
Consumer Engagement → Brand Attachment	0.214	moderate
Consumer Engagement → Consumer Satisfaction	0.330	Big/strong
Consumer Engagement → Consumer Trust	0.064	Small
Consumer Satisfaction → Brand Loyalty	0.146	moderate
Consumer Trust → Brand Loyalty	0.098	small
Brand Attachment → Brand Loyalty	0.011	Very small
Consumer Engagement → Brand Loyalty	0.012	Very small

The effect size (F^2) was used to assess the magnitude of the impact of each exogenous construct on endogenous variables. The results show that Consumer Engagement has a moderate effect on Brand Attachment ($F^2 = 0.214$) and a strong effect on Consumer Satisfaction ($F^2 = 0.330$), indicating that engagement plays a substantial role in shaping both emotional attachment and evaluative responses. However, its effect on Consumer Trust is relatively small ($F^2 = 0.064$). Regarding the relationship with Brand Loyalty, Consumer Satisfaction exhibits a moderate effect ($F^2 = 0.146$), while Consumer Trust ($F^2 = 0.098$), Brand Attachment ($F^2 = 0.011$), and the direct effect of Consumer Engagement ($F^2 = 0.012$) show small to very small effect sizes. Overall, these findings suggest that Consumer Satisfaction is the most influential mediating mechanism in the proposed model.

Bootstrapping

Direct Effect

In the direct effect analysis, the calculation shows that the p-values for each variable are less than 0.05, meaning all variables have a significant and positive effect, as the rule states that if the P-value is <0.05 , the variable has a significant effect. The results can be seen in Table 6.

Table 6 Path Analysis for Direct Effect of Variables

Path	Original sample (O)	T statistics	P values	T Table	Meaning of P
Brand Attachment → Brand Loyalty	0.104	2.156	0.031	1.96	Accepted
Consumer Engagement → Brand Attachment	0.42	9.571	0.000	1.96	Accepted
Consumer Engagement → Brand Loyalty	0.094	2.156	0.031	1.96	Accepted
Consumer Engagement → Consumer Satisfaction	0.498	14.212	0.000	1.96	Accepted
Consumer Engagement → Consumer Trust	0.245	5.323	0.000	1.96	Accepted
Consumer Satisfaction → Brand Loyalty	0.373	7.377	0.000	1.96	Accepted
Consumer Trust → Brand Loyalty	0.273	6.759	0.000	1.96	Accepted

The results of the direct effect analysis indicate that all hypothesized relationships are positive and statistically significant. Consumer Engagement has a strong effect on Consumer Satisfaction ($\beta = 0.498$), Consumer Trust ($\beta = 0.245$), and Brand Attachment ($\beta = 0.420$), indicating that higher levels of engagement significantly enhance consumers' psychological and evaluative responses. Furthermore, Consumer Satisfaction ($\beta = 0.373$) and Consumer Trust ($\beta = 0.273$) both have significant positive effects on Brand Loyalty, with Consumer Satisfaction emerging as the strongest predictor among the mediating variables. Brand Attachment ($\beta = 0.104$) also has a significant but relatively weaker effect on Brand Loyalty. Additionally, Consumer Engagement has a small but significant direct effect on Brand Loyalty ($\beta = 0.094$), suggesting the presence of both direct and indirect pathways in shaping loyalty formation

Specific Indirect Effect

In the indirect effect analysis, all mediating paths were found to be statistically significant, as indicated by p-values below 0.05. These results confirm that Brand Attachment, Consumer Trust, and Consumer Satisfaction significantly mediate the relationship between Consumer Engagement and Brand Loyalty. The detailed results are presented in Table 7.

Table 7 P-value for Indirect Effect Analysis

Path	Original Sample	Sample mean	Stdev	T stat	P value
Consumer Engagement → Brand Attachment → Brand Loyalty	0.044	0.044	0.021	2.083	0.037
Consumer Engagement → Consumer Satisfaction → Brand Loyalty	0.186	0.187	0.029	6.418	0.000
Consumer Engagement → Consumer Trust → Brand Loyalty	0.067	0.067	0.015	4.412	0.000

The results presented in Table 7 indicate that Brand Attachment, Consumer Satisfaction, and Consumer Trust significantly mediate the relationship between Consumer Engagement and Brand Loyalty. The indirect effect of Consumer Engagement on Brand Loyalty through Brand Attachment is positive and statistically significant ($\beta = 0.044$, $t = 2.083$, $p = 0.037$). Although the magnitude of the indirect effect is relatively small, the findings indicate that Consumer Engagement enhances Brand Loyalty by strengthening consumers' emotional attachment to the brand.

The indirect effect through Consumer Satisfaction is positive and significant ($\beta = 0.186$, $t = 6.418$, $p < 0.001$). This represents the strongest mediating effect among the three intervening variables, suggesting that Consumer Satisfaction plays a dominant role in translating Consumer Engagement into Brand Loyalty. Consumers who actively engage with the hotel are more likely to experience higher levels of satisfaction, which subsequently increases their loyalty toward the brand.

Similarly, Consumer Trust significantly mediates the relationship between Consumer Engagement and Brand Loyalty ($\beta = 0.067$, $t = 4.412$, $p < 0.001$). This finding indicates that higher Consumer Engagement contributes to stronger Consumer Trust, which in turn enhances Brand Loyalty. Although the magnitude of the indirect effect is lower than that of Consumer Satisfaction, Consumer Trust remains an important mechanism through which Consumer Engagement strengthens consumers' loyalty.

Overall, the results confirm that all three mediating variables Brand Attachment, Consumer Satisfaction, and Consumer Trust significantly transmit the effect of Consumer Engagement on Brand Loyalty. Among these mediators, Consumer Satisfaction exhibits the strongest indirect effect ($\beta = 0.186$), followed by Consumer Trust ($\beta = 0.067$) and Brand Attachment ($\beta = 0.044$). These findings suggest that Consumer Engagement influences Brand Loyalty not only directly but also indirectly through consumers' emotional attachment, satisfaction, and trust toward the brand. Therefore, encouraging active consumer engagement is essential for developing stronger long-term relationships and fostering sustainable brand loyalty in the hotel industry.

CONCLUSION

The results indicate that Consumer Engagement has a positive and significant effect on Brand Attachment, suggesting that higher levels of consumer interaction with the hotel through social media, loyalty programs, and service experiences strengthen emotional attachment to the brand. Similarly, Consumer Engagement has a positive and significant effect on Consumer Trust, indicating that increased engagement enhances consumer confidence in service quality, brand integrity, and promise fulfilment. In addition, Consumer Engagement significantly influences Consumer Satisfaction, showing that more engaged consumers tend to experience more positive service evaluations. Furthermore, Brand Attachment has a positive and significant effect on Brand Loyalty, indicating that emotional attachment encourages repeat purchase behaviour and positive word-of-mouth. Consumer Trust also has a positive and significant effect on Brand Loyalty, highlighting its role in building long-term loyalty. Likewise, Consumer Satisfaction significantly influences Brand Loyalty, suggesting that satisfied consumers are more likely to remain loyal to the hotel. Finally, Brand Attachment, Consumer Trust, and Consumer Satisfaction are confirmed as mediators in the relationship between Consumer Engagement and Brand Loyalty, indicating that engagement influences loyalty both directly and indirectly, with Consumer Satisfaction emerging as the most dominant mediating variable.

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