



The role of brand experience and service quality on customer engagement; brand love on customers as mediating variable

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ABSTRAK

Penelitian ini bertujuan untuk melihat sejauh mana pengaruh brand experience dan service quality terhadap customer engagement dengan variabel mediasi brand love pada pelanggan merek house of smith di kota Padang. populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian produk di house of smith di kota Padang yang tidak diketahui jumlahnya. Data dikumpulkan melalui kuesioner online dengan menggunakan media google form dan diolah dengan aplikasi SEM-PLS 4: (1) brand experience tidak berpengaruh terhadap customer engagement, (2) kualitas pelayanan berpengaruh signifikan terhadap customer engagement, (3) brand love berpengaruh signifikan terhadap customer engagement, (4) kualitas pelayanan berpengaruh terhadap brand love, (5) brand experience berpengaruh signifikan terhadap brand love, (6) brand experience berpengaruh signifikan terhadap customer engagement setelah dimediasi brand love, (7) kualitas pelayanan berpengaruh signifikan terhadap brand lovesetelah di mediasi.

ABSTRACT

This study aims to see the extent of the influence of brand experience and servicequality on customer engagement with the mediating variable brand love in customers of the house of smith brand in Padang city. the population in this study are consumers who have purchased products at the house of smith in Padang city whose numbers are unknown. The data were collected through an online questionnaire using google form media and processed with the SEM-PLS 4 application: (1) brand experience has no effect on customer engagement, (2) service quality has a significant effect on customer engagement, (3) brand love has a significant effect on customer engagement, (4) service quality has an effect on brandlove, (5) brand experience has a significant effect on brand love, (6) brand experience has a significant effect on customer engagement after being mediated bybrand love, (7) service quality has a significant effect on brand love after being mediated.

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INTRODUCTION

In this era of globalization, the internet and websites have become a very fast development. One of the dominant developments seen is the way of dressing or fashion, of course, the internet will always trigger new trends and is considered to exist at a certain time. This development that occurs can occur from all kinds of ideas, from existing technology to how to look, therefore not a few people always follow the development of these trends, especially among teenagers who are curious or always curious about something.

One of the branch stores of the famous local clothing brand from Bandung, house of smith opened a branch to develop its business in the city of Padang. The existence of the house of smith itself will make the people of Padang city have more alternative choices for the type of original Indonesian local clothing. In addition, the existence of the house of smith will increase competition for customer attention, so that each of the clothing stores in Padang City has its own ways and strategies to attract customer attention.

The same phenomenon also occurs at the house of smith in Padang City which is located at Jl Sawahan No 54A, Sawahan, East Padang District, Padang City, from the data obtained through initial observations it can be seen that the customer engagement of the house of smith is very low. It can be seen that the absence of customer engagement (costumer engagement) of this house of smith in the form of purchasing house of smith products in the near future, the absence of customer intentions to promote products from the house of smith with the benefits provided by the house of smith, the unwillingness of customers to call themselves part of the house of smith, and also the unwillingness of customers to provide suggestions and input to develop new products / services of the house of smith. This is partly because the house of smith does not include customers with an experience talk to support the product of the house of smith itself, another cause is that there is still little sense and level of satisfaction from customers after shopping at the house of smith, and also when they already have products from the house of smith there are still customers who feel less happy when they have products from the house of smith so that customers do not want to call themselves part of the house of smith.

The lack of customer decisions to purchase house of smith products in the near future and promote house of smith products seems to imply that there is still a weak attachment formed between customers and brands (costumer engagement) so it is so easy for them to move from other clothing product brands in Padang City. In addition, not many of the house of smith customers make repeat purchases in the near future and prefer to just try to have products from the house of smith, and only make the house of smith as the number 2 alternative after other clothing products in Padang City.

The behavior of the community further shows that the attachment formed between the community and the house of smith is still weak, so that the store house of smith is very vulnerable to being left by customers. If more and more customers leave the house of smith, it will certainly greatly affect the existence of the franchise in the future, therefore to maintain the sustainability of the business of the Padang City store house of smith, it is very important for researchers to look for a number of variables that can affect the increase or decrease in the attachment formed between customers and brands (customer engagement).

Customer engagement will become stronger when customer have a strong positive experience in using then brand (brand experience). A positive experience will be felt by customers if they feel then desired benefits after using a brand of product or services. A positive brand experience will be main consideration for customers to return to using then same brand of product or services. When then activity of purchasing then same product brand is getting higher frequency, it means that customer engagement on a product brand is getting higher.

Based on then description of then concise phenomenon of research and then number of previous research results, researchers are interesed in re-conducting research that discusses then existence of a number of variables that can affect then increase or decrease in customer engagement. Given that then behavior of humans as customers of a brand always changes with changes in time, as well as then habits of a place encouraging then replication of research from Prentice, Wang, & Loureiro, (2019) to be very interesting, and is believed to produce different research results, this research is an empirical study entitled: The effect of brand experience and service quality on costumer engagement with then mediating variable of brand love for customers of then house of smith brand in Padang city.

LITERATURE REVIEW

Customer engagement

Dessart, Veloutsou, & Morgan-Thomas, (2016) Reveal that customer engagement shows then attachment formed from then existence of a good relationship between consumers and then product brands they use Customer Engagement is a process to include customers by interacting with them in a dialog and conversation and experience to support customers as a whole which influences their decision to make a purchase, (Loureiro, Gorgus, & Kaufmann, 2017). Prentice Wang, & Loureiro, (2019) explain that measuring customer engagement can be measured using then following indicators, namely:

1. Purchases engagement
2. Influence value engagement
3. Knowledge engagement
4. Layout
5. Temperature
6. Employe
7. Odour

Brand love

Brand love is then emotional attachment of consumers and identification with a particular trade name or brand, brand love includes then desire and eitement of individual consumers with a brand shows an emotional bond to a brand shows an individual's emotional bond with a specific object, and separation from then brand can cause difficulties (Prentice, Wang, & Loureiro, 2019). According to tjiptono experts (2010). Brand love is a feeling of liking and wanting to reuse then product brand that has been used or consumed because it can realize all then expectation expected by customer, namely;

1. Self brand integration
2. Passion driven behavior
3. Positive emotional connection

Brand experience

Brand trust can be an important factor in building a strong and long-lasting relationship between a customer and a brand or company (Ibrahim et al., 2021). Brand trust arises because of the comfort and compatibility between expectations and desires that consumers have after using a brand, So that the fulfillment of expectations will be able to foster a sense of trust in a brand that can form brand loyalty. Brand trust is part of the brand value that connects consumers with the brand and is defined as the feeling of security that arises in their interactions with the brand and that the brand can be trusted and responsible (Shin et al., 2016). According to Ibrahim et al (2021) brand trust can be identified through 4 indicators, namely:

1. Expectation
2. Trust
3. Reliability
4. Honest

Service quality

Jang, Kim, & Lee (2016) reveal that service quality is then perception or value they give in a number of services they receive Prentice Wang, & Loureiro, (2019) explain that in then service marketing literature, service quality often redscribe customer perceptions and value judgments of a product or service. According to Maharsi, Njotoprajitno, Hadianto, & Wiraatmaja, (2021) suggest that service quality can be measured using indicators, namely:

1. Responsiveness
2. Reliability
3. Assurance
4. Empathy

RESEARCH MODELS AND HYPOTHESES

H¹: Brand Experience has a positive effect on customer engagement at house of smith customers in PadangCity.

H²: Service Quality has a positive effect on customer engagement at the house of smith customers in Padang City.

H³: Brand love has a positive effect on customer engagement in house of smith customers in Padang City.

H⁴: Service quality has a positive effect on brand love in house of smith customers in Padang City.

H⁵: Brand experience has a positive effect on brand love for house of smith customers in Padang City.

H⁶: Brand experience has a positive effect on customer engagement through brand love as a mediating variable for house of smith customers in Padang City.

H⁷: Service quality has a positive effect on customer engagement through brand love as a mediating variable for house of smith customers in Padang City.

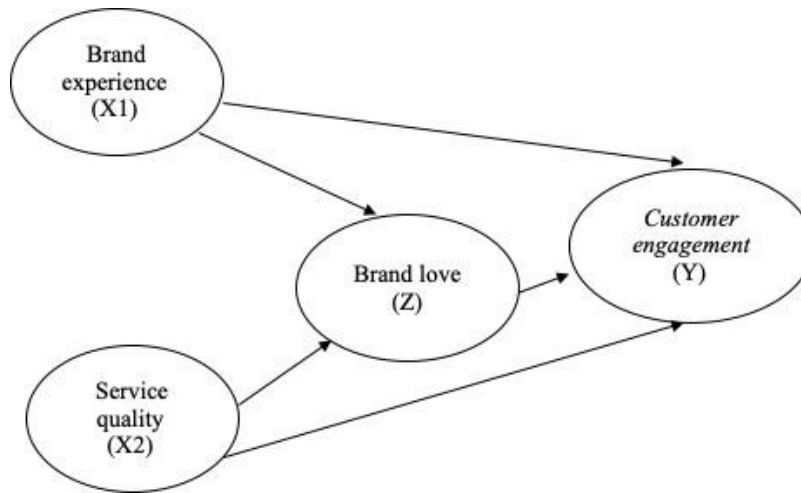


Figure 1. Conceptual Framework

METHOD

This study uses a type of quantitative research. According to Sugiyono (2018) quantitative research methods are research based on positivistic (concrete data), and then data is in then form of numbers that will be measured using statistics as a calculation test tool related to then problem to be studied to produce a conclusion. While then data sourced used in this study are primary data sources. This study analyzes then effect of brand experience and service quality on customer engagement with then mediating variable brand love for customers of then house of smith brand in Padang City. The population that will be taken in this study are respondents from consumers of then house of smith in Padang city who have shopped at then house of smith in Padang city. Samples that can be taken from this study are using non-probability sampling techniques, namely in non-probability sampling designs, elements in then population do not have inherent probability and are selected as

sample subjects (Sekaran & bougie, 2016). For this research sampling method, you can use then purposive sampling method, which is taking samples used on then basis of consideration of several research criteria to increase then accuracy of then sample (Ghozali & Aprilia, 2016). finally, all repondents' primary data were processed using the help of then Smart PLS-SEM Version 4 application. There are four variables to be exemined in this study, namely: customer engagement as variable Y, brand experience as variable X1, service quality as variable X2, and love for then brand as mediating variable Z.

Table 1. Table of Operational Variable

Variables	Definition Of Operasional	Indicator
<i>Costumer engagement (Y)</i>	Customer engagement is a process to include customers by interacting with them in a dialog and conversation and experience to support customers as a whole that affects their decision to make a purchase. Customer engagement has been frequently used in marketing literature over then past decade as a prelude to customer purchases and brand loyalty.	<ol style="list-style-type: none"> 1. Purchases engagement. 2. Influence value engagement 3. Knowledge engagement 4. Layout 5. Temperature 6. Employee 7. Odour
Brand experience (X1)	Brand experience is described as customer behavioral responses that arise at various levels of interaction, direct or indirect, and also relates to matters of influence on a brand. Brand experience takes then aspect of customer experience with a brand	<ol style="list-style-type: none"> 1. Sensory 2. Affective 3. Behavioural. 4. intellectual
Service quality (X2)	Is a statement about then attitude towards then comparison between expectations and performance. Another definition of servicequality is then overall assessment between what is received and experienced compared to expectations. Another meaning of service quality is then comparison between then level of service delivered by then company compared to consumer expectations.	<ol style="list-style-type: none"> 1. Responsiveness 2. Reliability 3. Assurance 4. Empathy

Brand love (Z)
then

Brand love is described as consumer's emotional desire attachment, and commitment to a brand and which arises in a long-term relationship between then consumer and then brand, this brand love relationship is deep and lasting and is positively associated with then consumer's desire and dependence on a particular brand.

Reesponsiveness

1. Reability
2. Assurance
3. Emphaty

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of respondents in this study are people who have shopped and visited then store house of smith in Padang City. The distribution of this research questionnaire through google form media for approximately 18 days starting on August 18 to September 4. Based on then results of distributing then questionnaires, then total number of respondents was 293 people. After filtering and rechecking, and filtering respondent data, only 270 respondent data can be processed, while 23 respondent data cannot be used. This is because as many as 23 respondents did not meet then sample criteria needed in this study. So then data that can be processed in this study is 270 respondent data. which was then processed using PLS-SEM with SmartPLS 3 software. The characteristics of the respondents can be seen in Table 2:

Table 2. Characteristic of Respondent

Characteristics	Category	Amount	Percentage
Gender	Male	115	42.6%
	Female	155	57.4%
Age	<18 years old	48	17.8%
	18-24 years old	169	62.6%
	25-34 years old	35	13.0%
	35-44 years old	10	3.7%
	45-54 years old	6	2.2%
	>55 years old	2	0.7%
Job	Student	196	72.6%
	Civil Servant	16	5.9%
	POLICE / ARMED FORCES	9	3.3%
	Self-employed	12	4.4%
	Private Employee	15	0.9%
	Housewife	6	17.8%
	SOE	2	0.4%
	Other	14	5.3%
	Income for mounth	≤ Rp. 500.000	144
Rp. 500.000 – Rp. 1.000.000		81	30.0%
Rp. 1.000.000 – Rp. 2.500.000		31	11.5%
Characteristics	Rp. 2.000.000-5.000.000	28	10,4%
	≥ Rp5.000.000	16	5.9%

Source: Primary Data 2023

Validity Test

This test is done to show how well the measuring instrument measures the desired quantity. The purpose of validity tests is to assess the quality of the instrument and show its validity, as well as how well the measure can define a concept. The results of SmartPLS 4.0 processing are shown in the following table, the value of the outer model or the correlation between constructs and variables shows a total loading factor value greater than 0.70, so that the constructs for all variables are valid. Table 3 below explains the outer loading values:

Table 3. Outer Loading

Indicator	<i>Brand experience (X1)</i>	<i>Service quality (X2)</i>	<i>Customer engagement (Y)</i>	<i>Brand love (Z)</i>
X1.1	0.83			
X1.10	0.791			
X1.11	0.927			
X1.12	0.857			
X1.2	0.86			
X1.3	0.904			
X1.4	0.828			
X1.5	0.803			
X1.6	0.927			
X1.7	0.853			
X1.8	0.92			
X1.9	0.794			
X2.1		0.8		
X2.10		0.82		
X2.2		0.844		
X2.3		0.836		
X2.4		0.831		
X2.5		0.832		
X2.6		0.855		
X2.7		0.814		
X2.8		0.838		
X2.9		0.825		
Y1			0.74	
Y10			0.759	
Y11			0.79	
Y12			0.8	
Y13			0.785	
Y14			0.806	
Y15			0.78	
Y16			0.751	
Y17			0.776	
Y18			0.802	
Y19			0.815	
Y2			0.759	
Y20			0.826	
Y21			0.762	
Y22			0.764	
Y23			0.784	
Y3			0.76	
Y4			0.74	
Y5			0.799	

Y6	0.708
Y7	0.767
Y8	0.795
Y9	0.744
Z1	0.827
Z2	0.844
Z3	0.854
Z4	0.859
Z5	0.819
Z6	0.871
Z7	0.877
Z8	0.799
Z9	0.832

Source: Primary Data 2023

From then results of data processing in Table 3. Then outer loading value of all variable indicators is greater than 0.7, so then convergent validation of all indicators is said to be valid:

Table 4. Output AVE

	Average Variance Extracted (AVE)
Brand experiences (X1)	0.738
Service quality (X2)	0.688
Customer engagement	0.601
Brand love (Z)	0.711

Source: Primary Data 2023

Based on then table above, It is found that then AVE value of all variables is above 0.5, so convergent validity is said to be valid.

Table 5. Cross Loading Value

Indicator	Brand experience (X1)	Service quality (X2)	Customer engagement (Y)	Brand love (Z)
X1.1	0.83	0.086	0.066	0.137
X1.2	0.86	0.097	0.109	0.18
X1.3	0.904	0.017	0.043	0.106
X1.4	0.828	0.121	0.06	0.127
X1.5	0.803	0.076	-0.001	0.097
X1.6	0.927	0.031	0.023	0.116
X1.7	0.853	0.032	0.041	0.08
X1.8	0.92	0.023	0.038	0.103
X1.9	0.794	0.034	-0.001	0.119
X1.10	0.791	0.064	0.019	0.088
X1.11	0.927	0.051	0.047	0.109
X1.12	0.857	0.032	0.031	0.096

X2.1	0.036	0.8	0.434	0.428
X2.2	0.085	0.844	0.484	0.457
X2.3	0.044	0.836	0.512	0.462
X2.4	0.023	0.831	0.468	0.438
X2.5	0.006	0.832	0.452	0.353
X2.6	0.041	0.855	0.48	0.409
X2.7	0.104	0.814	0.457	0.346
X2.8	0.058	0.838	0.4	0.399
X2.9	0.111	0.825	0.417	0.413
X2.10	0.081	0.82	0.386	0.386
Y1	0.039	0.329	0.74	0.608
Y2	0.039	0.301	0.759	0.591
Y3	0.049	0.254	0.76	0.617
Y4	0.048	0.266	0.74	0.602
Y5	0.016	0.351	0.799	0.65
Y6	0.057	0.233	0.708	0.61
Y7	0.115	0.302	0.767	0.623
Y8	0.066	0.32	0.795	0.639
Y9	0.06	0.285	0.744	0.591
Y10	0.086	0.308	0.759	0.625
Y11	0.02	0.418	0.79	0.473
Y12	0.004	0.496	0.8	0.509
Y13	0.025	0.483	0.785	0.45
Y14	0.025	0.536	0.806	0.52
Y15	0.003	0.479	0.78	0.463
Y16	0.054	0.526	0.751	0.498
Y17	0.025	0.509	0.776	0.495
Y18	0.026	0.564	0.802	0.567
Y19	0.031	0.565	0.815	0.557
Y20	0	0.529	0.826	0.515
Y21	0.074	0.522	0.762	0.491
Y22	0.049	0.518	0.764	0.539
Y23	0.04	0.577	0.784	0.558
Z1	0.077	0.358	0.626	0.827
Z2	0.078	0.436	0.63	0.844
Z3	0.063	0.328	0.608	0.854
Z4	0.138	0.423	0.614	0.859
Z5	0.161	0.384	0.535	0.819
Z6	0.109	0.458	0.659	0.871
Z7	0.158	0.454	0.616	0.877
Z8	0.108	0.404	0.539	0.799
Z9	0.161	0.494	0.623	0.832

Source: Primary Data 2023

In then table above shows that then score value (correlation) of then variable to then indicator is higher than then score value (correlation) of then variable to other indicators. It can be concluded that all indicators tested in thenstudy are declared to have discriminant validity.

Reliability Test

Reliability measurement is done by looking at the output of composite reliability and Cronbach alpha. The following are the results of reliability testing on each latent variable with the help of SmartPLS software:

Table 6. Cronbach’s Alpha and Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Brand experience (X1)	0.968	0.971
Service quality (X2)	0.95	0.957
Customer engagement (Y)	0.97	0.972
Brand love (Z)	0.949	0.957

Source: Primary Data 2023

Based on then table above shows that variables have good reliability to measure their constructs.

Table 7. R Square

Variabel	R Square
Customer engagement (Y)	0.567
Brand love (Z)	0.257

Source: Primary Data 2023

Based on then table above shows that then R Square value of then customer engagement variable is 0.567, this value states that then costumer engagement variable can be explained by then brand experience, service quality, brand love variable by 56.7% while then remaining 47.3% is explained by other variables not contained in this study.

Hypothesis test

Hypothesis testing is done to find out whether the independent variable has any effect on the dependent variable. In this study the significance level was 5% or 0.05, with a t-statistic value >1.96. Table 8 below explains the direct and indirect effects:

Table 8. Path Coefficient

Relationship between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Information
Brand Experience -> Customer Engagement	0.016	0.023	0.051	0.307	0.759	Rejected
Brand Experience -> Brand Love	0.105	0.113	0.047	2.228	0.026	Accepted
Service Quality -> Customer Engagement	0.543	0.544	0.056	9.677	0	Accepted

Service Quality -> Brand Love	0.489	0.494	0.056	8.678	0	Accepted
Brand Love -> Costumer Engagment	0.604	0.609	0.048	12.597	0	Accepted

Source: Primary Data 2023

Table 9. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Information
Brand Experience -> Brand Love -> Costumer Engagement	0.064	0.067	0.031	2.083	0.038	Accepted
Service Quality -> Brand Love -> Costumer engagement	0.295	0.296	0.045	6.557	0	Accepted

Source: Primary Data 2023

From table 8 and table 9, it can be seen statistical analysis using SmartPLS, it is concluded that:

- Hypothesis 1:** Based on table 8, the Brand Experience variable obtained a p valule value of 0.759 greater than 0.05 and an original sample value of 0.016, so this test states that the first hypothesis is rejected, namely Brand Experience has no effect on Customer Engagement.
- Hypothesis 2:** Based on table 8, the Brand Experience variable obtained a p valule value of 0.026 smaller than 0.05 and an original sample value of 0.105, so this test states that the second hypothesis is accepted, namely Brand Experience has a significant effect on Brand love.
- Hypothesis 3:** Based on table 8, the Service Quality variable obtained a p valule value of 0.00 smaller than 0.05 and an original sample value of 0.543, this test states that the third hypothesis is accepted, namely Service Quality has a significant effect on Customer engagement.
- Hypothesis 4:** Based on table 8, the Service Quality variable obtained a p value of 0.00 smaller than 0.05 and an original sample value of 0.489, this test states that the fourth hypothesis is accepted, namely Service Quality has a significant effect on Brand Love.
- Hypothesis 5:** Based on table 8, the Brand Love variable obtained a p value of 0.00 smaller than 0.05 and an original sample value of 0.604, this test states that the fifth hypothesis is accepted, namely Brand Love has a significant effect on Customer Engagement.
- Hypothesis 6:** Based on table 9, the Brand Experience variable obtained a p value of 0.038 smaller than 0.05 and an original sample value of 0.064, this test states that the sixth hypothesis is accepted, namely Brand Experience has a significant effect on Customer Engagement with Brand Love as mediation.
- Hypothesis 7:** Based on table 9, the Brand Experience variable obtained a p value of 0.00 smaller than 0.05 and an original sample value of 0.295, this test states that the seventh hypothesis is accepted, namely Service Quality has a significant effect on Customer Engagement with Brand Love as mediation.

DISCUSSION

Brand experience (X1) has no effect on costumer engagement (Y).

Based on then table above, then Brand Experience variable obtained a p value of 0.759 greater than 0.05 and an original sample value of 0.016, so this test states that then first hypothesis is rejected, namely Brand Experience has no effect on Customer Engagement.

Service quality (X2) has a significant effect on costumer engagement (Y)

Based on then table above, then Service Quality variable obtained a p value of 0.00 smaller than 0.05 and an

original sample value of 0.543, so this test states that then second hypothesis is accepted, namely that Service Quality has a significant impact on Customer engagement.

Brand experience (X1) has a significant effect on Brand love (Z)

Based on then table above, then Brand Experience variable obtained a p value of 0.026 which is smaller than 0.05 and an original sample value of 0.105, so this test states that then second hypothesis is accepted, namely Brand Experience has a significant effect on Brand love.

Service quality (X2) has a significant effect on brand love (Z)

Based on table above, then Service Quality variable obtained a p value of 0.00 smaller than 0.05 and an original sample value of 0.489, so this test states that then fourth hypothesis is accepted, namely Service Quality has a significant effect on Brand Love.

Brand love (Z) has a significant effect on Customer Engagement (Y).

Based on then table above, then Brand Love variable obtained a p value of 0.00 smaller than 0.05 and an original sample value of 0.604, so this test states that then fifth hypothesis is accepted, namely Brand Love has a significant effect on Customer Engagement.

Brand Experience (X1) has a significant effect on Customer Engagement (Y) with Brand Love (Z) as mediation.

Based on then table above, then Brand Experience variable obtained a p value of 0.038 smaller than 0.05 and an original sample value of 0.064, this test states that then sixth hypothesis is accepted, namely Brand Experience has a significant effect on Customer Engagement with Brand Love as mediation.

Service Quality (X2) has a significant effect on Customer Engagement (Y) with Brand Love (Z) as mediation.

Based on then table above, then Brand Experience variable obtained a p value of 0.00 lebih smaller than 0.05 and then original sample value of 0.295, so this test states that then seventh hypothesis is accepted, namely Service Quality has a significant effect on Customer Engagement with Brand Love as mediation.

CONCLUSION

This study aims to examine then effect of brand experience and services quality variables on customer engagement and brand love as a mediating variable on then house of smith brand in Padang City. After analyzing with then help of then PLS application, then results of data processing for each hypothesis are obtained as follows: The results showed that brand experience has no effect on customer engagement. Researches suspect that then way companies communicate with customers is less precise and relevant which affects then low value of engagement from customers. Appropriate and relevant communication can make customers feel valued and involved. And another factor is that Smith's company lacks in paying attention to customers in providing rewards or incentives to loyal customers, even though it can encourage them to stay involved in then company.

Then service quality has a significant effect on customer engagement. Researches suspect that good service quality tends to increase customer satisfaction which in turn affects customer engagement. Brand Smith company provides good service quality. Customers are satisfied with then services of then Smith. Brand company and they prefer to engage with then Smith company or brand. Customers who feel satisfied with Smith's services also have an impact on engagement in further interactions with then company. The results showed that brand love has a significant effect on brand love engagement. Researches suspect that customers who love a brand are likely to engage in online or offline communities related to then brand. Customers love then Smith brand and they may participate in forums, social media groups, or brand events which increase their engagement. Smith company provides a good experience such as improving product quality, customer service and increasing customer satisfaction so that customers love then Smith brand and get involved in then company.

Then the results showed that service quality has a significant effect on brand love. The research suspects that high service quality can create a positive experience for customers, which in turn can increase their love and affection for then brand. Smith customers feel a positive experience and high service provided by then Smith brand. This has an impact on increasing their love for then Smith brand. The results showed that brand experience has a significant effect on brand love. Researches suspect that brand

experience is proven to have a positive effect on brand love so it can be interrelated that then higher then consumer experience of using then house of smith brand, then more consumer love for then brand will grow. A sense of love arises because consumers already have experience with then product, so that consumers will feel about then advantages that then product has. And also if customers feel suitable after using house of smith products, this will affect then mood, feeling and emotions and consumers so that they love then product brand even more Love for then house of smith brand will grow if consumers feel that house of smith products are comfortable to use so this will change consumer behavior to always use these products.

The last brand experience has a significant influence on customer engagement through brand love as mediation. Based on then results of then research that researches found, then brand experience variable mediated by brand love was able to indirectly increase customer engagement for then house of Smith brand in Padang City. Testing this hypothesis shows a p value of 0.038 less then from 0.05 and an original sample value of 0.064, so this test states that then sixth hypothesis is accepted, namely that Brand experience has positive influence and significant to customer engagement with Brand Love as mediation. The results showed that service quality has a significant influence on customer engagement through brand love as mediation. Based on then research results that researches found, service quality variables mediated by brand love were able to indirectly increase customer engagement for then house of Smith brand in Padang City. This hypothesis testing shows that then p value is 0.00 less then from 0.05 and then original sample value is 0.295, so this test states that then sixth hypothesis is accepted, namely Service Quality has positive effect and significant to Customer engagement with brand love as mediation.

SUGGESTION

Based on the results of the research that has been conducted, the researchers provide suggestions to all related parties as follows:

For the company:

- a) Based on the results of the research that has been done, the service quality variable is the most dominating variable to influence customer engagement. So when viewed from the Respondent Achievement Rate (TCR) value, the service quality variable is in the sufficient category. This means that the quality of service provided by House Of Smith in Padang City is enough to influence customer engagement, but still has not reached the good category or even the very good category, so it is recommended to further improve service quality such as by implementing smile, greeting, greeting rules for employees so that customers who visit the house of smith feel comfortable so that customer engagement with the house of smith is getting higher.
- b) Based on the Respondent Achievement Rate (TCR) value, the brand love variable is in the sufficient category, meaning that customer love is sufficient to influence customer involvement in the Padang. City house of smith. So it is advisable for the house of smith to improve the quality of the product sothat customers feel that there is a suitable feeling for the brand so that it will increase customer involvement in the house of smith Padang City.
- c) Based on the Repondent Achievement Rate (TCR) value, the brand experience variable is in the sufficient category, meaning that brand experience is sufficient to influence customer involvement in the house of smith Padang City. So it is recommended for the house of smith to prioritize customer interests in order to achieve a good brand experience and this will certainly increase customer involvement in the house of smith in Padang City.

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