Customer Experience, Emotional Marketing, and Customer Engagement in Customer Loyalty: Through Customer Satisfaction

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Abstract

This study aims to investigate the influence of customer experience, emotional marketing, and customer engagement on customer satisfaction and customer loyalty, as well as the role of customer satisfaction as a mediator in the relationship between these variables and customer loyalty. Specifically, this study focuses on analyzing the direct and indirect influences between these variables to provide a more comprehensive understanding of the dynamics of customer satisfaction and loyalty. This study uses Structural Equation Modeling (SEM) based on Analysis of Moment Structures (AMOS) to test the hypotheses. The analysis stages include data normality testing, outlier identification, measurement model evaluation, and structural model evaluation. This study found that customer experience and customer engagement have a positive and significant effect on customer loyalty through customer satisfaction. Meanwhile, emotional marketing directly influences customer loyalty, but customer satisfaction does not act as a mediator in this relationship. The results of this study provide valuable insights for companies in developing effective marketing strategies to increase customer loyalty. By understanding the important role of customer experience, strong interactions, and deep emotional connections, companies can create a more holistic and integrated approach to satisfying customers and building long-term loyalty. This study contributes to the development of marketing theory and provides practical implications for companies in increasing customer loyalty.

Keywords: Customer Experience, Emotional Marketing, Customer Engagement, Customer Satisfaction, Customer Loyalty.

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INTRODUCTION

In an era of increasingly fierce business competition, companies must strive to maintain customer loyalty in order to achieve sustainable competitive advantage. Customer loyalty is an important indicator of business success, as loyal customers tend to make repeat purchases and recommend products or services to others. Therefore, understanding the factors that influence customer loyalty is very important for companies.

One of the main factors that influence customer loyalty is customer satisfaction, which is the result of positive experiences received by customers when interacting with a company (Khairawati, 2020). Customer satisfaction is the attitude, assessment, and response of customers to the service they receive after making a purchase at a particular place. Customer satisfaction arises from a customer's desired expectations of the service they want to receive.

If these expectations are met, satisfaction will be achieved. Positive responses to this satisfaction will create a desire to return and build customer loyalty. Currently, many companies are competing to provide customer satisfaction in order to maintain market share and overcome increasingly fierce competition (Susanti, 2021). Customer satisfaction is an important benchmark in growing a business so that it can survive amid high competition (Putra, 2024). According to Wantara and Tambrin (2019), customer satisfaction has a significant influence on shaping customer loyalty, where satisfied customers tend to have long-term relationships with brands.

Another factor that influences customer loyalty is customer experience. Customer experience can be said to be one of the indicators of success in building good relationships with customers, thereby creating customer loyalty. Customer experience is an internal and subjective response from customers as a result of direct or indirect interactions with the company (Tyrväinen, Karjaluoto, & Saarijärvi, 2020). Customer experience can also take the form of cognitive or perceptual recognition that can stimulate each customer's motivation towards a product or service. These perceptions from customers can increase the value of a company's products or services (Becker & Jaakkola, 2020). With the increase in customer perception of the value or service of a company, this can trigger a bond between customers and the product, which can foster a desire to make repeat purchases. This will trigger customer loyalty. According to research by Lou & Xie (2021), a good experience can increase customer loyalty to a brand.

The next factor that influences customer loyalty is emotional marketing. This is a method used by companies to create lasting relationships, so that customers feel cared for, known as emotional marketing (Aqmarina & Awali, 2023). Emotional marketing is quite effective in attracting customer loyalty, because by appealing to the emotional side of customers, it can create positive memories of the company in the minds of those customers. Emotional marketing is a strategic approach used by companies to create an emotional bond between the brand and customers. This approach aims to evoke positive emotions, such as happiness, trust, and love, in order to strengthen customer loyalty (Fernandes & Moreira, 2019).

Research by Cachero-Martínez and Vázquez-Casielles (2021) shows that experiences based on emotional aspects play a key role in building customer loyalty, especially in the context of online shopping. Furthermore, research conducted by Paul et al. (2021) states that emotional marketing not only increases customer satisfaction but also creates long-term relationships that impact brand advocacy. This shows that emotional marketing is effective in building a loyal and committed customer base, and according to Hiep & Huynh (2024), emotional marketing has a positive and significant effect on brand loyalty. Different results were obtained by Azhar & Nirawati (2022), where Emotional Branding did not affect Customer Loyalty. This may have been influenced by several factors perceived by consumers, such as the conditions during the research, the location, and the research object, which led to different results.

Finally, another factor that influences customer loyalty is customer engagement. Customer engagement is a form of customer involvement with a company's products through interactions that occur during product purchase transactions. Customer engagement is defined as the level of customer involvement and interaction with a brand at various touchpoints, both online and offline (Zaid & Patwayati, 2021). In the modern industry, providing interactions that involve customers can be an effective marketing strategy, as it can form a bond between the product brand and customers, thereby establishing a deep relationship. Providing meaningful interactions can make customers remember products, thereby fostering customer loyalty. This engagement involves not only purchasing transactions but also interactions on various platforms, both online and offline, with the aim of building emotional connections and deeper bonds with customers (Alalwan et al., 2020). According to research conducted by Prentice et al. (2020), customer engagement directly affects customer loyalty. However, Li, M. W., Teng, H. Y., & Chen, C. Y. (2020) found that customer engagement does not have a direct effect on customer loyalty.

Based on the description of the phenomenon and previous research, the author found several inconsistent results from previous studies. With these inconsistent results, the author was interested in researching **"Customer Experience, Emotional Marketing, and Customer Engagement in Customer Loyalty Through Customer Satisfaction."**

METHODOLOGY

This study was conducted in Indonesia, specifically in major cities with coffee shops. The study population consisted of people who had made transactions at coffee shops. The study sample was taken using the purposive sampling method, with the criterion that respondents had visited at least twice in the last three months. Based on calculations using the rules of Hair et al. (2019), the minimum sample required is 200 respondents with 20 indicators measured. Therefore, this study used 200 respondents to obtain stable and accurate results in SEM analysis.

Data Sources and Types

This study uses two data sources, namely primary data and secondary data. Primary data was obtained directly from Starbucks Reserve Dewata consumers through the distribution of questionnaires, while secondary data was obtained from documents and other relevant sources. This study uses a quantitative approach with data in the form of numbers measured using statistics. The data collection technique was carried out using a questionnaire that used a Likert scale with a range of 1-10 to measure respondents' perceptions of consumer experience, consumer satisfaction, and consumer loyalty. This study uses an associative approach to determine the influence between the variables studied.

Data Analysis Techniques

This study uses Structural Equation Modeling (SEM) based on Analysis of Moment Structures (AMOS) to test hypotheses. The analysis stages include data normality testing, outlier identification, measurement model evaluation, and structural model evaluation. The structural model is tested using path coefficients and their significance with the bootstrapping procedure. The model goodness-of-fit criteria used include Chi-Square, RMSEA, CFI, TLI, and SRMR. In addition, the R-square value is used to measure the ability of independent variables to explain the variability of dependent variables. The results of the analysis are expected to provide a better understanding of the relationship between latent variables in the hypothesized model.

RESULTS AND DISCUSSION

Goodness of Fit Analysis

Based on the test criteria, Chi-square (χ^2), relative Chi-square (χ^2/df), RMESEA, GFI, AGFI, TLI, and CFI above, and the Goodness of Fit values processed by AMOS for Windows as shown in the figure above, the following table can be created.

Table 1. Goodness of Fit Evaluation

Goodness of Fit Indeks	*Cut-off Value*	**Analysis Results**	**Model Evaluation**
Chi-Square (χ^2)	Expected to be small	1481,023	Not Good
Probability	≥ 0,05	0,000	Not Good
RMSEA	≤ 0,08	0,072	Good
GFI	≥ 0,90	0,741	Marginal
AGFI	≥ 0,90	0,715	Marginal
CMIN/DF	≤ 2,00	2,140	Marginal
TLI	≥ 0,95	0,972	Good
CFI	≥ 0,95	0,977	Good

Considering the cut-off values and goodness of fit results of the model in Table 1 above, of the eight criteria used, three criteria have met the goodness of fit requirements, namely RMSEA, TLI, and CFI, as well as three marginal criteria, namely CMIN/DF, GFI, and AGFI, and only two criteria are less than satisfactory.

In accordance with the research objectives, which are to determine the direct influence of Customer Experience, Emotional Marketing, and Customer Engagement on Customer Satisfaction, as well as the direct influence of Customer Experience, Emotional Marketing, Customer Engagement, and Customer Satisfaction on Customer Loyalty. The hypotheses proposed in this study are:

1. First hypothesis (H1)   : Experiential Marketing has a positive and significant effect on Customer Satisfaction.
2. Second hypothesis (H2)   : Emotional Marketing has a positive and significant effect on Customer Satisfaction.

3. Third hypothesis (H3)   : Customer Engagement has a positive and significant effect on Customer Satisfaction.
4. Fourth hypothesis (H4)   : Customer Satisfaction has a positive and significant effect on Customer Loyalty.
5. Fifth hypothesis (H5)   :   Customer Experience has a positive and significant effect on Customer Loyalty.
6. Sixth hypothesis (H6)   :   Emotional Marketing has a positive and significant effect on Customer Loyalty.
7. Seventh hypothesis (H7)   :   Customer Engagement has a positive and significant effect on Customer Loyalty.

a. Direct Effect Hypothesis Testing

The testing of the research model refers not only to Figure 1 above, but also to the calculation of regression coefficients (standardized regression weights) resulting from data processing using Structural Equation Modeling (SEM), as presented in Table 2.

Table 2. Unstandardized and Standardized Regression Weight Structural Measurement Models

Relationships Between Variables			Unstandardized Estimate	Standardized Estimate	S.E.	C.R.	P	Description
K P	<---	CE	.170	.201	.084	2.031	.042	Sig
K P	<---	EM	.137	.151	.101	1.352	.176	Not Sig
K P	<---	ENG	.882	.873	.086	10.212	***	Sig
LP	<---	KP	.647	.483	.125	5.178	***	Sig
LP	<---	CE	.385	.340	.097	3.977	***	Sig

									Sig
LP	--	<--- EN G	.618		.456		.147	4.190	***

									Sig
LP	--	<--- EM	.736		.609		.119	6.212	***

b. Testing Indirect Effects

Indirect influence through intervening variables is a variable that theoretically lies between the relationship between exogenous variables and endogenous variables, creating an indirect relationship. This variable is an intervening variable located between exogenous and endogenous variables, so that exogenous variables do not directly influence changes or the emergence of endogenous variables.

Mediation hypothesis testing is conducted using a procedure developed by Sobel and known as the Sobel test. The Sobel test is performed by testing the strength of indirect effects. The Sobel test formula is as follows:

$$Z_{count} = \frac{ab}{Sab}$$

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

1) Testing the Indirect Effect of Customer Experience on Customer Loyalty Through Customer Satisfaction

Testing the hypothesis of the indirect effect of Customer Experience on Customer Loyalty through Customer Satisfaction using the Sobel Test as follows.

$$Sab = \sqrt{0{,}483^2 0{,}084^2 + 0{,}201^2 0{,}125^2 + 0{,}084^2 0{,}125^2}$$

$$Sab = \sqrt{0{,}0016 + 0{,}0006 + 0{,}0001}$$

$$Sab = \sqrt{0{,}0023} = 0{,}0477$$

$$Z_{Count} = \frac{0{,}201 \, x \, 0{,}483}{0{,}0477} = \frac{0{,}0971}{0{,}0477} = 2{,}0344$$

Based on the above calculation, the calculated z value = 2.0344 < the absolute z value (1.96). Thus, it can be said that the Customer Satisfaction variable significantly mediates the effect of Customer Experience on Customer Loyalty. Thus, the eighth hypothesis proposed in this study, namely that Customer Experience has a positive and significant effect on Customer Loyalty through Customer Satisfaction, is supported, **proven to be true.**

2) Testing the Indirect Effect of Emotional Marketing on Customer Loyalty Through Customer Satisfaction

Testing the hypothesis of the indirect effect of Emotional Marketing on Customer Loyalty through Customer Satisfaction using the Sobel Test as follows.

$$Sab = \sqrt{0,483^2 0,101^2 + 0,151^2 0,125^2 + 0,101^2 0,125^2}$$

$$Sab = \sqrt{0,0024 + 0,0004 + 0,0002}$$

$$Sab = \sqrt{0,0030} = 0,0548$$

$$Z_{count} = \frac{0,151 \; x \; 0,483}{0,0548} = \frac{0,0729}{0,0548} = 1,3312$$

Based on the above calculation, the calculated z value = 1.3312 < the absolute z value (1.96). Thus, it can be said that the Customer Satisfaction variable does not significantly mediate the effect of Emotional Marketing on Customer Loyalty. Thus, the ninth hypothesis proposed in this study, namely that Emotional Marketing has a positive and significant effect on Customer Loyalty through Customer Satisfaction, **is rejected.**

3) Testing the Indirect Effect of Customer Engagement on Customer Loyalty Through Customer Satisfaction

Testing the hypothesis of the indirect effect of Customer Engagement on Customer Loyalty through Customer Satisfaction using the Sobel Test as follows.

$$Sab = \sqrt{0,483^2 0,086^2 + 0,873^2 0,125^2 + 0,086^2 0,125^2}$$

$$Sab = \sqrt{0,0017 + 0,0119 + 0,0001}$$

$$Sab = \sqrt{0,0136} = 0,1168$$

$$Z_{count} = \frac{0,873 \; x \; 0,483}{0,1168} = \frac{0,4217}{0,1168} = 3,6112$$

Based on the above calculation, the calculated z value = 13.6112 < the absolute z value (1.96). Thus, it can be said that the Customer Satisfaction variable significantly mediates the effect of Customer Engagement on Customer Loyalty. Thus, the tenth hypothesis proposed in this study, namely that Customer Engagement has a positive and significant effect on Customer Loyalty through Customer Satisfaction, **has been proven to be true.**

Determination Measurement Model Analysis

Measurement model analysis with determination was used to determine the extent of the influence of Customer Experience, Emotional Marketing, and Customer

Engagement on Customer Satisfaction, as well as the influence of Customer Experience, Emotional Marketing, Customer Engagement, and Customer Satisfaction on Customer Loyalty. For this purpose, square multiple correlation was used, as shown in the following table.

Table 3. *Squared Multiple Correlations*

Variable	RSquare
CS	0,831
CL	0,890

Based on the data in Table 3 above, it appears that the Squared Multiple Correlations value for the CS (Customer Satisfaction) variable is 0.831 and the CL (Customer Loyalty) variable is 0.890. The value of determination (D) is Squared Multiple Correlations x 100%. Thus, the coefficient of determination (D) for the Customer Satisfaction variable is 0.831 x 100% = 83.1%. Therefore, it can be stated that changes in Customer Satisfaction are influenced by Customer Experience, Emotional Marketing, and Customer Engagement by 83.1%.

The coefficient of determination (D) for the CL variable (Customer Loyalty) is 0.890 x 100% = 89%. Thus, it can be stated that changes in Customer Loyalty are influenced by Customer Experience, Emotional Marketing, Customer Engagement, and Customer Satisfaction by 89%.

Discussion
1. The Influence of Customer Experience on Customer Satisfaction
The standardized estimate (regression weight) value is 0.201, with a CR (Critical Ratio = identical to the t-value) of 2.031 at a probability of 0.042. The CR value of 2.031 > 2.000 and probability of 0.042 < 0.05 indicate that the effect of the Customer Experience (CE) variable on Customer Satisfaction (CS) is positive and significant. Thus, the first hypothesis proposed, namely that Experiential Marketing has a positive and significant effect on Customer Satisfaction, **is proven to be true**.

The results of this study are in line with Oliver's (1980) opinion that consumer experience is closely related to consumer satisfaction, because a good experience will lead to a sense of satisfaction felt by consumers. According to Expectation Disconfirmation Theory (EDT), customer experiences that meet or exceed expectations increase satisfaction.

2. The Effect of Emotional Marketing on Customer Satisfaction
The standardized estimate (regression weight) value is 0.151, with a CR (Critical Ratio = identical to the t-value) of 1.352 at a probability of 0.176. The CR value of 1.352 < 2.000 and probability of 0.176 > 0.05 indicate that the effect of the Emotional Marketing (EM) variable on Customer Satisfaction (CS) is insignificant. Thus, the second hypothesis proposed, namely that Emotional Marketing has a positive and significant effect on Customer Satisfaction, **is not proven to be true.**

The results of the study show that emotional marketing does not always have a significant effect on customer satisfaction. This may be due to the fact that customer satisfaction is largely determined by rational factors such as product quality, price, service reliability, and ease of access. Thus, although marketing strategies that emphasize emotional aspects may attract customers' attention initially, this does not necessarily guarantee sustained satisfaction. Satisfaction is more of a cognitive evaluation of product or service performance than a mere momentary emotional response (Kotler & Keller, 2016).

In addition, customers who are increasingly rational and critical in making purchasing decisions tend to place emotional aspects only as supporting factors, not the main determinants. If customer expectations of a product or service are not met, then an emotional approach is considered manipulative and irrelevant. Research by Chinomona (2013) confirms that although emotional branding can strengthen consumer loyalty, its impact on satisfaction is insignificant if product quality and service are not consistent with the brand promise. This means that emotional marketing cannot compensate for deficiencies in the functional aspects of a product.

Furthermore, other research findings also support this finding by stating that emotions built through marketing strategies are often short-term, while customer satisfaction is a long-term evaluation. According to Han et al. (2018), satisfaction is more influenced by customers' actual experiences while using products or services than by emotional stimuli in marketing campaigns. Thus, companies need to be cautious in relying on emotional marketing as their main strategy, because without the support of good product quality and performance, its impact on customer satisfaction will remain low.

3. **Effect of Customer Engagement on Customer Satisfaction**

The standardized estimate (regression weight) value is 0.873, with a CR (Critical Ratio = identical to the t-value) of 10.212 at a probability *** (< 0.001). The CR value of 10.212 > 2.000 and probability *** < 0.05 indicate that the effect of the Customer Engagement (ENG) variable on Customer Satisfaction (CS) is positive and significant. Thus, the third hypothesis proposed, namely that Customer Engagement has a positive and significant effect on Customer Satisfaction, **is proven to be true**.

Customer engagement is important for achieving customer satisfaction because using engagement in the form of direct interaction or through media such as promotions or rewards for customers can form a bond that creates a feeling of happiness and comfort, which indirectly leads to customer satisfaction. This statement is supported by research by Al-Dmourl & Ali (2019), which states that customer engagement has a positive and significant influence on customer satisfaction. Meanwhile, according to Sharma & Singh (2023), customer engagement has a positive and significant influence on customer satisfaction. Zaid & Patwayati (2021) state that one of the factors that build customer satisfaction is customer engagement.

4. **The Effect of Customer Satisfaction on Customer Loyalty**

The standardized estimate (regression weight) value is 0.483, with a CR (Critical Ratio = identical to the t-value) of 5.178 at a probability *** (< 0.001). The CR value of 5.178 > 2.000 and probability *** < 0.05 indicate that the effect of the Customer Satisfaction (CS) variable on Customer Loyalty (CL) is positive and significant. Thus, the fourth hypothesis proposed, that Customer Satisfaction has a positive and significant effect on Customer Loyalty, **is proven to be true.**

The results of this study are in line with the Theory of Consumer Loyalty (Oliver, 1999), which states that customer satisfaction can encourage customers to remain loyal to a brand. Customer satisfaction can be one of the keys to customer loyalty, because satisfaction can trigger the desire to make repeat purchases in the long term, thereby creating loyalty. This statement is reinforced by research conducted by Wantara & Tambrin (2019), which states that customer satisfaction has a positive and significant effect on customer loyalty. Meanwhile, according to Nguyen et al (2020), customer satisfaction has a positive and significant effect on customer loyalty. Romdonny and Rosmadi (2019) state that customer satisfaction is a factor that builds customer loyalty.

5. The Influence of Customer Experience on Customer Loyalty

The standardized estimate (regression weight) value is 0.340, with a CR (Critical Ratio = identical to the t-value) of 3.977 at a probability *** (< 0.001). The CR value of 3.977 > 2.000 and probability *** < 0.05 indicate that the effect of the Customer Experience (CE) variable on Customer Loyalty (CL) is positive and significant. Thus, the fifth hypothesis proposed, namely that Customer Experience has a significant positive effect on Customer Loyalty, **is proven to be true.**

Experience can trigger loyalty because a good and enjoyable experience will certainly leave a lasting impression on consumers, which in turn triggers customer loyalty. This is reinforced by research conducted by Lou & Xie (2021), which shows that experiential value has a positive influence on brand loyalty. A similar finding was obtained by Pekovic & Rolland (2020), who stated that experience has a positive influence on customer loyalty. Martínez & Vázquez (2021) found that customer experience has a positive and significant influence on customer loyalty. Al-Wugayan, A.A. (2019) said that customer experience plays an important role in building customer loyalty.

6. The Effect of Emotional Marketing on Customer Loyalty

The standardized estimate (regression weight) value is 0.609, with a CR (Critical Ratio = identical to the t-value) of 6.212 at a probability *** (< 0.001). The CR value of 6.212 > 2.000 and probability *** < 0.05 indicate that the effect of the Emotional Marketing (EM) variable on Customer Loyalty (CL) is positive and significant. Thus, the sixth hypothesis proposed, namely that Emotional Marketing has a positive and significant effect on Customer Loyalty, is proven to be true.

Emotional impressions are quite important in building loyalty, as providing emotional closeness to customers can form a sense of attachment to the products being sold, thereby building customer loyalty. Hiep & Huynh (2024) state that emotional marketing has a positive and significant effect on brand loyalty. According to Hashem & Ali (2020), emotional marketing has a positive and significant effect on brand loyalty. Al-Wugayan, A.A. (2019) states that emotional attachment is a factor that builds customer loyalty.

7. The Effect of Customer Engagement on Customer Loyalty

The standardized estimate (regression weight) value is 0.456, with a CR (Critical Ratio = identical to the t-value) of 4.190 at a probability *** (< 0.001). The CR value of 4.190 > 2.000 and probability *** < 0.05 indicate that the effect of the Customer Engagement (ENG) variable on Customer Loyalty (LP) is positive and significant. Thus, the seventh hypothesis proposed, namely that Customer Engagement has a positive and significant effect on Customer Loyalty, **is proven to be true.**

Engaging customers can create customer loyalty to a brand, which in turn fosters a sense of ownership among customers and indirectly builds customer loyalty. This statement is supported by research conducted by Prentice, C., Wang, X., & Lin, X. (2020), which states that customer engagement has a positive and significant effect on customer loyalty. Similarly, Hapsari et al (2020) state that customer engagement has a positive and significant effect on customer loyalty. Abror, A., Patrisia, D., & Evanita, S. (2020) state that customer engagement is an important factor in shaping customer loyalty.

8. The Indirect Effect of Customer Experience on Customer Loyalty Through Customer Satisfaction

Based on data analysis, the calculated z value = 2.0344 < the absolute z value (1.96). Thus, it can be said that the Customer Satisfaction variable significantly mediates the effect of Customer Experience on Customer Loyalty. Thus, the eighth hypothesis proposed in this study, namely that Customer Experience has a positive and significant effect on Customer Loyalty through Customer Satisfaction, **has been proven to be true.**

The results of this study prove that customer satisfaction plays a significant role as a mediator in the relationship between customer experience and customer loyalty. Positive experiences felt by customers, such as ease of interaction with the company, quality of service, and convenience in the transaction process, will increase their level of satisfaction. Furthermore, this satisfaction becomes the emotional and rational basis that encourages customers to remain loyal to the brand and make repeat purchases. In other words, although customer experience has a direct influence on loyalty, its impact is much stronger when customers feel satisfied first. This is in line with findings that customer satisfaction serves as a bridge connecting positive experiences with customers' long-term commitment to the company (Cronin, Brady, & Hult, 2000; Kandampully, Zhang, & Bilgihan, 2015).

9. The Indirect Effect of Emotional Marketing on Customer Loyalty Through Customer Satisfaction

Based on the results of the data analysis, the calculated z value = 1.3312 < the absolute z value (1.96). Thus, it can be said that the Customer Satisfaction variable does not significantly mediate the effect of Emotional Marketing on Customer Loyalty. Thus, the ninth hypothesis proposed in this study, namely that Emotional Marketing has a positive and significant effect on Customer Loyalty through Customer Satisfaction, is rejected.

Customer satisfaction was found to play no significant role in mediating the influence of emotional marketing on customer loyalty. This shows that although emotional marketing strategies are capable of building psychological bonds with consumers, their impact on loyalty occurs more directly without going through satisfaction. In other words, customers may feel emotionally connected to a brand, but this does not always correlate with their level of satisfaction with the products or services offered. This condition is in line with Chinomona's (2013) view, which emphasizes that emotional branding functions more to form affective closeness and symbolic bonds, while satisfaction is more determined by rational aspects such as quality and performance. Therefore, loyalty formed from emotional marketing does

not depend entirely on satisfaction, but rather on the emotional attachment that the company builds with its consumers.

10. The Indirect Effect of Customer Engagement on Customer Loyalty Through Customer Satisfaction

Based on the results of the data analysis, the calculated z value = 13.6112 < the absolute z value (1.96). Thus, it can be said that the Customer Satisfaction variable significantly mediates the effect of Customer Engagement on Customer Loyalty. Thus, the tenth hypothesis proposed in this study, namely that Customer Engagement has a positive and significant effect on Customer Loyalty through Customer Satisfaction, **has been proven to be true.**

The results of this study show that customer satisfaction significantly mediates the effect of customer engagement on customer loyalty. Active customer involvement in interactions with the brand, whether through digital experiences, participation in communities, or two-way communication with the company, can create feelings of being valued and recognized. This increases their satisfaction with the brand, which in turn strengthens loyalty through long-term commitment and a tendency to make repeat purchases. Thus, customer engagement not only builds emotional and functional relationships directly, but also generates satisfaction that forms the basis for sustainable loyalty (Brodie et al., 2011; Rather, 2019).

CONCLUSION

This study successfully proves that customer experience, customer engagement, and customer satisfaction have a positive and significant effect on customer loyalty. Meanwhile, emotional marketing only has a significant effect on customer loyalty directly, but not through customer satisfaction as a mediating variable. Customer satisfaction also plays a significant mediating role in the relationship between customer experience and customer engagement with customer loyalty. The results of this study contribute to the understanding of the factors that influence customer loyalty and can be used as a reference for companies in developing effective marketing strategies.

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