



The Influence of Brand Engagement and Customer Experience Mediated by Brand Trust on Customer Loyalty

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ABSTRACT

Increasingly intense business competition requires companies to build strong relationships with customers through brand engagement and customer experience. Brand trust plays a crucial role in shaping customer loyalty. This study aims to analyze the influence of brand engagement and customer experience on customer loyalty, with brand trust as a mediating variable. The research employs a quantitative approach using a survey method. Data were collected through questionnaires and analyzed using statistical analysis techniques to examine the relationships among the research variables. The results indicate that brand engagement and customer experience have a positive effect on brand trust. Furthermore, brand trust is proven to have a significant effect on customer loyalty, thereby acting as a mediating variable in this relationship. Brand engagement and customer experience are able to enhance customer loyalty through the development of trust in the brand. Companies are therefore advised to improve the quality of customer interactions and create positive experiences to strengthen brand trust and customer loyalty.

Keywords: Brand Engagement, Customer Experience, Brand Trust, Customer Loyalty.

INTRODUCTION

The development of digital technology has transformed consumer consumption patterns, particularly in enjoying music entertainment through internet-based streaming services. The increasing number of internet users in Indonesia has significantly accelerated the growth of the digital economy and expanded the penetration of subscription-based services. This condition requires companies not only to focus on acquiring new customers but also to implement strategies aimed at retaining existing customers through the development of sustainable loyalty.

Customer loyalty in the context of modern marketing has become a key indicator of digital business success, as it is directly associated with retention, long-term profitability,

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and word-of-mouth promotion. Platforms such as Spotify leverage algorithm-based personalization, interactive digital campaigns, and community-driven approaches to strengthen users' emotional attachment. Loyalty formed through consistent and relevant experiences has been proven to enhance customers' commitment to continuously use the service and recommend it to others.

The competition within the music streaming industry in Indonesia has become increasingly intense, compelling companies to pay closer attention to psychological factors influencing customers' decisions to remain loyal. Brand engagement and customer experience are considered two crucial variables in establishing long-term relationships between customers and brands. Previous studies indicate that service quality significantly affects consumer loyalty, particularly when users experience convenience, comfort, and personalization while using the application. However, operational challenges such as technical disruptions, inaccurate song recommendations, and excessive advertising may reduce user engagement. These pain points can hinder the development of stable engagement and increase the risk of churn if not balanced with continuous service quality improvements.

Issues related to customer experience are also reflected in interface design, limited offline features, and slow customer support responses. Such negative experiences may influence perceived service quality and reduce the intensity of application usage. When perceived experiences fail to meet expectations, customers tend to consider alternative platforms offering better value.

Although numerous studies have demonstrated positive relationships between brand engagement, customer experience, and customer loyalty, most of them examine these relationships directly without exploring the underlying psychological mechanisms. Inconsistencies in prior research are evident in the varying findings regarding the strength of each variable's influence on loyalty, where some studies highlight engagement as the dominant factor, while others emphasize experience as the primary determinant (Yum & Kim, 2024).

Furthermore, previous research also shows inconsistencies concerning the mediating role of brand trust. Some studies argue that trust significantly mediates the relationship between experience and loyalty, while others suggest that loyalty can be formed without strong trust mediation. These differing findings indicate a conceptual gap that requires deeper examination, particularly within the context of music streaming services in Indonesia.

Based on the Stimulus–Organism–Response (SOR) theory, brand engagement and customer experience can be positioned as external stimuli that influence consumers' internal states in the form of brand trust, which subsequently generates behavioral responses in the form of customer loyalty. This approach provides a comprehensive theoretical foundation to explain how digital stimuli affect customers' cognitive and affective processes before resulting in loyal behavior (Samudro et al., 2024). Therefore, this study seeks to address this gap by analyzing the effect of brand engagement and customer experience on customer loyalty mediated by brand trust among Spotify users in DKI Jakarta. This research is expected to contribute theoretically by clarifying the mediating role of trust and to provide practical implications for companies in designing integrated retention strategies based on engagement, experience, and brand trust.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty refers to a customer's long-term commitment to consistently using a product or service despite the availability of various alternatives in the market. Loyalty is not only reflected in repeat purchase behavior but also in positive attitudes and customer attachment to the brand, which are formed through repeated and satisfying usage experiences (Yum, K., & Kim, 2024).

In the context of digital services such as Spotify, customer loyalty is strongly influenced by the quality of a stable and reliable application experience. Ease of navigation, user comfort, and minimal technical disruptions are key factors that enhance satisfaction and encourage customers to maintain long-term subscriptions (Clarissa et al 2023).

Loyal customers provide strategic benefits to companies by contributing to increased revenue, marketing cost efficiency, and more credible word-of-mouth promotion. High levels of loyalty also make customers less likely to switch to competitors, even when more competitive prices or features are offered (Al-Dwairi, R. M., Shehabat, I., Zahrawi, A., & Hammouri, 2024).

Therefore, companies need to maintain service quality, performance consistency, and transparent communication in order to build long-term relationships with customers. Loyalty strategies supported by continuous innovation will strengthen the relationship between customers and the brand, allowing loyalty to be sustained over time (Andriana, 2025).

Brand Engagement

Brand engagement describes the level of customers' emotional, cognitive, and behavioral involvement with a brand that goes beyond purely transactional relationships. This involvement reflects a strong psychological connection between customers and the brand, encouraging customers to actively participate in various brand-related activities (Aziz, M. A., & Ahmed, 2023).

In music streaming services such as Spotify, brand engagement is reflected in the intensity of application usage, user participation in interactive features, and customers' willingness to engage with the brand across various digital platforms. High levels of customer engagement increase the potential for long-term loyalty and brand preference (Sa'idah et al, 2024).

Brand engagement also involves cognitive and affective dimensions, whereby customers not only understand the brand's advantages but also experience positive emotions during their interactions with the service. These feelings contribute to the development of strong emotional bonds between customers and the brand (Chairunnisa, A., & Ruswanti, 2023).

In addition, behavioral engagement—such as sharing playlists, participating in digital campaigns, and joining user communities—can further strengthen customer-brand relationships. These active interactions help companies build strong customer communities and enhance customer retention on a sustainable basis (Vania et al, 2025).

Customer Experience

Customer experience refers to the overall perceptions and responses formed through customers' interactions with products, services, and brands across various touchpoints. This experience encompasses sensory, emotional, cognitive, and social aspects that collectively shape customer satisfaction and loyalty (Abidin et al, 2025).

On the Spotify platform, customer experience is enhanced through high audio quality, ease of application use, and personalization features that align with users' preferences. Consistently positive experiences increase customer satisfaction and encourage repeated use of the service (Danurdara, A. B., & Masatif, 2025).

Personalization is a crucial element of customer experience because it provides experiences tailored to individual user needs. Algorithm-based music recommendations make customers feel valued and recognized, thereby increasing emotional attachment and long-term subscription intentions (Clarissa et al, 2023).

Moreover, the social aspect of customer experience—such as sharing playlists and interacting with other users—enriches the overall experience. Positive social interactions foster a sense of community that strengthens customers' emotional relationships with the digital platform (Wulandari et al, 2024).

Brand Trust

Brand trust refers to customers' belief that a brand is capable of fulfilling its promises, ensuring security, and delivering consistent services in accordance with customer expectations. In digital services, trust is a critical factor because customers share personal data and rely on the system over the long term (Al-Dwairi et al, 2024).

High levels of trust encourage customer satisfaction and loyalty, as customers feel safe and comfortable using the service. In the absence of trust, the relationship between customers and the brand becomes fragile and can easily be disrupted when alternative options appear more attractive (Azhari et al, 2023).

Stable and disruption-free service quality also plays an important role in building brand trust. Positive technical experiences enhance perceptions of company professionalism and strengthen customers' confidence in the brand's reliability (Danurdara, A. B., & Masatif, 2025).

Furthermore, brand engagement and positive customer experiences reinforce trust at an emotional level. Brand trust developed through consistent interactions and satisfying experiences promotes long-term loyalty and increases customer retention (Suwardi, T. W., & Oktariswan, 2025).

Hypotheses

H1: Brand engagement has a positive effect on customer loyalty among Spotify users in DKI Jakarta.

H2: Customer experience has a positive effect on customer loyalty among Spotify users in DKI Jakarta.

H3: Brand trust has a positive effect on customer loyalty among Spotify users in DKI Jakarta.

H4: Brand engagement has a positive effect on brand trust among Spotify users in DKI Jakarta.

H5: Customer experience has a positive effect on brand trust among Spotify users in DKI Jakarta.

H6: Brand trust mediates the effect of brand engagement on customer loyalty among Spotify users in DKI Jakarta.

H7: Brand trust mediates the effect of customer experience on customer loyalty among Spotify users in DKI Jakarta.

RESEARCH METHOD

Type of Research

The type of research used in this study is explanatory research with a quantitative approach. This research aims to empirically test the relationships between brand engagement and customer experience on customer loyalty with brand trust as a mediating variable. The data analysis technique applied is Partial Least Squares–Structural Equation Modeling (PLS-SEM), which is processed using WarpPLS software (Chinnaraju, 2025).

Population and Sample

The population in this study consists of active Spotify users domiciled in DKI Jakarta who have used the application for at least three months. This criterion ensures that respondents have sufficient experience in using Spotify’s features and services. The sampling technique employed is purposive sampling, with respondent criteria including users aged 17 years and above who have used both free and premium Spotify services.

Sample size calculation using the Lemeshow formula approach can be applied to determine the required number of samples when the total population size is unknown or cannot be precisely determined, using the following formula:

$$n = \frac{Z^2_{1-\alpha/2} \times P(1-P)}{d^2}$$

Where:

n = sample size

Z = Z-score at a 95% confidence level = 1.96

P = maximum estimated proportion

d = margin of error (5%)

$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,05^2}$$

$$n = \frac{3,8416 \times 0,25}{0,0025}$$

$$n = \frac{0,9604}{0,0025}$$

$$n = 384,16 = 384$$

Thus, the minimum number of respondents required is 384. To further enhance the validity and reliability of the research findings, the study targets 400 respondents so that the data obtained are more robust and can be analyzed comprehensively. This purposive approach is chosen because it allows the researcher to focus on the group most relevant to the research objectives. The criteria related to age and experience in using Spotify ensure that respondents possess sufficient experience to evaluate their behavior and

preferences toward the platform. With a relatively large sample size, statistical analyses such as PLS-SEM can be conducted more stably and accurately. Overall, this sampling strategy is designed to maximize data quality and support valid conclusions regarding the relationships among variables in the study.

Respondent Demographics

The respondents in this study were active users of Spotify who reside in DKI Jakarta and have used the application for at least the past three months. This criterion ensures that respondents possess sufficient experience to evaluate the platform’s features, service quality, and overall interaction with the application. The inclusion criteria required respondents to be at least 17 years old, to have used either the free or premium version of the service, and to actively engage with the application through activities such as listening to music, creating playlists, or utilizing personalization features.

Using purposive sampling techniques and applying the Lemeshow formula for sample size calculation, the minimum required sample size was 384 respondents. To enhance the robustness and reliability of the study, the total number of respondents was increased to 400.

Types and Sources of Data

The data used in this study consist of primary data and secondary data. Primary data were obtained directly from respondents through an online questionnaire distributed via Google Forms. The questionnaire was designed using indicators adapted from previous validated studies related to brand engagement, customer experience, brand trust, and customer loyalty, and measured using a five-point Likert scale.

Secondary data were collected from academic books, reputable international and national journals, and previous empirical studies relevant to the research variables. These secondary sources were used to support the theoretical framework, hypothesis development, and interpretation of research findings.

Data Collection Method

The data collection method in this study was conducted by distributing structured questionnaires online using Google Forms. This method was chosen due to its efficiency, accessibility, and ability to reach a wide range of respondents within the targeted population. Respondents were asked to provide answers based on their personal experiences in using Spotify.

Table 1. Variable Operationalization

Brand Engagement (X1)

Indicator	Item
Cognitive Engagement	I often think about Spotify when considering listening to music online.
	I have a good understanding of the features and advantages offered by Spotify compared to other platforms.
Affective Engagement	I feel emotionally connected and have positive feelings toward Spotify as my preferred digital music platform.

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Indicator	Item
	I feel satisfied and proud to be a Spotify user for my daily music listening.
Behavioral Engagement	I actively seek updated information about Spotify's features or updates. I frequently recommend Spotify to my friends or family.

Customer Experience (X2)

Indicator	Item
Ease of Use	Spotify's interface design is attractive and easy to use.
Audio Quality	The sound quality and visual design of Spotify provide an enjoyable listening experience.
Emotional Response and User Satisfaction	I feel happy when using Spotify to listen to music. Spotify provides a positive emotional experience in my music listening activities. Spotify makes me believe that digital music technology can make my life easier. Spotify's features (such as song recommendations) encourage me to continuously explore new content. I use Spotify consistently in my daily activities.
Community Interaction	I participate in promotional activities or campaigns organized by Spotify (such as Spotify Wrapped or community playlists). I feel that I am part of the Spotify user community on social media. I frequently share playlists or songs from Spotify with my friends.

Brand Trust (X3)

Indicator	Item
Integrity	Spotify functions properly and rarely experiences technical disruptions.
Reliability / Competence	I trust that Spotify consistently delivers high-quality music services.
Transparency	Spotify provides honest and transparent information regarding subscriptions and service features.

Indicator	Item
Privacy and Data Protection	I believe that Spotify adequately protects users' privacy and personal data.
Perceived Risk	I am confident that Spotify strives to provide the best experience for its users. Spotify pays attention to user feedback and complaints.
Customer Loyalty (Y)	
Indicator	Item
Repurchase Intention	I intend to continue using Spotify in the future. Spotify remains my primary choice compared to other digital music platforms.
Recommendation to Others	I often share my positive experiences of using Spotify with others. I recommend Spotify to my friends and family.
Resistance to Competitors	I am not interested in switching to another music platform even if there are attractive offers. I remain loyal to Spotify even if competing platforms offer lower prices.

Data Analysis Techniques

Data analysis in this study was carried out using PLS-SEM with WarpPLS software as the main analytical tool, supported by Jamovi software for descriptive and additional statistical analysis. The analysis process consists of two main stages, namely evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

The outer model evaluation includes tests of convergent validity, discriminant validity, and reliability, which are assessed using loading factor values, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. The inner model evaluation involves testing path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and multicollinearity using the Variance Inflation Factor (VIF). Hypothesis testing is conducted by examining p-values (< 0.05) and t-statistics (> 1.96) at a 95% confidence level.

In addition, Jamovi is used to perform descriptive statistical analysis, correlation analysis, and group comparison tests to strengthen the interpretation of the empirical results. Overall, this analytical approach ensures that the research findings are statistically robust, valid, and reliable in explaining customer loyalty formation in digital music streaming services.

The measurement model is used to assess the relationships between latent variables (constructs) and their indicators. The purpose of this measurement is to ensure that the indicators are able to validly and reliably represent the latent variables. This measurement is evaluated through convergent validity, discriminant validity, and reliability. The

construct model resulting from the outer model analysis is presented as follows:

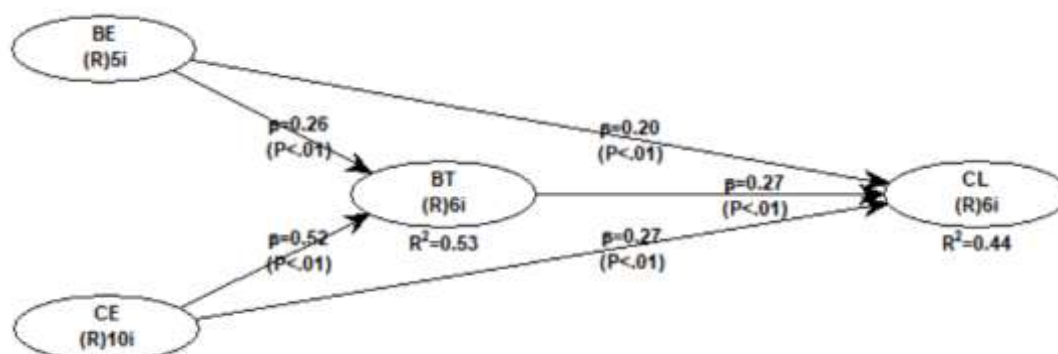


Figure 1. Analytical Model

The use of the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method in this study aims to analyze the relationships among variables, namely the effects of brand engagement (X1) and customer experience (X2) on customer loyalty (Y), with trust (Z) as a mediating variable. PLS-SEM is selected because it is capable of testing both direct and indirect effects and analyzing complex relationships among independent variables, mediating variables, and dependent variables. In addition, PLS-SEM is suitable for studies with non-normally distributed data and models involving multiple indicators for each construct.

The PLS-SEM analysis process in this study begins with the evaluation of data validity and reliability. Validity testing is conducted through convergent validity and discriminant validity to ensure that each indicator accurately represents its corresponding construct. Reliability is then assessed using composite reliability and Cronbach’s alpha to evaluate the internal consistency of the indicators, ensuring that the data are reliable and the research findings are trustworthy. Subsequently, path coefficients and the coefficient of determination (R^2) are examined to determine the strength of the relationships among variables and the extent to which the independent variables explain the dependent variable.

The next stage involves evaluating p-values and t-statistics to test the formulated research hypotheses and determine whether the relationships among variables in the model are statistically significant. Data collection in this study is carried out using a questionnaire with a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). The use of a Likert scale aims to quantitatively measure respondents’ perceptions of each variable indicator, enabling the data to be statistically analyzed in accordance with the research objectives.

RESULT AND DISCUSSION

RESULT

The results of the construct validity testing indicate that all questionnaire items for each variable meet the criterion of factor loadings above 0.5; therefore, all indicators are declared valid. In the Brand Engagement variable, five indicators (BE1–BE5) show factor

loading values ranging from 0.601 to 0.779, indicating that these indicators are able to adequately reflect the Brand Engagement construct. The Customer Experience variable is supported by ten indicators (CE1–CE10) with factor loading values between 0.519 and 0.715, suggesting that all items sufficiently explain customer experience. Furthermore, the Brand Trust variable, consisting of six indicators (BT1–BT6), shows factor loading values ranging from 0.558 to 0.730, while the Customer Loyalty variable, with six indicators (CL1–CL6), has factor loading values between 0.655 and 0.778. These results confirm that all indicators across the four variables are suitable for measurement, as they have met the requirements for indicator validity.

Respondent Demographic Analysis

Prior to conducting further analysis of the research model, the researcher first identified the total number of collected responses and carried out a data screening process to ensure that only respondents who met the research criteria were included in the final analysis. Data were collected through the distribution of an online questionnaire to active users of Spotify residing in DKI Jakarta.

Based on the submitted responses, not all respondents were eligible for inclusion in the study, as several responses did not meet the predetermined criteria. Eligible respondents were defined as Spotify users aged at least 17 years, who had used the application for more than three months, and who completed the questionnaire fully and consistently. Meanwhile, some respondents were classified as not eligible due to failing to meet these requirements, such as being under the minimum age, having used the application for too short a duration, or providing incomplete data.

The data collection process took place from November 25, 2025, at 07:45 to December 20, 2025, at 21:39, based on the system-generated timestamps of the questionnaire submissions. Therefore, the total duration of the data collection period was 26 days.

Table 2. Percentage Distribution by Respondents' Gender

No	Gender	Frequency	Percentage (%)
1	Male	167	41,8
2	Female	233	58,3
	Total	400	100

Based on Table 2, the respondents are grouped according to gender. The results indicate that female respondents account for 58.3% of the total sample, representing 233 individuals. Meanwhile, male respondents comprise 41.8% of the sample, representing 167 individuals. These findings show that the majority of respondents in this study are female.

Table 3. Percentage Distribution by Respondents' Age

No	Age (Years)	Frequency	Percentage (%)
1	17-25	232	58,0
2	26-34	138	34,5
3	35-43	26	6,5
4	44-52	2	0,5
5	53-61	2	0,5
	Total	400	100

Based on Table 3, respondents are categorized according to age group. The majority of respondents fall within the 17–25 age range, accounting for 58% of the total sample. The second-largest group consists of respondents aged 26–34 years, representing 34.5% of the sample. Meanwhile, the smallest proportions are found in the 44–52 and 53–61 age groups, each accounting for 0.5% of the total respondents. These findings indicate that the sample is predominantly composed of young adults.

Table 4. Percentage Distribution by Respondents' Domicile

No	Domicile	Frequency	Percentage (%)
1	West Jakarta	70	17,5
2	Central Jakarta	101	25,3
3	South Jakarta	74	18,5
4	East Jakarta	81	20,3
5	North Jakarta	74	18,5
	Total	400	100

Based on Table 4, respondents are categorized according to their place of residence within DKI Jakarta. The largest proportion of respondents resides in Central Jakarta, accounting for 25.3% of the sample (101 individuals). This is followed by respondents living in East Jakarta, representing 20.3% (81 individuals).

Respondents from South Jakarta and North Jakarta each account for 18.5% of the sample, with 74 individuals respectively. Meanwhile, the smallest proportion of respondents resides in West Jakarta, comprising 17.5% (70 individuals). These findings indicate that the respondents are relatively well distributed across the five administrative areas of DKI Jakarta, with a slightly higher concentration in Central Jakarta.

Structural Model (Inner Model)

The structural model is used to examine the significance of exogenous (independent) latent variables on endogenous (dependent) latent variables. This analysis aims to determine whether the independent variables influence the dependent variables in accordance with the research hypotheses, as measured through path coefficients. The evaluation of the structural model includes the assessment of R-squared (R^2), predictive relevance (Q^2), and goodness-of-fit (GoF).

The results of the path coefficient testing in this study are presented as follows:

Table 5. Path Coefficients

Variables	Path Coefficients	P-Values	Result
BE > BT	0,263	<0.001	Significant
BE > CL	0,199	<0.001	Significant
CE > BT	0,521	<0.001	Significant
CE > CL	0,275	<0.001	Significant
BT > CL	0,271	<0.001	Significant

Based on Table 5, the results indicate that all relationships among the variables in this study are statistically significant. The relationships between the variables are explained as follows:

1. The Effect of Brand Engagement (BE) on Brand Trust (BT)
 The path coefficient value of 0.263 with a p-value < 0.001 indicates that Brand Engagement has a positive and significant effect on Brand Trust. This finding implies that higher levels of user engagement with the Spotify brand lead to increased trust in the brand. Therefore, the hypothesis stating that Brand Engagement influences Brand Trust is accepted.
2. The Effect of Brand Engagement (BE) on Customer Loyalty (CL)
 The path coefficient value of 0.199 with a p-value < 0.001 indicates that Brand Engagement has a positive and significant effect on Customer Loyalty. This suggests that users' engagement with the Spotify brand directly enhances customer loyalty, such as the intention to continue using the service and to recommend it to others.
3. The Effect of Customer Experience (CE) on Brand Trust (BT)
 The analysis shows a path coefficient value of 0.521 with a p-value < 0.001, indicating that Customer Experience has a positive and significant effect on Brand Trust. This coefficient is the largest in the model, suggesting that customers' experiences when using Spotify represent the most dominant factor in building trust in the brand.
4. The Effect of Customer Experience (CE) on Customer Loyalty (CL)
 The path coefficient value of 0.275 with a p-value < 0.001 demonstrates that Customer Experience has a positive and significant effect on Customer Loyalty. This result indicates that positive user experiences with Spotify—such as ease of use, service quality, and emotional satisfaction—play an important role in enhancing customer loyalty.
5. The Effect of Brand Trust (BT) on Customer Loyalty (CL)
 The path coefficient value of 0.271 with a p-value < 0.001 indicates that Brand Trust has a positive and significant effect on Customer Loyalty. In other words, the higher the level of users' trust in Spotify, the greater their loyalty to continuously use the service.

R-Squared (R²) Test

Table 6. R-Squared (R²)

Variables	R-Squared (R ²)
Brand Trust	0,526
Customer Loyalty	0,436

Based on Table 6, the following conclusions can be drawn:

1. R-Squared for Brand Trust (BT)
 The R² value for the Brand Trust variable is 0.526. This indicates that 52.6% of the variation in Brand Trust among Spotify users in the DKI Jakarta region can be explained by Brand Engagement and Customer Experience as exogenous variables in the research model. Meanwhile, the remaining 47.4% is influenced by other variables outside the scope of this study.
 According to the R² evaluation criteria, a value of 0.526 falls into the

moderate category, indicating that Brand Engagement and Customer Experience have a reasonably strong explanatory power in predicting Brand Trust.

2. R-Squared for Customer Loyalty (CL)

The R^2 value for the Customer Loyalty variable is 0.436. This means that 43.6% of the variation in Customer Loyalty among Spotify users in the DKI Jakarta region can be explained by Brand Engagement, Customer Experience, and Brand Trust. The remaining 56.4% is influenced by other factors not included in the research model.

Referring to the R^2 criteria, a value of 0.436 is classified as weak to moderate. However, this level is still considered acceptable in consumer behavior research, particularly studies involving psychological variables and user perceptions.

Q-Squared (Q^2) Test

Table 7. Q-Squared (Q^2)

Variables	Q-Squared (Q^2)
Brand Trust	0,519
Customer Loyalty	0,436

Based on Table 7, all Q^2 values are positive, indicating that the model has adequate predictive relevance for all variables included in the study.

Full Collinearity Variance Inflation Factor (VIF)

Table 8. Full Collinearity VIF

Variables	Full Collinearity VIF
Brand Engagement	1,914
Customer Experience	2,357
Brand Trust	2,138
Customer Loyalty	1,737

Based on Table 8, it can be observed that all variables do not exhibit multicollinearity issues, as their VIF values are below 5. Furthermore, the variables Brand Engagement, Customer Experience, Brand Trust, and Customer Loyalty also meet the ideal criterion of VIF values below 3.3 in this study, indicating that multicollinearity is not a concern in the research model.

Measurement Model (Outer Model)

The measurement model (outer model) is used to examine the relationship between latent variables (constructs) and their respective indicators. The purpose of this measurement is to ensure that the indicators employed in the study are capable of representing the latent variables in a valid and reliable manner. The assessment of the measurement model is conducted through tests of convergent validity, discriminant validity, and reliability. The

construct model resulting from the outer model analysis is presented in Figure 2.

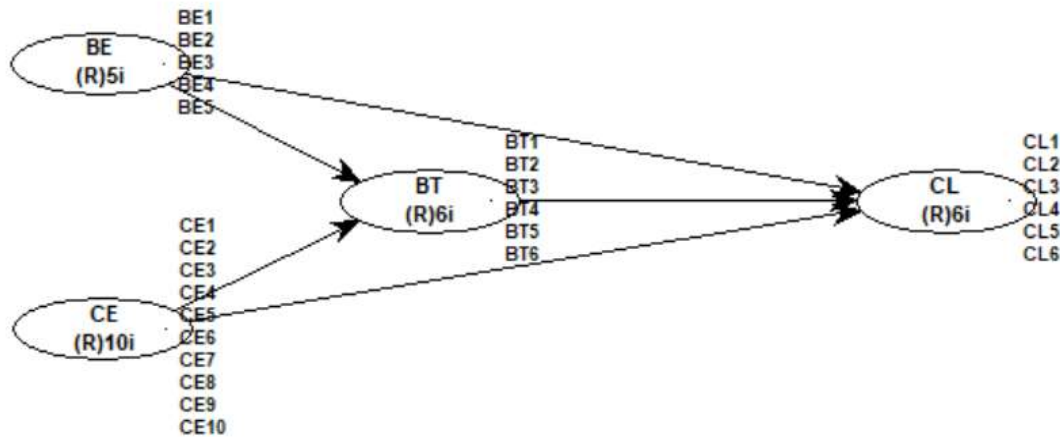


Figure 2. Construct Model

Convergent Validity

Convergent validity evaluates the extent to which each indicator represents its corresponding construct by examining the loading factor values. A high loading factor (greater than 0.70) indicates that the indicator is relevant and adequately represents the construct. If the loading factor is below 0.70 (generally within the range of 0.50–0.70), the indicator may still be retained provided that the Average Variance Extracted (AVE) and the overall reliability of the construct meet the required thresholds.

Table 9. Convergent Validity – Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE) (>0,50)	Hasil
<i>Brand Engagement</i>	0,488	Not Valid
<i>Customer Experience</i>	0,396	Not Valid
<i>Brand Trust</i>	0,431	Not Valid
<i>Customer Loyalty</i>	0,496	Not Valid

Based on Table 9 above, the Average Variance Extracted (AVE) values for all constructs are below the recommended threshold of 0.50. This indicates that the constructs have not yet met the criteria for adequate convergent validity at the construct level.

Although most individual indicators have loading factor values greater than 0.50, which suggests that they are sufficiently correlated with their respective constructs, the overall AVE values remain below 0.50. This implies that the variance explained by the constructs is still lower than the variance due to measurement error. Therefore, further model refinement, such as removing low-loading indicators, may be necessary to improve the convergent validity of the measurement model.

Discriminant Validity

Discriminant validity assesses the extent to which each construct in the model is distinct from other constructs, ensuring that there is no issue of overlap or lack of differentiation

among constructs. In this study, discriminant validity was evaluated using the Fornell–Larcker criterion.

Table 10. Discriminant Validity – Square Root of Average Variance Extracted ($\sqrt{\text{AVE}}$)

Variable	Average Variance Extracted ($\sqrt{\text{AVE}}$) ($>0,50$)	Result
<i>Brand Engagement</i>	0,699	Valid
<i>Customer Experience</i>	0,629	Valid
<i>Brand Trust</i>	0,656	Valid
<i>Customer Loyalty</i>	0,704	Valid

Based on Table 10, the square root of AVE values for all constructs exceed the threshold of 0.50. This indicates that each construct demonstrates adequate discriminant validity according to the Fornell–Larcker criterion. Therefore, the constructs in this study are considered distinct and well differentiated from one another.

Table 11. Discriminant Validity – Correlation Between Constructs

Relationship	Correlation Value	P-Values	Result
BE → BT	0.263	< 0.001	Significant
BE → CL	0.199	< 0.001	Significant
CE → BT	0.521	< 0.001	Significant
CE → CL	0.275	< 0.001	Significant
BT → CL	0.271	< 0.001	Significant

Table 11 shows that all correlations between constructs are statistically significant, as indicated by p-values less than 0.001. This means that the relationships among the variables are significant.

Overall, the results confirm that discriminant validity has been established, as each construct is empirically distinct while still demonstrating meaningful and significant correlations with related constructs within the research model.

Reliability Test (Cronbach’s Alpha)

Reliability testing is conducted to measure the internal consistency of a construct and to ensure that the indicators consistently measure the same concept. A construct is considered reliable if it has a Composite Reliability (CR) value greater than 0.70 and/or a Cronbach’s Alpha value greater than 0.70. The following are the results of the reliability testing in this study:

Table 12. Reliability Test Results

Variable	Composite Reliability	Cronbach’s Alpha	Result
Brand Engagement	0.826	0.735	Reliable
Customer Experience	0.867	0.829	Reliable
Brand Trust	0.818	0.733	Reliable
Customer Loyalty	0.855	0.796	Reliable

Based on Table 12 above, the reliability values for all variables meet the minimum

threshold of 0.70 for both Composite Reliability and Cronbach's Alpha. This indicates that all constructs in this study demonstrate good internal consistency and are considered reliable.

Convergent Validity – Loading Factor

Convergent validity measures the extent to which each indicator represents its respective construct by examining the loading factor values. A high loading factor (greater than 0.70) indicates that the indicator is highly relevant and representative of the construct. However, indicators with loading values between 0.50 and 0.70 may still be retained, provided that the Average Variance Extracted (AVE) and the overall reliability of the construct meet the required criteria. The following are the results of the convergent validity testing in this study:

Table 13. Convergent Validity – Loading Factor

Variable	Indicator	Loading Factor (>0.50)	Result
Brand Engagement	BE1	0.601	Valid
	BE2	0.739	Valid
	BE3	0.700	Valid
	BE4	0.779	Valid
	BE5	0.662	Valid
Customer Experience	CE1	0.602	Valid
	CE2	0.648	Valid
	CE3	0.715	Valid
	CE4	0.635	Valid
	CE5	0.580	Valid
	CE6	0.618	Valid
	CE7	0.656	Valid
	CE8	0.668	Valid
	CE9	0.629	Valid
	CE10	0.519	Valid
Brand Trust	BT1	0.558	Valid
	BT2	0.583	Valid
	BT3	0.718	Valid
	BT4	0.730	Valid
	BT5	0.645	Valid
	BT6	0.684	Valid
Customer Loyalty	CL1	0.655	Valid
	CL2	0.688	Valid
	CL3	0.700	Valid
	CL4	0.778	Valid
	CL5	0.731	Valid
	CL6	0.666	Valid

Note: The term “Valid” in the table indicates that each indicator has a loading factor above the minimum threshold of 0.50. Therefore, all indicators are considered capable of appropriately representing their respective variables and are suitable for use in further

research analysis.

Mediation Effect Analysis (Indirect Effect)

Table 14. Mediation Analysis Results

Variable Relationship	Indirect Effect	P-value	Result
BE → BT → CL	0.071	0.021	Mediating Effect
CE → BT → CL	0.141	< 0.001	Mediating Effect

The mediation analysis was conducted to examine whether Brand Trust (BT) mediates the relationship between Brand Engagement (BE) and Customer Experience (CE) on Customer Loyalty (CL). The results of the indirect effects and their significance levels are presented in Table 4.19 and can be explained as follows:

1. The Effect of Brand Engagement on Customer Loyalty through Brand Trust

The indirect effect value of 0.071 with a p-value of 0.021 (< 0.05) indicates that the indirect effect of Brand Engagement on Customer Loyalty through Brand Trust is statistically significant. Based on the overall testing results and the mediation criteria applied in this study, Brand Trust is considered capable of mediating the relationship between Brand Engagement and Customer Loyalty.

These findings suggest that although Brand Engagement influences Brand Trust and Brand Trust, in turn, influences Customer Loyalty, the direct effect of Brand Engagement on Customer Loyalty remains more dominant. Therefore, the mediating role of Brand Trust in this relationship can be categorized as partial mediation.

2. The Effect of Customer Experience on Customer Loyalty through Brand Trust

The indirect effect value of 0.141 with a p-value of < 0.001 indicates that the indirect effect of Customer Experience on Customer Loyalty through Brand Trust is positive and highly significant. Thus, Brand Trust is proven to mediate the relationship between Customer Experience and Customer Loyalty.

This means that positive user experiences with Spotify not only directly enhance customer loyalty but also indirectly strengthen it through increased trust in the Spotify brand. Brand Trust plays an important psychological mechanism that bridges Customer Experience in shaping Customer Loyalty.

DISCUSSION

1. The Effect of Brand Engagement on Customer Loyalty

Based on the test results, Brand Engagement has a positive and significant effect on Customer Loyalty, with a coefficient value of 0.199 and a p-value < 0.001 . This indicates that user engagement with Spotify plays an important role in increasing customer loyalty, such as the intention to continue using the service and recommending it to others.

High levels of engagement create an emotional connection between users and the brand, which encourages long-term commitment to Spotify. Therefore, Brand Engagement functions not only as a brand communication tool but also as a key driver of customer loyalty.

This finding is consistent with previous research showing that active engagement through various forms of interaction—such as digital campaigns, interactive features, and personalized services—provides added value that strengthens the relationship between

consumers and the brand, making them more likely to remain loyal even when faced with cheaper or more convenient alternatives (Chairunnisa & Ruswanti, 2023). Thus, Brand Engagement is not merely a supporting factor but one of the main determinants in shaping Customer Loyalty, as high engagement fosters trust, satisfaction, and long-term commitment, making consumers less likely to switch to other brands.

2. The Effect of Customer Experience on Customer Loyalty

Customer Experience has been proven to have a positive and significant effect on Customer Loyalty, with a coefficient value of 0.275 and a p-value < 0.001 . This indicates that the positive experiences perceived by Spotify users directly enhance customer loyalty.

A positive customer experience creates satisfaction and a lasting impression, encouraging customers to continue using the service, increase their usage frequency, and avoid switching to competing platforms.

In the digital entertainment and platform-based service industries, aspects such as the relevance of recommendations, system responsiveness, technical stability, and ease of navigation are crucial factors influencing user loyalty (Vania et al., 2025). This demonstrates that Customer Experience is not merely an additional factor but a core element determining a service's success in retaining its customer base. Companies aiming for long-term sustainability must therefore focus on creating enjoyable, consistent, and value-added customer experiences, as positive experiences encourage repeat usage, higher engagement frequency, and voluntary brand recommendations. Hence, Customer Experience has a significant influence on Customer Loyalty, and the better the experience perceived by customers, the higher their level of loyalty.

3. The Effect of Brand Trust on Customer Loyalty

The results indicate that Brand Trust has a positive and significant effect on Customer Loyalty, with a path coefficient of 0.271 and a p-value < 0.001 . This suggests that users' trust in Spotify is a crucial factor in shaping customer loyalty.

Customers who have a high level of trust in a brand tend to demonstrate strong commitment, long-term loyalty, and resistance to competitors' offers. When consumers perceive that a brand ensures information security, responds effectively to complaints, and communicates policies honestly, they feel safer and more comfortable, thereby strengthening their psychological bond with the brand and leading to long-term loyalty.

Conversely, the absence of trust may cause consumers to switch easily to other service providers, even if similar benefits are offered, as trust is considered a form of social capital that cannot easily be replaced by short-term promotions or incentives. In highly competitive markets, trust can therefore be viewed as a strategic asset that must be maintained to retain customers and enhance long-term relational value. In conclusion, higher levels of Brand Trust significantly increase the likelihood that customers will remain loyal, make repeat purchases, and recommend the brand to others.

4. The Effect of Brand Engagement on Brand Trust

The study results show that Brand Engagement has a positive and significant effect on Brand Trust, with a path coefficient of 0.263 and a p-value < 0.001 . This finding indicates that higher user engagement with Spotify leads to higher levels of trust in the brand.

Brand Engagement reflects the level of interaction, attention, and emotional attachment users have toward the brand. Intensive and sustained engagement enables users to develop

positive perceptions of the brand's credibility and reliability, which ultimately enhances Brand Trust.

Consumers with high levels of engagement typically interact more frequently with the brand, gain direct experiences, and observe service consistency, thereby reducing uncertainty and strengthening their belief in the brand's. Engagement—such as active participation in brand communities, social interactions, and personalized experiences—has been positively correlated with consumer trust (Andriana, 2025).

In the digital service context, features designed to enhance engagement—such as customized playlists, artist interactions, and relevant content recommendations—can significantly contribute to building a brand's reputation as reliable and consistent. Without sufficient engagement, consumers may lack adequate interaction to assess the brand's reliability. Therefore, stronger engagement leads to stronger perceptions of trust.

5. The Effect of Customer Experience on Brand Trust

The results show that Customer Experience has a positive and significant effect on Brand Trust, with a path coefficient of 0.521 and a p-value < 0.001. This is the largest coefficient in the model, indicating that Customer Experience is the most dominant factor in building trust in Spotify.

Customer Experience includes users' perceptions of application usability, service quality, and overall comfort while using Spotify. Consistent and satisfying experiences form the belief that the brand is reliable and capable of meeting user expectations.

Empirical studies confirm that customer experience is a strong predictor of Brand Trust, as direct experiences serve as tangible proof of the brand's promises. Both functional aspects (e.g., technical stability and speed) and emotional dimensions (e.g., connection with artists, community interaction, personalization features) contribute significantly to strengthening trust.

In platform-based digital entertainment industries, positive and consistent experiences build confidence in the brand's competence and integrity. Thus, Customer Experience not only creates satisfaction but also serves as a fundamental factor in building sustainable trust and long-term relationships between companies and consumers.

6. The Mediating Role of Brand Trust in the Relationship Between Brand Engagement and Customer Loyalty

The mediation test results show that Brand Trust is able to mediate the effect of Brand Engagement on Customer Loyalty among Spotify users in the DKI Jakarta region. The indirect effect value of 0.071 with a p-value of 0.021 (< 0.05) indicates a statistically significant indirect effect, confirming the mediating role of Brand Trust in this relationship.

This finding suggests that Brand Engagement influences Customer Loyalty not only directly but also indirectly through the formation of Brand Trust. Cognitive, emotional, and behavioral engagement with Spotify—such as interacting with personalized playlists, exploring music, and using social features—contributes to building trust in the platform, which in turn strengthens customer loyalty.

7. The Mediating Role of Brand Trust in the Relationship Between Customer Experience and Customer Loyalty

The results indicate that Brand Trust significantly mediates the effect of Customer

Experience on Customer Loyalty. The indirect effect value of 0.141 with a p-value < 0.001 demonstrates that the indirect effect is positive and highly significant.

This suggests that positive user experiences—such as ease of application use, quality of music recommendations, system stability, and user-friendly interfaces—first build trust in the brand, which subsequently enhances customer loyalty. In other words, Brand Trust acts as a psychological mechanism that bridges Customer Experience and loyal behavior. This finding aligns, who state that the better the experience perceived by consumers, the greater their trust in the brand's ability to maintain quality and fulfill its promises. Therefore, Customer Experience not only generates satisfaction but also plays a fundamental role in building sustainable trust, which ultimately becomes the primary foundation for long-term relationships between companies and consumers.

CONCLUSION

Based on the results of the data analysis, it can be concluded that Brand Engagement and Customer Experience have positive and significant effects on Brand Trust and Customer Loyalty among Spotify users in the DKI Jakarta region. High levels of user engagement with the brand—cognitively, emotionally, and behaviorally—enhance both trust and customer loyalty, including the intention to continue using the service and to recommend it to others. Furthermore, positive user experiences, such as ease of application use, service quality, and overall comfort, are proven to strengthen Brand Trust and directly encourage the formation of customer loyalty. Brand Trust also functions as a mediating variable that strengthens the effects of Brand Engagement and Customer Experience on Customer Loyalty, indicating that trust is a key factor in building long-term relationships between users and the Spotify brand.

LIMITATION & FUTURE RESEARCH

This study has several limitations that should be acknowledged. First, the research was conducted within a specific geographical area (DKI Jakarta), which may limit the generalizability of the findings to other regions or cultural contexts. Second, the study focused only on Brand Engagement, Customer Experience, and Brand Trust as predictors of Customer Loyalty, while other potential variables such as perceived value, satisfaction, or brand image were not included. Third, the use of a cross-sectional design restricts the ability to examine changes in consumer behavior over time. Therefore, future research is recommended to involve broader and more diverse samples, incorporate additional relevant variables, and apply longitudinal or mixed-method approaches to gain a deeper and more comprehensive understanding of the factors influencing customer loyalty in digital platform services.

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