

## **The Effect of Brand Experience, Brand Awareness, and E-Word of Mouth on Customer Engagement of Cafe Customers in Yogyakarta**

**Sefulah<sup>1</sup>, Audita Nuvriasari<sup>1</sup>**

<sup>1</sup> Universitas Mercu Buana Yogyakarta, Yogyakarta, Indonesia

210510489@student.mercubuana-yogya.ac.id

### **Abstract**

The rapid growth of cafés in Yogyakarta has intensified competition, making customer engagement crucial for sustaining loyalty and repeat purchases. In a digital environment, brand experience, brand awareness, and e-Word of Mouth (e-WOM) are key factors influencing how customers connect with cafe brands. This study aims to analyze the influence of brand experience, brand awareness, and e-WOM on customer engagement among cafe customers in Yogyakarta. The study uses a quantitative survey approach. The research sample consisted of 100 respondents who were users and buyers of cafe products or services in Yogyakarta, with the sampling technique using purposive sampling. The instrument tests confirmed that all data were valid and reliable, and the classical assumption tests indicated that the data were normally distributed with no multicollinearity or heteroscedasticity in the regression model. The results of the study showed that brand awareness and e-WOM partially had a positive and significant effect on customer engagement among cafe customers in Yogyakarta, while brand experience had no significant effect on customer engagement. These findings imply that cafés should prioritize strengthening brand visibility and encouraging positive online reviews to enhance engagement, as digital presence appears more influential than experiential factors alone.

### **Keywords**

*Brand Awareness, Brand Experience, Customer Engagement, E-WOM.*

## 1. Introduction

The cafe industry in Yogyakarta has experienced rapid growth in recent years, marked by a more than 37% increase in the number of coffee shops and cafes between 2020 and 2023, placing Yogyakarta as one of the cities with the highest cafe growth in Indonesia. This growth is inseparable from changes in people's lifestyles, particularly among students and creative communities, who have turned cafes into both consumption spaces and spaces for social interaction, discussion, and productive collaboration (Ferreira et al., 2021). The cafe industry is now more competitive than ever, and in order to stay in business, companies must not only provide high-quality goods but also cultivate long-term client relationships.

Customer engagement reflects customers' emotional, cognitive, and behavioral involvement with a brand, manifested through active participation, repeat purchases, recommendations, and voluntary brand advocacy (Prentice et al., 2019; Indriani, 2025). In the context of cafe services, customer engagement is a strategic asset because it contributes to loyalty and non-price differentiation. Khan et al. (2020), Sholikhah et al. (2024), and Japutra et al. (2025) show that customer engagement is influenced by various factors, including brand experience, brand awareness, and electronic word of mouth (e-WOM).

Brand experience is understood as the sensory, affective, cognitive, and behavioral responses consumers experience from interactions with a brand across various touchpoints, both in person and digitally (Hafidh & Muthohar, 2022). In the cafe industry, brand experience encompasses not only product quality but also the atmosphere, service, visual identity, and digital experiences, which collectively form an emotional bond with consumers (Lestari et al., 2024). Previous studies have shown that a positive brand experience can encourage active consumer participation, strengthen brand attachment, and increase customer engagement Hollebeek et al. (2019) and Abuhjeeleh et al. (2023). However, other findings indicate that the influence of brand experience can be weakened if the perceived experience is inconsistent or lacks unique emotional value (Ahmadian et al., 2023; Maulana & Pratminingsih, 2025).

In addition to brand experience, brand awareness also plays a crucial role in shaping customer engagement. Brand awareness describes consumers' ability to recognize and recall a brand across various purchasing situations, thus creating a sense of familiarity and trust from the early stages of decision-making (Cambrá-Fierro et al., 2021; Riskiyansyah & Nuvriasari, 2024; Angelica & Sukma, 2025). Cambrá-Fierro et al. (2021) argue that brand awareness alone is insufficient to build customer engagement without relevant values and emotional bonds, while Bismo et al. (2022) and Farma and Natasyrah (2025) show that high brand awareness can encourage repeat interactions and consumer engagement.

Another increasingly relevant factor in shaping customer engagement is e-WOM, the dissemination of consumer opinions and recommendations through digital platforms. e-WOM plays a significant role in influencing consumer

perceptions and behavioral intentions, particularly in the service industry, which relies heavily on experience and trust (Srivastava & Sivaramakrishnan, 2021). However, previous research has shown mixed results, with e-WOM not always having a direct impact on customer engagement and being influenced by other factors such as satisfaction and information credibility (Hutabarat & Leonard, 2022).

Given the rapid growth of the cafe industry in Yogyakarta and the inconsistencies in empirical findings from previous studies, further research into the determinants of customer engagement is crucial. Therefore, this study aims to analyze the influence of brand experience, brand awareness, and e-WOM on customer engagement in cafe services in Yogyakarta, while also addressing a research gap within the competitive cafe service industry.

## **2. Literature Review & Hypothesis Development**

### ***2.1. The Effect of Brand Experience on Customer Engagement***

Brand experience plays a crucial role in enhancing customer engagement because it represents consumers' holistic responses to brand-related stimuli across multiple touchpoints (Huang & Chen, 2022). Positive, enjoyable, consistent, and memorable experiences tend to strengthen brand perceptions and encourage customers to interact more actively with the brand, seek information, and maintain long-term relationships. Japutra et al. (2025) emphasize that meaningful brand experiences stimulate deeper psychological connections, which ultimately foster stronger engagement behaviors. Similarly, Prentice et al. (2019) argue that brand experience influences emotional attachment and interactive participation, while Ramadhan et al. (2024) highlight its role in shaping cognitive evaluations and affective responses. These findings indicate that brand experience is not merely about product consumption but about creating experiential value that motivates customers to engage beyond transactional exchanges.

Furthermore, brand experience contributes to customer engagement by shaping behavioral intentions and relational commitment over time (Roy et al., 2022; Ahmed et al., 2022). When consumers perceive consistent and distinctive brand encounters, they are more likely to develop trust, attachment, and advocacy behaviors. Lestari et al. (2024) demonstrate that more positive brand experiences significantly increase the intensity of customer engagement, particularly in service-based industries. This suggests that experiential elements such as atmosphere, service interaction, and symbolic identity function as strategic drivers of engagement. Therefore, strengthening brand experience can serve as a long-term competitive strategy, as it transforms passive customers into active participants who contribute to brand sustainability through repeat patronage and voluntary promotion.

H1: Brand experience has a positive and not significant effect on customer engagement.

## ***2.2. The Effect of Brand Awareness on Customer Engagement***

Brand awareness plays an essential role in strengthening customer engagement because consumers who are highly aware of a brand are more likely to recognize, recall, and develop familiarity with it across various consumption situations. This familiarity reduces uncertainty and facilitates the formation of positive perceptions and emotional attachment. When consumers easily remember and identify a brand, they tend to pay greater attention to brand-related information, participate in promotional activities, and interact more actively with products and services. Studies by Angelica and Sukma (2025) confirm that strong brand awareness encourages higher levels of consumer interaction and involvement. This indicates that awareness functions as a cognitive foundation that supports deeper relational outcomes in the engagement process.

Moreover, brand awareness contributes to shaping initial expectations and sustaining long-term engagement. Farma and Natasyrah (2025) and Fahimah & Ningsih (2022) argue that awareness strengthens consumers' confidence in their brand choices and thereby increasing their willingness to maintain ongoing relationships. Empirical findings from Bismo et al. (2022) further demonstrate that higher brand awareness significantly enhances customer engagement levels. Therefore, cultivating strong brand awareness is not merely about recognition, but about building a stable psychological presence in consumers' minds that encourages consistent interaction and loyalty.

H2: Brand awareness has a positive and significant effect on customer engagement.

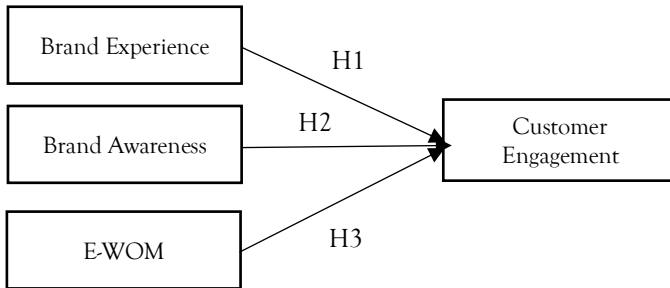
## ***2.3. The Influence of e-WOM on Customer Engagement***

Electronic word of mouth (e-WOM) plays a strategic role in strengthening customer engagement because it enables consumers to exchange brand-related information based on authentic experiences across digital platforms (Luthfi et al., 2025). Positive reviews, ratings, and recommendations shared online can stimulate interest, trust, and interactive participation among potential and existing customers. Izogo et al. (2021) explain that user-generated content rooted in real experiences tends to be perceived as more credible and persuasive than firm-created messages. In addition, Indriani (2025) emphasize that e-WOM originating from trusted sources significantly strengthens consumer-brand relationships by encouraging dialogue, feedback exchange, and voluntary advocacy. Through these mechanisms, e-WOM not only shapes brand perceptions but also fosters deeper cognitive and emotional connections that motivate consumers to interact more intensively with the brand.

Furthermore, the effectiveness of e-WOM in driving engagement is influenced by its volume, intensity, and valence. A higher frequency of positive discussions and recommendations can amplify consumers' cognitive processing, emotional attachment, and behavioral participation. Angelica and Sukma (2025) demonstrate

that positive e-WOM significantly increases customer engagement by encouraging consumers to comment, share, and repeatedly interact with brands online. Similarly, Kristia (2021) highlights that online interactions and peer recommendations serve as key relational mechanisms that reinforce trust and long-term engagement. Therefore, effective management of e-WOM can function as a powerful relational marketing tool that transforms customers into active brand communicators

H3: E-WOM has a positive and significant effect on customer engagement.



**Figure 1.** Conceptual Framework

The conceptual structure of this study is shown in Figure 1, which also illustrates the correlations between the dependent variable, customer engagement, and the independent variables, brand experience, brand awareness, and electronic word-of-mouth (e-WOM). The arrows show the predicted impacts, emphasizing that e-WOM and brand awareness are anticipated to have a beneficial impact on customer engagement, with brand experience also being taken into consideration as a possible contributing element. With brand experience acting as a supporting component, this framework emphasizes the significance of awareness and digital word-of-mouth in promoting engagement.

### 3. Methods

The effect of brand experience, brand awareness, and electronic word-of-mouth (e-WOM) on customer engagement among Yogyakarta café consumers is examined in this study using a quantitative explanatory research approach. In order to evaluate causal linkages between variables and give empirical evidence through statistical analysis, the quantitative approach was selected. Respondents who satisfied the predefined criteria were given a structured online questionnaire to complete in order to gather primary data. Each assessment item was evaluated using a five-point Likert scale, ranging from strongly disagree to strongly agree, so order to objectively and methodically document respondents' viewpoints.

The brand experience variable was measured using indicators adapted from Prentice et al. (2019), which include sensory, affective, cognitive, and behavioral

dimensions reflecting consumers' holistic interactions with the brand. Brand awareness was operationalized based on indicators proposed by Gallart-Camahort et al. (2021), covering brand recognition, recall, familiarity, and the ability to differentiate the brand from competitors. The e-WOM construct was measured using indicators, focusing on the influence, credibility, clarity, relevance, and persuasiveness of online reviews. Meanwhile, customer engagement was measured using indicators encompassing repeat purchases, satisfaction, recommendations, positive word-of-mouth sharing, and constructive feedback toward the brand.

The Lemeshow methodology was used to determine the sample size, which consisted of 100 respondents and purposive sampling. In order to guarantee relevant experience, respondents had to be at least 17 years old and have made at least two purchases from the same café in the previous three months. The validity of the instrument was confirmed using Pearson product-moment correlation, and reliability was assessed using Cronbach's alpha coefficient. The data was analyzed using descriptive and inferential statistics, including the coefficient of determination (R<sup>2</sup>), partial hypothesis testing (t-test), and multiple linear regression analysis. All statistical analyses were conducted using SPSS to guarantee the accuracy and dependability of the results.

#### 4. Results

The empirical results of this study on the impact of brand experience, brand awareness, and e-WOM on customer engagement among Yogyakarta cafe patrons are shown in the results section. To verify that the regression model is adequate, this phase starts with an evaluation of the validity and reliability of the data, which is followed by tests of traditional assumptions. Analyses of heteroscedasticity and multicollinearity are performed to verify the model's resilience. The significance and strength of the proposed associations are then assessed using descriptive and inferential statistics, such as t-tests and coefficients of determination. These findings offer a concise and methodical summary of the ways in which every independent variable influences consumer engagement.

**Table 1.** Validity & Reliability Test

Variable	Item	r-count	Sig.	Cronbach's Alpha	Critical Value	Conclusion
Brand Experience (X1)	X1.1	0.706	0.01	0.866	0.60	Valid & Reliable
	X1.2	0.550				
	X1.3	0.652				
	X1.4	0.482				
	X1.5	0.520				
	X1.6	0.805				
Brand Awareness (X2)	X2.1	0.689	0.01	0.892	0.60	Valid & Reliable
	X2.2	0.611				

Variable	Item	r-count	Sig.	Cronbach's Alpha	Critical Value	Conclusion
E-WOM (X3)	X2.3	0.616	0.01	0.902	0.60	Valid & Reliable
	X2.4	0.570				
	X2.5	0.592				
	X2.6	0.835				
	X3.1	0.722				
	X3.2	0.639				
Customer Engagement (Y)	X3.3	0.553	0.01	0.892	0.60	Valid & Reliable
	X3.4	0.586				
	X3.5	0.549				
	X3.6	0.824				
	Y.1	0.695				
	Y.2	0.560				
Customer Engagement (Y)	Y.3	0.547	0.01	0.892	0.60	Valid & Reliable
	Y.4	0.511				
	Y.5	0.484				
	Y.6	0.776				

Table 1 displays the results of the validity test. Every statement item for E-WOM, customer engagement, brand experience, and brand awareness had a computed r value higher than the table r value of 0.1966 with a significance level of 0.01, which is below the 0.05 cutoff. This suggests that all of the questionnaire's items are legitimate and measure the desired constructs appropriately. Stated differently, the metrics selected for every variable successfully represent the aspects of consumer attitudes and activities concerning brand encounters, recognition, online word-of-mouth, and engagement. In order to ensure that the data gathered accurately reflects respondents' experiences, awareness, and interactions with cafe brands in Yogyakarta, the findings imply that respondents were able to perceive and react to the items effectively. This strong validity foundation allows the study to proceed confidently with further analyses without concerns about measurement errors or construct misrepresentation.

The reliability test results, which show that all variables have Cronbach's Alpha values above the crucial cutoff of 0.60, further bolster the validity of the study tools. This attests to the consistent measurement and consistent outcomes across respondents for brand experience, brand awareness, E-WOM, and customer engagement. A high level of reliability means that the questionnaire items consistently elicit replies and that similar results would be obtained if the study were repeated in a similar setting. Together, the validity and reliability results show that the study's instruments are reliable and accurate. This provides a strong foundation for further descriptive and inferential analyses, such as regression testing and hypothesis evaluation, and guarantees that the study's findings regarding the impact

of e-WOM, brand experience, and brand awareness on customer engagement are reliable and credible.

**Table 2.** Normality Test

Test	Unstandardized Residual
N	100
Normal Parameters:	
Mean	0.000
Std. Deviation	1.927
Most Extreme Differences:	
Absolute	0.076
Positive	0.050
Negative	-0.076
Test Statistic	0.076
Asymp. Sig. (2-tailed)	0.165

The test statistic is 0.076 with a significance value (Asymp. Sig. 2-tailed) of 0.165, according to the One-Sample Kolmogorov-Smirnov Test results in the Table 2. This value is higher than the 0.05 significance limit. This suggests a regularly distributed residual data set for this study. Stated otherwise, given that the normalcy assumption is met, the data can be utilized for additional regression analysis without the possibility of bias resulting from distributional aberrations.

Additionally, the residuals have a mean of 0.000 with a standard deviation of 1.927, and the most extreme absolute difference is 0.076. The positive and negative deviations are 0.050 and -0.076, respectively, confirming that there is no significant departure from normality. In conclusion, the data meet the normality criteria and are suitable for analysis using parametric statistical methods such as linear regression.

**Table 3.** Multicollinearity & Heteroskedasticity Test

Variable	Tolerance	VIF	Significance
Brand Experience	0.350	2.860	0.149
Brand Awareness	0.380	2.635	0.200
E-WOM	0.328	3.053	0.191

The multicollinearity test indicates that the brand experience, brand awareness, and e-WOM variables have tolerance values above 0.10 and VIF values below 10.00, according to the data shown in Table 3. This suggests that there is no multicollinearity in the regression model used to investigate the impact of brand experience, brand awareness, and e-WOM on consumer engagement. This means that each independent variable in the model contributes distinct and non-redundant information.

Additionally, the findings of the Glejser test show that the significant values for e-WOM, brand awareness, and brand experience are 0.191, 0.200, and 0.149,

respectively. Given that each of these values is higher than 0.05, the regression model is said to be heteroscedastic. By confirming that the regression assumptions are met, these tests collectively guarantee that the model generates accurate and objective estimates of the connections between the independent variables and consumer involvement.

**Table 4.** Multiple Linear Regression Test Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	4.805	1.518	-	3.165	0.002
Brand Experience	0.147	0.089	0.161	1.661	0.100
Brand Awareness	0.446	0.084	0.494	5.295	0.000
E-WOM	0.225	0.093	0.241	2.406	0.018

Multiple linear regression analysis results are used to determine the regression equation.

$$Y = 4,805 + 0,161X_1 + 0,494X_2 + 0,241X_3 + e.$$

Table 4 shows that the consistent value of 4.805 shows that when e-WOM, brand experience, and brand awareness are all set to zero, customer engagement stays at that level. The positive regression coefficients for brand experience (0.161), brand awareness (0.494), and e-WOM (0.241) show that, under the assumption that other factors stay the same, a rise in each independent variable will boost customer engagement. This result demonstrates that when it comes to boosting customer engagement, brand awareness has the biggest impact when compared to other factors.

**Table 5.** t-test

Model	t	Sig.	Information	Conclusion
Brand Experience → Customer Engagement	1.661	0.100	P > 0.05	H1 Rejected
Brand Awareness → Customer Engagement	5.295	0.000	P < 0.05	H2 Accepted
E-WOM → Customer Engagement	2.406	0.018	P < 0.05	H3 Accepted

According to Table 5's t-test results, brand experience has no discernible effect on Yogyakarta cafe clients' customer engagement. The calculated t-value for brand experience is 1.661, over the 0.05 cutoff ( $p > 0.05$ ), at a significance level of 0.100. Thus, for brand experience, the null hypothesis (H01) is accepted and the alternative hypothesis (H1) is rejected. Despite its power to influence perceptions, this implies that brand experience alone does not significantly boost customer engagement in the cafes that are the subject of the study.

Conversely, both brand awareness and e-WOM were found to have a significant and positive impact on customer engagement. Brand awareness shows a t-value of 5.295 with a significance level of 0.000 ( $p < 0.05$ ), indicating that the null hypothesis H02 is rejected and the alternative hypothesis H2 is accepted. This suggests that greater brand recognition and familiarity effectively boost customer engagement. Likewise, e-WOM has a t-value of 2.406 and a significance of 0.018 ( $p < 0.05$ ), leading to the rejection of H03 and acceptance of H3, which confirms that consumer-shared reviews and online recommendations play an important role in enhancing engagement. These findings underscore the critical role of building strong brand awareness and leveraging digital word-of-mouth to encourage active participation and foster loyalty among cafe customers.

**Table 6.** Analysis of the Coefficient of Determination ( $R^2$ )

Model	Value
R	0.827
R Square	0.684
Adjusted R Square	0.674
Std. Error of the Estimate	1.95653

An adjusted R Square ( $R^2$ ) value of 0.674 was calculated based on the determination coefficient analysis results shown in Table 6. Accordingly, brand experience, brand awareness, and electronic word of mouth (e-WOM) together account for 67.4% of the variances in customer engagement among Yogyakarta cafe consumers, with the remaining 32.6% coming from characteristics not included in the research model.

## 5. Discussion

The results of the hypothesis test indicate that brand experience does not significantly influence customer engagement among cafe customers in Yogyakarta, indicating that the brand experience perceived by consumers is not yet able to directly drive engagement in the form of interaction, participation, or emotional closeness. Although descriptively, brand experience is categorized as high and encompasses sensory, affective, behavioral, and intellectual aspects, the relatively homogeneous perceptions of respondents result in low variance, making it insufficient to explain differences in customer engagement levels. Furthermore, in the context of cafes in Yogyakarta, customer engagement tends to be more influenced by other factors such as brand awareness and recommendations from others than by direct brand experience. The results of this study are consistent with earlier research by Merdiaty and Aldrin (2022) and Maulana and Pratminingsih (2025), which likewise found no significant relationship between brand experience and customer engagement.

The results of the hypothesis 2 test indicate that brand awareness has a positive and significant influence on customer engagement among cafe customers in

Yogyakarta, indicating that the higher the consumer awareness of the cafe brand, the greater the consumer engagement through interaction, repeat visits, and recommendations. Brand awareness plays a crucial role in shaping initial perceptions, familiarity, and consumer trust, especially amidst highly competitive cafes. Descriptively, brand awareness is high, reflected in brand recognition, recall, and ease of recognition. Therefore, brands with a clear identity and frequent appearances across various communication channels tend to be more capable of building sustained consumer engagement. This result supports other research showing that brand awareness has a favorable and significant impact on customer engagement by Khan et al. (2020), Bismo et al. (2022), and Farma and Natasyrah (2025).

The results of testing Hypothesis 3 indicate that electronic word of mouth (e-WOM) has a positive and significant effect on customer engagement among cafe patrons in Yogyakarta. This indicates that reviews, recommendations, and information received by consumers through digital media and from close friends can increase consumer interest, trust, and engagement. Respondents considered e-WOM to be quite strong, particularly through recommendations from friends or family, Google Maps reviews, and social media content, which are considered objective and able to minimize perceived risk before visiting. The more positive and credible e-WOM is, the higher the consumer engagement both in digital interactions and repeat visits to cafes. According to earlier research by Izogo et al. (2021), Indriani (2025), and Setiyawami et al. (2025), e-WOM has a favorable and significant impact on consumer involvement. This finding is consistent with their findings.

These results suggest that in order to improve consumer engagement, café managers should concentrate on raising brand knowledge and encouraging positive e-WOM. Interaction, loyalty, and advocacy can be more successfully fueled by increasing visibility, maintaining consistent branding, and promoting reliable online recommendations. Enhancements to the brand experience are still important, but their impact is increased when awareness campaigns are combined with digital word-of-mouth tactics. To increase customer involvement, cafes can also use interactive social media activities, referral bonuses, and loyalty programs. All things considered, a strategy that combines awareness and e-WOM can improve competitiveness, long-term involvement, and corporate growth.

## **6. Conclusion**

Based on the results of this study, brand experience does not have a significant effect on customer engagement among cafe customers in Yogyakarta, while brand awareness and electronic word of mouth (e-WOM) have positive and significant effects. This indicates that consumer awareness of the brand and information or recommendations shared through digital media play a crucial role in enhancing customer engagement.

These findings have practical implications for cafe owners, suggesting that marketing and customer relationship strategies should prioritize increasing brand awareness and actively leveraging e-WOM through social media platforms, online reviews, and digital communities to effectively drive higher levels of customer engagement. While brand experience remains an important element in shaping perceptions, it should be considered as a supporting factor rather than the primary determinant of customer engagement, meaning that efforts to enhance the overall experience should complement, not replace, initiatives that raise awareness and encourage positive online word-of-mouth.

This study has several limitations. First, it only involved cafe customers in Yogyakarta, so the results may not fully represent customer engagement behaviors in other regions with different consumer characteristics and competitive conditions. Second, the contribution of the examined variables to customer engagement is moderate (Adjusted  $R^2 = 0.674$ ), indicating that other factors may also have a significant influence. Future research is recommended to expand the study area and include additional variables that are theoretically and empirically strong predictors of customer engagement, such as customer trust, loyalty, social media interaction, or perceived value, to gain a more comprehensive understanding of the factors driving engagement

## References

- Abuhjeeleh, M., Shamaileh, M. O. F. A., Alkilany, S. B., & Kanaan, K. (2023). Interactive eWOM, consumer engagement, loyalty, eWOM sharing, and purchase behaviour nexus: An integrated framework for tourism and hospitality industry. *International Journal of Services Operations and Informatics*, 12(3), 267–284.
- Ahmadian, S. (2023). Brand attachment, brand experience, brand image, perceived quality, perceived value, and brand loyalty. *Journal of Humanities Social Sciences And Business (JHSSB)*, 6(4), 456-463.
- Ahmed, B., Zada, S., Zhang, L., Sidiki, S. N., Contreras-Barraza, N., Vega-Muñoz, A., & Salazar-Sepúlveda, G. (2022). The impact of customer experience and customer engagement on behavioral intentions: does competitive choices matters?. *Frontiers in psychology*, 13(7), 864-874.
- Angelica, A., & Sukma, R. P. (2025). Pengaruh brand awareness dan e-WOM terhadap customer engagement serta customer satisfaction Café Kaizen Heritage. *Jurnal Cendekia*, 7(4), 76-83.
- Bismo, A., Sylvia, S., & Halim, W. (2022). Pengaruh key opinion leader terhadap customer engagement dengan brand awareness sebagai variabel intervening pada Jockey Indonesia. *Jurnal Bisnis Darmajaya*, 8(2), 120–127.

- Cambra-Fierro, J. J., Fuentes-Blasco, M., Huerta-Álvarez, R., & Olavarria, A. (2021). Customer-based brand equity and customer engagement in experiential services. *Service Business*, 15(3), 467-491.
- Fahimah, M., & Ningsih, L. A. (2022). Strategi content marketing dalam membangun customer engagement. *Benchmark*, 3(1), 43-52.
- Farma, J., & Natasyrah, Z. (2025). Pengaruh content marketing dan brand awareness terhadap customer engagement ditinjau dari perspektif ekonomi Islam. *Jurnal Ilmiah Ekonomi Islam*, 7(2), 189-205.
- Ferreira, J., Ferreira, C., & Bos, E. (2021). Spaces of consumption, connection, and community: Exploring the role of the coffee shop in urban lives. *Geoforum*, 11(5), 21-29.
- Gallart-Camahort, V., De la Oliva-Ramos, E., & Fernandez-Duran, L. (2021). Luxury brands: Awareness and image and its influence on loyalty and engagement. *Contextus-Revista Contemporânea de Economia e Gestão*, 19(9), 305-314.
- Hafidh, M., & Muthohar, M. (2023). Brand experience and service quality in influencing customer engagement in wardah cosmetics brand. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 2(4), 51-64.
- Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). S-D logic-informed customer engagement. *Journal of the Academy of Marketing Science*, 47(1), 161-185.
- Huang, C. C., & Chen, S. E. (2022). Establishing and deepening brand loyalty through brand experience and customer engagement: evidence from Taiwan's chain restaurants. *Journal of Quality Assurance in Hospitality & Tourism*, 23(1), 217-239.
- Hutabarat, M. L. P., & Leonard, C. (2022). The influence of social media marketing, electronic word of mouth and consumer engagement to brand loyalty: Study case at the DOTA 2. In *Proceeding of International Conference on Global Innovation and Trend in Economics* (Vol. 4, pp. 192-205). London: Routledge.
- Indriani, R. (2025). Pengaruh brand love dan e-WOM terhadap customer engagement. *Jurnal Manajemen Pemasaran*, 6(1), 16-29.
- Izogo, E. E., Oraedu, C., & Azare, A. (2021). Effect of electronic word of mouth (eWOM) valence on customer engagement and loyalty behaviors across cultures. *Journal of Marketing Research*, 7(4), 145-155.
- Japutra, A., Loureiro, S. M. C., Molinillo, S., & Primanti, H. (2025). Influence of individual and social values on customer engagement. *Tourism and Hospitality Research*, 25(1), 90-103.
- Khan, K. I., Ali, M., Mahmood, S., & Raza, A. (2020). Power of brand awareness in generating loyalty among youth. *International Journal of Management Research and Emerging Sciences*, 10(1), 11-22.
- Kristia, K. (2021). Mediating effect of customer engagement on eWOM. *Jurnal Manajemen Bisnis*, 12(2), 162-175.

- Lestari, I., Anindya, D. A., & Aramita, F. (2024). Influence factors in increasing brand loyalty through customer engagement on MPV cars. *JPPi (Jurnal Penelitian Pendidikan Indonesia)*, 10(3), 307-314.
- Luthfi, A., Bagariang, J. M., & Kurniawati, N. (2025). The influence of brand experience, brand trust, and brand awareness on e-WoM through customer satisfaction. *Manajemen Dan Bisnis*, 24(2), 281-295.
- Maulana, R., & Pratminingsih, S. A. (2025). Meningkatkan customer engagement dengan brand experience berdasarkan visual brand communication dan electronic word of mout (survei pada pengguna scarlett whitening di Kota Bandung Jawa Barat). *Interdisciplinary Social Studies*, 4(4), 545-554.
- Merdiaty, N., & Aldrin, N. (2022). Effect of brand experience on customer engagement through quality services of online sellers to students in Bekasi. *Frontiers in Psychology*, 12(4), 801-809.
- Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, 50(12), 50-59.
- Ramadhan, D. C., Budhi, W. F., & Depy, M. P. (2024). Meningkatkan customer engagement dengan brand experience dan visual brand communication. *Jurnal Manuhara: Pusat Penelitian Ilmu Manajemen Dan Bisnis: Asosiasi Riset Ilmu Manajemen dan Bisnis Indonesia*, 2(4), 420-433.
- Riskiyanasyah, R., & Nuvriasari, A. (2024). The effect of perception of quality, brand communication and brand awareness on something skincare brand loyalty. *Research Horizon*, 4(2), 107-116.
- Roy, S. K., Gruner, R. L., & Guo, J. (2022). Exploring customer experience, commitment, and engagement behaviours. *Journal of Strategic Marketing*, 30(1), 45-68.
- Setiyawami, S., Setyawati, C. Y., Pandey, D., & Kaur, S. (2025). Examining the impact of e-wom, customer experience, and customer trust on customer engagement: an online retail business perspective. *Sultanist: Jurnal Manajemen Dan Keuangan*, 13(1), 63-75.
- Sholikhah, N. I., & Marlina, N. (2024). Pengaruh electronic word of mouth, brand image, dan live streaming terhadap keputusan pembelian produk Npure pada marketplace Shopee. *Jurnal Pendidikan Tata Niaga (JPTN)*, 223-232.
- Srivastava, M., & Sivaramkrishnan, S. (2021). The impact of eWOM on consumer brand engagement. *Marketing Intelligence & Planning*, 39(3), 469-484.