
Building Economic Brand Value through Brand Experience and Engagement: The Mediating Role of Brand Trust on Loyalty among NPURE Consumers

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Abstract:

This study aims to explore how brand experience and customer brand engagement contribute to the formation of brand loyalty and, ultimately, to the economic value of the brand, with brand trust serving as a mediating variable. The research focuses on users of NPURE skincare products within the PURE FRIENDS community on WhatsApp. Using a quantitative approach, data were collected through an online questionnaire, with a total of 159 respondents selected through purposive sampling. The sample size was determined using an online sample size calculator (calculator.net). The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The findings reveal that brand experience has a positive and significant effect on brand loyalty, mediated by brand trust. Although customer brand engagement does not directly influence brand loyalty significantly, brand trust plays a mediating role in strengthening this relationship. These results suggest that enhancing brand experience and engagement—supported by strong brand trust—can contribute to building not only brand loyalty but also long-term economic brand value.

Keywords: Brand Experience, Customer Brand Engagement, Brand Trust, Brand Loyalty, Economic Brand Value

Submitted: June 28, 2025, Accepted: July 24, 2025, Published: August 10, 2025

1. Introduction

Fast Moving Consumer Goods (FMCG) are fast-moving consumer goods, which are products consumed by end consumers for personal use (Sari, C.A., 2017). FMCG falls under the category of convenience products, which are products with high purchase frequency, always needed by consumers, and require minimal effort in the purchasing process (Kotler and Armstrong, 2019). Therefore, manufacturers are required to think more creatively in marketing their products, especially for disposable goods (consumer goods) or products that can be directly used by consumers without going through a commercial process.

Sales of FMCG products in e-commerce have increased from 2012 to 2022. Sales rose from 23.1 million in 2012 to 70.5 million in 2022 (We Are Social data, 2022). In 2023, FMCG products in the beauty & care category were the most sought-after by consumers compared to the food & beverage category, the health category, and the baby & maternity products category (Compas.dashboard, 2023). The trend of beauty & care products continues to grow each year,

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both from international and local Indonesian brands. The skincare brand NPURE is one of the local products that has gained increasing popularity since its establishment in 2017 and received an award from the Museum of Indonesian Records (MURI) for being the first local skincare brand in Indonesia to use whole leaves in every packaging (Kompas.com, 2022).

Brands are an important foundation for building long-term relationships with consumers (Rather et al., 2018). NPURE builds strong relationships with consumers by providing consistent experiences and marketing communications. The brand experience offered by NPURE begins with its claim to use premium natural ingredients, which is reflected in its green brand color. This color is also consistently used for most of its product packaging. Additionally, NPURE has created a community called PURE FRIENDS in a WhatsApp group that shares information about promotions, new product launches, sports class registrations, and online workshops on skin health featuring dermatologists. NPURE also offers free skin consultation programs in collaboration with its skin medical advisor, allowing consumers to receive reviews of their skin condition and use the appropriate skincare products to address skin issues. NPURE runs a campaign called #GenerasiKulitSehat because healthy skin doesn't happen overnight. This campaign aims to raise consumer awareness about skin conditions and help them use the right products.

It can be assumed that the beauty and care industry is dynamic and follows the latest trends. This will also have an impact on a brand's ability to survive and meet consumer needs. Additionally, the increase in market share, as evidenced by the steady growth in sales of the NPURE brand's Toner category from 2021 to 2024, will align with the emergence of products from other brands entering the market as competitors, such as the Avoskin brand, which nearly matched NPURE's sales in the first half of 2024, and other brands like Skintific, Skin1004, Pyunkang Yul, The Originote, cosrx, louissee choice, Some By Mi, and Anua (Compas.co.id, 2024). The growth of the FMCG industry in the beauty and care category, particularly for the NPURE brand, presents both significant opportunities and challenges in the form of increasingly intense competition. FMCG products also tend to struggle in gaining customer loyalty compared to other products that have higher levels of differentiation, particularly in terms of physical characteristics, relatively high risks, and relatively high prices (Sari, C. A. S., 2017).

Brand loyalty is crucial to ensuring that the NPURE skincare brand remains the go-to choice for consumers and that its market share is not taken over by competitors, thereby maintaining the sustainability of the NPURE skincare brand. Without proactive strategic measures, it is not unlikely that businesses in the FMCG sector will be left behind in the business competition. Therefore, it is important to understand how to manage a brand in the FMCG sector to survive and thrive amid intense business competition. This presents a challenge for brand owners to create unique elements in both their processes and marketing strategies to foster high brand loyalty. Brand loyalty can be one of the indicators of a brand's success in maintaining sustainability in the market, as it is demonstrated by consumers' loyalty to the brand, ensuring that sales remain consistent and stable. In the process of fostering brand

loyalty in customers' minds, this can be achieved by building brand experience (Hartono & Rodhiah, 2021).

Brand experience is one of the factors that determine whether consumers will become loyal customers of a brand and can increase brand loyalty (Suntoro & Silintowe, 2020). A good brand experience can create a strong relationship between the brand and consumers, build trust, and increase consumer loyalty. A positive brand experience alone is not enough; brand loyalty can also be encouraged by building customer brand engagement. Customers who are directly or indirectly involved in active interactions with the brand will drive changes in attitude and behavior, such as repeat purchases and recommending the brand to others (Kumar, 2020). Customer recommendations and referrals play a crucial role in the success of brand marketing (Samala & Katkam, 2019). Producers also need to build and maintain consumer trust in the brand, which will ultimately impact consumer loyalty (Rather et al., 2018; Rudzewicz & Strychalska-Rudzewicz, 2021). By maintaining good relationships and shared interests with consumers, companies indirectly strive to build consumer trust. Trust in a product that has been explained can be referred to as brand trust.

According to the Theory of Planned Behavior, individuals perform actual actions based on their internal intentions, subjective norms, and perceived behavioral control. According to Social Exchange Theory, relationships will continue when there is reciprocity between the two parties. Consumers' intentions to contribute to a brand are also strengthened by their motivation to obtain rewards from the brand they use (Cheung et al., 2022). This means that brand loyalty occurs when customers experience positive brand experiences, active brand engagement, and the brand is reliable in addressing issues. Based on the explanations of these two theories, it is concluded that the actual behavior of individuals or the loyalty of customers toward a brand is driven by internal motivations that are stimulated and benefited by the brand they use.

This study uses brand experience and customer brand engagement as independent variables and applies them to consumers of FMCG products in the beauty and care category, specifically users of the NPURE skincare brand who are members of the PURE FRIEND community on WhatsApp. In previous studies, brand experience and customer brand engagement have not been widely applied to research consumers of beauty products and are often only used for food consumers, online groups, and users of specific applications. Previous researchers have stated that brand experience has a positive and significant impact on brand loyalty (Akoglu & Özbek, 2022; Bae & Kim, 2023; Hartono & Rodhiah, 2021). However, this differs from the findings of (Muttapien et al., 2023; Pandean & Budiono, 2021; Panjaitan, 2016), who stated that brand experience has a positive but insignificant effect on brand loyalty. Additionally, previous research findings indicate that customer brand engagement has a positive and significant impact on brand loyalty (Kumar, 2020; Samala & Katkam, 2019; Zaidun et al., 2021). However, unlike Elvira & Budiono (2023) on passengers of Super Air Jet airlines and Wulandari et al., (2022) on e-commerce users who have utilized gamification features, who stated that customer brand engagement does not directly influence brand loyalty. Therefore, this study aims to investigate the influence of

brand experience and customer brand engagement on brand loyalty, with brand trust as a mediating variable, among users of the NPURE skincare brand in the PURE FRIEND community.

2. Theoretical Background

Theory Planned Behaviour: This theory assumes that individual behavior does not only originate from internal motivations in the form of attitudes and subjective norms, but also from perceived behavioral control. If there are positive feelings, support from those around them, and ease or absence of obstacles in performing an action, individuals will have a greater intention to act or behave (Ajzen, 1991). In practice, companies strive to provide behavioral control by offering incentives through differentiated marketing strategies. This study aims to examine brand loyalty as a form of individual action, as loyalty to a brand ensures the continuity of regular purchases by consumers, thereby qualifying as a tangible action.

Social Exchange Theory: Social exchange theory is a modern sociological theory that explains that in a social relationship there are elements of reciprocity, reward, and mutual benefit that influence each other. Where a person will respond to how others treat them in the same way that others treat them (West and Turner, 2008:185). Based on this social exchange theory, customers of the NPURE skincare brand will exhibit loyal behavior if the NPURE skincare brand can address their issues and bring about positive changes in the interactions between the NPURE brand and its customers. The positive experiences and active engagement provided by the brand to its customers, as a form of added value, will indirectly encourage customers to reciprocate by making continued purchases, thereby fostering brand loyalty.

Brand Experience: Brand experience, commonly referred to as brand experience, is the subjective internal response of consumers to brand stimuli such as brand design, identity, packaging, communication, and environment (Safeer et al., 2021). The experience formed and created during or after using a product or service is unforgettable and leaves a lasting impression on consumers about the brand. Brand experience indirectly fosters an emotional connection that can influence consumers. A positive brand experience creates a favorable impression of the brand, leading consumers to feel confident about purchasing the product and encouraging them to repurchase the product or service due to the positive experience they have had (Walukow et al., 2021).

Customer Brand Engagement: According to Hollebeek et al, 2014 in (Kumar, 2020), customer brand engagement (CBE) is a relationship between a brand and its customers in the form of cognitive, emotional, and behavioral activities that are viewed positively by customers. Customer brand engagement (CBE) can also be described as a recurring two-way interaction involving the exchange of information and knowledge, both on social media platforms and directly between customers and the brand, which then influences brand selection and customer consumption behavior (Samala & Katkam, 2019).

Brand Loyalty: According to Kotler and Keller (2012) in (Angelina et al., 2023), loyalty is the customer's commitment to continue purchasing the same product in the future despite situational influences that may cause consumers to switch to other brands, or loyalty means the consumer's commitment to subscribe to one brand until the future. Thus, customer loyalty to a brand can be understood as positive consumer behavior toward a brand that is used, accompanied by a growing sense of commitment to repurchase and voluntarily recommend the brand to others. Customer loyalty arises voluntarily without any coercion from any party.

Brand Trust: Brand trust also describes consumers' willingness to rely on a brand's ability to perform its functions as required by consumers (Laksono & Suryadi, 2020). Consumer willingness will create confidence in the brand used and minimize the risk of consumer expectations regarding the brand's ability to meet consumer needs.

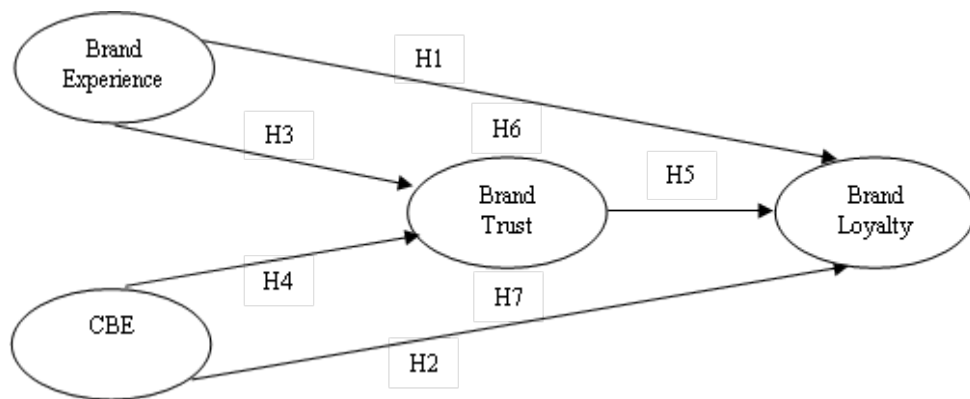


Figure 1. Research Conceptual Framework

3. Methodology

This study uses a quantitative approach and aims to analyze the relationship and influence of several predetermined variables. The population in this study is users of the NPURE skincare brand in the PURE FRIENDS community on WhatsApp, which had 1,436 members as of March 27, 2025. The sample was selected using the Probability Sampling method with a purposive sampling technique. The sample size was calculated using the website calculator.net with its sample size calculator feature, set at a 5% error rate and a population proportion of 86.67%. Thus, a sample size of 159 users of the NPURE skincare brand was determined. A questionnaire was used as the research instrument, distributed online using a Likert scale as the measurement tool. Data were analyzed using the Partial Least Squares Structural Equation Model (PLS-SEM) approach with SmartPLS 4 software. Model evaluation was conducted using the outer model and inner model. The variables used include brand experience, measured using indicators according to (Akoglu & Özbek, 2022): Sensory, Affective, Intellectual, and Behavioral. Customer brand engagement was measured using indicators according to (Samarah et al., 2022): Cognitive, Affective, and Activation.

Brand loyalty is measured using indicators according to (Rangkuti, 2009): Behavioral measures, Measuring switch cost, Measuring satisfaction, Measuring liking brand, and Measuring commitment. Brand trust as a mediating variable is measured using indicators according to (Caudhuri & Holbrook, 2001): Trust, Rely, Honest, and Safe.

4. Empirical Findings/Results

Respondent Characteristics

Table 1. Characteristics of Respondents

No		Characteristics	Number	%
1.	Gender	Men	11	6,92%
		Women	148	93,08%
2.	<i>Ecommerce</i> Used	Shopee	66	41,51%
		Tokopedia	8	5,03%
		Tiktok	78	49,06%
		Website NPURE	7	4,40%
3.	Age	18-25 years	111	69,81%
		26-35 years	45	28,30%
		36-45 years	3	1,89%
4.	Job Status	High School Students	18	11,32%
		Students	52	32,70%
		Civil servants	5	3,14%
		Private Sector employees	50	31,45%
		Entrepreneurs	7	4,40%
		Others	27	16,98%
5.	Monthly Income	Rp.1.000.000-	100	62,89%
		Rp.3.000.000	26	16,35%
		Rp.3.000.000-	33	20,75%
		Rp.5.000.000 Rp.5.000.000		
Total Respondent			159	

Source: Processed primary data, 2025

Based on the respondent characteristics presented in Table 1, out of 159 respondents, the majority were female, totaling 148 individuals (93.08%), while 11 respondents (6.92%) were male. The most frequently used e-commerce platform was TikTok, with 78 users (49.06%). The majority of respondents were aged between 18 and 25 years, accounting for 111 individuals (69.81%). In terms of employment status, the majority were students, with a total of 52 respondents (32.70%). Regarding monthly income or allowance, most respondents reported an amount between IDR 1,000,000 and IDR 3,000,000, comprising 100 individuals (62.89%).

Measurement Model (Outer Model)

a. Convergent Validity

Table 2. Outer Loading Value

Variable	Indicator	Outer Loading	AVE	Conclusion
Brand Loyalty	BL1	0,757	0,625	Valid
	BL2	0,777		Valid
	BL3	0,817		Valid
	BL4	0,791		Valid
	BL5	0,810		Valid
Brand Experience	BE1	0,860	0,812	Valid
	BE2	0,898		Valid
	BE3	0,887		Valid
	BE4	0,958		Valid
Customer Brand Engagement	CBE1	0,795	0,653	Valid
	CBE2	0,833		Valid
	CBE3	0,795		Valid
Brand Trust	BT1	0,890	0,750	Valid
	BT2	0,884		Valid
	BT3	0,846		Valid
	BT4	0,842		Valid

Source: Processed primary data, 2025

The results of the convergent validity test show that the outer loading values of all constructs are > 0.70 , which means that all indicator measurement items are valid. In addition, the Average Variant Extracted (AVE) value is > 0.50 , which means that all statement items used to measure the indicators in this study can be considered valid.

b. Discriminant Validity

Table 3. Cross loading Value

Variable	Indicator	Brand Loyalty	Brand Experience	Customer Brand Engagement	Brand Trust
Brand Loyalty	BL1	0,757	0,514	0,566	0,556
	BL2	0,777	0,561	0,487	0,583
	BL3	0,817	0,598	0,491	0,639
	BL4	0,791	0,634	0,543	0,596
	BL5	0,810	0,745	0,568	0,692
Brand Experience	BE1	0,676	0,860	0,568	0,651
	BE2	0,666	0,898	0,633	0,675
	BE3	0,735	0,887	0,620	0,734
	BE4	0,729	0,958	0,701	0,738
Customer Brand Engagement	CBE1	0,541	0,575	0,795	0,591
	CBE2	0,563	0,628	0,833	0,618
	CBE3	0,524	0,492	0,795	0,581
Brand Trust	BT1	0,717	0,736	0,722	0,890
	BT2	0,707	0,690	0,641	0,884
	BT3	0,633	0,643	0,592	0,846
	BT4	0,637	0,617	0,594	0,842

Source: Processed primary data, 2025

The results of the discriminant validity test in Table 3 show that the cross-loading values correlate more strongly with the variables they measure than with other variables. Therefore, it can be concluded that discriminant validity for all items measuring the indicators is fulfilled. In addition to cross-loading, discriminant validity can also be tested using the Fornell-Larcker score. In this test, the Fornell-Larcker values for all variables are greater than those for other variables, so they can be considered valid, as shown in the table below:

Table 4. Fornell-Larcker Value

Variable	Brand Experience	Brand Loyalty	Brand Trust	Customer Brand Engagement
Brand Experience	0,901			
Brand Loyalty	0,780	0,791		
Brand Trust	0,778	0,780	0,866	
Customer Brand Engagement	0,701	0,672	0,739	0,808

Source: Processed primary data, 2025

c. Composite Reliability

Table 5. Composite reliability Value

Variable	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)	Conclusion
Brand Loyalty	0,851	0,893	0,625	Reliable
Brand Experience	0,922	0,945	0,812	Reliable
Customer Brand Engagement	0,734	0,849	0,653	Reliable
Brand Trust	0,889	0,923	0,750	Reliable

Source: Processed primary data, 2025

The composite reliability test results in Table 5 show that the Cronbach's alpha value for each variable is above 0.70. In addition, the composite reliability (rho-c) value for each variable is also above 0.70. Thus, it can be concluded that the consistency of responses based on the indicators for each variable is reliable.

Inner Model

a. F Square

Table 6. Composite reliability Value

Variable	Brand Loyalty	Brand Trust
Brand Experience	0,192	0,413
Customer Brand Engagement	0,013	0,229

Source: Processed primary data, 2025

The results of the F square model calculation in Table 6 show that the F Square value of the brand experience variable on the brand loyalty variable is 0.192, which is greater than 0.15, meaning that it falls into the medium effect category. This shows that brand experience (X1) has a medium effect on brand loyalty (Y). The F Square value of the brand experience variable on the brand trust variable is 0.413, which is greater than 0.35, meaning it falls into the large effect category. This shows that brand experience (X1) has a large influence on brand trust (Y). The F-square value of the brand trust variable on the brand loyalty variable is 0.157, which is greater than 0.15, meaning it falls into the medium effect category. This indicates that brand trust (Z) has a medium effect on brand loyalty (Y). The F Square value of the customer brand engagement variable on the brand loyalty variable is 0.013, which is less than 0.15, meaning it falls into the small effect category. This shows that customer brand engagement (X2) has a small effect on brand loyalty (Y). The F-square value of the customer brand engagement variable on the brand trust variable is 0.229, which is greater than 0.15, meaning it falls into the medium effect category. This indicates that customer brand engagement (X2) has a medium effect on brand trust (Y).

b. R Square

Table 7. R Square Value

Variable	R-square adjusted
Brand Loyalty	0,682
Brand Trust	0,675

Source: Processed primary data, 2025

The results of the R-square model calculation in Table 7 show that the adjusted R-square value between the independent variable and brand loyalty is 0.682. This indicates that the influence of the brand experience and customer brand engagement variables, as well as brand trust as a mediating variable, on brand loyalty is 68.2%. This value falls into the moderate model category, as 0.682 is greater than 0.50 (weak) and less than 0.70 (strong). The remaining 31.8% is influenced by other variables.

The adjusted R-square value between the independent variable and brand trust is 0.675. This indicates that the variables of brand experience and customer brand engagement have a significant influence on brand trust, accounting for 67.5%. This value falls into the moderate model category because 0.675 is greater than 0.50 (weak) and less than 0.70 (strong). The remaining 32.5% is influenced by other variables.

c. Q² Predictive Relevance

Table 8. Q² Predictive relevance

Variable	Q ² predict
Brand Loyalty	0,627
Brand Trust	0,670

Source: Processed primary data, 2025

The results of the Q2 predictive relevance calculation in Table 8 show that the Q-square Predict variables for brand loyalty and brand trust are greater than 0, which

means they have predictive relevance. The Q-square Predict value for brand loyalty is 0.627, which falls into the strong category because it is greater than 0.35, meaning that the prediction accuracy level is high. This indicates that changes in the independent variables—brand experience and customer brand engagement—as well as brand trust as a mediating variable can predict changes in the brand loyalty variable with high accuracy.

The Q-square Predict value for brand trust is 0.670, which falls into the strong category because it is greater than 0.35, meaning that the prediction accuracy is high. This shows that every change in the independent variables, namely brand experience and customer brand engagement, can predict every change in the brand trust variable with high accuracy.

d. Hypothesis testing

This study uses SEM to measure the theoretical framework and hypotheses through PLS. The statistical test performed is the T-test with the bootstrap method, which is a method for determining the standard error of the coefficient in measuring statistical significance without distribution assumptions. Hypothesis testing was performed by comparing the values of the path coefficients with the alpha (α) value. The alpha (α) value used in this study was 5%, with a t-statistic value of 1.96. If the t-value of the coefficient relationship is greater than 1.96 and the probability of significance is less than 5%, then the hypothesis is supported. The following are the results of hypothesis testing through bootstrapping in the smartPLS application:

Table 9. Hypothesis Test Results

Hypothesis	Path Coefficient	P-Value	T-Statistics	Conclusion
Direct effect				
Brand Experience Brand Loyalty	0,408	0,000	4,995	Accepted
Customer Brand Engagement Brand Loyalty	0,097	0,205	1,269	Rejected
Brand Experience Brand Trust	0,511	0,000	6,989	Accepted
Customer Brand Engagement Brand Trust	0,381	0,000	5,360	Accepted
Brand Trust Brand Loyalty	0,390	0,000	5,317	Accepted
Indirect Effects				
Brand Experience Brand Trust Brand Loyalty	0,199	0,000	4,008	Accepted (Partial Mediation)
Customer Brand engagement	0,149	0,000	3,879	Accepted (Full Mediation)

Brand Trust
Brand Loyalty

Source: Processed primary data, 2025

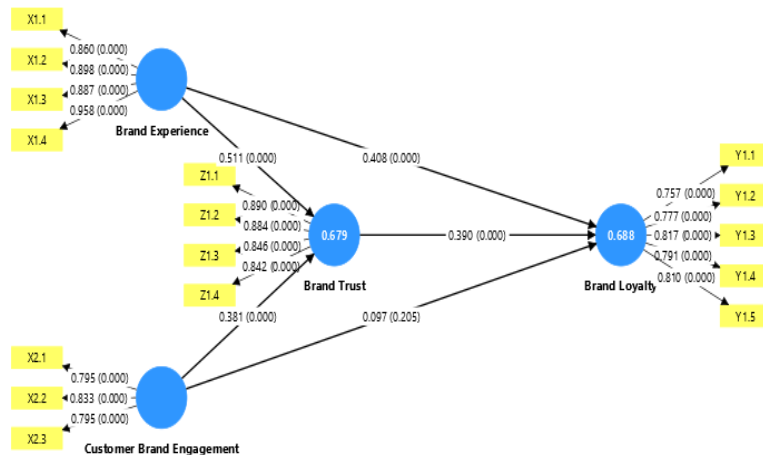


Figure 2. SEM-PLS Calculation Results

Source: Processed by researchers, 2025

Based on Table 9, the results indicate that brand experience has a positive and significant effect on brand loyalty, with a path coefficient of 0.408, a p-value of 0.000, and a t-value of 4.995 (>1.960), thus H1 is accepted. Customer brand engagement, however, has a positive but insignificant effect on brand loyalty, with a path coefficient of 0.097, a p-value of 0.205, and a t-value of 1.269 (<1.960), leading to the rejection of H2. Brand experience also has a positive and significant effect on brand trust, with a path coefficient of 0.511, a p-value of 0.000, and a t-value of 6.989 (>1.960), indicating that H3 is accepted. Furthermore, customer brand engagement positively and significantly affects brand trust, with a path coefficient of 0.381, a p-value of 0.000, and a t-value of 5.360 (>1.960), supporting H4. Brand trust itself has a positive and significant effect on brand loyalty, with a path coefficient of 0.390, a p-value of 0.000, and a t-value of 5.317 (>1.960), confirming H5. In terms of mediation, brand trust significantly mediates the relationship between brand experience and brand loyalty, with a path coefficient of 0.199, a p-value of 0.000, and a t-value of 4.008 (>1.960), thus H6 is accepted. Lastly, brand trust also mediates the relationship between customer brand engagement and brand loyalty, with a path coefficient of 0.149, a p-value of 0.000, and a t-value of 3.879 (>1.960), indicating that H7 is accepted.

5. Discussion

The influence of brand experience on brand loyalty

Research findings indicate that brand experience can enhance brand loyalty, such that every increase in positive customer experience is followed by an increase in customer loyalty toward a particular brand. Through research findings, brand experience can

enhance brand loyalty through brand stimuli that consumers can perceive through measurement tools in the form of indicators ranging from sensory, affective, intellectual, and behavioral aspects possessed by consumers. Thus, every memorable experience felt by consumers, from the information search process, purchase, service reception, to the product consumption stage with a particular brand, will have a direct effect on the level of customer brand loyalty (Marliawati & Cahyaningdyah, 2020). This is also consistent with the Theory of Planned Behavior (TPB), which assumes that an individual's behavior is influenced by intentions, one of which is shaped by attitudes. In this study, attitude formation is described through the formation of brand experience. When consumers begin searching for information and progress to the product consumption stage, positive feelings arise in their minds, leading to the formation of positive attitudes. This finding is also supported by previous research conducted by Akoglu & Özbek (2022) on sportswear consumers, Bae & Kim (2023) on iPhone and Galaxy smartphone users in Korea, and Hartono & Rodhiah (2021) on Yamaha motorcycle users in West Jakarta, who stated that brand experience can have a positive and significant influence on brand loyalty.

The influence of customer brand engagement on brand loyalty

The research findings indicate that customer brand engagement has a positive but insignificant influence on brand loyalty among NPURE skincare users in the PURE FRIEND community on WhatsApp. These results suggest that a positive relationship exists, meaning that as the value of customer brand engagement increases, so does brand loyalty. However, it is also noted that this relationship is not statistically significant, indicating that the influence is not strong enough to be considered a significant effect. Based on these research findings, it can be interpreted that the interactions between the NPURE brand and users, as measured by the indicators of CBE cognitive, affective or emotional, and activation or behavioral are not sufficient to drive loyal actions toward a brand. From the perspective of Social Exchange Theory, the influence of customer brand engagement on brand loyalty arises from social exchange activities between consumers and the brand, where both parties exchange value. When consumers feel that their involvement is valued and rewarded with positive value, they will develop loyalty as a form of commitment to a mutually beneficial relationship. However, in this study, customer brand engagement had a positive but insignificant effect on brand loyalty. This means that from social exchange activities, the value or benefits obtained were not significant enough compared to the costs incurred, or in other words, it was not mutually beneficial. This finding is also supported by previous research conducted by (Elvira & Budiono, 2023) on passengers of Super Air Jet airlines, (Wulandari et al., 2022) on e-commerce users who have utilized gamification features, stating that customer brand engagement does not directly influence brand loyalty.

The influence of brand experience on brand trust

The results of this study show that brand experience can increase brand trust, whereby every increase in positive customer experience will be followed by an increase in customer trust in a brand. Through the results of this study, it can be interpreted that consumer experiences with a brand, as perceived through sensory, affective,

intellectual, and behavioral aspects, can create a belief in consumers' minds that the brand is reliable in fulfilling its functions and promises to meet consumer needs. This is also consistent with the Theory of Planned Behavior (TPB), which assumes that an individual's behavior is influenced by intentions formed by attitudes and perceived behavioral control. Pleasant emotional experiences form positive attitudes toward a brand. Pleasant experiences also change consumers' perceptions that the brand they use can be relied upon to meet their needs. This finding is supported by previous research conducted by (Akoglu & Özbek, 2022) on sportswear consumers, (Hartono & Rodhiah, 2021) on Yamaha motorcycle users in West Jakarta, and (Muttaqien et al., 2023) on Umrah pilgrims of Travel Al Madinna Mutiara Sunnah in Kediri City, who stated that brand experience can have a positive and significant influence on brand trust.

The influence of customer brand engagement on brand trust

The results of this study show that customer brand engagement can increase brand trust, whereby every increase in customer engagement with a brand will be followed by an increase in trust in the brand. Through the results of this study, it can be interpreted that customer brand engagement encourages familiarity through cognitive, affective or emotional means and activation or behavior felt by consumers towards the brand. This sense of familiarity can minimize fear of uncertainty regarding expected outcomes and increase trust in the brand. The results of this study support the Social Exchange Theory, which states that in a social relationship, there are elements of reciprocity, rewards, and mutual benefits that influence one another. In this study, consumers who engage with a brand through the use of time, effort, and emotions, as well as their social media account identities, expect reciprocity from the brand. Consumer interaction activities accompanied by positive responses from the brand can strengthen consumers' belief that the brand they use is reliable in meeting their needs. In this case, NPURE provides positive responses in the form of honest information about each of its products, which use natural ingredients and are safe for sensitive skin. This encourages consumers to have greater cognitive and emotional trust in the NPURE skincare brand. Consumer groups that received content-based marketing interventions were effective in increasing trust, word-of-mouth promotion, and purchase intent (Setiawan et al., 2025). This finding is also supported by previous research conducted by (Elvira & Budiono, 2023) on passengers of Super Air Jet airline, (Samarah et al., 2022) on Jordanian consumers who follow Royal Jordanian Airlines on Facebook, and (Tarabieh et al., 2024) on Jordanian consumers who purchase cosmetics online following influencer recommendations on social media, stating that customer brand engagement can have a positive and significant impact on brand trust.

The influence of brand trust on brand loyalty

The results of this study show that brand trust can increase brand loyalty, whereby every increase in customer trust will be followed by an increase in customer loyalty to a brand. Through the results of this study, it can be interpreted that brand trust through its indicators, namely trust, reliability, honesty, and safety, is the key to influencing customers and creating customer loyalty to a brand. Within the framework of the Theory of Planned Behavior, brand trust contributes to brand loyalty by

fostering positive attitudes, reducing risk, and strengthening consumers' intentions to remain loyal. According to the Social Exchange Theory, in a social relationship, there are elements of reciprocity, rewards, and mutual benefits that influence one another. In the Social Exchange Theory, trust in a brand arises when the brand used is reliable and fulfills its promises. This leads to repeat purchases as a form of consumer reciprocity toward the brand. This finding is also supported by previous research conducted by (Akoglu & Özbek, 2022) on sportswear consumers, (Ali et al., 2024) on Amazon Mturk users, and (Elvira & Budiono, 2023) on passengers of Super Air Jet airlines in Indonesia, which stated that brand trust can have a positive and significant influence on brand loyalty.

The influence of brand experience on brand loyalty mediated by brand trust

Statistically, this study shows that brand experience can create brand loyalty both directly and indirectly when it involves the variable of brand trust. The results of this study suggest that if customers have a positive experience with a brand, it will strengthen their trust in the brand and ultimately increase customer loyalty to continue purchasing, using, and recommending the brand. The findings support the theory of planned behavior, which states that consumer behavior is shaped by attitudes and self-control. Brand experience creates positive attitudes reinforced by consumers' sense of security, thereby fostering brand trust. Trust in a brand can strengthen the feeling of confidence to use and repeat the positive experience felt. Thus, brand loyalty is created as a form of consumer behavior from the attitude created by positive experiences and behavioral control from brand trust, which is the result of the implementation of the planned behavior theory. This finding is also supported by previous research conducted by (Akoglu & Özbek, 2022) on sportswear consumers, (Hartono & Rodhiah, 2021) on Yamaha motorcycle users in West Jakarta, (Marliawati & Cahyaningdyah, 2020) on Ijjah Collection customers through Shopee Indonesia, which stated that brand trust can mediate the positive and significant influence of brand experience on brand loyalty.

The influence of customer brand engagement on brand loyalty mediated by brand trust

Statistically, this study shows that customer brand engagement can create brand loyalty both directly and indirectly when it involves the variable of brand trust. The results of this study indicate that by fostering customer trust in a brand, marketers can increase brand loyalty and strengthen the relationship between CBE and brand loyalty. The results of this study are supported by Social Exchange Theory, which states that in a social relationship, there are elements of reciprocity, rewards, and mutual benefits that influence one another. When consumers actively interact with a brand through social media, it contributes to the creation of trust, which becomes the primary mediator between consumers and the brand, thereby fostering brand loyalty. In this study, customer brand engagement serves as a form of non-material investment, such as time, effort, and emotional investment, in establishing social interaction between consumers and the NPURE brand, which must provide reciprocal value. Brand trust then reinforces CBE as a form of psychological control to believe in the promises of the NPURE brand. Finally, brand loyalty is the end result of reciprocal relationships or positive value exchanges, creating long-term commitment between consumers and

the NPURE brand. These findings are also supported by previous research conducted by (Elvira & Budiono, 2023) on passengers of Super Air Jet airlines in Indonesia, and (Samarah et al., 2022) on Jordanian consumers who follow Royal Jordanian Airlines on Facebook, which states that brand trust can mediate the positive and significant influence of customer brand engagement on brand loyalty.

6. Conclusions

This study aims to analyze how brand experience and customer brand engagement contribute to influencing brand loyalty through brand trust. Based on the results of the study and discussion above, it was concluded that six hypotheses were accepted and one hypothesis was rejected. The results of this study state that brand experience contributes to influencing brand loyalty both directly and indirectly through brand trust. Additionally, customer brand engagement has a positive and significant influence on brand trust but is not significant in influencing brand loyalty. However, indirectly, customer brand engagement contributes to influencing brand loyalty through brand trust.

Furthermore, to enhance brand experience, NPURE should leverage the uniqueness and quality of its products to stimulate consumers' thoughts and create lasting impressions. This can be achieved by strengthening social media posts highlighting that NPURE is made from locally sourced natural ingredients effective for soothing skin irritations, promoting the #healthyskinmovement, and reposting consumer online reviews. Additionally, NPURE can provide engaging Instagram content that encourages customers to share their experiences in the comments section or through a Q&A in Instagram Stories after using the NPURE brand, thereby increasing customer engagement. Consumer trust in the NPURE brand can be enhanced by focusing on the use of attractive and interactive ads that engage consumers. For example, by adding information about products that are HALAL and BPOM certified, NPURE is also Dermatologically Tested, Non-Toxic Ingredients, Safe for All Skin Types, and safe for pregnant and breastfeeding women. As a result, consumers will not only purchase the product but also experience its uniqueness, effectiveness, and emotional connection with the brand. Thus, the positive perception among consumers that NPURE has good quality and a unique identity will encourage repeat purchases of the NPURE brand and transform consumers into loyal customers.

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