

## **Enhancing Customer Brand Love For MSME Muslim Fashion Product In Marketing 6.0 Era: How Electronic Self Branding Playing A Role**

### **Meningkatkan Cinta Pelanggan Terhadap Merek Produk Fesyen Muslim UMKM Di Era Pemasaran 6.0: Bagaimana Peran Electronic Self Branding**

**Khoirun Nisa Bahri<sup>1\*</sup>, Abdul Rozak<sup>2</sup>, Raisa Ayu Widyasari<sup>3</sup>**

Universitas 'Aisyiyah Bandung<sup>1,2,3</sup>

[khoirunnisabahri@unisa-bandung.ac.id](mailto:khoirunnisabahri@unisa-bandung.ac.id)<sup>1</sup>, [abdulrozak@unisa-bandung.ac.id](mailto:abdulrozak@unisa-bandung.ac.id)<sup>2</sup>,

[raisaayuwidyasari@unisa-bandung.ac.id](mailto:raisaayuwidyasari@unisa-bandung.ac.id)<sup>3</sup>

*\*Coressponding Author*

---

#### **ABSTRACT**

*Indonesia is the country with the largest Muslim population in the world, making Muslim consumers a highly attractive market segment. In this context, Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in contributing to national economic growth. However, MSMEs face various problems, including limited managerial professionalism, financial constraints, and low technological capability, alongside increasingly intense market competition. These conditions require MSMEs, especially in the Muslim fashion sector, to strengthen customer brand love. The adoption of electronic self-branding and social media active involvement is considered a strategic approach to addressing these challenges. This quantitative study investigates the influence of electronic self-branding and social media active involvement on customer brand love among Muslim fashion MSMEs in West Java. Using survey data from 250 online consumers aged 18–45 and analyzed through Structural Equation Modeling (SEM), the findings reveal that both electronic self-branding and social media active involvement positively and significantly affect customer brand love. Therefore, Muslim fashion MSMEs in West Java can utilize these strategies to increase consumer brand love.*

**Keywords:** *Customer Brand Love, Customer Engagement, Fashion Muslim, Personal Branding, Social Media*

#### **ABSTRAK**

Indonesia adalah negara dengan populasi Muslim terbesar di dunia, menjadikan konsumen Muslim sebagai segmen pasar yang sangat menarik. Dalam konteks ini, Usaha Mikro, Kecil, dan Menengah (UMKM) memainkan peran penting dalam berkontribusi terhadap pertumbuhan ekonomi nasional. Namun, UMKM menghadapi berbagai masalah, termasuk profesionalisme manajerial yang terbatas, kendala keuangan, dan kemampuan teknologi yang rendah, di samping persaingan pasar yang semakin ketat. Kondisi ini mengharuskan UMKM, khususnya di sektor fesyen Muslim, untuk memperkuat kecintaan merek pelanggan. Adopsi self-branding elektronik dan keterlibatan aktif media sosial dianggap sebagai pendekatan strategis untuk mengatasi tantangan ini. Studi kuantitatif ini meneliti pengaruh self-branding elektronik dan keterlibatan aktif media sosial terhadap kecintaan merek pelanggan di antara UMKM fesyen Muslim di Jawa Barat. Dengan menggunakan data survei dari 250 konsumen online berusia 18–45 tahun dan dianalisis melalui Structural Equation Modeling (SEM), temuan menunjukkan bahwa baik self-branding elektronik maupun keterlibatan aktif media sosial secara positif dan signifikan memengaruhi kecintaan merek pelanggan. Oleh karena itu, UMKM fesyen Muslim di Jawa Barat dapat memanfaatkan strategi ini untuk meningkatkan kecintaan merek konsumen.

**Kata kunci:** *Kecintaan Pelanggan terhadap Merek, Keterlibatan Pelanggan, Fesyen Muslim, Pencitraan Merek Pribadi, Media Sosial*

#### **1. Introduction**

Data from the World Population Review (2021) shows that Indonesia ranks first as the country with the largest Muslim population in the world. It's no wonder many businesses target the Muslim community. An interesting aspect to explore is the significant role of Micro, Small,

and Medium Enterprises (MSMEs) in our country's national income. Approximately 90% of all companies in Indonesia are MSMEs, and they have provided employment opportunities, absorbing more than 90% of the total workforce in Indonesia (Tambunan, 2023). This shows that the role of MSMEs in economic progress in Indonesia is quite large, so research related to MSMEs is still very necessary.

Indonesia has three sub-sectors that contribute significantly to the growth of the creative economy: culinary, fashion, and crafts (kemenparekraf.go.id). The fashion industry is the creative industry with the highest growth year after year. The majority of Indonesians are Muslim, making the Muslim fashion industry very fast-growing. West Java, as the province with the largest number of MSMEs in Indonesia, has several leading sub-sectors, namely culinary, fashion, and crafts.

The fashion industry is the creative industry with the highest year-over-year growth. The majority of Indonesia's population is Muslim, resulting in rapid growth in the Muslim fashion industry. West Java tops the list with 1.49 million MSMEs, followed by Central Java in second place with 1.45 million MSMEs, and East Java in third place with 1.15 million MSMEs (databoks.katadata.co.id). Table 1 shows the highest contribution of the creative economy subsector in West Java from 2022 to 2024.

**Table 1. The Highest Contribution of Subsectors in West Java's Creative Economy to the Added Value of National Creative Economy GDP in 2022-2024**

Subsectors	2022	2023	2024
Craft	27,1 %	27,1 %	27,1 %
Culinary	26,4 %	26 %	26 %
<b>Fashion</b>	<b>16,7%</b>	<b>17 %</b>	<b>17,5 %</b>

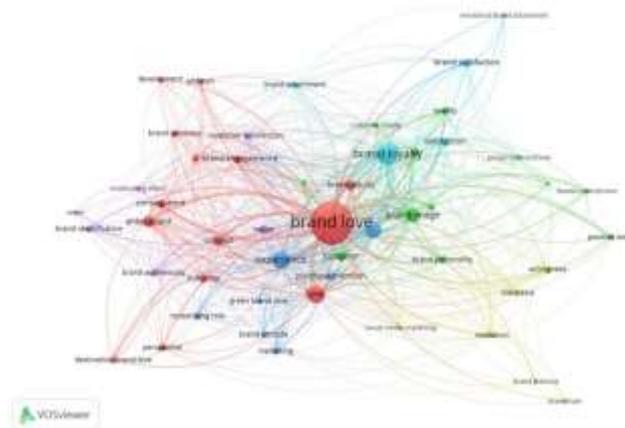
Source : BEKRAF (2022-2024)

Along the way, MSMEs face several obstacles in running their businesses. Tambunan (2021) stated that obstacles often experienced by MSMEs in their ability to grow rapidly include the lack of professionalism of management staff, limited capital, and inadequate technological skills (Tambunan, 2021). The obstacles faced by MSMEs certainly need to be minimized so that MSMEs in West Java can continue to develop considering the large contribution of MSMEs to the economy in our country.

The MSME market in West Java is often highly competitive. Fierce competition can make it difficult for MSMEs to differentiate their brands from their competitors. As a result, consumers tend to lose brand loyalty and seek alternatives (Prasad et al., 2019). Lack of customer brand love can have a significant impact on various aspects of a business (Gumparthi & Patra, 2020). Customer brand love can motivate consumers to choose a brand's products or services over competing brands (Zhou et al., 2020). Lack of love for a brand can lead to a lack of loyalty, making it easier for consumers to switch to other brands (Palusuk et al., 2019a). By increasing customer brand love, it is hoped that consumers will be loyal to the brand and ultimately increase purchasing decisions for that brand (Palusuk et al., 2019b).

The solution to the problem that is also offered is to use self-branding or what is usually called personal branding through social media (Zwicker et al., 2023). The current era of digital transformation requires MSMEs to be able to actively utilize social media (de Oliveira Santini et al., 2020) to increase engagement with their customers (Lim et al., 2022). Previous research conducted by Fei Zhou et al. (2020) stated that personal branding has a positive and significant influence in increasing customer brand love (Zhou et al., 2020). In addition, previous research related to customer engagement (Brodie et al., 2011) and customer brand love showed significant results. The results of this study indicate that customer engagement has a positive and significant influence on the customer brand love variable (Harrigan et al., 2018). Over the past five years, research on customer brand love has been conducted, but there is diversity and

inconsistency in the discussion of the construct and measurement of the customer brand love variable. Studies related to customer brand love can be seen in bibliometric results processed using VOS Viewer software.



**Figure 1.** *Network Visualization Customer Brand Love*

Source : Researcher Data Processing Results (2025)

Figure 1 shows a network visualization of the study of customer brand love variables with other variables related to customer brand love from 2018 to 2024. A total of 1,000 data sources were obtained and processed using VOS Viewer software. The results of the bibliometric data processing using VOS Viewer software show that research related to customer brand love has been conducted and involves many other variables. However, research related to customer brand love and personal branding is very rare. Furthermore, the results of the bibliometric data processing also show that research related to customer brand love and electronic self-branding in the Muslim fashion industry has never been conducted. Therefore, this is a novelty that needs to be followed up. Another obstacle faced by MSMEs is the inability to utilize existing digital technology (Riwoe & Mulyana, 2022). In fact, the use of digital technology will greatly help the marketing activities of MSME business actors (Solis & Alan Webber, 2012). Their limited capital can be overcome by utilizing social media as a means of promotion and introducing their products to a wider audience. Social media makes it easy for users to access a wide variety of things. Ilkay Karaduman (2020) states that social media is currently also used as a means for businesses to build electronic self-branding (Elhachadi & Karaduman, 2019a). In the business world, self-branding is important because it can help someone differentiate themselves from others and strengthen their positive image in the minds of clients or consumers (Ningsih & Vania, 2022). Previous research states that social media active involvement has a positive influence on a person's self-branding when the person in question uses social media as a means of self-branding (Elhachadi & Karaduman, 2019b). In addition, research conducted by Md Saad and Yacoob (2021) stated that being active in building networks on social media can help increase visibility and personal branding (Md Saad & Yaacob, 2021).

Successful electronic self-branding carried out virtually can also increase e-customer engagement from consumers (Wei et al., 2022). Ilkay Karaduman (2020) stated that personal branding has a positive and significant impact on customer engagement. E-customer engagement, or online customer involvement, can significantly influence the level of customer brand love (Elhachadi & Karaduman, 2019b). In line with research conducted by Hung-Tai Tsou (2023) on customer engagement and customer brand love, the results showed that customer engagement has a positive and significant influence on customer brand love. Referring to the background and phenomena described above, the research problem formulation is as follows:

1. How does social media active engagement influence customer brand love through e-customer engagement?

## 2. How does electronic self-branding influence customer brand love through e-customer engagement?

This study offers novelty by integrating the concept of Electronic Self Branding as a personal branding strategy in explaining the formation of Customer Brand Love in the context of Muslim fashion MSMEs in the Marketing 6.0 era. Different from previous studies that generally focus on corporate branding, brand image, or social media marketing in general, this study places the digital personal branding of MSMEs as the main source of forming customer emotional attachment to the brand. In addition, this study fills the limited literature gap in examining the role of digital-based personal branding strategies in the religious and value-driven market MSME sector. By adopting a Marketing 6.0 perspective that emphasizes human-centric and emotional-driven marketing, this study provides new theoretical contributions in the development of the Customer Brand Love model as well as practical contributions for Muslim fashion MSMEs in designing more authentic and sustainable branding strategies.

This study examines how electronic self-branding on social media plays a key role in increasing customer brand love. New technologies and community-based approaches further strengthen the emotional connection between brands and consumers. Current research on electronic self-branding and social media in increasing customer brand love focuses on how individuals or brands use online self-branding strategies to build strong emotional connections with consumers. The state of the art of this research refers to the grand theory of Marketing Management and the middle-range theory of Strategic Brand Management, Relationship Marketing, and Digital Marketing, which synergize to solve problems encountered by MSMEs in Indonesia, especially Muslim Fashion MSMEs in West Java.

### 2. Literature Review

Social Media Active Involvement (SMAI) refers to the degree to which users actively participate, interact, and engage with content on social platforms rather than passively consuming it (Elhachadi & Karaduman, 2019b). It encompasses activities such as posting, commenting, liking, sharing, and creating user-generated content (Carr & Hayes, 2015). In contemporary digital marketing, high involvement on platforms like Instagram, TikTok, and Facebook has been linked with stronger consumer relationships and brand affinity. Active involvement enables users to co-create experiences with brands, fostering deeper emotional and cognitive ties (Solis & A Webber, 2012). In the context of Muslim fashion MSMEs, active involvement allows customers not only to express their preferences but also to engage in conversations that reflect Islamic values and lifestyle choices, further strengthening brand visibility and relevance.

Electronic Self-Branding (ESB) describes how individuals curate a personal brand online through digital content, visuals, and narrative representation (Gorbatov et al., 2018). Originally rooted in self-identity and impression management literature, ESB has expanded to include deliberate digital presentations that communicate values, preferences, and lifestyles to online audiences (Nanayakkara & Dissanayake, 2020). In marketing literature, ESB is understood as *self-expressive behavior* that aligns personal identity with brands. This alignment can influence preference, loyalty, and advocacy (Zhang et al., 2021). ESB operates as a bridge between individual identity and brand identity, particularly relevant when consumers use product associations to express their religious and cultural values. For MSME Muslim fashion brands, ESB enables customers to broadcast how wearing certain products reflects their beliefs, modesty preferences, and social identity. This self-expression not only reinforces personal authenticity but also aligns customer and brand identities, shaping stronger psychological connections (Kucharska & Mikołajczak, 2018).

E-Customer Engagement (ECE) refers to the emotional, cognitive, and behavioral investment that customers direct toward brand interactions in digital environments (Ahmad et

al., 2012). It is multidimensional, incorporating affective engagement (emotions), cognitive engagement (attention and absorption), and behavioral engagement (participation and interaction) (Monferrer et al., 2019). Engaged customers spend more time interacting with brand content, participate in co-creation activities, and publicly share their experiences (Hsu, 2023). Engagement is more than mere activity; it reflects a *psychological connection* with the brand. ECE plays a critical mediating role in digital marketing ecosystems by transforming social media interactions and self-branding behaviors into deeper brand-centric relationships (Gumparthy & Patra, 2020; Wang & Lee, 2020). When customers feel emotionally connected and cognitively absorbed with a brand, their likelihood of long-term loyalty and advocacy increases.

Customer Brand Love (CBL) is an affective, emotional attachment a customer feels toward a brand, characterized by passion, deep liking, commitment, and emotional bonding (Palusuk et al., 2019b). It goes beyond satisfaction and loyalty, involving feelings of affection, self-connection, and long-term attachment (Islam & Rahman, 2016). Brand love emerges when customers see a brand as part of their identity, values, and emotional world. Factors such as brand trust, brand experience, community affiliation, and emotional engagement strongly influence brand love (Sajtos et al., 2021). In Muslim fashion, brand love can be particularly strong when a brand not only satisfies functional needs (e.g., quality, comfort) but also resonates with religious values, modest fashion identity, and self-expression.

### 3. Research Methods

This research is a quantitative study using a survey method, a method of data collection using questionnaires as a primary data collection tool. The data obtained will then be collected and processed using SEM (Structural Equation Modeling). This research involves sequential, interrelated activities. Each study has a similar structure.

Referring to Arikunto (Arikunto, 2010), the limitation of research subjects is as objects, things, people or places of data where research variables are attached. Research subjects have a fairly important and very strategic role because in this research subject there is data about the variables observed in this study. The object of research is defined as a nature or an attribute or value of a person, object or activity that has certain variables that will be determined to be studied and drawn conclusions. The subjects of this study were consumers of Muslim Fashion MSMEs in West Java who were female aged 18-45 years who had purchased products.

An independent variable is a variable that causes changes in the dependent variable (Ulfa, 2021). The independent variables in this study are social media active involvement (X1) and e-self-branding (X2). An intervening variable is a variable that, in theory, mediates or connects the independent and dependent variables (Priyono, 2020). The intervening variable in this study is e-customer engagement (X3). A dependent variable is a variable that is influenced by or results from the independent variable (Yuliani, 2018). In this study, the dependent variable is customer brand love (Y).

There are two types of data sources required in this research. These two types of data sources are:

#### 1. Primary Data

Primary data is data containing information related to the research object. This data is obtained directly from subjects related to the research object (di Kota Semarang, 2001). The primary data used in this study was by collecting questionnaires given to consumers of Muslim Fashion MSMEs in West Java who had purchased West Java Muslim Fashion MSME products.

#### 2. Secondary Data

Secondary data is data that is not directly obtained by the data collector. Secondary data is data that contains information that can come from other people, articles, or other documents. (Ernawati, 2020).

The sample in this study used non-probability sampling with a purposive sampling method. Purposive sampling is a sampling method that first determines certain criteria that must be met by the sample used in this study. The sample in this study were online consumers of Muslim fashion MSME products in West Java, aged 18-45 years and who had previously purchased Muslim fashion MSME products in West Java.

The population in this study was very large. When the population being studied is very large, a research sample is very useful. For example, to study customer brand love among Muslim fashion MSME customers in West Java, a sample is essential to facilitate research. The sample must be representative of the total population. The formula used to collect the population sample for this study was 21 dimensions + 4 variables = 25 parameters. Bentler, P.M., and Chou, C.P. (1987) explain that for SEM, the sample size should be 5–10 times the number of model parameters, with a minimum sample size of  $10 \times 25 = 250$  samples.

#### 4. Results

Inner model evaluation is an analysis of the results of the relationships between constructs. The estimated relationships between constructs can be seen as follows.

- The latent variable E-Customer Engagement (ECE) is influenced by the latent variables Social Media Active Involvement (SMAI) and Electronic Self Branding (ESB)
- The latent variable Customer Brand Love (CBL) is influenced by the latent variable E-Customer Engagement (ECE)

#### R Square

Furthermore, based on the test results with SmartPLS 3.0, the R Square results were obtained as follows.

**Table 2. R Square**

Endogen	R Square	Relationship
<i>E-Customer Engagement (ECE)</i>	0,729	Strong
<i>Customer Brand Love (CBL)</i>	0,541	Moderate

Source : Data Processing (2025)

R Square with a value of 0.67 indicates a strong model, a value of 0.33 indicates a moderate model and a value of 0.19 indicates a weak model. From the results of the table above, it can be seen that the R-Square for the E-Customer Engagement (ECE) variable is 0.729, which means that Social Media Active Involvement (SMAI) and Electronic Self Branding (ESB) contribute an influence of 0.729 or 72.9% to E-Customer Engagement (ECE) with a strong category. While the remaining 27.1% is the influence of other unobserved factors. And the R-Square for the Customer Brand Love (CBL) variable is 0.541, which means that E-Customer Engagement (ECE) contributes an influence of 0.541 or 54.1% to Customer Brand Love (CBL) with a moderate category. While the remaining 45.9% is the influence of other unobserved factors.

#### F Square

The next step is to examine the F-square value. F-square is used to assess the influence of latent variable predictors at the structural level. An F-square value of 0.02 indicates a low rating, an Effect Size of 0.15 indicates a medium rating, and an Effect Size of 0.35 indicates a high rating. Based on the test results with SmartPLS 3.0, the following F-square results were obtained.

**Table 3. F Square**

Variabel	Effect Size	Rating
<i>E-Customer Engagement (ECE)</i>		

<i>Social Media Active Involvement (SMAI)</i>	0,475	Sig
<i>Electronic Self Branding (ESB)</i>	1,005	Sig
<b>Customer Brand Love (CBL)</b>		
<i>E-Customer Engagement (ECE)</i>	1,181	Sig

Source : Data Processing (2025)

The table above shows the predictive influence of latent variables at the structural level. Social Media Active Involvement (SMAI) and Electronic Self-Branding (ESB) variables have a significant influence on E-Customer Engagement (ECE). E-Customer Engagement (ECE) also has a significant influence on Customer Brand Love (CBL).

### Q-square Predictive Relevance

The next step is to examine the Q-square predictive relevance for the construct model. The Q-square test is used to measure how well the model's observed values and parameter estimates align. A Q-square value greater than 0 (zero) indicates that the model has predictive relevance, while a Q-square value less than 0 (zero) indicates that the model lacks predictive relevance (Ghozali, 2014:41). The Q-square value obtained using the R2 value in the table above yields the following calculation results :

**Table 4. Q<sup>2</sup> Predictive Relevance**

Variabel	R Square	1-R Square
<i>E-Customer Engagement (ECE)</i>	0,729	0,271
<i>Customer Brand Love (CBL)</i>	0,541	0,459
Q <sup>2</sup> =	Q <sup>2</sup> = 1- (1-R <sub>1</sub> <sup>2</sup> ) (1-R <sub>2</sub> <sup>2</sup> ) = 0,876	

Source : Data Processing (2025)

Based on the table above, the Q2 (Q-square predictive relevance) value obtained is 0.876. Because the value is greater than 0 (zero), it means the model has adequate predictive relevance.

### Hyphotesis Test

Hypothesis testing in this study was conducted using the path coefficient, t-value, and p-value. To assess the significance and prediction in hypothesis testing, the path coefficient and t-value are used. Prediction and significance in hypothesis testing can be assessed using the t-value and p-value. The t-values are shown in the following table.

**Table 5. T-tabel Value**

	<i>One tailed</i>	<i>Two tailed</i>
t-tabel	1,64	1,96

Testing Criteria:

1. If the t-statistic value > t-table, then H0 is rejected and H1 is accepted.
2. If the t-statistic value < t-table, then H0 is accepted and H1 is rejected.

From the calculation results using smartPLS, the t-test significance value is obtained in the image below, which indicates the significance value between the tested variables, which is presented in the form of arrows. The t-test value in the image indicates the significance value between the variables. The significance value between the tested variables is presented in the form of the value contained in the arrow connecting one of the variables to the target variable.

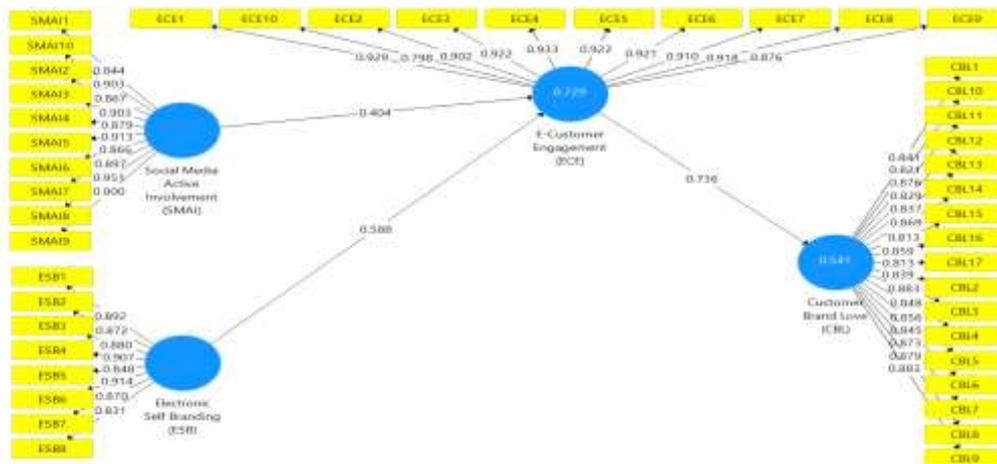


Figure 2. Structural Model

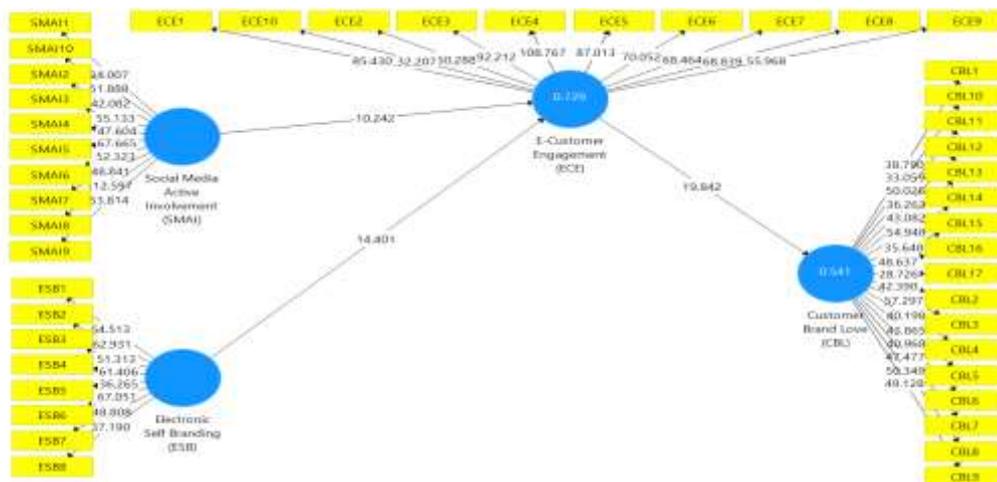


Figure 3. Significance Value (t-count)

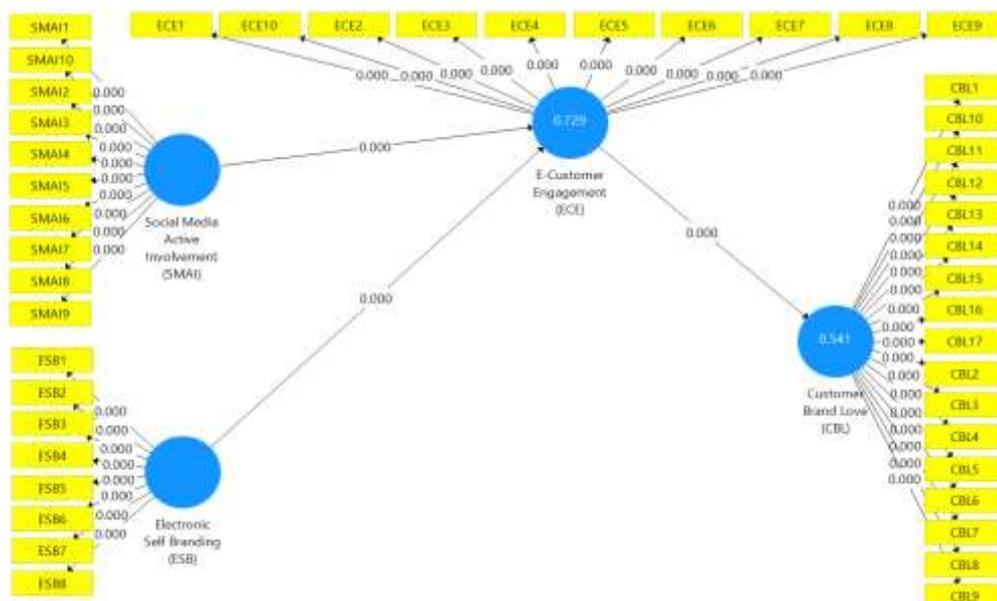


Figure 4. Significance Value (p-value)

Source : Data processing output using SmartPLS version 3.0

The results of the calculations above, if summarized in table form, can be displayed as follows:

**Table 6. Results of path coefficient and t-test values**

Effect	Path Coefficient	T Count	P Values
SMAI -> ECE -> CBL	0,298	11,107	0,000
ESB -> ECE -> CBL	0,433	9,984	0,000

Source : Data Processing (2025)

### 1. The Effect of Social Media Active Involvement (SMAI) on Customer Brand Love (CBL) through E-Customer Engagement (ECE)

H0: Social Media Active Involvement (SMAI) does not have a positive and significant effect on Customer Brand Love (CBL) through E-Customer Engagement (ECE).

H1: Social Media Active Involvement (SMAI) has a positive and significant effect on Customer Brand Love (CBL) through E-Customer Engagement (ECE).

Furthermore, based on the above hypotheses, hypothesis testing was conducted using the bootstrapping method using SmartPLS software, and the following values were obtained:

**Table 7. Path Coefficient and t-test of Social Media Active Involvement (SMAI) -> Customer Brand Love (CBL) through E-Customer Engagement (ECE)**

Effect	Path Coefficient (beta)	t-count	P value	Concluiom
<i>Social Media Active Involvement (SMAI) -&gt; E-Customer Engagement (ECE) -&gt; Customer Brand Love (CBL)</i>	0,298	11,107	0,000	Tolak H0

Source : Data Processing (2025)

From the results of the table above, the path coefficient value of the original sample estimate (beta) is positive, namely 0.298, indicating that the direction of the relationship between Social Media Active Involvement (SMAI) and Customer Brand Love (CBL) through E-Customer Engagement (ECE) is positive or unidirectional, meaning that if Social Media Active Involvement (SMAI) increases, Customer Brand Love (CBL) through E-Customer Engagement (ECE) will increase, and vice versa. The influence between Social Media Active Involvement (SMAI) and Customer Brand Love (CBL) through E-Customer Engagement (ECE) is significant in the 1-tailed test ( $t_{table} = 1.64$ ) with a T-statistic value of 11.107 greater than the  $t_{table}$ , and a p value smaller than alpha 5% ( $0.000 < 0.05$ ). Thus, H1 is accepted, meaning that Social Media Active Involvement (SMAI) has a positive and significant effect on Customer Brand Love (CBL) through E-Customer Engagement (ECE).

This finding is in line with previous studies which confirm that Social Media Active Involvement (SMAI) has a positive influence on E-Customer Engagement (ECE), where the level of active consumer engagement on social media can increase interaction, participation, and emotional closeness between consumers and brands. Furthermore, the results of this study are also consistent with previous studies which state that E-Customer Engagement has a positive and significant influence on Customer Brand Love (CBL) (Karim et al., 2023), because high customer involvement in the digital environment encourages the formation of strong emotional bonds, a sense of closeness, and deep affection for the brand (Bazi et al., 2023). Thus, increasing consumer activity and engagement on social media is an important factor in building long-term relationships between customers and brands.

## 2. The Effect of Electronic Self-Branding (ESB) on Customer Brand Love (CBL) through E-Customer Engagement (ECE)

H0: Electronic Self-Branding (ESB) does not have a positive and significant effect on Customer Brand Love (CBL) through E-Customer Engagement (ECE).

H2: Electronic Self-Branding (ESB) has a positive and significant effect on Customer Brand Love (CBL) through E-Customer Engagement (ECE).

Furthermore, based on the above hypotheses, a bootstrapping test was conducted using SmartPLS software, yielding the following values:

**Table 8. Path Coefficient and t-test of Electronic Self Branding (ESB) -> Customer Brand Love (CBL) through E-Customer Engagement (ECE)**

Effect	Path Coefficient (beta)	t-count	P value	Conclusion
<i>Electronic Self Branding (ESB) -&gt; Customer Engagement (ECE) -&gt; Customer Brand Love (CBL)</i>	0,433	9,984	0,000	Tolak H0

Source : Data Processing (2025)

From the results of the table above, the path coefficient value of the original sample estimate (beta) is positive, namely 0.433, indicating that the direction of the relationship between Electronic Self Branding (ESB) and Customer Brand Love (CBL) through E-Customer Engagement (ECE) is positive or unidirectional, meaning that if Electronic Self Branding (ESB) increases, Customer Brand Love (CBL) through E-Customer Engagement (ECE) will increase, and vice versa. The influence between Electronic Self Branding (ESB) and Customer Brand Love (CBL) through E-Customer Engagement (ECE) is significant in the 1-tailed test (t table = 1.64) with a T-statistic value of 9.984 greater than the t table, and the p value is smaller than alpha 5% (0.000 < 0.05). Thus, H2 is accepted, meaning that Electronic Self Branding (ESB) has a positive and significant effect on Customer Brand Love (CBL) through E-Customer Engagement (ECE).

These findings are consistent with previous research which states that Electronic Self-Branding (ESB) has a positive effect on E-Customer Engagement (ECE) (Wei et al., 2022), where the ability of individuals or business actors to build an authentic, consistent, and valuable self-image through digital platforms can increase the level of consumer interaction, participation, and emotional involvement (Marbach et al., 2016). The effective implementation of ESB encourages consumers to feel closer and more personally connected to the brand. Furthermore, the results of this study also strengthen the findings of previous studies which show that E-Customer Engagement has a positive and significant effect on Customer Brand Love (CBL) (Karim et al., 2023). High levels of customer engagement in digital interactions create meaningful experiences, strengthen emotional bonds, and foster a sense of affection and ongoing love for the brand (Bazi et al., 2023). Thus, ESB plays a role not only as a digital communication strategy, but also as an important foundation in building long-term emotional relationships between customers and brands.

## 5. Discussion

This study finds that Social Media Active Involvement (SMAI) has a positive and significant effect on Customer Brand Love (CBL) through E-Customer Engagement (ECE). This is evidenced by the path coefficient of the original sample estimate ( $\beta = 0.298$ ), which indicates a positive and unidirectional relationship. This suggests that higher levels of active consumer involvement on social media lead to greater levels of E-Customer Engagement, which in turn strengthen Customer Brand Love. These results imply that E-Customer Engagement functions as

a crucial mediating mechanism that explains how consumers' active participation in social media activities translates into deeper emotional attachment and affection toward a brand. Statistically, this relationship is significant based on a one-tailed test, with a T-statistic value of 11.107 exceeding the critical t-value of 1.64 and a p-value of 0.000, which is below the 5% significance level. Accordingly, Hypothesis 1 (H1) is accepted, confirming that SMAI plays a substantial role in enhancing CBL through ECE. This finding suggests that it is not merely the presence of brands on social media that matters, but rather the extent to which brands can stimulate meaningful consumer participation, interaction, and engagement. These findings are consistent with prior studies demonstrating that active consumer involvement on social media positively influences E-Customer Engagement by fostering greater interaction, participation, and emotional closeness between consumers and brands. Furthermore, the results align with the studies of Karim et al. (2023) and Bazi et al. (2023), which found that E-Customer Engagement has a positive and significant effect on Customer Brand Love. High levels of customer engagement in the digital environment encourage the development of strong emotional bonds, a sense of intimacy, and deep affection toward the brand. Therefore, this study reinforces the notion that increasing consumer activity and engagement on social media is a critical factor in building sustainable and long-term relationships between customers and brands.

The findings of this study also demonstrate that Electronic Self-Branding (ESB) has a positive and significant effect on Customer Brand Love (CBL) through E-Customer Engagement (ECE). This is supported by the path coefficient of the original sample estimate ( $\beta = 0.433$ ), which indicates a positive and unidirectional relationship. This implies that higher levels of Electronic Self-Branding lead to greater E-Customer Engagement, which subsequently enhances Customer Brand Love. In this regard, E-Customer Engagement serves as an important mediating mechanism that translates the effectiveness of digital self-branding efforts into stronger emotional attachment and affection toward the brand. From a statistical perspective, the relationship is significant in a one-tailed test, as evidenced by a T-statistic value of 9.984, which exceeds the critical t-value of 1.64, and a p-value of 0.000, which is lower than the 5% significance threshold. Consequently, Hypothesis 2 (H2) is accepted, confirming that ESB plays a meaningful role in strengthening CBL through ECE. This suggests that how individuals or business actors present, position, and communicate their identity in digital environments is crucial in shaping consumers' engagement and emotional connection with the brand. These findings are consistent with previous research indicating that Electronic Self-Branding positively influences E-Customer Engagement (Wei et al., 2022). When individuals or business actors successfully construct an authentic, consistent, and valuable self-image on digital platforms, they are more likely to stimulate consumer interaction, participation, and emotional involvement (Marbach et al., 2016). Effective ESB enables consumers to perceive the brand as more relatable, trustworthy, and personally meaningful, thereby fostering a stronger sense of closeness and connection.

## 6. Conclusion

Based on the description in the previous chapter, it can be concluded that there is a positive influence between Social Media Active Involvement on Customer Brand Love Through E-Customer Engagement. Based on the description in the previous chapter, it can be concluded that there is a positive influence between Electronic Self Branding on Customer Brand Love Through E-Customer Engagement.

These findings provide important practical implications for Muslim fashion MSMEs in West Java. MSME owners are encouraged to actively engage with consumers through social media by delivering interactive, value-based, and faith-aligned content, while simultaneously strengthening their electronic self-branding to reflect authenticity, credibility, and emotional appeal. Such strategies can enhance customer engagement, foster deeper emotional bonds, and

ultimately increase brand love and long-term customer loyalty in a highly competitive digital market.

For future research, it is recommended to expand the scope of the study by incorporating additional variables such as brand authenticity, trust, perceived value, or digital emotional attachment to enrich the proposed model. Future studies may also consider employing qualitative or mixed-method approaches to gain deeper insights into consumer perceptions and experiences. In addition, extending the research context to other regions or different MSME sectors would enhance the generalizability and robustness of the findings.

## References

- Ahmad, F. S., Omar, R., Rasid, S. Z. A., & Amin, M. (2012). Leadership branding for sustainable customer engagement. *International Journal of Social and Human Sciences*, 6(2), 217–224.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.
- Carr, C. T., & Hayes, R. A. (2015). Social media: Defining, developing, and divining. *Atlantic Journal of Communication*, 23(1), 46–65.
- de Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48, 1211–1228.
- di Kota Semarang, D. N. (2001). Akdon, dan Riduwan, Rumus dan Data dalam Aplikasi Statistika, Bandung: Alfabeta, 2013 Arikunto, Suharsimi, Prosedur Penelitian Suatu Pendekatan Praktik, Jakarta: Rineka Cipta, 2006, Prosedur Penelitian: Suatu Pendekatan Praktik, Jakarta. *Management*, 1(01).
- Elhachadi, S., & Karaduman, I. (2019a). Personal Branding on Instagram: the Effect of Influencers on Consumer Decision-Making Process. *International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)*, 6(7), 1–7.
- Elhachadi, S., & Karaduman, I. (2019b). Personal branding on instagram: The effect of influencers on consumer decision-making process. *International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)*, 6(7).
- Ernawati, N. (2020). *Buku ajar mata kuliah metodologi riset penelitian data sekunder*. Poltekkes RS dr. Soepraen.
- Gorbatov, S., Khapova, S. N., & Lysova, E. I. (2018). Personal branding: Interdisciplinary systematic review and research agenda. *Frontiers in Psychology*, 9, 2238.
- Gumparthi, V. P., & Patra, S. (2020). The phenomenon of brand love: a systematic literature review. *Journal of Relationship Marketing*, 19(2), 93–132.
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88, 388–396.
- Hsu, C.-L. (2023). Enhancing brand love, customer engagement, brand experience, and repurchase intention: Focusing on the role of gamification in mobile apps. *Decision Support Systems*, 174, 114020.
- Islam, J. U., & Rahman, Z. (2016). Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. *Journal of Global Fashion Marketing*, 7(1), 45–59.
- Kucharska, W., & Mikołajczak, P. (2018). Personal branding of artists and art-designers: necessity or desire? *Journal of Product & Brand Management*, 27(3), 249–261.
- Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, 140, 439–458.

- Md Saad, N. H., & Yaacob, Z. (2021). Building a personal brand as a CEO: A case study of Vivvy Yusof, the cofounder of FashionValet and the dUCk Group. *SAGE Open*, 11(3), 21582440211030270.
- Monferrer, D., Moliner, M. A., & Estrada, M. (2019). Increasing customer loyalty through customer engagement in the retail banking industry. *Spanish Journal of Marketing-ESIC*, 23(3), 461–484.
- Nanayakkara, N., & Dissanayake, D. M. R. (2020). Application of social media for personal branding: A conceptual review. *The International Journal of Business & Management*.
- Ningsih, N. R., & Vania, A. (2022). The Influence of Brand Image and Personal Branding on The Purchase Decision of Menantea Products in the City of Malang, East Java. *Enrichment: Journal of Management*, 12(4), 3274–3280.
- Palusuk, N., Koles, B., & Hasan, R. (2019a). 'All you need is brand love': a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35(1–2), 97–129.
- Palusuk, N., Koles, B., & Hasan, R. (2019b). 'All you need is brand love': a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35(1–2), 97–129.
- Prasad, Shantanu, Garg, A., & Prasad, Saroj. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence & Planning*, 37(4), 372–385.
- Priyono, A. A. (2020). Pengaruh Kualitas Kehidupan Kerja Terhadap kinerja karyawan dengan kepuasan kerja sebagai variabel intervening. *Attadrib: Jurnal Pendidikan Guru Madrasah Ibtidaiyah*, 3(1), 31–42.
- Riwoe, F. L. R., & Mulyana, M. (2022). Pendampingan Penggunaan Social Media Marketing Bagi UMKM Kota Bogor. *Jurnal Abdimas Dedikasi Kesatuan*, 3(1), 25–32.
- Sajtos, L., Cao, J. T., Espinosa, J. A., Phau, I., Rossi, P., Sung, B., & Voyer, B. (2021). Brand love: Corroborating evidence across four continents. *Journal of Business Research*, 126, 591–604.
- Solis, B., & Webber, Alan. (2012). The rise of digital influence. *Altimeter Group*.
- Solis, B., & Webber, A. (2012). The Rise of Digital Influence: A "how-to" guide for businesses to spark desirable effects and outcomes through social media influence. *AltimeterGroup.Com*.
- Tambunan, C. R. (2023). Kontribusi UMKM dalam Perekonomian Indonesia. Retrieved October, 5, 2023.
- Tambunan, T. T. H. (2021). *UMKM di Indonesia: perkembangan, kendala, dan tantangan*. Prenada Media.
- Wang, T., & Lee, F.-Y. (2020). Examining customer engagement and brand intimacy in social media context. *Journal of Retailing and Consumer Services*, 54, 102035.
- Wei, Z., Zhang, M., & Qiao, T. (2022). Effect of personal branding stereotypes on user engagement on short-video platforms. *Journal of Retailing and Consumer Services*, 69, 103121.
- Yuliani, W. (2018). Metode penelitian deskriptif kualitatif dalam perspektif bimbingan dan konseling. *QUANTA: Jurnal Kajian Bimbingan Dan Konseling Dalam Pendidikan*, 2(2), 83–91.
- Zhang, T., Yan, X., Wang, W. Y. C., & Chen, Q. (2021). Unveiling physicians' personal branding strategies in online healthcare service platforms. *Technological Forecasting and Social Change*, 171, 120964.
- Zhou, F., Mou, J., Su, Q., & Wu, Y. C. J. (2020). How does consumers' Perception of Sports Stars' Personal Brand Promote Consumers' brand love? A mediation model of global brand equity. *Journal of Retailing and Consumer Services*, 54, 102012.

Zwicker, S., Tarabashkina, L., Proksch, M., & Hardiman, M. (2023). How Micro-Influencers' Personality Influences the Personality of Novice and Established Brands. *Australasian Marketing Journal*, 14413582231153192.