The Influence of Brand Involvement, Online Brand Experience, and Self-Brand Image Congruence on Positive Word of Mouth Through Online Consumer Brand Engagement With Brand Love as a Mediating Variable (An Empirical Study on Tokopedia Users in Padang City)

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Informasi	Abstract
	This study aims to prove and analyze the influence of brand involvement, online brand experience, and self-brand image congruence on word of mouth through customer engagement and brand love as mediating variables. This research was conducted on 230 customers in Padang City who shop through the Tokopedia marketplace. Selected respondents were Tokopedia customers who had shopped through the website at least twice in the last three months. The data collection process was carried out by distributing questionnaires directly. The data analysis method used was Structural Equation Modeling (SEM). The results of the hypothesis testing successfully found that stronger brand involvement and online brand experience will encourage online customer brand engagement on the Tokopedia marketplace, but self-brand image congruence does not have a significant effect on online customer brand engagement. In the direct effect testing stage, we also found that stronger self-brand image congruence in each customer will increase brand love. We also succeeded in proving that stronger brand love in customers will encourage the formation of positive word of mouth. In the indirect effect testing stage, it was found that customer brand engagement and online brand engagement were able to mediate the relationship between brand involvement and brand love on Tokopedia marketplace services, but online customer brand engagement did not mediate the relationship between self-brand image congruence and brand love on Tokopedia marketplace. In the next hypothesis testing stage, we successfully proved that when online customer brand engagement is higher, their brand love on Tokopedia services is higher. Then, in the final hypothesis, we found that brand love is able to mediate the relationship between online brand engagement and positive word of mouth about Tokopedia services. ***Keyword:*** *Brand Involvement, Online Brand Experience, Self Brand Image Congruence, Positive Word of Mouth, Online Consumer Brand Engagement & Brand Love*

A.　INTRODUCTION

The development of e-commerce services in Indonesia continues to grow, as evidenced by the growing number of e-commerce services entering the Indonesian market. The large number of new entrants has intensified competition for businesses seeking a positive response from the Indonesian public. This intense competition has actually resulted in a decline in market share for several e-commerce services that have already established a strong reputation. One of the first and largest e-commerce services in Indonesia is Tokopedia.

Tokopedia was founded and operated on August 17, 2009, with the mission of digitally achieving economic equality. Tokopedia's presence has generated positive word of mouth among the public, as its e-commerce services create a convenient shopping experience. Furthermore, Tokopedia's presence is valued by stakeholders, particularly the public, as it improves economic equality and encourages high labor absorption, contributing to national economic growth. Between 2019 and 2022, Tokopedia contributed IDR 61 trillion to IDR 75 trillion, equivalent to 0.05% of Indonesia's GDP (Soffia, 2022).

As more and more new e-commerce players enter the Indonesian market, Tokopedia's sales are starting to decline. According to Pratama (2024), Tokopedia's declining competitiveness in the Indonesian e-commerce market is due to a crisis of customer trust in one of the largest e-commerce platforms in Indonesia. This crisis of customer trust was triggered by the leak of 91 million customer data, which was sold on the black market. The customer data leak indicates Tokopedia's relatively low database security, and this has led to negative word of mouth, further discouraging people from choosing Tokopedia as their online platform.

Negative word of mouth about Tokopedia escalated when the e-commerce platform launched online sales activities through TikTok livestreams to promote its products, particularly fashion. Following its acquisition by TikTok in 2024, Tokopedia gained a new promotional tool for retailers selling products on the platform: livestreams held at specific times. However, the issue arose when it was revealed that the products being sold were not genuine domestic products, but imported from China. This phenomenon became a hot topic of discussion among the public and negatively impacted Tokopedia's image. These findings demonstrate Tokopedia's lack of commitment to advancing the Indonesian economy, as stated in its previous vision and mission (Zalfi, 2024)

Paruthi et al., (2023) Positive word of mouth is defined as positive and memorable information shared by online users who use an e-commerce service. Positive word of mouth

will certainly be the basis for other consumers to use the same e-commerce service when shopping online (M. L. Cheung et al., 2020). Positive word of mouth certainly does not form spontaneously but occurs through a process that takes quite a long time. According to Paruthi et al., (2023), positive word of mouth can be influenced by brand love. Similarly, Syuhada & Hidayat (2022) expressed a similar sentiment, stating that brand love within a user is crucial for shaping positive word of mouth. When a consumer develops brand love for the e-commerce service they use, they will share their positive experiences while shopping online with those closest to them. This positive information conveyed by users constitutes positive word of mouth.

Brand love indicates a deep bond formed between consumers and a brand (Kim et al., 2021). Brand love encourages consumers to maintain their relationship with a commonly used brand, such as seeking the latest information about the brand or e-commerce service they use. Brand love will encourage someone to always share their positive experiences with a brand with others. Research by Unal & Aydın (2023) found that brand love has a positive effect on positive word of mouth.

Brand love is an important thing that must be formed within consumers to create positive word of mouth, but a person's brand love can change over time. According to Paruthi et al., (2023), brand love can be influenced by online consumer brand engagement. A strong attachment formed within consumers to an e-commerce service brand will create brand love. The results of research by Islam & Rahman (2023) found that online consumer brand engagement has a positive and significant effect on brand love. Similar findings were also obtained by Nair, (2023) who stated that when the attachment between consumers and brands increases, this is in line with the strengthening of the consumer's love for the product brand. However, different research results were obtained by Na et al., (2023) who found that online consumer engagement does not affect changes in brand love that someone feels..

Brand love is not only influenced by online consumer engagement, but can also be influenced by self-brand image congruence (Loureiro & Jesus, 2019). When consumers have a positive impression of a brand, that impression will become a strong bond between consumers and the brand. Consumers will seek information related to the brand and ensure that the product brand will be their primary choice when the need for the brand arises. The results of research by Rabbanee et al., (2020) stated that the positive image given by consumers to an e-commerce service will be the basis for forming a strong bond between consumers and the e-commerce service. However, different results were obtained by Paruthi et al., (2023) who

stated that self-brand image congruence did not affect online consumer engagement. The presence of other e-commerce service brands resulted in self-brand image congruence that has been formed based on experience in using the service not affecting online consumer engagement. Consumers are certain to seek e-commerce services that are considered beneficial for them.

Online consumer engagement is certainly one of the crucial things a company wants to achieve to maintain the brand lifecycle of the products they produce. According to Mandagi et al., (2024), when shopping online, the choice of e-commerce service greatly determines shopping comfort. In general, consumers will use e-commerce services that can provide them with a positive experience. When an e-commerce service is able to consistently provide the best quality service, online brand engagement will occur. This is evident in the regularity of using the same e-commerce service over a certain period.

The research results of Bouziane et al., (2023) found that online consumer experience has a positive effect on online consumer engagement in using an e-commerce service. The same research results were also obtained by Siu et al., (2023) who stated that a positive experience in using a particular marketplace service for online shopping will trigger actions to use the same service in the future. Furthermore, the research results of Akram & Kortam (2020) found that online consumer experience has a positive and significant effect on online consumer engagement in using a marketplace service. However, different results were obtained by Wu & Zhu (2021) who found that online consumer experience did not affect online consumer brand engagement in using an e-commerce service for online shopping activities.

In accordance with the description of the research phenomenon explained above, as well as the existence of a research gap that shows that there is no definite consensus to state how the influence formed between each research variable used in this research, this becomes a reference for researchers to try again to conduct research that discusses a number of variables that can influence online consumer engagement, brand love and positive word of mouth, especially in choosing Tokopedia e-commerce services for online shopping. This research modifies the analysis model developed in the research of Loureiro et al., (2017) and Paruthi et al., (2023). The difference in the research offered in this study is that brand love mediates the relationship between online consumer brand engagement and positive word of mouth, the difference between the two studies was conducted on different objects and research time than the previous research.

LITERATURE REVIEW

Planned Behavior Theory

Positive word of mouth is formed due to internal and external factors within a company. The Plant of Behavior (TPB) Theory is a concept related to consumer behavior. Each consumer is certain to have different behaviors when purchasing and using a brand. This concept of consumer behavior is highly relevant to the Plant of Behavior (TPB) Theory developed by (Hill et al., 1977).

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA). The TRA concept states that a person's desire to behave is shaped by two main factors: attitude toward the behavior and subjective norms (Hill et al., 1977). The TPB concept adds another factor that shapes individual behavior: perceived behavioral control (Ajzen, 1991). The TPB concept contains three important indicators that shape behavior: attitude. Attitude drives the readiness to act, leading to the emergence of a person's behavior. Individuals will act according to their attitudes toward that behavior. If the attitude that emerges in a behavior is positive, the behavior will be carried out, and vice versa.

Literature Review

The Influence of Brand Involvement on Online Customer Brand Engagement

The results of Cheung & To's (2024) research found that brand involvement has a positive and significant effect on online brand engagement. Furthermore, other supporting research results were also obtained by Putranti et al., (2023) who stated that the higher consumer involvement in knowing the attributes of a brand, indicating a positive impression felt by consumers from their first experience in using a brand, this will also be a reference in forming a stronger attachment between consumers and the brand. The results of Barreto & Ramalho's (2019) research found that brand involvement has a positive effect on online consumer brand engagement. These findings indicate that the higher consumer involvement in using a brand, it will indicate a stronger consumer attachment to that brand. The same findings were also obtained by Jayasingh (2019) who stated that brand involvement has a positive and significant effect on online customer brand engagement. Furthermore, the same results were also obtained by Harrigan et al., (2018) strengthening the findings of previous research which stated that brand involvement has a positive effect on online consumer brand engagement.

H_1 Brand involvement has a positive and significant effect on Tokopedia's online consumer brand engagement in Padang City

The Influence of Online Brand Experience on Online Consumer Brand Engagement

The research results of Bouziane et al., (2023) found that online brand experience has a positive effect on online consumer engagement in using an e-commerce service. The same research results were also obtained by Siu et al., (2023) who stated that a positive experience in using a particular marketplace service for online shopping will trigger the action of using the same service in the future. Furthermore, the research results of Akram & Kortam (2020) found that online brand experience has a positive and significant effect on online consumer brand engagement in using a marketplace service, but different results were obtained by Wu & Zhu (2021) who found that online brand experience did not affect online consumer brand engagement in using an e-commerce service for online shopping activities. Consistent research results were also obtained by Yasin et al., (2019) and the results of research by Mustafa et al., (2022) who stated that the higher the positive experience they feel in online shopping, the more consumers will be attached to the e-commerce service used in making shopping transactions. These results obtained indicate that online customer experience has a positive effect on online brand experience.

H_2 *Online brand experience* berpengaruh positif dan signifikan terhadap *online consumer brand engagement* Tokopedia di Kota Padang

The Influence of Self Brand Image Congruence on Online Consumer Brand Engagement

Research by Nurfitriana et al. (2020) found that self-brand image congruence has a positive and significant effect on online consumer brand engagement. Research by Rather & Hollebeek (2021) found that self-brand image congruence has a positive effect on online customer brand engagement. Furthermore, research by Sohaib et al. (2023) found that self-brand image has a strong positive effect on online consumer brand engagement when using an e-commerce service. These findings suggest that the more positive consumer recognition of a brand they have purchased and used, the more positive impressions will strengthen the relationship between consumers and a brand over a certain period. Consistent results obtained by Ali Sair et al. (2023) found that self-brand image congruence has a positive effect on online consumer brand engagement. Furthermore, research by Yasri et al. (2022) found that higher self-brand image congruence will encourage increased consumer attachment to a brand, which is characterized by repeated purchases when a need for the brand is formed.

H_3 Self-brand image congruence has a positive and significant effect on Tokopedia's online consumer brand engagement in Padang City.

The Influence of Self-Brand Image Congruence on Brand Love

Self-brand image congruence reflects the assessment consumers place on a brand. This assessment can be either positive or negative (Liao et al., 2022). Consumers will have a positive brand image when they have personally had a positive experience using a brand, and also when they have never received any negative issues or information related to the brand. Similar findings were obtained by Šegota et al. (2022), who found that self-brand congruence has a strong positive effect on customer brand love. Brand love is not only influenced by online consumer engagement but can also be influenced by self-brand image congruence (Loureiro & Jesus, 2019). Research by Rabbanee et al. (2020) stated that a positive image consumers give to an e-commerce service will form the basis for forming a strong bond between consumers and that e-commerce service. However, different results were obtained by Paruthi et al. (2023), who stated that self-brand image congruence has no effect on online consumer engagement.

H_4: Self-brand image congruence has a positive and significant effect on Tokopedia's brand love in Padang City.

The Influence of Brand Love on Positive Word of Mouth

According to Paruthi et al., (2023), positive word of mouth can be influenced by brand love. A similar sentiment was expressed by Syuhada & Hidayat, (2022), who stated that the formation of brand love within a user is crucial for shaping positive word of mouth. Research by Unal & Aydın, (2023) found that brand love has a positive effect on positive word of mouth. These findings indicate that increasing brand love within a customer will increase positive word of mouth. Furthermore, research by Karjaluoto et al., (2016) found that brand love has a positive and significant effect on positive word of mouth. These findings indicate that a person's love for a brand will increase positive word of mouth for that brand.

H_5: Brand love has a positive and significant influence on Tokopedia's positive word of mouth in Padang City.

Online Consumer Brand Engagement Mediates the Relationship Between Brand Involvement and Brand Love

Hafez's (2021) research findings indicate that online customer brand engagement mediates the relationship between brand involvement and brand love. These findings indicate consumer engagement in using a brand, indicating a stronger bond between consumers and the brand, and also indicating a higher level of brand love experienced by customers. Consistent findings were also obtained by Nurfitriana et al., (2020), who stated that the higher the brand

involvement seen by customers, the stronger the online customer brand engagement and the increased brand love experienced by customers when shopping on the marketplace they use.

H_6: Online consumer brand engagement mediates the relationship between brand involvement and brand love.

Online Consumer Brand Engagement Mediates the Relationship Between Online Brand Experience and Brand Love

Research by Khan et al. (2021) found that online customer brand engagement mediates the relationship between online brand experience and brand love. Similar research findings were also obtained in Loureiro et al. (2017), which stated that when customers experience a positive online shopping experience, it will trigger a bond between them and the service. Customers will routinely open the application, even if only to view product or service information. If this action can be maintained continuously, it will encourage the formation of brand love within customers. Furthermore, research by Prentice et al. (2019) also found that online consumer brand engagement mediates the relationship between online brand experience and brand love. Consistent positive experiences felt by customers will strengthen the bond between consumers and the brand, while also being able to encourage the realization of brand love within customers.

H_7: Online consumer brand engagement mediates the relationship between brand experience and brand love.

Online Consumer Brand Engagement Mediates the Relationship Between Self-Brand Image Congruence and Brand Love

The research results of Šegota et al., (2022) found that self-brand congruence has a strong positive effect on brand love felt by customers. The same finding was also obtained in the research results of Rabbanee et al., (2020) who stated that the positive image given by consumers to an e-commerce service will be the basis for forming a strong bond between consumers and the e-commerce service. However, different results were obtained by Paruthi et al., (2023) who stated that self-brand image congruence has no effect on online consumer engagement. Self-brand image congruence indicates the assessment given by consumers to a brand. This assessment is given in the form of positive or negative values (Liao et al., 2022). When consumers perceive the brand of the product they use has a positive image, this can encourage increased attachment between consumers and the brand. When the relationship between consumers becomes more intense, it can be confirmed that consumers who have a relationship with the brand have developed brand love.

H8: Online consumer brand engagement mediates the relationship between self-brand image congruence and brand love.

The Influence of Online Consumer Brand Engagement on Brand Love

According to Paruthi et al., (2023), brand love can be influenced by online consumer brand engagement. A strong attachment formed within consumers to an e-commerce service brand will create brand love. The results of research by Islam & Rahman (2023) found that online consumer brand engagement has a positive and significant effect on brand love. Consistent findings were also obtained by Greve (2014) who stated that the stronger the attachment formed between consumers and brands, the greater the brand love. Similar findings were also obtained by Nair, (2023) who stated that when the attachment between consumers and brands is higher, this is in line with the strengthening of the consumer's love for the product brand, indicating a stronger attachment felt by consumers to a brand, as seen from repeated actions in purchasing or using a brand that will increase consumer love for a brand. However, different research results were obtained by Na et al., (2023) who found that online customer brand engagement does not affect changes in a person's brand love.

H9: Online brand engagement has a positive and significant impact on Tokopedia's brand love in Padang City.

Brand Love Mediates the Relationship Between Online Consumer Brand Engagement and Positive Word of Mouth

The results of research by Paruthi et al., (2023) found that positive word of mouth can be influenced by online customer brand engagement and brand love. A similar finding was also expressed by Syuhada & Hidayat, (2022) who stated that the formation of brand love in a user is preceded by online brand engagement, so these two things are important factors that can shape positive word of mouth. When a consumer has brand love for the e-commerce service brand they use, the individual will share the positive experience they felt while shopping online through that e-commerce service with those closest to them. The positive information conveyed by the user is positive word of mouth. The results of research by Unal & Aydın, (2023) found that brand love can mediate the relationship between online brand engagement and positive word of mouth. Furthermore, the results of research by Karjaluoto et al., (2016) found that brand love can mediate the relationship between online brand engagement and positive word of mouth about services. These findings indicate that a person's love for a brand will increase positive word of mouth for a brand.

H_{10}: Brand love mediates the relationship between online consumer brand engagement and positive word of mouth.

Conceptual Framework

In line with the theoretical description and a number of previous research results, researchers can create a conceptual framework that shows the relationship or influence of each research variable used, as can be observed in Figure 1 below:
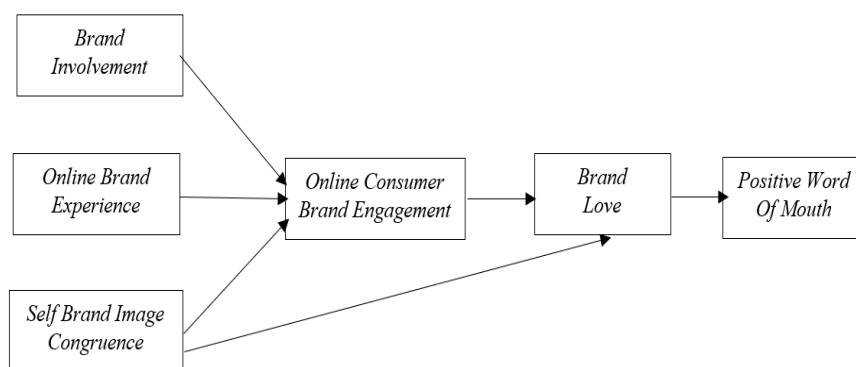

Figure 1 Conceptual Framework

B.   RESEARCH METHOD

The current research is a causality study, which attempts to prove the existence of mediation between exogenous and endogenous variables. The population in this study is all Tokopedia marketplace users residing in Padang City, while the sample size is 230 Tokopedia customers residing in Padang City. In this study, those eligible to be selected as samples are Tokopedia customers who have used the application at least twice in the last three months. The data collection technique used in this research is a survey, which is conducted by distributing questionnaires directly or via Google Forms.

This research used six main variables: first, positive word of mouth, which is an endogenous variable, measured using five indicators adopted from Paruthi et al. (2023). Second, brand love, measured using eight indicators adopted from Paruthi et al. (2023). Third, online customer brand engagement, measured using three dimensions: activation, affection, and cognitive, adapted from Loureiro et al. (2017). Fourth, brand involvement, measured using six indicators adopted from Loureiro et al. (2017). Fifth, online brand experience, measured using three indicators: affective, behavioral, and intellectual, adapted from Loureiro et al. (2017). The sixth variable is self-brand image congruence, measured using four indicators adopted from Loureiro et al. (2017). The data analysis technique used in this research was Structural Equation Modeling (SEM), with data processing using Partial Least Squares (PLS)

software. The testing procedure involved several stages: Convergent Validity, Discriminant Validity, Inner Model, and hypothesis testing. Hypothesis testing was conducted using the t-statistic. A t-value > 1.96 indicates a significant effect, and vice versa.

C.   RESULTS AND DISCUSSION

Respondent Demographics

After all the data and information has been successfully obtained, the general profile of the respondents can be narrated as shown in the following table 1 below:

Table 1 Respondent Demographics

Demographic	Frequency	Percentage
Online Shopping Experience		
Once	215	100.00
Never	0	0.00
Frequency of Online Shopping		
2 Time	83	38.60
3 – 5 Time	90	41.86
> 5 Time	42	19.53
Gender		0.00
Male	110	51.16
Female	119	55.35
Age		
18 – 22 Years	103	47.91
23 – 27 Years	16	7.44
28 – 32 Years	35	16.28
33 – 37 Years	30	13.95
38 – 42 Years	18	8.37
> 42 Years	12	5.58
Education		
Senior High Scholl / Equal	117	54.42
Diploma	14	6.51
Bachelor	76	35.35
Master	8	3.72
Formal Activity		
Student / Not Yet Working	34	15.81
Non Government Employee	22	10.23
Government Employee / BUMN	34	15.81
Entrepreneurship	67	31.16
POLRI / ABRI	7	3.26
Another	15	6.98
Income for a Month		
< Rp 1.000.000	70	32.56
Rp 1.000.000 – Rp 3.000.000	72	33.49
Rp 3.000.001 – Rp 5.000.000	32	14.88
> Rp 5.000.000	41	19.07
Total	215	100

According to the table above, all respondents stated they had shopped through the Tokopedia marketplace. Furthermore, it was found that respondents generally had shopped through the Tokopedia marketplace three to five times. This was acknowledged by 90

respondents, or 41.86% of respondents. The fewest respondents, 42, or 19.53%, had shopped through the Tokopedia marketplace. Therefore, it can be concluded that the respondents who participated in this research are generally loyal Tokopedia customers.

In line with the survey results, 119 respondents, or 55.35%, were female, while the remaining 110 were male. Furthermore, researchers obtained information from the survey results that 103 respondents, or 47.91%, were between 18 and 22 years old. The fewest respondents were those over 42, at 12, or 5.58% of the total. Thus, it can be concluded that the tendency to shop online through the Tokopedia marketplace is more dominant among female customers aged from teenagers to adults.

In line with the demographic distribution of respondents, it was found that most respondents had formal education at the high school level or equivalent, namely 117 people or 54.42%, while respondents who had formal education at the master's level were the respondents with the smallest number, namely 8 people or 3.72%. If in the routines of respondents, it was found that 67 people or 31.16% of respondents had routine activities as entrepreneurs, while respondents with the smallest number had jobs as members of the Indonesian National Police / Indonesian Armed Forces, namely only 7 people or 3.26% of the total number of respondents. Other information that researchers obtained from the demographic identification of respondents, it was found that as many as 72 people or 33.49% of respondents had incomes between Rp. 1,000,000 to Rp. 3,000,000, which amounted to 72 people or 33.49%, while respondents who had a monthly income of Rp. 3,000,001 to Rp. 5,000,000 were the respondents with the smallest number, namely 32 people or 14.88% of the total respondents..

Outer Model

Customer Online Brand Engagement

Customer online brand engagement is the third variable in this research. It is measured using three dimensions, so it must be tested using a second-order approach. Based on the data processing performed, the results are shown in Figure 2 below:
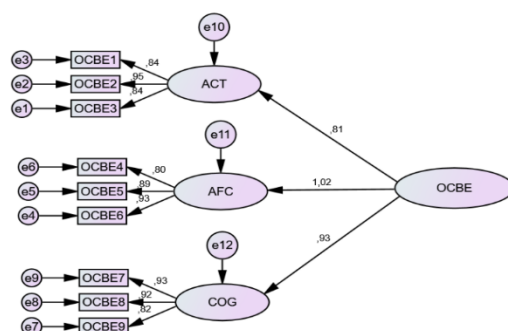
Figure 2 CFA Customer Online Brand Engagement

The image above shows that the dimensions and indicators used to measure the online brand engagement variable have outer loading values. The instrument testing results for the customer online brand engagement variable are presented in Table 2 below:

Table 2 Confirmatory Factor Analysis Online Customer Brand Engagement

			Outer Loading	C.R.	P	CA	AVE
AFC	<---	OCBE	0,820	12,889	***		
COG	<---	OCBE	0,926	11,091	***		
ACT	<---	OCBE	0,812	12,889	***		
OCBE3	<---	ACT	0,845	11,091	***		
OCBE2	<---	ACT	0,954	18,773	***		
OCBE1	<---	ACT	0,838	15,477	***	0.910	0.737
OCBE6	<---	AFC	0,933	12,889	***		
OCBE5	<---	AFC	0,894	22,005	***		
OCBE4	<---	AFC	0,798	16,654	***		
OCBE9	<---	COG	0,820	18,773	***		
OCBE8	<---	COG	0,921	17,276	***		
OCBE7	<---	COG	0,934	17,643	***		

According to the results of the Confirmatory Factor Analysis (CFA) test, the lowest factor loading value was found to be 0.934 to 0.798, with the factor loading value obtained above 0.50. Furthermore, the testing procedure obtained a probability value for each indicator below 0.05, so it can be concluded that all indicators used to measure the customer brand engagement variable are declared valid. Furthermore, the testing stage also obtained a Cronbach's Alpha value of 0.910. The coefficient value obtained is far above 0.70, in line with the research results, the Average Variance Extracted (AVE) value of 0.737 was also obtained. The AVE coefficient value obtained is far above 0.50. Therefore, the indicators used to measure the dimensions in this study are declared valid and reliable, thus further data processing stages can be carried out immediately.

Online Brand Experience

Online brand experience is measured using dimensions and indicators. The test results are shown in Figure 3 below:
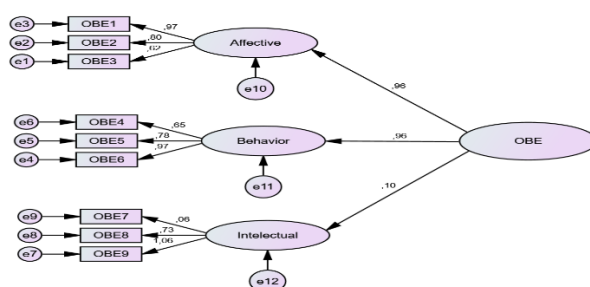
Figure 3 Online Brand Experience Measurement Framework

The description of the instrument testing results for the online brand experience variable can be seen in Table 3 below.:

Table 3 Confirmatory Factor Analysis Online Customer Brand Experience

			Outer Loading	C.R.	P	CA	AVE
Behaviour	<---	OBE	0,962	3,025	***		
Intellectual	<---	OBE	0,505	1,520	***		
Affective	<---	OBE	0,964	2,127	***		
OBE3	<---	Affective	0,619	3,227	***		
OBE2	<---	Affective	0,797	9,670	***		
OBE1	<---	Affective	0,969	10,846	***	0.926	0.872
OBE6	<---	Behaviour	0,974	9,670	***		
OBE5	<---	Behaviour	0,776	16,072	***		
OBE4	<---	Behaviour	0,654	11,829	***		
OBE9	<---	Intellectual	0,556	5,270	***		
OBE8	<---	Intellectual	0,728	1,927	***		
OBE7	<---	Intellectual	0,557	,794	***		

Table 3 above shows that the three dimensions used to measure the online customer brand experience variable have a factor loading value >0.50. The factor loading values obtained for each dimension ranged from 0.962 to 0.505. Furthermore, the CFA test results revealed that all indicators used to measure each dimension had factor loading values between 0.974 and 0.556. Each indicator used had a factor loading value >0.50. Furthermore, during the instrument testing phase, a Cronbach's Alpha (CA) value of 0.926 was found, well above 0.70. Furthermore, during the testing phase, an Average Variance Extracted (AVE) value of 0.872 was obtained. These values are well above 0.50, thus concluding that all dimensions and indicators used to measure the online customer brand experience variable can be immediately processed.

In this research, instrument testing was conducted in two stages, considering that there were variables measured solely by indicators, and there were also variables measured using both dimensions and indicators. The results of the second stage of instrument testing are shown in Table 4 below:

Table 4 Combined Instrument Test Results

Indicator	*Outer Loading*	*Cronbach's Alpha*	*Composite Reliability*	AVE
Positive Word of Mouth				
Speaking positively about the service	0.834			
Telling the advantages of the service	0.896			
Encourage others to use the service	0.842	0.910	0.933	0.737
Recommend to others	0.910			
Recommend Tokopedia services to close friends	0.808			
Brand Love				
Enjoy the various brands of products offered on the service	0.729			

	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
The product brands offered by Tokopedia meet the needs	0.823			
The products offered by Tokopedia are of extraordinary quality.	0.785			
The brand of product offered makes you happy	0.831	0.892	0.917	0.648
Mencintai layanan Tokopedia	0.826			
Like Tokopedia service features	0.831			
Like the products offered by Tokopedia	0.822			
Brand Involvement				
This brand has many meanings	0.833			
This brand has a significant influence	0.843			
Realizing this brand is very relevant to life	0.863	0.791	0.864	0.565
This brand is very important	0.763			
Interested in something specific about this brand	0.741			
Feel connected to this brand	0.831			

Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Self Brand Image Congruence				
Tokopedia has many similarities with me	0.762			
Tokopedia is a reflection of oneself	0.862			
Tokopedia explains how I see myself	0.732	0.839	0.855	0.532
Tokopedia is a reflection of one's own self-image	0.812			
This brand gives a positive impression	0.762			
Online Consumer Brand Engagement				
Activation	0.873			
Affection	0.970	0.917	0.948	0.859
Cognitive	0.934			
Online Brand Experience				
Affective	0.875			
Behavior	0.936	0.926	0.953	0.872
Intellectual	0.915			

The table above shows that each indicator supporting each variable used in this research has an outer loading value of >0.50. Furthermore, the instrument testing results also found that each dimension used to measure the online consumer brand engagement and online brand experience variables also had a loading value above 0.50. The results obtained are also supported by Cronbach's Alpha and Composite Reliability values above 0.70, as well as the AVE value of each variable that has a coefficient value above 0.50. Thus, it can be concluded that each research variable used in this research has a high level of accuracy and reliability.

Discriminant Validity

Discriminant validity testing was conducted using the Fornell-Larcker Criterion approach. Based on the data processing steps, the results are described in Table 5 below:

Table 5 Discriminant Validity *Fornell Larcker Criterion*

	Brand Involvement	Brand Love	Online brand Experience	Online Customer Brand Engagement	Positive Word Of Mouth	Sel Brand Image Congruence
Brand involvement	0.919					
Brand love	0.907	0.904				
Online brand experience	0.902	0.900	0.882			
Online Customer Brand Engagement	0.896	0.894	0.867	0.852		

Positive word of mouth	0.888	0.889	0.852	0.831	0.819	
Self Brand Image Congruence	0.874	0.863	0.844	0.831	0.795	0.742

The table shows that the brand involvement variable has a higher correlation coefficient than the brand love variable, which has the highest correlation coefficient in the second quadrant, at 0.904, or online brand experience in the third quadrant, which has a correlation coefficient of 0.882. Likewise, the online customer brand engagement, positive word of mouth, and self-brand image congruence variables have the highest correlation coefficients in the next quadrant. In the second quadrant, the brand love variable has the next highest correlation coefficient, at 0.904, but brand love has a lower correlation coefficient than the online customer brand engagement variable, which is in the first quadrant. In the third quadrant, online brand experience has the highest correlation coefficient compared to the fourth quadrant and so on, at 0.882, but the online brand experience variable has a smaller correlation value than the brand involvement or brand love variables. Therefore, it can be concluded that the research variables used in the study have been measured by the right statements, so that further data processing procedures can be carried out immediately.

Inner Model

The inner model aims to determine the extent to which each exogenous variable used in the model is able to influence changes in the endogenous variables, as measured by percentage. The inner model analysis was performed using R^2. Based on the data processing steps performed, the results are described in Table 6 below:

Table 6 Analysis R-square

	R-square	R-square adjusted
Brand love	0.675	0.672
Online Customer Brand Engagement	0.750	0.746
Positive word of mouth	0.730	0.729

Based on the results of the inner model testing, the measurement framework used in this research consists of three substructures. The first substructure, the endogenous variable, is brand love. Based on the estimates, the R^2 value was 0.676. These results indicate that online brand engagement and online brand image congruence influence changes in customer brand love by 67.60%, while the remaining 32.40% is influenced by other variables outside the current model.

The second substructure, the endogenous variable, is online customer brand engagement, with an R^2 value of 0.750. These results suggest that brand involvement, online brand experience, and brand image congruence influence changes in online customer brand engagement in the Tokopedia marketplace in Padang City by 75%, while the remaining 25% is influenced by other variables not included in this research.

In the third substructure, the endogenous variable is positive word of mouth, where the R^2 value is 0.730. The results obtained indicate that brand love tends to influence changes in positive word of mouth of customers in Padang City in shopping through the Tokopedia marketplace by 73%, while the remaining contribution of 27% is influenced by other variables not used in the current research model. The description of the results of the three substructures provides different contributions, but the variables used as predictors provide relatively good predictions, or the model is declared appropriate or fit.

Overall or more complete description of the outer model testing which can be observed from the outer loading value and the inner model which is observed from the determination coefficient value of each sub-structure can be observed from Figure 3 as follows:
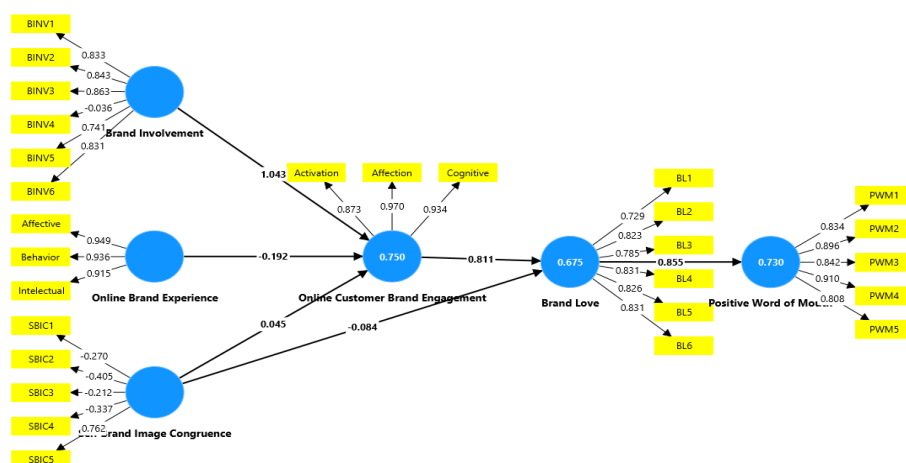

Figure 4 Measurement Framework Model

Hypothesis Testing Results

In this research, the hypothesis testing process was conducted in two stages: testing direct and indirect effects. Based on the data processing results, the following table shows the results:

Table 7 Hypothesis Testing Results

	Original sample	Standard deviation	T statistics	P values	Hasil
Brand involvement -> Online Customer Brand Engagement	1.043	0.118	8.847	0.000	Accepted
Online brand experience -> Online Customer Brand Engagement	0.592	0.137	4.321	0.000	Accepted
Self Brand Image Congruence -> *Online* Customer Brand Engagement	0.045	0.042	1.064	0.287	Not Accepted

Self Brand Image Congruence -> *Brand love*	0.584	0.177	3.299	0.002	Accepted
Brand love -> Positive word of mouth	0.855	0.019	44.272	0.000	Accepted
Brand involvement -> Online Customer Brand Engagement -> *Brand love*	0.846	0.106	7.954	0.000	Accepted
Online brand experience -> Online Customer Brand Engagement -> *Brand love*	0.456	0.112	4.071	0.000	Accepted
Self Brand Image Congruence -> *Online* Customer Brand Engagement -> *Brand love*	0.036	0.034	1.068	0.285	Not Signifikan
Online Customer Brand Engagement -> *Brand love*	0.811	0.030	26.745	0.000	Accepted
Online Customer Brand Engagement -> *Brand love -> Positive word of mouth*	0.693	0.038	18.075	0.000	Accepted

The first hypothesis test found that brand involvement has a positive and significant effect on online customer brand engagement ($P < 0.05$). The results indicate that stronger consumer involvement in a brand will increase online customer brand engagement in Padang City, especially when shopping through the Tokopedia marketplace. The second hypothesis test found that online brand experience has a positive and significant effect on online customer brand engagement in Padang City when shopping through the Tokopedia marketplace ($P < 0.05$). However, the third hypothesis test found that self-brand image congruence did not have a significant effect on online customer brand engagement in Padang City when shopping through the Tokopedia marketplace. The fourth hypothesis test found that self-brand image congruence has a positive and significant effect on brand love felt by customers when shopping through the Tokopedia marketplace ($P < 0.05$). The results of our fifth hypothesis test also successfully proved that brand love has a positive and significant effect on positive word of mouth of customers in Padang City on the Tokopedia marketplace. These findings suggest that as a customer's love for a brand increases, their tendency to share positive word of mouth about the Tokopedia marketplace with those closest to them increases.

In the indirect effect testing stage, namely the results of the first hypothesis testing, we successfully proved that online customer engagement is able to mediate the relationship between brand involvement and brand love felt by customers in Padang City on the Tokopedia marketplace ($P < 0.05$). The results of the seventh hypothesis testing, we found that online customer brand engagement is able to mediate the relationship between online brand experience and customer brand love in Padang City on the Tokopedia marketplace, but different results were found in the eighth hypothesis where online customer brand engagement is able to mediate the relationship between self-brand image congruence and brand love felt by customers in Padang City on Tokopedia services, which was rejected. In the ninth hypothesis testing stage, we found that online customer brand engagement has a positive and significant effect on brand love felt by customers in Padang City on Tokopedia services ($P < 0.05$), then in

the tenth testing stage, we found that brand love is proven to mediate the relationship between online customer brand engagement and positive word of mouth of customers in Padang City on Tokopedia marketplace services..

DISCUSSION

The Influence of Brand Involvement on Online Customer Brand Engagement

Based on the results of the first hypothesis testing, it was found that brand involvement has a positive and significant effect on online customer brand engagement on the Tokopedia marketplace. These findings indicate that the higher the frequency of customer engagement with Tokopedia marketplace services, especially when shopping online, the greater the attachment between consumers and the online shopping website. These results are in line with the proposed hypothesis. The results obtained in the first hypothesis testing stage are supported by research. The results of Cheung & To's (2024) research found that brand involvement has a positive and significant effect on online brand engagement. These results indicate that the higher the sense of concern that arises in consumers for a brand, the stronger the attachment formed between consumers and that brand. Furthermore, other supporting research results were also obtained by Putranti et al., (2023) who stated that the higher consumer involvement in knowing the attributes of a brand, indicating a positive impression felt by consumers from their first experience in using a brand, this will also be a reference in forming a stronger attachment between consumers and the brand. The results of Barreto & Ramalho's (2019) research found that brand involvement has a positive effect on online consumer brand engagement. The same findings were also obtained by Jayasingh (2019) who stated that brand involvement has a positive and significant effect on online customer brand engagement. Furthermore, the same results were also obtained by Harrigan et al., (2018) who strengthened the findings of previous research which stated that brand involvement has a positive effect on online consumer brand engagement.

The Influence of Online Brand Experience on Online Customer Brand Engagement

In accordance with the results of the second hypothesis testing, it was found that online brand experience has a positive and significant effect on online consumer brand engagement on the Tokopedia marketplace service. The results found indicate that when customers have a high online shopping experience through the Tokopedia marketplace, the perceived online consumer brand engagement will be even higher. The formed attachment is seen in the repeated activity carried out by customers to routinely open the Tokopedia application, even if only to look at the various types of products and services offered online. The results obtained

are supported by research conducted by Bouziane et al., (2023) who found that online brand experience has a positive effect on online consumer engagement in using an e-commerce service. The same research results were also obtained by Siu et al., (2023) who stated that a positive experience in using a particular marketplace service for online shopping will trigger actions to use the same service in the future. Furthermore, research by Akram & Kortam (2020) found that online brand experience has a positive and significant effect on online consumer brand engagement when using a marketplace service. However, different results were obtained by Wu & Zhu (2021), Roy et al., (2022) who found that online brand experience has a positive and significant effect on customer online brand engagement. Consistent research results were also obtained by Yasin et al., (2019) and the results of research by Mustafa et al., (2022) who stated that the higher the positive experience they feel in online shopping, the more consumers will be attached to the e-commerce service used in making shopping transactions.

The Influence of Self Brand Image Congruence on Online Customer Brand Engagement

Based on the results of the third hypothesis testing, it was found that self-brand image congruence did not have a significant effect on online customer brand engagement in the Tokopedia marketplace. The findings obtained in the first hypothesis testing stage showed that high or low self-brand image congruence perceived by customers would not affect changes in online customer brand engagement. The results obtained statistically in this research were not in line with the proposed hypothesis, so the third hypothesis was rejected. These findings indicate that most respondents are loyal customers who continue to shop through the Tokopedia marketplace, so changes in the image of the marketplace will not affect the strong attachment between consumers and the Tokopedia marketplace. The positive experiences they continue to feel in shopping are important things that encourage the formation of these feelings in each customer. The results obtained are supported by research by Zafar et al. (2025) who found that self-brand image congruence does not affect online customer brand engagement, this occurs because customers already have a strong commitment, which is formed due to positive experiences they have felt repeatedly in the past, but the results obtained in this research reject the results of research by Nurfitriana et al., (2020) who found that self-brand image congruence has a positive and significant effect on online consumer brand engagement. Rather & Hollebeek (2021) found that self-brand image congruence positively influences online customer brand engagement. Furthermore, research by Sohaib et al. (2023) found that self-brand image has a strong positive influence on online consumer brand engagement when using an e-commerce service.

The Influence of Self-Brand Image Congruence on Brand Love

In accordance with the results of the fourth hypothesis testing, it was found that self-brand image congruence has a positive and significant effect on brand love in the Tokopedia marketplace service. These findings indicate that customer recognition of the positive image of the Tokopedia marketplace creates a strong brand love within customers. Positive experiences and a sense of comfort in online shopping through the Tokopedia marketplace have formed a positive image of Tokopedia, thus influencing the emergence of a strong sense of closeness between customers and Tokopedia. The regular intention to open the Tokopedia application, even if only to simply view information about the products and services offered, as well as the courage of customers to recommend to their closest people to also shop through Tokopedia is a manifestation of the brand love they feel. The results obtained in the fourth hypothesis testing stage are supported by research by Šegota et al., (2022) who found that self-brand congruence has a strong positive effect on brand love felt by customers. The same findings were also obtained in the results of research by Rabbanee et al., (2020) who stated that the positive image given by consumers to an e-commerce service will be the basis for the formation of a strong bond between consumers and that e-commerce service.

The Influence of Brand Love on Positive Word of Mouth

In accordance with the results of the fifth hypothesis testing, it was found that brand love has a positive and significant effect on positive word of mouth about the Tokopedia marketplace. The results obtained can be interpreted, when the brand love felt by customers is higher, they will convey various positive information (positive word of mouth) to those closest to them. For customers, the brand love they feel will be shared with others, customers who have experienced brand love, want those closest to them to also feel what they feel when shopping, especially through the Tokopedia marketplace. Therefore, customers voluntarily share various positive information about Tokopedia services to those closest to them. The results obtained in the fifth hypothesis testing stage are consistent with the findings in the research of Paruthi et al., (2023) that positive word of mouth can be influenced by brand love. A similar thing was also expressed by Syuhada & Hidayat, (2022) Unal & Aydın, (2023) who found brand love had a positive effect on positive word of mouth. Furthermore, the results of the research of Karjaluoto et al., (2016) found brand love had a positive and significant effect on positive word of mouth. The findings show that a person's love for a brand will increase positive word of mouth for a brand.

Online Customer Brand Engagement Mediates the Relationship Between Brand Involvement and Brand Love

Based on the results of the sixth hypothesis testing, it was found that online customer brand engagement is able to mediate the relationship between brand involvement and brand love on the Tokopedia marketplace service. This finding indicates a strong attachment between consumers and Tokopedia, as seen from the actions of customers to use Tokopedia as the only platform for online shopping activities. In addition, a strong attachment and concrete actions to continue accessing and using the Tokopedia marketplace as the only vehicle for online shopping indicate that brand love has formed within customers. The higher activity of using the Tokopedia application, even if only to simply read information, and observe each product offered in the service, indicates the formation of brand love within customers. The results obtained in the sixth hypothesis testing stage are supported by the findings in Hafez's research (2021) which states that online customer brand engagement is able to mediate the relationship between brand involvement and brand love. Consistent findings were also obtained by Nurfitriana et al., (2020) who stated that the higher the brand involvement seen by customers, this indicates a stronger online customer brand engagement and indicates that there has been an increase in brand love within customers when shopping on a marketplace they use.

Online Customer Brand Engagement Mediates the Relationship Between Brand Experience and Brand Love

Based on the results of the seventh hypothesis test, it was found that online customer brand engagement is able to mediate the relationship between brand experience and brand love in the Tokopedia marketplace. These results indicate that a positive experience felt by customers in online shopping will create a strong bond between customers and Tokopedia, while also encouraging increased brand love for Tokopedia's marketplace services. The results obtained in the hypothesis testing stage are consistent with the results of research by Khan et al., (2021), which found that online customer brand engagement is able to mediate the relationship between online brand experience and brand love. Similar research results were also obtained in the study of Loureiro et al., (2017), which stated that when customers experience a positive online shopping experience, it will trigger an attachment between customers and the service. Customers will routinely open the application even if only to view product or service information. If this action can be maintained continuously, it will encourage the formation of brand love in customers. Furthermore, the results of research by Prentice et

al., (2019) also found that online customer brand engagement is able to mediate the relationship between online brand experience and brand love.

Online Customer Brand Engagement Mediates the Relationship Between Self-Brand Image Congruence and Brand Love

In accordance with the results of the eighth hypothesis test, it was found that online customer brand engagement does not mediate the relationship between self-brand image congruence and brand love in the Tokopedia marketplace. These results indicate that when online customer brand engagement is formed, it is not necessarily caused by changes in self-brand image congruence, so these two factors do not influence changes in brand love in customers. The findings obtained are supported by the results of research by Šegota et al., (2022), who found that self-brand congruence has a strong positive effect on brand love felt by customers. The same findings were also obtained in the results of research by Rabbanee et al., (2020), who stated that the positive image given by consumers to an e-commerce service will be the basis for forming a strong bond between consumers and that e-commerce service. However, different results were obtained by Paruthi et al., (2023), who stated that self-brand image congruence has no effect on online consumer engagement. Self-brand image congruence shows the assessment given by consumers to a brand. This assessment is given in the form of positive or negative values (Liao et al., 2022)..

The Influence of Online Customer Brand Engagement on Brand Love

Based on the results of the ninth hypothesis test, it was found that online customer brand engagement has a positive and significant effect on brand love in the Tokopedia marketplace. The research results obtained are supported by research by Paruthi et al., (2023) that brand love can be influenced by online consumer brand engagement. A strong attachment formed within consumers to an e-commerce service brand will create brand love. The results of research by Islam & Rahman (2023) found that online consumer brand engagement has a positive and significant effect on brand love. Consistent findings were also obtained by Greve (2014) who stated that the stronger the attachment formed between consumers and brands with brand love. A similar finding was also obtained by Nair, (2023) who stated that when the attachment between consumers and brands is higher, this is in line with the strengthening of the consumer's love for a brand they usually use.

Brand love mediates the relationship between online brand engagement and positive word of mouth

Based on the results of the tenth hypothesis testing, it was found that brand love is able to mediate the relationship between online brand engagement and positive word of mouth about Tokopedia services. The results obtained in the tenth hypothesis testing stage are supported by research by Paruthi et al., (2023) that positive word of mouth can be influenced by online customer brand engagement and brand love. A similar thing was also expressed by Syuhada & Hidayat, (2022) that the formation of brand love in a user is preceded by online brand engagement, so that these two things are important factors that can form positive word of mouth. When a consumer has brand love for the e-commerce service brand they use, then the individual will share the positive experience they felt while shopping online through the e-commerce service to those closest to them. The positive information conveyed by the user is positive word of mouth. The results of research by Unal & Aydın, (2023) found that brand love is able to mediate the relationship between online brand engagement and positive word of mouth. Furthermore, research by Karjaluoto et al. (2016) found that brand love can mediate the relationship between online brand engagement and positive word of mouth about a service. These findings indicate that a person's love for a brand will increase positive word of mouth about that brand.

D.   CONCLUSION

The results of the first hypothesis test found that stronger brand involvement and online brand experience would drive online customer brand engagement on the Tokopedia marketplace, but self-brand image congruence had no significant effect on online customer brand engagement. In the direct effect test, we also found that stronger self-brand image congruence among customers would increase brand love on the Tokopedia marketplace. We also demonstrated that stronger brand love within customers would encourage positive word of mouth.

In the indirect effect test, customer brand engagement and online brand engagement mediated the relationship between brand involvement and brand love on the Tokopedia marketplace, but online customer brand engagement did not mediate the relationship between self-brand image congruence and brand love on the Tokopedia marketplace. In the subsequent hypothesis test, we demonstrated that higher online customer brand engagement leads to higher brand love for Tokopedia services. Furthermore, in the final hypothesis, we found that brand love mediates the relationship between online brand engagement and positive word of mouth about Tokopedia services.

FURTHER RESEARCH

For future researchers, the researchers recognize that there are still several other variables that have not been used in the research but also influence positive word of mouth, such as brand awareness, brand perceived quality, and various other variables. Therefore, it is important for future researchers to try to use these variables to improve the quality of future research results. The researchers also recognize that this successfully completed research did not analyze the issue of endogeneity, so it is important for future researchers to consider including this issue, so that the research results obtained will be better than the current research.

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