

The Effect of Customer Engagement, Customer Experience and Brand Love on Behavioral Intention in E-Commerce Users: The Role of Trust as a Moderation Variable

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Abstract

Advances in digital technology have transformed interactions and transactions in e-commerce. This study analyzes the influence of customer engagement (cognitive, affective, behavioral), customer experience, and brand love on behavioral intention, with trust as a moderating variable. Data from 100 respondents of e-commerce users were analyzed using SEM-PLS. The results showed that all of these factors had a significant positive effect on behavioral intention, except for the insignificant relationship between behavioral customer engagement and brand love. Trust has been shown to moderate the relationship between customer experience and behavioral intention, as well as brand love and behavioral intention, amplifying the positive impact of customer experience and brand love. This research emphasizes the importance of trust in building customer loyalty and provides insights for consumer-focused marketing strategies in the e-commerce industry.

Keywords: Customer Engagement, Customer Experience, Brand Love, Behavioral Intention, Trust, E-commerce.

INTRODUCTION

The development of digital technology has brought significant changes in the e-commerce industry, allowing consumers to easily access online shopping platforms through internet infrastructure and advanced mobile devices (Purwaningtias, 2018). In Indonesia, e-commerce platforms such as Tokopedia, Bukalapak, Shopee, Lazada, and

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Blibli are the top choice for consumers to shop online, with the majority of transactions coming from Generation Z and Millennials who are familiar with digital technology. In 2024, the number of e-commerce users in Indonesia will reach 65.65 million, and it is estimated that it will continue to increase to 99.1 million users in 2029 (Kementrian Perdagangan, 2024) Consumers are not only looking for the best prices but also an overall satisfying shopping experience. This encourages e-commerce companies to develop a customer experience-based strategy that includes ease of navigation, personalized service, and responsive customer service to create consumer loyalty (Haina & Hermawan, 2022).

Customer Engagement is a key element in building a strong relationship between consumers and companies, through active participation such as sharing content, providing feedback, or interacting in online communities (Wijaya et al., 2022). Research shows that consumer engagement has a significant impact on brand loyalty and behavioral intent (Rather & Hollebeek, 2021). On the other hand, Customer Experience is a perception formed from consumer interaction with a product or service, which includes emotional, rational, and sensory aspects (Susilawati et al., n.d.). A satisfying experience is proven to have a significant impact on brand loyalty and love for the brand (Iman & Kurniawati, 2023). Brand Love, which reflects the strong emotional connection between consumers and brands, also plays an important role in influencing consumer behavioral intentions, such as repurchases or recommendations to others (Sohaib et al., 2023).

Trust is a moderation variable that affects the relationship between Customer Engagement, Customer Experience, and Brand Love towards Behavioral Intention. Consumer trust in e-commerce platforms regarding reliability, security, and credibility is an important foundation in creating long-term relationships that are mutually beneficial (Susilawati et al., 2022). Previous research has shown that the effects of consumer engagement and consumer experience on behavioral intent differ based on customer age and preferences (Rather & Hollebeek, 2021) The study aims to analyze how consumer engagement, consumer experience, and love of a brand can influence behavioral intent, with Trust as a factor that strengthens or weakens those relationships. The results of this research are expected to provide strategic insights for e-commerce companies in improving consumer loyalty and experience in a sustainable manner.

Objectives

This article intends:

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1. To find out the influence of Cognitive Customer Engagement on Customer Experience.
2. To find out the influence of Cognitive Customer Engagement on Brand Love.
3. To find out the impact of Affective Customer Engagement on Customer Experience.
4. To find out the influence of Affective Customer Engagement on Brand Love.
5. To find out the influence of Behavioral consumer engagement on Customer Experience.
6. To find out the influence of Behavioral consumer engagement on Brand Love.
7. To find out the influence of Customer Experience on Behavioral Intention.
8. To find out the influence of Brand Love on Behavioral Intention.
9. To find out the influence of Trust on Behavioral Intention.
10. To find out the influence of Trust moderating the relationship between Customer Experience and Behavioral Intention.
11. To find out the influence of Trust moderating the relationship between Brand Love and Behavioral Intention.

THEORETICAL BASIS

Marketing Management

According to (Sofyan Assauri, 2017) Marketing management is the process of planning, developing, and executing strategies carried out by a company to achieve profits. Companies need marketing management so that the targets that have been set can be achieved, through marketing management, demand for products produced by the industry can be created.

Cognitive Customer Engagement

Cognitive Customer Engagement is concerned with the ability of customers to logically analyze and evaluate products based on the information available (Rather & Hollebeek, 2021)

Affective Customer Engagement

Affective Customer Engagement deals with the feelings and emotions felt by customers when they interact or visit a place, such as a physical store or online store. When a customer enters a place, the atmosphere, design, lighting, scent, and service



that the customer receives can trigger certain emotional responses, both positive and negative (Rather & Hollebeek, 2021)

Behavioral Customer Engagement

Behavioral Customer Engagement is concerned with the actual actions or behaviors performed by customers when they visit a place. This includes various activities such as how customers explore the area, interact with products or services, ask staff, try goods, to respond or participate in promotions offered (Rather & Hollebeek, 2021)

Customer Experience

Customer Experience is the result of interaction between a company and customers that creates a unique and different experience for customers as long as customers interact with a brand, starting from the pre-purchase stage, at the time of purchase, to post-purchase. This experience covers all aspects of interaction, both in-person and digital, such as customer service, product quality, website navigation, to store atmosphere (Bagus Nyoman Udayana et al., 2022)

Brand Love

Brand Love includes a high sense of trust, where customers believe that the brand always meets or exceeds customer expectations. Brand Love also reflects the pride that customers feel when using the brand's goods or services, as if the customer is part of something special or superior (Sohaib et al., 2023).

Behavioral Intentions

Behavioral Intention is a projection that connects the individual with the actions that the individual will take in the future. Behavioral Intention reflects the consumer's tendency or intention to take a specific action, such as repurchasing a product, reusing a service, or recommending a brand to others (Muharmi & Kurnia Sari, 2019)

Trust

Trust is a crucial element in the relationship between buyers and sellers, especially in modern business. Trust reflects the belief that the other party will fulfill the customer's promise or obligation in a reliable and consistent manner. In this dynamic Trust builds the foundation for long-term, mutually beneficial relationships, encouraging customer loyalty and repeat purchases (Poon et al., 2017)

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Conceptual Framework

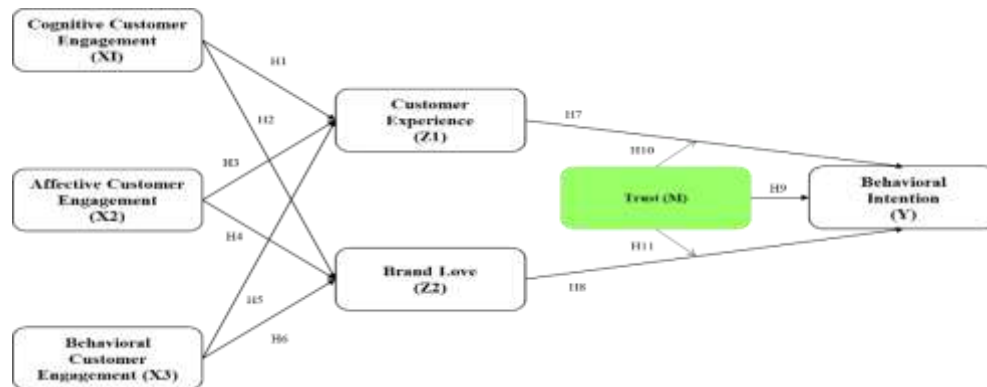


Figure 1 Conceptual Framework

The hypotheses explained and described in this study is outlined below:

- H1: Cognitive Customer Engagement has a significant impact on Customer Experience.
- H2: Cognitive Customer Engagement has a significant effect on Brand Love.
- H3: Affective Customer Engagement has a significant impact on Customer Experience.
- H4: Affective Customer Engagement has a significant effect on Brand Love.
- H5: Behavioral Customer Engagement has a significant impact on Customer Experience.
- H6: Behavioral Customer Engagement has a significant effect on Brand Love.
- H7: Customer Experience has a significant effect on Behavioral Intention.
- H8: Brand Love has a significant effect on Behavioral Intention.
- H9: Trust has a significant effect on Behavioral Intention.
- H10: Trust significantly moderates the relationship between Customer Experience and Behavioral Intention.
- H11: Trust significantly moderates the relationship between Brand Love and Behavioral Intention.

RESEARCH METHODS

The approach in this study uses a quantitative approach. Quantitative is a systematic investigation that primarily focuses on quantifying relationships, behaviors,

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and phenomena through the collection and analysis of numerical data. This approach is often used to test hypotheses, determine patterns, and make predictions (Kleinbaum et al., 1991). This research is an explanatory research. Explanatory research is a type of research that aims to explain the relationship between variables and provide a deeper understanding of the phenomenon being studied (Bentouhami et al., 2021).

Population is the total number of subjects to be studied by a researcher. Then another opinion says that literally the meaning of population is all variables related to the topic in the study (Devi, 2019) The population in this study is User E-commerce. This study uses a purposive sampling technique. Purposive sampling is deliberate sampling or also known as non-probability sampling, is a qualitative research method used to select participants based on certain characteristics or criteria that are in line with the research objectives. This approach is especially useful when researchers want to gain in-depth insights into a particular phenomenon by focusing on individuals who have relevant knowledge or experience (Campbell et al., 2020). In the sample research, the criteria used are:

1. Millennial generation and Generation Z aged (18-35 years)
2. User E-commerce
3. Have an online shopping experience on an e-commerce platform

Research Results and Discussion

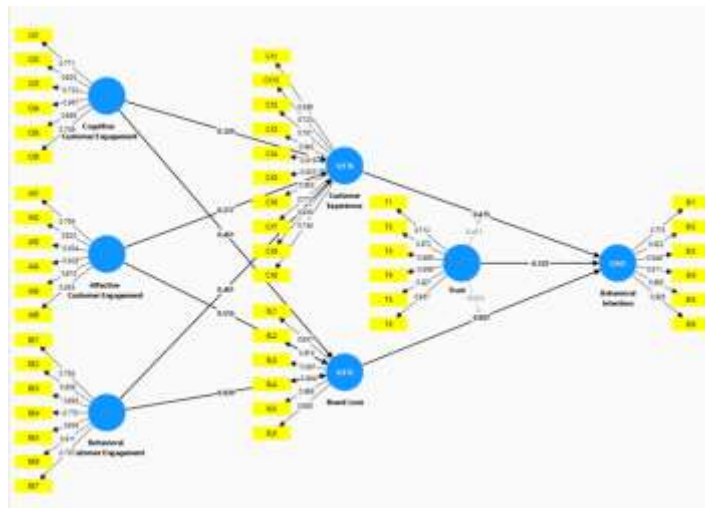


Figure 1 Outer Model

In figure 1, the loading factor value for all indicators has reached a > value of 0.7. The item values generated by the Cognitive Customer Engagement, Affective Customer

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Engagement, Behavioral Customer Engagement, Customer Experience, Behavioral Intentions, and Trust constructs have met the convergent validity standard values because all factors have a value of >0.7 . Thus it can be concluded that the entire construct is valid.

Tabel 1 Outer Loading

Indicator	AE	BE	BI	BL	CE	CX	T	T x CX	T x BL
AE1	0.795								
AE2	0.825								
AE3	0.954								
AE4	0.926								
AE5	0.973								
AE6	0.955								
BE1		0.785							
BE2		0.808							
BE3		0.893							
BE4		0.773							
BE5		0.956							
BE6		0.911							
BE7		0.797							
BI1			0.775						
BI2			0.822						
BI3			0.946						
BI4			0.911						
BI5			0.963						
BI6			0.926						
BL1				0.937					
BL2				0.874					
BL3				0.981					
BL4				0.964					
BL5				0.989					
BL6				0.988					
CE1					0.771				
CE2					0.925				
CE3					0.752				
CE4					0.967				
CE5					0.896				
CE6					0.746				
CX1						0.859			
CX10						0.723			
CX2						0.781			
CX3						0.942			
CX4						0.919			
CX5						0.923			
CX6						0.953			
CX7						0.773			
CX8						0.939			
CX9						0.744			
T1							0.712		
T2							0.972		
T3							0.985		
T4							0.969		
T5							0.927		
T6							0.987		
T x BL									1.000
T x CX								1.000	

Based on the figure and table above, all loading factors have values above 0.7 so that the indicators on all these variables are not eliminated from the model and all indicators are qualified for convergence validity.

Tabel 2 Nilai Average Variance Extracted (AVE)

Variabel Laten	Average variance extracted (AVE)
AE	0.823
BE	0.721
BI	0.798
BL	0.915
CE	0.718
CX	0.740
T	0.866

Based on the output display of the table above, it shows that all constructs have met the convergence validity test, namely $AVE > 0.5$

In the validity of discrimination, cross loading values are used with the aim of examining research instruments in explaining or reflecting latent variables. A model has good discriminatory validity if each loading value of a latent variable has the largest loading value compared to other loading values against other latent variables. The validity test of discrimination can be seen in the cross loading table which is assessed based on the cross loading between the indicator and its construct.

Tabel 3 Cross loading

Indikator	AE	BE	BI	BL	CE	CX	T	T X CX	T X BL
AE1	0.795	0.611	0.789	0.684	0.630	0.619	0.602	-0.558	-0.576
AE2	0.825	0.617	0.826	0.740	0.660	0.697	0.729	-0.660	-0.672
AE3	0.954	0.896	0.950	0.905	0.884	0.919	0.897	-0.643	-0.622
AE4	0.926	0.894	0.925	0.963	0.922	0.936	0.962	-0.628	-0.609
AE5	0.973	0.936	0.971	0.973	0.954	0.950	0.939	-0.585	-0.582
AE6	0.955	0.907	0.949	0.949	0.912	0.922	0.914	-0.684	-0.666
BE1	0.606	0.785	0.606	0.624	0.755	0.741	0.604	-0.143	-0.053
BE2	0.610	0.808	0.607	0.727	0.779	0.791	0.747	-0.376	-0.257
BE3	0.904	0.893	0.902	0.949	0.889	0.929	0.985	-0.669	-0.655
BE4	0.617	0.773	0.612	0.665	0.723	0.675	0.652	0.006	-0.017
BE5	0.974	0.956	0.972	0.982	0.956	0.964	0.971	-0.596	-0.595
BE6	0.959	0.911	0.956	0.927	0.899	0.934	0.924	-0.669	-0.658
BE7	0.592	0.797	0.602	0.652	0.770	0.720	0.606	-0.165	-0.069
BI1	0.774	0.593	0.775	0.666	0.616	0.603	0.582	-0.536	-0.552
BI2	0.815	0.608	0.822	0.731	0.654	0.690	0.720	-0.648	-0.658
BI3	0.948	0.889	0.946	0.898	0.876	0.914	0.892	-0.648	-0.628
BI4	0.907	0.878	0.911	0.956	0.908	0.916	0.945	-0.601	-0.582
BI5	0.970	0.928	0.963	0.969	0.946	0.947	0.935	-0.591	-0.586
BI6	0.914	0.888	0.926	0.910	0.891	0.884	0.881	-0.627	-0.615



BL1	0.899	0.869	0.897	0.937	0.868	0.908	0.959	-0.655	-0.631
BL2	0.845	0.889	0.840	0.874	0.877	0.873	0.823	-0.540	-0.480
BL3	0.962	0.927	0.963	0.981	0.966	0.948	0.933	-0.552	-0.548
BL4	0.913	0.889	0.912	0.964	0.915	0.937	0.973	-0.640	-0.620
BL5	0.967	0.935	0.969	0.989	0.959	0.956	0.954	-0.570	-0.566
BL6	0.963	0.930	0.964	0.988	0.954	0.954	0.953	-0.573	-0.567
CE1	0.569	0.717	0.566	0.670	0.771	0.746	0.648	-0.253	-0.143
CE2	0.912	0.897	0.911	0.961	0.925	0.940	0.968	-0.633	-0.613
CE3	0.594	0.718	0.599	0.646	0.752	0.642	0.570	0.151	0.134
CE4	0.974	0.945	0.972	0.986	0.967	0.963	0.957	-0.583	-0.580
CE5	0.960	0.906	0.957	0.922	0.896	0.928	0.915	-0.658	-0.648
CE6	0.560	0.754	0.570	0.627	0.746	0.694	0.570	-0.155	-0.059
CX1	0.889	0.823	0.882	0.877	0.825	0.859	0.855	-0.755	-0.743
CX10	0.575	0.757	0.574	0.601	0.723	0.723	0.590	-0.154	-0.066
CX2	0.591	0.765	0.588	0.690	0.761	0.781	0.723	-0.334	-0.229
CX3	0.912	0.892	0.911	0.958	0.922	0.942	0.970	-0.631	-0.613
CX4	0.946	0.894	0.943	0.903	0.884	0.919	0.901	-0.623	-0.605
CX5	0.939	0.891	0.937	0.957	0.911	0.923	0.929	-0.565	-0.561
CX6	0.968	0.931	0.966	0.979	0.969	0.953	0.937	-0.564	-0.559
CX7	0.574	0.760	0.571	0.678	0.754	0.773	0.711	-0.315	-0.207
CX8	0.908	0.901	0.907	0.959	0.912	0.939	0.981	-0.647	-0.629
CX9	0.597	0.801	0.597	0.614	0.725	0.744	0.636	-0.182	-0.096
T1	0.567	0.763	0.563	0.686	0.738	0.748	0.712	-0.328	-0.219
T2	0.884	0.866	0.882	0.930	0.859	0.905	0.972	-0.653	-0.641
T3	0.897	0.888	0.895	0.947	0.885	0.927	0.985	-0.650	-0.634
T4	0.970	0.951	0.968	0.976	0.957	0.967	0.969	-0.584	-0.584
T5	0.950	0.909	0.946	0.917	0.883	0.928	0.927	-0.677	-0.668
T6	0.903	0.893	0.901	0.953	0.891	0.933	0.987	-0.663	-0.646
T x BL	-0.679	-0.434	-0.671	-0.594	-0.432	-0.536	-0.627	0.978	1000
T x CX	-0.687	-0.481	-0.679	-0.614	-0.471	-0.581	-0.649	1000	0.978

The cross-loading value in the table above is the first approach in assessing the indicators of each construct variable. The value of the outer model related to the indicator variable of each construct variable must be greater than the value of the other cross loading. It can be seen from the table above that the outer loading value of each indicator variable of the related construct variable is greater than the cross loading value. Thus, it can be said that the questions on the indicator represent the construct variables themselves compared to the cross-loading values on other indicator variables.

After completing the measurement on the validity test, the analysis continued by taking measurements on the reliability test consisting of composite reliability and cronbach alpha. A construct can be said to be reliable if the value of composite reliability and Cronbach alpha > 0.7. If the composite reliability and cronbach alpha values are not



> 0.7, then the indicator used cannot be declared as reliable or consistent for the construction size.

Table 4 Cronbach's Alpha and Composite reliability

Variabel Laten	Cronbach's Alpha	Composite Reliability
AE	0.956	0.969
BE	0.935	0.949
BI	0.948	0.960
BL	0.981	0.983
CE	0.920	0.942
CX	0.960	0.970
T	0.967	0.982

Based on Table 4, the composite reliability and cronbach alpha values for each latent variable > 0.7, so it can be concluded that each latent variable in this study can be declared reliable. The composite reliability evaluation is carried out by looking at the composite reliability value of the indicator block that measures the construction and the cronbach alpha value. A construct is said to be reliable if the composite reliability value is above 0.7 and the cronbach alpha value is recommended above 0.6.

Table 5 R-Square Values

Variabel Laten	R-square
BI	0.961
BL	0.972
CX	0.978

The model examination can be seen from the R square value, meaning that the model can explain the influence of exogenous variables on endogenous variables as follows:

- a. The variation of Cognitive Customer Engagement, Affective Customer Engagement and Behavioral Customer Engagement variables had an effect of 96.1% on Behavioral Intentions. While the rest is explained by the variation of other variables outside the research model of 3.9%.



- b. The variation of Cognitive Customer Engagement, Affective Customer Engagement, and Behavioral Customer Engagement variables had an effect of 97.2% on Brand Love. While the rest is explained by the variation of other variables outside the research model of 2.8%.
- c. The variation of Cognitive Customer Engagement, Affective Customer Engagement, and Behavioral Customer Engagement variables had an effect of 97.8% on Customer Experience. While the rest is explained by the variation of other variables outside the research model of 2.2%.

Hypothesis

Table 6 Results of Hypothesis Testing

Hypothesis	Original sample (O)	T statistics	P values	Results
AE -> BL	0.516	12.443	0.000	Significant
AE -> CX	0.217	6.275	0.000	Significant
BE -> BL	0.039	0.187	0.852	Not Significant
BE -> CX	0.461	3.001	0.003	Significant
BL -> BI	0.907	6.124	0.000	Significant
CE -> BL	0.451	2.010	0.045	Significant
CE -> CX	0.329	2.009	0.045	Significant
CX -> BI	0.475	3.824	0.000	Significant
T -> BI	-0.525	3.146	0.002	Significant
T x CX -> BI	0.411	2.938	0.003	Significant
T x BL -> BI	-0.556	4.540	0.000	Significant

The Effect of Cognitive Customer Engagement on Customer Experience.

Based on table 6, the coefficient of the Cognitive Customer Engagement influence path on Customer Experience is 0.329 (positive value) with t-count values of 2.009 and P-values of 0.045. Thus, it can be said that Cognitive Customer Engagement has a significant effect on Customer Experience.

The Effect of Cognitive Customer Engagement on Brand Love.

Based on table 6, the coefficient of Cognitive Customer Engagement influence path on Brand Love is 0.451 with t-count values of 2.010 and P-values of 0.045. Thus, it can be said that Cognitive Customer Engagement has a significant effect on Brand Love.

The Effect of Affective Customer Engagement on Customer Experience.

Based on table 6, the coefficient of the path of influence of Effective Customer Engagement on Customer Experience is 0.217 with a t-count value of 6.275 and a P-value of 0.000. Thus, it can be said that Effective Customer Engagement has a significant effect on Customer Experience.



The Effect of Effective Customer Engagement on Brand Love.

Based on table 6, the coefficient of the path of influence of Effective Customer Engagement on Brand Love is 0.516 with a t-count value of 12.443 and a P-value of 0.000. Thus, it can be said that Effective Customer Engagement has a significant effect on Brand Love.

The Effect of Behavioral Consumer Engagement on Customer Experience.

Based on table 6, the coefficient of Behavioral Customer Engagement's influence path on Customer Experience is 0.461 with t-count values of 3.001 and P-values of 0.003. Thus, it can be said that Behavioral Customer Engagement has a significant effect on Customer Experience.

The Effect of Behavioral Consumer Engagement on Brand Love.

Based on table 6, the coefficient of Behavioral Consumer Engagement influence pathways on Brand Love is 0.039 with t-count values of 0.187 and P-values of 0.852. Thus, it can be said that Behavioral Consumer Engagement has a non-significant effect on Brand Love, suggesting that even if customers are behaviorally active, such as interacting with products, participating in promotions, or making purchase decisions, it is still not enough to create emotional attachment, social engagement, or loyalty that reflects Brand Love.

The Influence of Customer Experience on Behavioral Intention.

Based on table 6, the coefficient of the customer experience influence path on Behavioral Intention is 0.475 with a t-count value of 3.824 and a p-value of 0.000. Thus, it can be said that Customer Experience has a significant effect on Behavioral Intention.

The Effect of Brand Love on Behavioral Intention.

Based on table 6, the coefficient of Brand Love's influence path on Behavioral Intention is 0.907 with a t-count value of 6.124 and a p-value of 0.000. Thus, it can be said that Brand Love has a significant effect on Behavioral Intention.

The Effect of Trust on Behavioral Intention.

Based on table 6, the coefficient of Trust's influence path on Behavioral Intention is -0.525 with t-count values of 3.146 and P-values of 0.002. Thus, it can be said that Trust Experience has a significant effect on Behavioral Intention.



The influence of trust moderates the relationship between Customer Experience and Behavioral Intention.

Based on table 6, the coefficient of Trust influence pathways moderates the relationship between Trust moderates the relationship between Customer Experience and Behavioral Intention by 0.411 with t-count values of 2.938 and P-values of 0.003. Thus, it can be said that Trust moderates the relationship between Customer Experience and Behavioral Intention significantly. The findings of the researchers in this study prove that the Trust variable not only moderates the relationship between Customer Experience and Behavioral Intention significantly, but also reveals that the influence of this moderation is stronger on customers who have a high level of engagement. This research provides empirical evidence that Trust is able to create loyalty.

The influence of Trust moderates the relationship between Brand Love and Behavioral Intention.

Based on table 6, the Trust influence pathway coefficient moderates the relationship between Brand Love and Behavioral Intention by -0.556 (negative value) with t-count values of 4.540 and P-values of 0.000. Thus, it can be said that Trust moderates the relationship between Brand Love and Behavioral Intention significantly. The findings of the researchers in this study prove that the Trust variable plays an important role in strengthening the relationship between Brand Love and Behavioral Intention. The researchers' findings in this study provide empirical evidence and reveal that the influence of Trust moderation is more dominant on customers who have a deep emotional connection with the brand, where high trust can turn love for the brand into real actions that support the brand.

CONCLUSION

The research found that:

1. Cognitive Customer Engagement has a significant effect on Customer Experience on e-commerce platforms. This shows that improved customer cognitive engagement, such as product understanding, rational judgment, and belief in the product, will improve the customer experience when using e-commerce platforms.
2. Cognitive Customer Engagement has a significant effect on Brand Love. This shows that customer cognitive engagement, such as understanding, rational assessment, and evaluation of e-commerce platforms can increase customer love for e-commerce



platforms. The better the cognitive engagement of customers, the greater the chances of brands building loyalty and long-term relationships.

3. Affective Customer Engagement has a significant impact on Customer Experience. This shows that a company's efforts to engage customers effectively through meaningful and personalized interactions can improve the quality of the customer experience. The better the engagement a company makes, the more positive the customer experience will be.
4. Affective Customer Engagement has a significant effect on Brand Love. This shows that strong customer emotional engagement with an e-commerce platform through personalized, relevant, and fun communication can increase customers' love for the platform.
5. Behavioral Customer Engagement has a significant effect on Customer Experience. This shows that active customer engagement, such as frequently interacting with products or participating in e-commerce platform activities, can improve the quality of customer experience.
6. Behavioral Customer Engagement has a non-significant effect on Brand Love. This shows that active customer involvement alone is not enough to create a deep emotional love for e-commerce platforms.
7. Customer Experience has a significant effect on Behavioral Intention. This shows that a positive customer experience while interacting with an e-commerce platform can increase the intention to take action in the future, such as making a repeat purchase or recommending an e-commerce platform to others.
8. Brand Love has a significant effect on Behavioral Intention. This shows that a customer's love for a brand can encourage the intention to stay loyal, recommend, and repurchase products or services from an e-commerce platform.
9. Trust Experience has a significant effect on Behavioral Intention. This shows that the trust gained from customer experience plays an important role in shaping the intention to act positively towards an e-commerce platform, such as re-buying, recommending and showing loyalty.
10. Trust moderates the relationship between Customer Experience and Behavioral Intention significantly. The researcher's findings prove that the Trust variable not only moderates the relationship between Customer Experience and Behavioral Intention significantly, but also reveals that the influence of this moderation is stronger on customers who have a high level of engagement. This research provides empirical evidence that Trust is able to create loyalty.



11. Trust moderates the relationship between Brand Love and Behavioral Intention significantly. The researchers' findings in this study provide empirical evidence and reveal that the influence of Trust moderation is more dominant on customers who have a deep emotional connection with the brand, where high trust can turn love for the brand into tangible actions that support the brand.

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