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The Role of Customer Engagement Mediation in the Relationship between Brand Image and Customer Satisfaction towards Customer Loyalty in Pahawang Island, Lampung

Vira Syavina[1], Maulana Agung P[2], May Roni[3]

[1,2,3]Faculty of Social Science and Political, University of Lampung

Email: virasyavina123@gmail.com, maulana.agung@fisip.unila.ac.id, mayroni@fisip.ac.id

Abstract

The diverse natural and cultural wealth in Indonesia has the potential to attract local and foreign tourists to support tourism development. This studies goal to check the impact of customer engagement mediation in the connection among brand image and customer satisfaction on customer loyalty. This study is based on consumer behavior theory and uses a quantitative approach through explanatory research stages. The specimen mode uses purposive sampling with the Cochran formula, so that 96 respondents are obtained. Data were collected by distributing questionnaires to visitors to Pahawang Island and the data were anatomize use smartPLS 4.0. The anatomize techniques used include outer model tests, iner model tests, and hypothesis tests. The studie outcome represent that brand image and customer satisfaction have a positive and significant effect on customer loyalty. Then the outcome of the studi also explain that customer engagement is able to mediate the relationship among brand image and customer satisfaction on customer loyalty in Pahawang Island, Lampung.

Keywords: brand image, customer satisfaction, customer engagement, customer loyalty.

INTRODUCTION

Indonesia is known as a country rich in natural beauty and cultural diversity, making it an attractive tourist destination for both domestic and foreign tourists. The

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increase in Indonesia's tourism competitiveness can be seen in the 2024 Travel and Tourism Development Index (TTDI) report, which noted that Indonesia rose 10 ranks, from 32nd to 22nd in the world. In fact, in June 2024, the number of foreign tourists visiting Indonesia reach 1.17 milion people, an go up of 9.99% appeal to the same era the prior year (bps.go.id, 2024). The tourism sector contributes greatly to the economy, contributing USD 16.43 billion in 2019 and encouraging development and cultural preservation. Despite experiencing a drastic decline during the COVID-19 pandemic, this sector is starting to recover with foreign exchange earnings of USD 7.03 billion in 2022. Tourism is a strategic sector that is able to build jobs, degrade misery, and correct people's safety (Davinsi, 2023). At the regional level, Lampung Province is one of the potential areas with various leading destinations, such as Pahawang Island, Way Kambas, and Kiluan Bay. These natural and cultural attractions are the main capital in driving the accretion of the tourism front in the area (Pascasarjana et al., 2023).

Data from BPS noted that domestic tourist visits to Lampung reached more than 13 million in 2023, showing the high enthusiasm of the community for local tourism. Lampung also ranks third in Sumatra for domestic tourist visits, namely 10.26 million visits from January to September 2023 (disparekraf.lampungprov.go.id). Natural beauty and improved facilities are the main factors supporting this figure (Anggarini, 2021). With this trend, Lampung has a great opportunity to become a leading destination that can support the local economy while strengthening Indonesia's position in the international tourism arena.

Pahawang Island, one of the leading destinations in Lampung, is famous for its underwater beauty and is a favorite spot for snorkeling. Based on visit data, the number of tourists visiting increased from 32,913 people in 2022 to 62,120 people in 2024. The highest increase in visits was recorded in December (Neilulfar Alvi et al., 2018). The ecological tourism developed on this island not only drives economic growth, but also increases community welfare and strengthens the image of the region (Tamelan, 2019). This shows that the right promotion and development of destinations can increase tourist appeal and local community participation. The increase in tourist visits to Pahawang Island is thought to be caused by Brand Image and Customer Satisfaction which form Visitor Loyalty through Customer Engagement as a mediating variable. The positive image of Pahawang Island as an environmentally friendly destination creates tourist satisfaction, which then encourages emotional involvement such as sharing their experiences and making repeat visits (Sekarsari, 2018). This is in line with the view that high customer satisfaction can strengthen long-term loyalty (Kotler & Armstrong, 2018),

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while a positive Brand Image also increases tourist perception and interest (Prasetyo et al., 2024).

Customer Engagement is considered an effective strategy to increase customer loyalty. According to Ratulangi (2020), customer engagement builds long-term relationships and strengthens consumer trust in a product or destination. Previous research results show that Brand Image, Customer Satisfaction, and Customer Engagement have a absolute clout on Loyalty (Chrysanti et al., 2022). However, there are also studies that show the opposite results, namely that there is no significant influence among customer engagement and customer loyalty (Widodo & Alivia Febrianti, 2021). This difference in results encourages further research to re-examine the relationship among variables in the context of local tourist destinations, especially Pahawang Island.

LITERATURE REVIEW

Brand Image

Brand image is a view or mental picture formed in the minds of customers about a brand based on their experiences, information, and relationships with the product or service (Schiffman & Kanuk, 2008). Brand image includes associations, values, and impressions that are embedded in consumers' mind and influence purchasing decisions and loyalty (Porleansyah & Salim, 2024). In the context of tourism, a strong brand image is very important because it will attract tourists, build trust, and increase the sustainability of the destination (Sunga et al., 2020). Tourists tend to choose destinations with a trusted and reputable brand image, so brand image is a crucial factor in influencing visiting decisions.

Customer Satisfaction

Customer Satisfaction is an emotional response that arises when customers compare the capabilities of a product and service with their outlook, which can guide to feelings of letdown, satisfaction, or extreme satisfaction if performance exceeds expectations (Zeithaml et al., 2018). This satisfaction reflects the match between expectations, desires, and needs that are met (Ovo & Kunci, 2022), and is an important indicator in forming customer loyalty and repeat purchase tendencies (Sachro & Pudjiastuti, 2013). According to Tjiptono (2014), the term satisfaction comes from the Latin word meaning to make something sufficient or adequate, so that overall consumer

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satisfaction can be understood as the level of comfort felt when their needs are met according to or even exceed expectations.

Customer Loyalty

Customer Loyalty is a long-term pledge of consumers to use and repurchase certain products or services consistently, even though there are many other choices on the market (Kotler & Keller, 2022). This loyalty is reflected not only in repeat purchasing behavior, but also in emotional relationships, satisfaction, perceived quality, and pride in the brand (Sambodo, 2021). Loyal consumers also tend to recommend products to others because they feel the product provides valuable benefits. Customer participation in maintaining loyalty is also influenced by a combination of rational and emotional factors (Bowden, 2009). Overall, customer loyalty fiddle an prominent role in supporting the sustainability and market growth of a product or service.

Customer Engagement

Customer Engagement is the active involvement of customers cognitively, emotionally, and behaviorally in interactions with brands, which goes beyond mere purchase transactions (So et al., 2014). This engagement is formed through interactive and collaborative experiences between customers and companies, creating valuable relationships and building long-term trust and commitment (Putri et al., 2023). Customer Engagement also includes customer participation in activities offered by the organization, both initiated by the company and the customers themselves (Vivek et al., 2012). Thus, Customer Engagement is an important factor in creating shared value, strengthening loyalty, and establishing sustainable relationships between customers and companies.

RESEARCH METHOD

This studi is classified as explanatory research with a quantitative oncoming that goal to define the relationship among variables and test hypotheses through statistical analysis (Sugiyono, 2019). Data were collect use a Likert-based questionnaire to measure the behavior, perceptions, and responses of respondents, especially visitors or those who have visited Pahawang Island, Lampung and have experience with the services and brand image of the tourist attraction. Because the population is unknown, the sample was keen use a non-probability sampling technique by purposive sampling. The number of samples was calculated using the Cochran formula with the results obtained, namely, 96 respondents. The data obtained were analyzed using Structural

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Equation Modeling (SEM) through a measurement model (outer model), structural model (inner model) and hypothesis testing (Musyaffi et al., 2022).

RESULT AND DISCUSSION

Respondent Characteristics

After distributing the G-Form to visitors to Pahawang Island, 96 respondents were obtained as research samples. The questionnaire was equipped with selection questions to ensure that respondents met the criteria, with the following percentage of answers:

Table 1. Respondent Characteristics

Characteristics Total Percentage of Respondents		
Gender	**Frequency**	**Percentage**
Man	36	38%
Woman	60	62%
Age	**Frequency**	**Percentage**
17 - 25 Tahun	52	54%
26 - 35 Tahun	20	21%
36 - 45 Tahun	16	17%
46 – 55 Tahun	4	4%
56 – 65 Tahun	4	4%
Work	**Frequency**	**Percentage**
Students	42	44%
Private sector employee	5	5%
Government employees	16	17%
Trader	5	5%
Self-employed	24	25%
Housewife	4	4%
Income	**Frequency**	**Percentage**
<Rp 1.000.000	34	35%
Rp 1.000.000 – Rp 2.000.000	12	13%
Rp 2.000.000 – Rp 3.000.000	10	10%
Rp 3.000.000 – Rp 4.000.000	17	18%
>Rp 4.000.000	23	24%

As many as 62% of respondents were female and 38% were male, indicating the dominance of female visitors to Pahawang Island, in line with the trend of increasingly active female tourists, especially due to the govern of social media in stimulating stake in visit (Dewi, 2022). The plethora of respondents were aged 17-25 years (54%), follow by 26-35 years (21%) and 36-45 years (17%), reflecting the appeal of Pahawang Island for the younger generation who are known to be close to technology and actively share travel

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experiences (Suro, 2019). Most respondents were students (44%), followed by self-employed (25%) and civil servants (17%), indicating that this destination is attractive to young people looking for unique and affordable tourism. Most respondents also have an income below IDR 1,000,000, reflecting limited purchasing power but still showing enthusiasm for traveling. This supports the finding that quality service can encourage satisfaction and loyalty of young customers (Alvianna, 2021).

Partial Least Square Data Analysis

The analysis is lug out in two phase, namely the evaluation of the outer model to assess the validity of the indicators against latent variables, and the evaluation of the inner model to test the relationship among variables and hypotheses, including the estimation of path coefficients to see the strength of the influence between variables.

Loading Factor

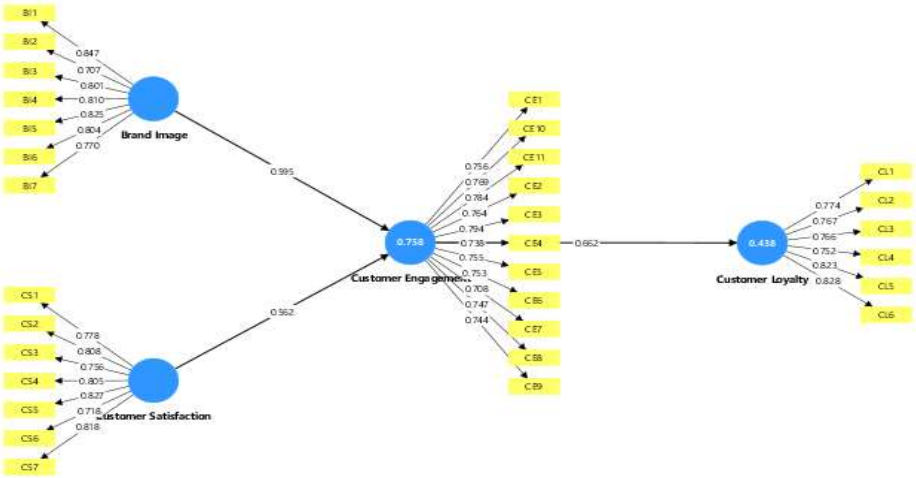


Figure 2. *Loading* Factor Model

From the outcome of data process in figure 2, all indicators have outer loading values above 0.7, so they are certainly valid. The highest values for each variable are BI1 (0.847) for Brand Image, CS5 (0.827) for Customer Satisfaction, CL6 (0.828) for Customer Loyalty, and CE3 (0.794) for Customer Engagement.

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Composite Reliability

Table 2. *Cronbach Alpha* dan *Composite Reliability*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Customer Engagement	0.903	0.905	0.923
Brand Image	0.925	0.926	0.936
Customer Satisfaction	0.876	0.879	0.906
Customer Loyalty	0.877	0.880	0.907

Based on Table 2, it shows that all values have met the composite reliability requirements, which are > 0.7 and the cronbach alpha value requirements > 0.7. So it can be said that the construct value has a fairly good reliability or can be said to be very reliable.

Coefficient of Determination (R^2)

Table 3. R Square Value

	R-square	R-square adjusted
Customer Engagement	0.758	0.754
Customer Loyalty	0.438	0.432

Table 3, the R^2 grade for Customer Engagement is 0.758, meaning that this variable is caused by Brand Image and Customer Satisfaction by 75.8%, whilst the dwell 24.2% is caused by other factors outside the research. Customer Loyalty has an R^2 value of 0.438, indicating that this variable is caused by Brand Image and Customer Satisfaction via the mediation of Customer Engagement by 43.8%, and the dwell 56.2% by distinct variables, indicating that the design in the research is quite good.

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Direct Effect Hypothesis Test

Table 4. Direct Effect Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Image -> Customer Engagement	0.595	0.594	0.051	11.634	0.000
Customer Engagement -> Customer Loyalty	0.662	0.665	0.054	12.174	0.000
Customer Satisfaction -> Customer Engagement	0.562	0.563	0.047	11.869	0.000

Brand Image and Customer Satisfaction have a notable and absolute impact on Customer Engagement, respectively with t-statistics of 11.634 and 12.174 (more than 1.98), p-values of 0.000 <0.05, and path coefficients of 0.595 and 0.662. Customer Engagement also has a notable and absolute impact on Customer Loyalty with t-statistics of 11.869, p-values of 0.000, and path coefficient of 0.562. Thus, all three hypotheses are accepted, which shows that the higher the Brand Image and Customer Satisfaction, the higher the Customer Engagement, and ultimately increases the Customer Loyalty of visitors to Pahawang Island.

Indirect Effect Hypothesis Test

Indirect influence is known from the influence of an independent variable on the dependent variable through a mediating variable.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
BI -> CE -> CL	0.394	0.395	0.044	8.898	0.000
CS -> CE -> CL	0.372	0.374	0.045	8.236	0.000

It is known that the oblique impact of Brand Image and Customer Satisfaction on Customer Loyalty via Customer Engagement is significant and positive, with p-values of 0.000 <0.05 and t-statistics of 8.898 and 8.236 (more than 1.98), respectively. This indicates that Hypothesis 4 and 5 are accepted because they meet the testing criteria.

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The Influence of Brand Image on Customer Engagement of Visitors to Pahawang Island, Lampung

Studies represent that brand image has a positive and significant impact on customer engagement on Pahawang Island, in line with the theory of customer-based brand equity (Keller, 2016). The average brand image is 3.93, with the highest value in the perception of positive destination image (mean 3.99), reflecting success in building emotional relationships with tourists. The average customer engagement value is 3.95, with the highest indicator in visit enthusiasm (mean 4.39), supporting the findings of Marta et al. (2019) that a positive image drives engagement and loyalty. However, interaction with tour guides is still low (mean 3.11), indicating the need to improve direct service aspects (Nawawi et al., 2023). To strengthen overall engagement, the imaging strategy needs to be accompanied by the delivery of the unique value of the destination (Sri et al., 2023).

The Influence of Customer Satisfaction on Customer Engagement of Visitors to Pahawang Island, Lampung

The studies outcome represent that customer satisfaction has a positive and significant impact on customer engagement on Pahawang Island. The more satisfied tourists are with the service and experience, the higher their emotional, cognitive, and behavioral engagement (Marta et al., 2019). The average satisfaction of 3.91, with the highest value in the statement "I am satisfied with the service" (mean 4.00), confirms the importance of service quality in driving engagement (Fauzi & Sumirat, 2023). However, expectations regarding natural beauty are still a concern (mean 3.81), because mismatched expectations can reduce satisfaction and engagement (Amanah et al., 2021). The level of tourist engagement is relatively high (mean 3.95), especially in the enthusiasm indicator (mean 4.39), which reflects a strong emotional connection (Wulandani, 2022). Even so, the aspect of social interaction is still weak (mean 3.11), indicating the need to improve interpersonal relationships between tourists and service providers (Nawawi et al., 2023). By managing expectations and enhancing the direct experience, traveler engagement can be strengthened to drive loyalty and positive promotion.

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The Influence of Customer Engagement on Customer Loyalty of Visitors to Pahawang Island, Lampung

The studies outcome show that customer engagement has a positive and significant impact on customer loyalty on Pahawang Island. The higher the emotional, cognitive, and behavioral involvement of tourists, the more likely they are to be loyal, recommend, and return (Marta et al., 2019). The average engagement of 3.95 with the highest score on enthusiasm (mean 4.39) reflects a strong emotional attachment, which is the foundation of loyalty (Wulandani, 2022). Meanwhile, the average loyalty is at 4.02, with the intention to revisit as the highest indicator (mean 4.43), strengthening the theory that engagement triggers loyal behavior (Truong et al., 2018). However, the interaction between tourists and guides is still low (mean 3.11), indicating the importance of improving interpersonal communication (Nawawi et al., 2023). On the other hand, the perception of the uniqueness of the destination is also still less than optimal (mean 3.61), even though this element is important in forming identity-based loyalty. Thus, building loyalty is not enough just through emotional involvement, but also needs to be supported by unique experiences and quality interactions.

The Influence of Customer Engagement Mediating the Relationship between Brand Image and Customer Loyalty among Visitors to Pahawang Island, Lampung

The outcome of the study represent customer engagement significant mediates the relationship among brand image and customer loyalty on Pahawang Island. A positive destination image (mean brand image 3.93) drives loyalty not only directly, but also through the emotional and cognitive involvement of tourists (mean engagement 3.95), especially in the enthusiasm indicator (mean 4.39) (Wulandani, 2022). This means that a good brand image will be more effective in forming loyalty if accompanied by strong engagement as a bridge between perception and behavior. Loyalty is reflected in the intention to revisit (mean 4.43), but the perception of destination uniqueness is still weak (mean 3.61), indicating the need to increase tourism differentiation (Gultom et al., 2020). Therefore, destination managers need to not only build an image, but also present an emotional, interactive, and unique tourism experience to strengthen tourist loyalty sustainably.

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The Influence of Customer Engagement Mediating the Relationship between Customer Satisfaction and Customer Loyalty among Visitors to Pahawang Island, Lampung

The outcome of the study show customer engagement significant mediated the relationship among customer satisfaction and customer loyalty of Pahawang Island tourists. Customer satisfaction (mean 3.91), especially in the service aspect (mean 4.00), is not enough to form loyalty without strong emotional and cognitive involvement (Wulandani, 2022). High enthusiasm (mean 4.39) reflects emotional involvement that strengthens the relationship among pleasure and loyalty, according to the expectation-confirmation theory (Amanah et al., 2021). However, low interaction with officers (mean 3.11) indicates that there is still a need to improve interpersonal relationships (Nawawi et al., 2023). Tourist loyalty (mean 4.02) is indicated by the intention to revisit (mean 4.43), although the perception of the uniqueness of the destination is still low (mean 3.61). Therefore, managers need to create emotional, interactive, and authentic tourism experiences to strengthen long-term loyalty.

CONCLUSION

From the outcome of the studies conducted on visitors to Pahawang Island, it can be concluded brand image has a positive and significant impact on customer engagement. In addition, customer engagement has also been evident to have a positive and significant effect on customer loyalty. Other findings show that customer satisfaction has a positive and significant impact on customer loyalty. This studies also revealed that customer engagement acts as a mediator in the relationship among brand image and customer loyalty, and mediates the relationship among customer satisfaction and customer loyalty of visitors to Pahawang Island.

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