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The Influence Of Brand Image And Customer Experience On Customer Satisfaction And Electronic Word Of Mouth (E-WOM): Evidence From Erigo Apparel Consumers

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Abstract

This study aims to analyze the influence of Brand Image and Customer Experience on Customer Satisfaction and their impact on Electronic Word of Mouth (e-WOM) regarding Erigo Apparel products. A quantitative research approach was employed using a survey method through the distribution of questionnaires to 100 Erigo consumers in Samarinda City. Respondents were selected using purposive sampling techniques. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The findings reveal that Brand Image has a positive and significant effect on Customer Satisfaction. Likewise, Customer Experience positively and significantly influences Customer Satisfaction. Furthermore, Customer Satisfaction has a positive but insignificant effect on e-WOM. Brand Image is found to have a positive and significant effect on e-WOM, whereas Customer Experience has a negative and insignificant effect on e-WOM. Simultaneously, Brand Image and Customer Experience significantly contribute to the formation of positive e-WOM. These findings indicate that a strong brand image and favorable customer experiences play an important role in enhancing customer satisfaction and encouraging consumers to engage in positive electronic word-of-mouth communication regarding Erigo Apparel products.

Keywords: Brand Image, Customer Experience, Customer Satisfaction, Electronic Word of Mouth (e-WOM), Erigo Apparel.

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INTRODUCTION

The fashion industry is one of the most dynamic and influential sectors worldwide, reflecting the social, cultural, and economic changes that occur within society. With the advancement of technology and globalization, the industry has evolved beyond clothing production to encompass various aspects, including design, marketing, and distribution, which have become increasingly integrated. As fashion trends continue to evolve and consumer purchasing behavior shifts toward digital platforms, Erigo has utilized e-commerce and social media as its primary marketing strategies. The brand actively promotes its products through online marketplaces and collaborates with influencers, content creators, and public figures to expand its market reach. The success of these strategies is evident from Erigo's achievements, including its recognition as one of the best-selling brands on various e-commerce platforms and its receipt of numerous awards within the Indonesian fashion industry. Erigo's success can be attributed to its ability to establish a strong brand image and deliver positive customer experiences to its consumers. However, to maintain its competitive advantage, Erigo must continuously strengthen its brand image and enhance customer experience in order to sustain customer satisfaction and encourage the dissemination of positive Electronic Word of Mouth (e-WOM) (Ali & Cuandra, 2023).

Brand image plays a crucial role in influencing brand equity, which refers to consumers' overall perceptions and feelings toward a brand and their implications for consumer behavior (Santi & Suasana, 2021). A favorable brand image can significantly influence consumers' purchasing decisions. Therefore, building and maintaining a positive brand image is essential for companies seeking to enhance customer loyalty and satisfaction. In addition to brand image, customer experience has emerged as a key determinant of customer satisfaction. Customer experience encompasses various aspects, including product quality, customer interactions with a brand, purchasing processes, shopping convenience, transaction ease, and engagement through digital platforms.

Customer experience can be understood as the result of a series of interactions between consumers and organizations, driven by both direct and indirect encounters with the company (Gstngr et al., 2021).

Recognizing customer experience as a critical factor in customer satisfaction, Erigo must continuously improve the quality of its interactions with consumers across rational dimensions (such as price and product quality), physical dimensions (such as accessibility and shopping convenience), emotional dimensions (such as brand

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attachment), and psychological dimensions (such as feelings of exclusivity and pride). Positive customer experiences not only enhance customer satisfaction and loyalty but also stimulate Electronic Word of Mouth (e-WOM), thereby expanding Erigo's market reach within the fashion industry. This is consistent with the findings of Suarsa (2020), who defined e-WOM as positive or negative statements made by consumers regarding a company's products or services and disseminated to other consumers through internet-based platforms. Consumers who experience satisfaction are more likely to share positive reviews that strengthen a brand's reputation, while potential customers often rely on online reviews and recommendations before making purchasing decisions. Consequently, positive e-WOM can increase consumer trust and attract new customers. Therefore, it is important for Erigo to understand how customer satisfaction, influenced by brand image and customer experience, contributes to the generation of positive e-WOM.

Accordingly, this study aims to examine the influence of Brand Image and Customer Experience on Customer Satisfaction and their impact on Electronic Word of Mouth (e-WOM) regarding Erigo Apparel products. By understanding the relationships among these variables, the findings are expected to provide valuable insights for companies, particularly Erigo Apparel, in developing more effective marketing strategies to manage brand image and customer experience, enhance customer satisfaction, and maximize the potential of e-WOM to expand market reach and strengthen customer loyalty.

LITERATURE REVIEW

Brand Image

Brand image refers to consumers' overall perceptions of a brand, which are formed through associations related to product quality, design, features, and emotional experiences. It encompasses the attributes, benefits, and attitudes attached to a brand that develop through consumers' experiences, company communications, and social influences. According to Kotler et al. (2016), a strong brand image plays a crucial role in building consumer trust, fostering customer loyalty, and enhancing customer satisfaction. In addition, Indarto and Qomariah (2018) define brand image as customers' evaluation of the products they purchase and emphasize that it has a positive and significant influence on purchase intention. This influence is reflected through various dimensions that characterize a brand, including location, product or service quality, product variety, pricing strategies, advertising and promotional activities, sales personnel, service quality,

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physical attributes of the company, and post-purchase satisfaction. Furthermore, in today's digital era, where information can be rapidly accessed and shared through various online platforms, brand image has become one of the most important factors shaping consumer perceptions of products and companies. A positive brand image strengthens consumer trust, enhances brand preference, and encourages long-term customer loyalty. As stated by Wardhana (2024), consumers tend to feel more confident and secure when purchasing products from companies with a favorable brand image, as it serves as an effective differentiating factor that contributes to a company's long-term success.

Customer Experience

Customer experience has become one of the most important concepts in modern marketing, as it plays a significant role in shaping customer loyalty and consumers' perceptions of a brand or company. It refers to the overall interactions between consumers and a company, including both direct and indirect encounters, which ultimately influence how consumers perceive and evaluate the quality of the products or services offered. According to Verhoef (2016), customer experience encompasses every interaction throughout the customer journey, making it a key determinant of consumers' evaluations and future behavioral intentions. Furthermore, Cachero-Martínez and Vázquez-Casielles (2017) conceptualize customer experience as a multidimensional construct consisting of five primary dimensions: sensory, intellectual, emotional, social, and pragmatic experiences. These experiences are created through various stimuli provided by retailers, such as store design, lighting, music, scent, employee interactions, and the overall social atmosphere. Together, these dimensions generate consumers' affective responses, create memorable emotional experiences, and contribute to customer satisfaction, loyalty, and purchase or recommendation intentions. Consequently, customer experience has become a strategic element for differentiating brands and establishing long-term relationships with customers. Similarly, Pennington (2016), in The Customer Experience Book, explains that customer experience is the perception formed through all interactions between customers and a company, including products, services, and communication before, during, and after a transaction. This perspective highlights that customer experience extends beyond the purchasing process and reflects the cumulative impression left by every customer touchpoint. Likewise, Pine and Gilmore (2013) argue that customer experience is the outcome of an individual's interactions with an organization throughout the customer journey, where perceptions and emotions developed during these interactions determine the overall experience. Since

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these perceptions are inherently subjective, customer experience varies among individuals depending on how each customer interprets and values a product or service.

Customer Satisfaction

Customer satisfaction is one of the primary indicators of a company's success in meeting customers' needs and expectations, which is formed through the combination of service quality, customer experience, and perceived value (Gusti Achmad et al., 2020). In general, customer satisfaction refers to the emotional response that arises after consumers evaluate their experience with a product or service by comparing its perceived performance with their prior expectations. According to Kotler et al. (2018), customer satisfaction is reflected in consumers' feelings of pleasure or disappointment resulting from the comparison between perceived product performance and expectations. When the product or service meets or exceeds expectations, customers are likely to feel satisfied and become more loyal to the brand, whereas performance below expectations leads to dissatisfaction. Furthermore, customer satisfaction is viewed as a psychological response involving both cognitive and emotional evaluations of the consumption experience, indicating that it is influenced not only by product or service quality but also by consumers' perceptions and emotions throughout the consumption process. Similarly, Oliver (2015) defines customer satisfaction as consumers' judgment that a product, service, or its attributes provide a pleasurable level of consumption-related fulfillment, regardless of whether the level of fulfillment falls below, meets, or exceeds expectations.

E-WOM

Electronic Word of Mouth (e-WOM) refers to consumers' online communication in which they share experiences, opinions, and information about products or services through digital platforms such as social media, e-commerce reviews, blogs, and online discussion forums. This communication may contain either positive or negative statements regarding a company's products or services and is disseminated to other consumers via the Internet. According to Ismagilova et al. (2020), e-WOM represents the exchange of product- or brand-related information among consumers through digital platforms, including social media, online forums, and review websites. Compared with traditional advertising, such information is generally perceived as more credible and objective because it is based on consumers' actual experiences. Likewise, Cheung C et al. (2017) argue that e-WOM, particularly in the form of user-generated content (UGC), possesses substantial persuasive power and often has a greater influence on consumer

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trust and purchase decisions than traditional advertising. Furthermore, Hussain et al. (2017) emphasize that e-WOM can serve as a participatory marketing strategy in which consumers act as brand advocates by voluntarily creating and sharing visual content on social media. Overall, these perspectives suggest that e-WOM is an informal form of online communication through which consumers exchange opinions, experiences, and recommendations across digital platforms. Owing to its authenticity and consumer-generated nature, e-WOM is considered more trustworthy than firm-generated marketing communication and plays a significant role in shaping consumers' perceptions, trust, and purchasing decisions.

RESEARCH METHOD

This study employed a quantitative research method with an associative approach. The quantitative approach was adopted to examine and analyze the influence of Brand Image and Customer Experience on Customer Satisfaction and Electronic Word of Mouth (e-WOM) regarding Erigo Apparel products. The population of this study consisted of Erigo Apparel consumers in Samarinda who had purchased and used Erigo products and were active users of social media platforms.

The sampling technique applied in this study was purposive sampling. The respondent criteria included consumers aged between 18 and 30 years, individuals who had purchased and used Erigo Apparel products, and those who were familiar with the Erigo brand. The sample size was determined based on the recommendation of Hair et al., which suggests a minimum sample size of five to ten times the number of research indicators. Based on the total number of indicators used in this study, a sample of 100 respondents was obtained.

Data were collected through the distribution of online questionnaires using Google Forms to respondents who met the predetermined research criteria. The collected data were subsequently analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software to evaluate both the measurement model and the structural model.

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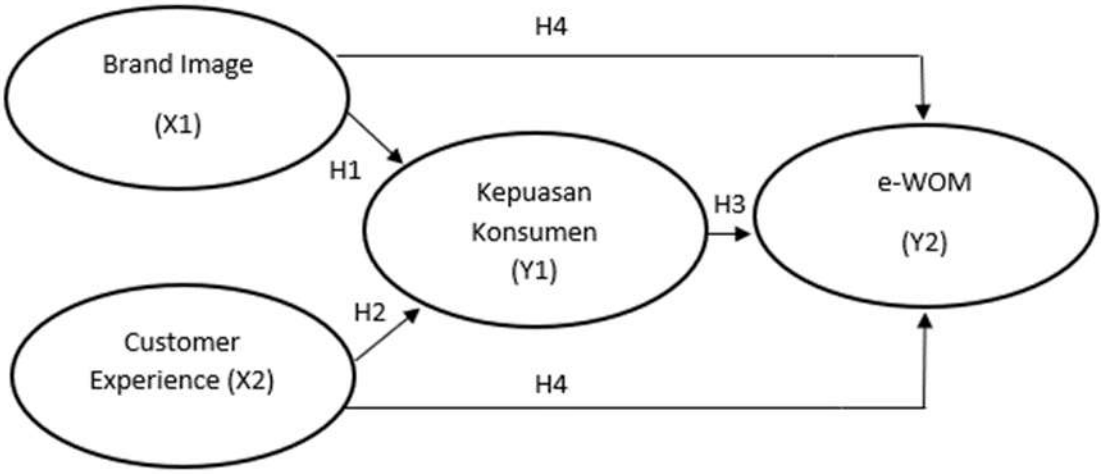


Figure 1. Theoretical Framework

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software, as this method is appropriate for examining relationships among latent variables, particularly with relatively small sample sizes and non-normally distributed data (Ghozali & Latan, 2015; Hair et al., 2021). The analysis was conducted in two stages: (1) evaluation of the measurement model (outer model) to assess the validity and reliability of the indicators, and (2) evaluation of the structural model (inner model) to examine the relationships among latent variables and test the proposed research hypotheses.

RESULT AND DISCUSSION

Descriptive Analysis Results

Based on the collected data, this study involved 100 Erigo consumers in Samarinda City. The respondents represented various age groups, with 2% aged below 18 years, 77% aged between 18 and 24 years, and 21% aged between 25 and 30 years. In terms of occupation, the respondents consisted of 60% students, 31% employees, and 9% entrepreneurs. These findings indicate that the majority of respondents were 18–24 years old (77%), while students constituted the largest occupational group (60%) among the participants.

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Table 1. Descriptive Statistics of the Research Variables

Variable	Indicator	Min	Max	Mean	Std. Deviation	Category
Brand Image (X1)	X1.1 Brand Awareness	1.00	5.00	4.202	0.816	Highly Efficient
	X1.2 Perceived Quality	1.00	5.00	4.303	0.784	Highly Efficient
	X1.3 Brand Uniqueness	1.00	5.00	4.152	0.914	Highly Efficient
	X1.4Social Value Association	1.00	5.00	3.889	1.053	Efficient
	X1.5 Brand Loyalty	1.00	5.00	3.030	1.306	Efficient
Customer Experience (X2)	X2.1 Sensory Experience	1.00	5.00	2.747	1.258	Moderate
	X2.2 Emotional Experience	1.00	5.00	4.202	0.752	Highly Efficient
	X2.3 Cognitive Experience	1.00	5.00	4.192	0.812	Highly Efficient
	X2.4 Functional Experience	1.00	5.00	4.202	0.829	Highly Efficient
	X2.5 Digital Experience	1.00	5.00	4.222	0.746	Highly Efficient
Customer Satisfaction (Y1)	Y1.1 Expectatio Confirmation	1.00	5.00	4.202	0.778	Highly Efficient
	Y1.2 Emotional Satisfaction	1.00	5.00	4.232	0.874	Highly Efficient

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	Y1.3 Repurchase Intention	1.00	5.00	4.202	0.943	Highly Efficient
	Y1.4 Relative Satisfaction	1.00	5.00	2.929	1.166	Efficient
	Y1.5 Transactional Satisfaction	1.00	5.00	4.182	0.716	Highly Efficient
E-WOM (Y2)	Y2.1 e-WOM Frequency	1.00	5.00	3.717	0.778	Efficient
	Y2.2 e-WOM Valence	1.00	5.00	2.838	0.874	Moderate
	Y2.3 Platform Specific Behavior	1.00	5.00	3.848	0.943	Efficient
	Y2.4 Visual Content	1.00	5.00	3.667	1.166	Efficient
	Y2.5 Sharing Motivation	1.00	5.00	4.030	0.716	Highly Efficient

Source: SmartPLS Data Analysis, 2026

The results indicate that electronic word of mouth (e-WOM) serves as an important communication channel for disseminating consumers' experiences and perceptions of Erigo Apparel products in the digital environment. The observed e-WOM behavior reflects the level of customer satisfaction and the overall customer experience, thereby contributing to the formation of public opinion, influencing other consumers' purchase decisions, and strengthening the brand image of Erigo Apparel in the increasingly competitive fashion industry. Furthermore, the highest positive perception was observed for the Perceived Quality indicator (mean = 4.303), while the Sensory Experience indicator recorded the lowest mean score (mean = 2.747), although it remained within the moderately efficient category.

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Measurement Model Assessment (Outer Model)

The outer model analysis was conducted to assess the validity and reliability of the indicators for each latent construct. The results indicate that the majority of the indicators achieved factor loadings > 0.70 and that all constructs obtained an Average Variance Extracted (AVE) > 0.50. These findings demonstrate that the measurement model satisfies the criteria for convergent validity, indicating that the indicators adequately represent their respective latent constructs (Hair et al., 2021).

Table 2. Convergent Validity

Variable	Indicator	Loading Factor	Remarks
Brand Image (X1)	X1.1	0.830	Valid
	X1.2	0.792	Valid
	X1.3	0.788	Valid
	X1.4	0.726	Valid
Customer Experience (X2)	X2.2	0.773	Valid
	X2.3	0.971	Valid
	X2.4	0.966	Valid
	X2.5	0.932	Valid
Customer Satisfaction (Y1)	Y1.1	0.721	Valid
	Y1.2	0.754	Valid
	Y1.3	0.782	Valid
	Y1.5	0.713	Valid
E-WOM (Y2)	Y2.1	0.853	Valid
	Y2.3	0.841	Valid
	Y2.4	0.803	Valid
	Y2.5	0.800	Valid

Source: SmartPLS Data Analysis, 2026

Furthermore, the reliability assessment showed that all latent constructs obtained Composite Reliability (CR) and Cronbach's Alpha values exceeding the recommended threshold of 0.70, indicating that the measurement indicators demonstrate satisfactory internal consistency (Ghozali & Latan, 2015).

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Structural Model Assessment (Inner Model)

After establishing the validity and reliability of the measurement model, the structural model was assessed to examine the relationships among the latent constructs. The results indicate that Brand Image and Customer Experience have a positive and significant effect on Customer Satisfaction. However, Customer Satisfaction does not significantly influence electronic word of mouth (e-WOM). In addition, Brand Image has a positive and significant effect on e-WOM, whereas Customer Experience has no significant effect. Overall, Brand Image emerges as the most influential predictor of both Customer Satisfaction and e-WOM.

Table 3. Hypothesis Testing Result (Path Coefficient)

Intervariable Relationship	Path Coefficients	t-Statistic	p-Value	Remarks
Brand Image → Customer Satisfaction	0.534	5.552	0.000	+/sig
Customer Experience → Customer Satisfaction	0.311	2.578	0.010	+/sig
Customer Satisfaction → E-WOM	0.202	1.278	0.201	+/n.s
Brand Image → E-WOM	0.673	3.990	0.000	+/sig
Customer Experience → E-WOM	-0.272	1.500	0.134	-/n.s

Source: SmartPLS Data Analysis, 2026.

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Table 4. R-Square and Q-Square

Variable	R-square	Q-square	Remarks
Customer Satisfaction	0.652	0.271	Strong
E-WOM	0.402	0.205	Moderate

Source: SmartPLS Data Analysis, 2026

DISCUSSION

The findings indicate that Brand Image has a positive and significant effect on Customer Satisfaction. This suggests that a stronger and more favorable brand image enhances consumers' satisfaction with Erigo Apparel. A positive brand image increases consumers' confidence in their purchasing decisions and contributes to a more satisfying consumption experience. These findings are consistent with the studies of Rahadjo, Lee and Kim (2020), and Iglesias (2020), who argued that a strong brand image can generate positive consumer responses by creating emotional value and strengthening consumers' perceptions of the brand.

Furthermore, Customer Experience was found to have a positive and significant effect on Customer Satisfaction. This result indicates that positive interactions with the product and services enhance consumers' satisfaction by creating comfort, convenience, and trust throughout the purchasing process. Consistent and memorable experiences also encourage long-term relationships between consumers and the brand. These findings support the studies of Rahadjo, Chen and Wang (2022), and Hoyer (2020), which emphasized that immersive and personalized customer experiences create meaningful impressions that increase customer satisfaction.

In contrast, Customer Satisfaction did not have a significant effect on Electronic Word of Mouth (e-WOM). Although satisfied consumers generally evaluate the product positively, they are not necessarily willing to share their experiences through digital platforms. This finding suggests that e-WOM behavior is influenced by factors beyond satisfaction, such as consumers' motivation to share experiences, social media engagement, or personal communication preferences. Therefore, customer satisfaction alone was insufficient to encourage consumers to actively generate e-WOM regarding Erigo Apparel.

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Finally, the results demonstrate that Brand Image and Customer Experience jointly have a positive and significant influence on Electronic Word of Mouth (e-WOM). A favorable brand image combined with positive customer experiences encourages consumers to share reviews, recommendations, and testimonials across digital platforms. These findings are consistent with Lee and Kim (2020) and Iglesias (2020), who argued that a strong brand image supported by memorable customer experiences transforms consumers into brand advocates and increases their willingness to disseminate positive information through electronic word of mouth.

CONCLUSION

This study investigated the effects of Brand Image and Customer Experience on Customer Satisfaction and Electronic Word of Mouth (e-WOM) among Erigo Apparel consumers in Samarinda, Indonesia. The results indicate that Brand Image and Customer Experience significantly improve Customer Satisfaction, while Customer Satisfaction does not significantly influence e-WOM. Furthermore, Brand Image has a significant positive effect on e-WOM, whereas Customer Experience shows no significant effect. These findings suggest that Brand Image is the most influential factor in enhancing both customer satisfaction and consumers' willingness to engage in positive e-WOM. Therefore, Erigo Apparel should prioritize strengthening its brand image while continuously improving customer experiences to foster customer satisfaction and enhance positive communication through digital platforms.

RESEARCH LIMITATIONS

This study has several limitations. First, the sample was limited to 100 Erigo Apparel consumers in Samarinda, which may restrict the generalizability of the findings to other regions. Second, the study only examined the effects of Brand Image and Customer Experience, while other factors, such as product quality, price, service quality, social media influence, and customer engagement, were not included and may also affect Customer Satisfaction and electronic word of mouth (e-WOM). Finally, the data were collected using self-reported questionnaires, which may be subject to response bias due to the respondents' subjective perceptions.

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RECOMMENDATIONS

Based on the findings, Erigo Apparel is encouraged to strengthen its Brand Image through consistent and innovative marketing strategies while continuously enhancing the overall Customer Experience, particularly in aspects related to product interaction and service quality. In addition, the company should promote greater consumer engagement through digital marketing campaigns, interactive social media content, and influencer collaborations to encourage positive electronic word of mouth (e-WOM). Future research is recommended to incorporate additional variables, such as product quality, price, service quality, customer trust, and customer engagement, as well as to explore mediating or moderating effects using different analytical approaches to provide a more comprehensive understanding of the factors influencing Customer Satisfaction and e-WOM.

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