

## The Effect of Online Brand Experience on Online Brand Loyalty Through Brand Attachment as a Mediation and Service Quality as Moderation

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### ARTICLE INFO

### ABSTRACT

#### Keywords:

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**Background:** The global Muslim population reached 26% in 2020 and is projected to reach 34% by 2070, driving significant demand for halal tourism. Indonesia, as the country with the largest Muslim population, possesses enormous potential for Sharia tourism development, yet faces challenges including unclear regulations, limited facilities, and low public awareness of halal certification. In Aceh, only two out of 84 accommodation units have obtained halal certification despite many claiming to operate on Sharia principles.

**Method:** This study employed a quantitative approach with explanatory and correlational research design. A sample of 600 respondents was selected using simple random sampling from star-rated hotels in Banda Aceh. Data were collected through closed questionnaires with a 1-5 Likert scale. Data analysis utilized Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using SmartPLS 4.0 software.

**Results:** The results indicate that all branding variables—Brand Salience, Brand Meaning, Brand Response, Brand Resonance—and the Role of Government have significant positive influences on Sharia tourism development ( $p$ -value < 0.05). Brand Resonance demonstrated the strongest influence (path coefficient 0.321), followed by the Role of Government (0.289). The model showed good goodness of fit with SRMR 0.035 and NFI 0.926.

**Conclusion:** The conclusion emphasizes that strong halal accommodation branding and government support through regulation and oversight are essential keys to positioning Aceh as a leading destination in the global halal tourism industry.

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## INTRODUCTION

The rapid development of digital technology has significantly transformed consumer purchasing behavior and intensified competition among e-commerce platforms. Consumers are no longer limited by geographical boundaries and can easily compare products, prices, and services across multiple digital platforms. Consequently, maintaining customer loyalty has become one of the most important

challenges for e-commerce companies. Online brand loyalty is particularly important because loyal customers are more likely to engage in repeat purchases, provide positive recommendations, and contribute to long-term business sustainability (Buhalis et al., 2020; Tran & Chang, 2022).

Among the factors influencing customer loyalty, online brand experience has received considerable attention in marketing literature. Online brand experience refers to consumers' cognitive, emotional, and behavioral responses resulting from interactions with a brand through digital platforms (Joshi & Garg, 2021; Khan et al., 2020). Positive online brand experiences can create memorable impressions that enhance customer satisfaction and strengthen relationships between consumers and brands. Previous studies have shown that favorable brand experiences encourage customers to revisit a platform, engage more deeply with a brand, and demonstrate stronger loyalty behaviors (Hussein, 2018; Mostafa & Kasamani, 2021; Yu et al., 2021).

In addition to directly influencing loyalty, online brand experience may strengthen consumers' emotional connections with brands. This emotional connection is commonly referred to as brand attachment, which reflects the extent to which consumers feel psychologically and emotionally connected to a brand (Bidmon, 2017). Consumers with strong brand attachment are more likely to maintain long-term relationships with brands, resist competitors' offerings, and continue purchasing their preferred brands (Japutra et al., 2019; Boateng et al., 2020). Previous research further suggests that positive brand experiences contribute to the development of brand attachment, which subsequently influences loyalty outcomes (Granitz & Forman, 2015; Tran & Chang, 2022).

Service quality has also been recognized as an important determinant of customer behavior in digital environments. High service quality enhances customer perceptions of reliability, responsiveness, and trustworthiness, which can strengthen positive evaluations of a platform (Dam & Dam, 2021; Li et al., 2023). Previous studies indicate that superior service quality contributes to customer satisfaction and loyalty, while poor service quality may weaken consumers' willingness to maintain relationships with a brand (Prentice et al., 2019; Boateng et al., 2020). Therefore, service quality may play an important role in strengthening the effect of online brand experience on online brand loyalty.

Although previous studies have established relationships among online brand experience, brand attachment, service quality, and online brand loyalty, several gaps remain. Most prior studies have focused on hospitality, tourism, and online booking platforms, while evidence from e-commerce marketplaces remains relatively limited (Tran & Chang, 2022). Furthermore, the moderating role of service quality in the relationship between online brand experience and online brand loyalty has received less empirical attention, particularly in the context of Indonesian e-commerce platforms.

To address these gaps, this study extends the work of Tran and Chang (2022) by examining the relationships among online brand experience, brand attachment, service quality, and online brand loyalty in the context of Shopee users in Greater Jakarta. Unlike previous studies that focused on online booking services, this research investigates one of the largest e-commerce marketplaces in Indonesia and incorporates service quality as a moderating variable. The findings are expected to contribute to the literature on digital consumer behavior and provide practical insights for e-commerce managers in developing strategies to strengthen customer loyalty. Based on the theoretical arguments and empirical evidence discussed above, the following hypotheses are proposed:

H1: Online Brand Experience positively influences Online Brand Loyalty.

H2: Online Brand Experience positively influences Brand Attachment.

H3: Brand Attachment positively influences Online Brand Loyalty.

H4: Brand Attachment mediates the relationship between Online Brand Experience and Online Brand Loyalty.

H5: Service Quality moderates the relationship between Online Brand Experience and Online Brand Loyalty.

## METHOD

This study employed a quantitative approach to examine the relationships among Online Brand Experience, Brand Attachment, Service Quality, and Online Brand Loyalty among Shopee users in

Greater Jakarta. Specifically, the study investigated the direct effect of Online Brand Experience on Online Brand Loyalty, the mediating role of Brand Attachment, and the moderating role of Service Quality. A cross-sectional survey design was adopted to collect data from respondents at a single point in time, which is commonly used to examine relationships among latent variables using Structural Equation Modeling (Hair et al., 2021).

The population consisted of Shopee users residing in Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, and Bekasi). A purposive sampling technique was employed with the following criteria: (1) respondents aged between 17 and 50 years old, and (2) respondents who had made at least two purchases through the Shopee application within the previous three months. Following the recommendation of Hair et al. (2021), the minimum sample size was determined based on five times the number of measurement indicators. Since the study utilized 20 indicators, a minimum sample of 100 respondents was required. Therefore, data were collected from 100 eligible respondents.

Primary data were collected through an online questionnaire distributed via Google Forms during February and March 2024. All measurement items were adapted from previously validated scales. Online Brand Experience was measured using four items adapted from Tran and Chang (2022). Brand Attachment was measured using four items adapted from Tran and Chang (2022). Online Brand Loyalty was measured using four items adapted from Yu and Yuan (2019), while Service Quality was measured using eight items adapted from Parasuraman et al. (1988). All indicators were assessed using a four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree).

Online Brand Experience was conceptualized as consumers' cognitive, emotional, and behavioral responses resulting from their interactions with the Shopee platform (Joshi & Garg, 2021; Khan et al., 2020). Brand Attachment refers to the emotional bond and psychological connection that consumers develop toward a brand (Bidmon, 2017; Japutra et al., 2019). Online Brand Loyalty reflects consumers' commitment to continue using, repurchasing from, and recommending a brand over time (Rabbanee et al., 2020; Chatterjee & Basu, 2023). Meanwhile, Service Quality represents consumers' evaluation of the reliability, responsiveness, and effectiveness of services delivered by a company in meeting customer expectations (Dam & Dam, 2021; Li et al., 2023). The operationalization of these constructs was based on established measurement scales that have been widely applied in previous marketing and consumer behavior studies.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The measurement model was evaluated through convergent validity, discriminant validity, and reliability assessments. Convergent validity was assessed using outer loading values and Average Variance Extracted (AVE), while reliability was evaluated using Cronbach's Alpha and Composite Reliability. Discriminant validity was examined using the Heterotrait-Monotrait Ratio (HTMT), Fornell-Larcker Criterion, and Cross Loadings. Subsequently, the structural model was assessed through bootstrapping procedures to test the significance of the proposed hypotheses, including direct, mediating, and moderating effects among the study variables (Hair et al., 2021).

## RESULTS AND DISCUSSION

The proposed research model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis began with an evaluation of the measurement model to ensure that the constructs met the requirements of validity and reliability before testing the proposed hypotheses. Convergent validity was assessed using outer loading values and Average Variance Extracted (AVE), while reliability was evaluated through Cronbach's Alpha and Composite Reliability (Hair et al., 2021).

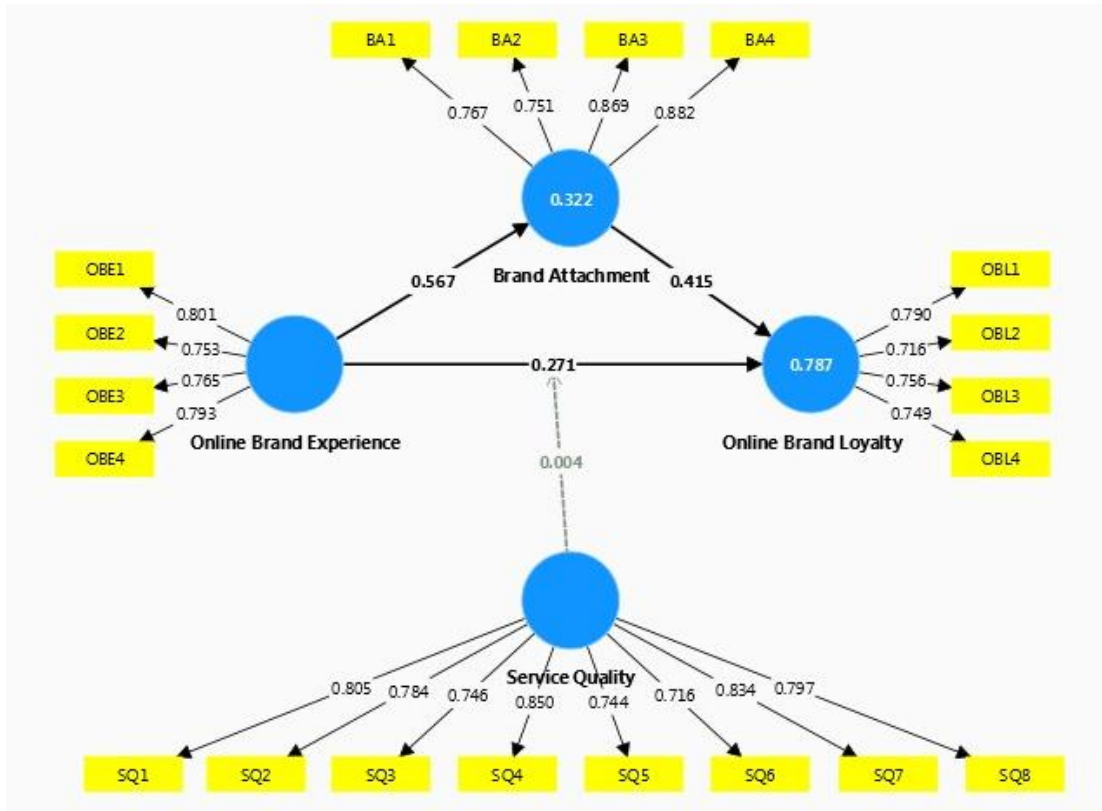


Figure 1. PLS Algorithm

Figure 1 presents the PLS-SEM algorithm results, including the outer loadings, path coefficients, and coefficient of determination ( $R^2$ ) values. The results indicate that Online Brand Experience positively influences Brand Attachment ( $\beta = 0.567$ ) and Online Brand Loyalty ( $\beta = 0.271$ ), while Brand Attachment positively influences Online Brand Loyalty ( $\beta = 0.415$ ). Furthermore, Online Brand Experience explains 32.2% of the variance in Brand Attachment, whereas Online Brand Experience, Brand Attachment, and Service Quality jointly explain 78.7% of the variance in Online Brand Loyalty. These findings provide preliminary support for the proposed research model.

Table 1. Measurement Model Assessment

Variabel	Indikator	Onte Loading	AVE	Cronbach's Alpha	Composite Reliability
Brand Attachment	BA1	0.767	0.671	0.835	0.890
	BA2	0.751			
	BA3	0.869			
	BA4	0.882			
Online Brand Experience	OBE1	0.801	0.606	0.785	0.860
	OBE2	0.753			
	OBE3	0.765			
	OBE4	0.793			
Online Brand Loyalty	OBL1	0.790	0.586	0.746	0.840
	OBL2	0.716			
	OBL3	0.756			
	OBL4	0.749			

<i>Service Quality</i>	SQ1	0.805	0.618	0.911	0.928
	SQ2	0.784			
	SQ3	0.746			
	SQ4	0.850			
	SQ5	0.744			
	SQ6	0.716			
	SQ7	0.834			
	SQ8	0.797			

Table 1 presents the results of the measurement model assessment, including indicator reliability, internal consistency reliability, and convergent validity. The outer loading values ranged from 0.716 to 0.882, exceeding the recommended threshold of 0.70, which indicates that all indicators adequately represent their respective constructs (Hair et al., 2021). Furthermore, Cronbach's Alpha values ranged from 0.746 to 0.911, while Composite Reliability values ranged from 0.840 to 0.928. Since all values exceeded the recommended minimum threshold of 0.70, the constructs demonstrated satisfactory internal consistency reliability.

The convergent validity assessment showed that all constructs achieved Average Variance Extracted (AVE) values ranging from 0.586 to 0.671, surpassing the recommended threshold of 0.50 (Fornell & Larcker, 1981). These findings indicate that each construct explains more than 50% of the variance of its indicators. Therefore, the results confirm that the measurement model satisfies the requirements of reliability and convergent validity and is appropriate for further structural model evaluation.

**Table 2. Structural Model Assessment and Hypothesis Testing Results**

	Hipotesis	<i>Original Sample (O)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>	Hasil
<i>Online Brand Experience</i> → <i>Online Brand Loyalty</i>	H <sub>1</sub>	<b>0.271</b>	<b>3.781</b>	<b>0.000</b>	Data Mendukung Hipotesis
<i>Online Brand Experience</i> → <i>Brand Attachment</i>	H <sub>2</sub>	<b>0.567</b>	<b>5.644</b>	<b>0.000</b>	Data Mendukung Hipotesis
<i>Brand Attachment</i> → <i>Online Brand Loyalty</i>	H <sub>3</sub>	<b>0.415</b>	<b>5.044</b>	<b>0.000</b>	Data Mendukung Hipotesis
<i>Service Quality</i> → <i>Online Brand Experience</i> → <i>Online Brand Loyalty</i>	H <sub>5</sub>	0.004	0.095	0.925	Data Tidak Mendukung Hipotesis

Table 2 presents the results of the structural model assessment and hypothesis testing. The findings indicate that Online Brand Experience significantly influences Online Brand Loyalty ( $\beta = 0.271$ ,  $t = 3.781$ ,  $p < 0.001$ ), supporting H1. Online Brand Experience also has a significant positive effect on Brand Attachment ( $\beta = 0.567$ ,  $t = 5.644$ ,  $p < 0.001$ ), supporting H2. Furthermore, Brand Attachment significantly influences Online Brand Loyalty ( $\beta = 0.415$ ,  $t = 5.044$ ,  $p < 0.001$ ), supporting H3.

However, the moderating effect of Service Quality on the relationship between Online Brand Experience and Online Brand Loyalty was not significant ( $\beta = 0.004$ ,  $t = 0.095$ ,  $p = 0.925$ ). Therefore, H5 was not supported. Overall, three direct hypotheses were supported, while the proposed moderating effect was not supported by the empirical data.

The coefficient of determination ( $R^2$ ) was examined to assess the explanatory power of the model. The results indicate that Online Brand Experience explains 32.2% of the variance in Brand Attachment ( $R^2 = 0.322$ ). In addition, Online Brand Experience, Brand Attachment, and Service Quality jointly explain 78.7% of the variance in Online Brand Loyalty ( $R^2 = 0.787$ ). These findings suggest that the proposed model has substantial explanatory power in explaining consumer loyalty toward the Shopee platform.

**Table 3. Indirect Effect Results**

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>
OBE → BA → OBL	0.235	0.234	0.063	3.722	0.000

Table 3 presents the results of the indirect effect analysis. The findings indicate that Brand Attachment significantly mediates the relationship between Online Brand Experience and Online Brand Loyalty ( $\beta = 0.235$ ,  $t = 3.722$ ,  $p < 0.001$ ). Therefore, H4 is supported. This result suggests that positive online brand experiences strengthen consumers' emotional attachment to the Shopee platform, which subsequently enhances their loyalty toward the platform. Thus, Online Brand Experience influences Online Brand Loyalty both directly and indirectly through Brand Attachment.

### Discussion

The findings indicate that Online Brand Experience has a significant positive effect on Online Brand Loyalty. This result suggests that consumers who experience enjoyable, convenient, and memorable interactions with the Shopee platform are more likely to remain loyal and continue using the platform. From the perspective of experiential marketing theory, positive experiences create favorable cognitive and emotional evaluations that influence future behavioral intentions. In the context of e-commerce, consumers interact with various platform attributes, including user interface design, product search features, transaction processes, payment systems, and promotional programs. When these interactions consistently generate positive experiences, consumers are more likely to develop favorable perceptions toward the platform and maintain long-term relationships with it. This finding is consistent with Hussein (2018), Ong et al. (2018), Mostafa and Kasamani (2021), and Yu et al. (2021), which reported that positive brand experiences significantly contribute to customer loyalty in digital environments. The finding also supports Tran and Chang (2022), who emphasized that online brand experience serves as a critical driver of loyalty formation in digital service settings.

The results further reveal that Online Brand Experience significantly influences Brand Attachment. This finding indicates that positive experiences do not merely generate satisfaction but also contribute to the development of emotional bonds between consumers and the platform. According to attachment theory, repeated positive interactions create emotional significance and psychological closeness, which strengthen consumers' attachment toward an object or entity. In the Shopee context, consumers who repeatedly experience convenience, reliability, and enjoyable shopping interactions may gradually perceive the platform as an important part of their purchasing activities. Consequently, positive experiences foster stronger emotional connections with the platform. This finding supports the arguments of Granitz and Forman (2015), Kumar et al. (2013), Japutra et al. (2019), and Tran and Chang (2022), who suggested that favorable brand experiences facilitate the formation of stronger brand attachment.

Brand Attachment was also found to significantly influence Online Brand Loyalty. This finding confirms that emotional bonds play an important role in encouraging consumers to maintain long-term relationships with a platform. Attachment theory suggests that individuals tend to maintain relationships with objects, brands, or entities that provide emotional value and psychological comfort. In the context of Shopee, emotionally attached consumers are more likely to continue using the platform even when alternative marketplaces offer similar products or services. Emotional attachment strengthens consumers' commitment and reduces their tendency to switch to competing platforms. Therefore, loyalty is influenced not only by functional benefits but also by emotional connections developed through repeated interactions with the platform. This finding is consistent with the studies of Cheng et

al. (2012), Hwang and Kandampully (2012), Lee and Workman (2015), and Boateng et al. (2020), which demonstrated that stronger emotional attachment leads to higher levels of customer loyalty.

The mediation analysis revealed that Brand Attachment significantly mediates the relationship between Online Brand Experience and Online Brand Loyalty. This finding indicates that the influence of Online Brand Experience on loyalty occurs through both direct and indirect mechanisms. Positive experiences encourage consumers to remain loyal while simultaneously strengthening emotional attachment, which subsequently reinforces loyalty behavior. This result suggests that consumers do not become loyal solely because they receive satisfactory services or enjoy positive interactions; rather, loyalty emerges when those experiences are transformed into meaningful emotional relationships with the platform. The finding supports the studies of Schmitt et al. (2015), Das et al. (2019), and Sarmiento-Guede et al. (2021), which identified brand attachment as a significant psychological mechanism linking brand experience and loyalty outcomes. The result also reinforces the importance of emotional factors in explaining consumer loyalty within highly competitive digital marketplace environments.

Contrary to expectations, Service Quality did not significantly moderate the relationship between Online Brand Experience and Online Brand Loyalty. Although previous studies have suggested that service quality strengthens customer engagement and loyalty (Hwang & Kandampully, 2012; Boateng et al., 2020; Prentice et al., 2019), the present study found no significant moderating effect. One possible explanation is that service quality has become a basic expectation among consumers using major e-commerce platforms. Leading marketplaces such as Shopee, Tokopedia, Lazada, and other competitors generally provide comparable levels of service quality, including transaction security, customer support, payment convenience, and delivery tracking features. Consequently, consumers may perceive service quality as a standard requirement rather than a differentiating factor. As a result, improvements in service quality may not substantially strengthen the influence of online brand experience on loyalty. Instead, consumers appear to place greater emphasis on experiential and emotional aspects, such as platform convenience, promotional attractiveness, enjoyment, and emotional attachment. This finding suggests that marketplace operators should focus not only on maintaining service quality standards but also on creating memorable and emotionally engaging customer experiences that foster stronger attachment and loyalty.

Collectively, the findings contribute to the growing literature on consumer behavior in digital marketplace environments by highlighting the importance of both experiential and emotional factors in shaping customer loyalty. The results demonstrate that Online Brand Experience influences Online Brand Loyalty not only directly but also indirectly through Brand Attachment, emphasizing the critical role of emotional bonds in the loyalty formation process. Furthermore, the insignificant moderating effect of Service Quality suggests that service quality may no longer serve as a key differentiating factor among leading e-commerce platforms, where consumers generally perceive service standards to be relatively similar. Consequently, creating memorable and emotionally engaging customer experiences appears to be more important than relying solely on service quality improvements. These findings extend previous studies by providing empirical evidence from the Indonesian e-commerce context and reinforcing the strategic importance of Brand Attachment as a mechanism linking Online Brand Experience and Online Brand Loyalty.

## CONCLUSION

This study examined the relationships among Online Brand Experience, Brand Attachment, Service Quality, and Online Brand Loyalty among Shopee users in Greater Jakarta. The findings revealed that Online Brand Experience significantly influences both Online Brand Loyalty and Brand Attachment. Furthermore, Brand Attachment was found to have a significant positive effect on Online Brand Loyalty and significantly mediates the relationship between Online Brand Experience and Online Brand Loyalty. However, the moderating effect of Service Quality on the relationship between Online Brand Experience and Online Brand Loyalty was not supported. These findings contribute to the digital marketing and consumer behavior literature by highlighting the important role of Brand Attachment as a mechanism through which positive online brand experiences are transformed into customer loyalty. The results further suggest that emotional factors may be more influential than service quality in explaining loyalty formation within mature e-commerce environments.

From a managerial perspective, the findings imply that e-commerce providers should focus on creating memorable and engaging customer experiences that foster stronger emotional connections with consumers. While maintaining service quality remains essential, the results indicate that service quality alone may not be sufficient to strengthen customer loyalty. Instead, marketplace operators should prioritize strategies that enhance user experience, platform engagement, personalization, and emotional attachment to encourage long-term customer loyalty and sustainable competitive advantage.

This study has several limitations. First, the research was limited to Shopee users residing in Greater Jakarta, which may restrict the generalizability of the findings to other regions and e-commerce platforms. Second, the study employed a cross-sectional design, limiting the ability to observe changes in consumer perceptions and behaviors over time. Future studies are encouraged to expand the geographic scope, compare multiple marketplace platforms, and employ longitudinal research designs to provide a more comprehensive understanding of the factors influencing online brand loyalty. In addition, future research may consider incorporating other psychological and relational variables to further explain loyalty formation in digital marketplace settings.

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