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Comprehensive Analysis of Customer Brand Engagement and Customer-Based Brand Equity in Indonesia's E-Commerce: Moving Beyond the Holistic View

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Abstract: Due to the intense competition among brands in engaging their customers, this study aims to give a deeper understanding to e-commerce players/ marketer about each customer brand engagement multidimension (conscious attention, enthused participation, and social connection) influences towards customer-based brand equity multidimensions (brand awareness, brand association, perceived quality, and brand loyalty). This study collected data from 297 Indonesian Shopee users using online surveys and evaluated it by Partial Least Squares-Structural Equation Modelling. This study finds that each customer brand engagement dimension has a considerable impact on each customer-based brand equity dimension; particularly, conscious attention has the strongest influence on brand awareness, enthused participation and social connection on brand loyalty. Notably, no previous study has specifically examined the influence of each dimension in Indonesia's e-commerce industry; most studies have only taken a holistic approach by analysing the overall influence of the variable. This study finding will give a thorough perception to the e-commerce players, which will contribute to their strategy-making consideration in enhancing company's customer-based brand equity. It also contributed to the theoretical field by providing clarity about each dimension of customer brand engagement influences which will expand the depth of current research findings.

Keyword: E-commerce, Customer Brand Engagement (CBE), Customer-Based Brand Equity (CBBE).

INTRODUCTION

Due to the growing rivalry, the use of technology, and product innovation in the digital age, customer behavior has been evolving, leading to an increase in the communication frequency between companies and customers (Nugraha & Semobodo, 2023). Many brands have made a significant efforts in establishing ways to engage their customers more successfully, realizing its critical role in accomplishing competitive advantages, including the

improvement of customer-based brand equity (CBBE) (Kumar, 2021). Businesses view CBBE as a crucial resource. It represents the added value that a business receives from its product because of its brand recognition and associations that customers have with the name, logo, or other aspects of the brand, the value perception and loyalty (Nugraha & Semobodo, 2023). However, despite the substantial effort made by the brand, there is a significant number of e-commerce closures due to loss in competition. Therefore, a further exploration about CBE and CBBE should be carried out.

Over the past few years, numerous studies examining the influence of CBE on CBBE on a holistic view, for instances the study conducted by Bapat & Hollebeek (2023) stated that CBE overall has a significant effect on CBBE in India's financial industry, which is supported by the research of Esperansa Tanamal et al. (2022) in Indonesia's electronic industry and Kumar (2021) in India's social media industry. On the other hand, several studies have sought deeper into each dimension, for instance, the Algharabat et al. (2020) study shows that there is no effect of cognitive and emotional dimensions of CBE on the dimensions of CBBE, while only the activation dimension of CBE has a positive effect on brand loyalty, in Jordan's social media industry. In contrast, the Xi & Hamari (2020) study in China's digital media industry showed that the cognitive and emotional dimensions of CBE have a significant effect on CBBE, though the social dimension does not. Youssef et al. (2018) in the Egypt B2B sector supports the positive effect of CBE's emotional dimension on CBBE, yet Vo Minh et al. (2022)stated that CBE's social dimension has a significant effect on CBBE in Vietnam fashion industry.

Based on the findings of the earlier studies, this study discovers that there is a gap among the influences of each dimension of CBE and CBBE in various industries. Moreover, there is a lack of research that analyzes each dimension of CBE and CBBE individually; most studies tend to analyze these variables from a holistic perspective (overall CBE dimensions towards overall CBBE dimensions) without further exploration of each dimension's influences, especially in the context of Indonesia e-commerce industry, which is evident in the research conducted by Dwiviolita & Zuliarni (2023) and Ningrum & Arif (2022). Therefore, this study aim to give a distinctive contribution by providing a detailed examination of the problem formulation including: what is the influence of each dimension of CBE (conscious attention, enthused participation, and social connection) on each dimension of CBBE (brand awareness, brand association, perceived quality, and brand loyalty) of the massive e-commerce consumers, with an estimation of 178.94 million users (Statista, 2024). The results of this study will theoretically contribute to the deeper exploration CBE and CBBE which will assist e-commerce players in identifying the key focus areas for their marketing strategies from the perspective of Indonesia Shopee customers, the leading e-commerce company in Indonesia with 2.35 billion visitors (Statista, 2024).

This study is conducted based on Aaker (1991) theory of customer-based brand equity (CBBE). The theory proposes that a strong and positive customer engagement with a brand can significantly enhance and maintain its brand equity. CBE itself define as the degree of interactions between customers and potential customers with brand activities (Vivek et al., 2014). Vivek et al. (2014) stated that CBE consists of conscious attention, enthused participation, and social connection dimensions. Conscious attention refers to the level of someone's fascination when participating in an interaction (Vivek et al., 2014), which aligns with the cognitive dimension by Brodie et al. (2011). Meanwhile, enthused participation refers to the enthusiasm and emotion that are felt by someone while interacting with others (Vivek et al., 2014), which aligns with the emotional dimension by Brodie et al. (2011). Social connection refers to the participation of others in the interaction (Vivek et al., 2014).

In terms of CBBE, this study applies the concept from Aaker (1991), which defines CBBE as a collection of brand assets and liabilities associated with a brand, that enhance the value of a product for a company or its customers. Aaker (1991) stated that CBBE consists of

four dimensions: brand awareness dimension which is defined as the customer's ability to identify or recall a brand (Aaker, 1991). Brand association refers to anything that people connect with a brand in their memory (Aaker, 1991). Perceived quality refers to the overall quality of a product based on the perspective of customers (Aaker, 1991). Brand loyalty refers to an expression of the degree of bond that a customer holds with a brand (Aaker, 1991).

According to Matthews et al. (2014), customers that cognitively engage with a brand will consciously pay attention to the brand's presented facts about its features and acquire knowledge about the brand, which will precede CBBE in the future. In today's digital era, the way in which customers cognitively engage with social media communication, particularly user-generated evaluations, and the intensity of contemplation regarding it significantly influence brand awareness, brand association, perceived quality, and brand loyalty (Esperansa Tanamal et al., 2022; Xi & Hamari, 2020). Thus, the following hypotheses are proposed: conscious attention has a positive influence on (H1a) brand awareness, (H1b) brand association, (H1c) perceived quality, (H1d) brand loyalty.

Furthermore, positive and enthusiastic feelings while interacting with a brand on social media help prospective customers recognize the product and its advantages even more, which naturally increases brand awareness and impact the degree to which a brand's attributes, features, and qualities are associated (Shakuntala & Ramantoko, 2023). Additionally, customers' level of satisfaction with brand communication also affects their perception of a product's quality (Shakuntala & Ramantoko, 2023). Strong emotional brand attachment makes consumers less adaptable to changes in rates for products and exhibits a greater degree of brand loyalty due to the desire to stay engage with the brand (Astra et al., 2023). Thus, the following hypotheses are proposed: enthused participation has a positive influence on (H2a) brand awareness, (H2b) brand association, (H2c) perceived quality, (H2d) brand loyalty.

The interaction that happened among users has a significant impact on brand involvement and can enhance brand equity (Aaker, 1991). Customers' desire to interact with others who share their interests is reflected in social brand engagement. This allows customers to freely communicate their opinions, which frequently enhances brand awareness and creates positive and strong brand associations, additionally improving their perceptions of the quality of the brand (Nugraha & Semobodo, 2023). Customers also tend to trust brands more when they interact with them and see other customers responding favorably to the brand; this gradually builds brand loyalty (Rachmanu et al., 2024). Thus, the following hypotheses are proposed: social connection has a positive influence on (H3a) brand awareness, (H3b) brand association, (H3c) perceived quality, (H3d) brand loyalty.

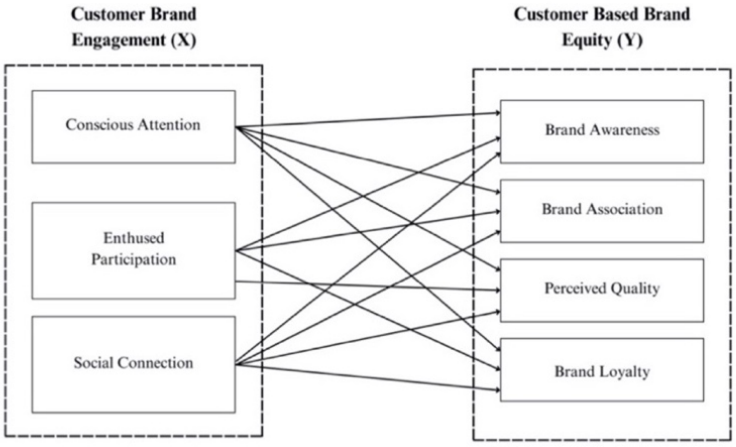

Figure 1. Research Conceptual Framework

METHOD

This study employs a quantitative methodology to test the causality of CBE as an independent variable and CBBE as a dependent variable. The data used for this study came from the primary source through an online survey. Specifically, the measurement of CBE dimensions, such as conscious attention (4 items), enthused participation (4 items), and social connection (4 items), was adopted from Vivek et al. (2014) and Xi & Hamari (2020). Meanwhile, the measurement of CBBE, such as brand awareness (4 items), brand association (4 items), perceived quality (4 items), and brand loyalty (4 items), was adopted from Aaker (1991), Yoo & Donthu (2001), and Netemeyer et al. (2004). Each item in the survey was evaluated using a five-point Likert scale ranging from 1 to 5.

The population of this study is the Shopee users in Indonesia. The sample was determined by convenience sampling, where data is collected from an accessible population that is convenient. The sample size was identified by the formula of Hair et al. (2022), which the total number of indicators (i) in this study, multiplied by 5 to 10 to get the result of 140 to 280 respondents as the minimum sample size (n) recommendation.

The data from the online survey underwent scale purification through exploratory factor analysis (EFA), utilizing the SPSS statistic 27 software, to verify the suitability of items in representing the dimensions with the criteria of a factor loading exceeding 0.4 and a total score of Kaiser Meyer Oklin's sampling validity measurement value near 1 (Rufaidah, 2017). It is because this study is developing a new combination of items used for portraying the existing dimensions of CBE and CBBE. After the scale purification process, the data will be analyzed through Partial Least Squares-Structural Equation Modelling (PLS-SEM) method, utilizing the SMART PLS 4.0 software. This method consists of an outer and an inner model. The outer model assessment involved evaluating the construct validity (convergent validity and discriminant validity) and reliability of the model. Convergent validity aimed to ensure the correlation between indicators and their respective constructs, with outer loading values exceeding 0.7 and AVE exceeding 0.5 (Hair et al., 2022). Discriminant validity focused on g the correlation between indicators and other constructs with the Fornell-Larcker criterion, where the AVE square root value of every variable has to be higher than its correlation with others. On the other hand, the reliability test aims to evaluate the consistency of the measurement instruments, with Cronbach's alpha/ composite exceeding 0.7 (Hair et al., 2022).

The inner model evaluation comprises two components: r-square and significance (t-value and p-value). The r-quare value indicates the dependent variable's variance in the that can be described by the independent variable. R-square values of 0.75, 0.50, and 0.25, represent a strong, moderate, and weak model. Conversely, t-value and p-value testing by bootstrapping is utilized to indicate the significance of the influence of independent variables on dependent variables. T values that exceed 1.96 (with a significance level of 5%) and p values under 0.05 show a significant influence of the independent variable (Hair et al., 2022).

RESULTS AND DISCUSSION

Result

A total of 297 Indonesian Shopee users participated in this survey. According to the respondents' demographics shown in Table 1, 58.25% of the respondents are female and the rest are male. Most of the respondents (37.37%) are between the ages of 21 and 25, and 23.91% are between the 26 and 30 age groups. Almost half of the respondents (41.08%) hold a bachelor's degree, followed by 35.02% who have completed high school. For occupations, it's dominated by employees (38.72%) and college students (34.34%). More than half of the respondents come from Java (55.22%), with Sumatra (20.88%) coming in second. Respondents last used the platform mostly last week (38.72%) and today (30.98%). In addition, usage frequency varies, with 35.69% using it five to ten times and 33.67% using it one to five times.

Table 1. Demographic Characteristic of Respondents (N=297)

	N	%
Gender		
Male	124	41.75%
Female	173	58.25%
Age		
< 20 years old	38	12.79%
21-25 years old	111	37.37%
26-30 years old	71	23.91%
31-35 years old	28	9.43%
36-40 years old	22	7.41%
> 40 years old	27	9.09%
Education Level		
Below high school level	12	4.04%
High school and equivalent	104	35.02%
Diploma	48	16.16%
Bachelor	122	41.08%
Master/ Ph.D.	11	3.70%
Occupation		
High school student	20	6.73%
College student	102	34.34%
Employee	115	38.72%
Entrepreneur	47	15.83%
Others	13	4.38%
Domicile		
Java	164	55.22%
Sumatra	62	20.88%
Kalimantan	26	8.75%
Sulawesi	22	7.41%
Bali and Nusa Tenggara	17	5.72%
Papua	5	1.68%
Others	1	0.34%
Last Used		
Today	92	30.98%
Last week	115	38.72%
Last month	51	17.17%
Three months ago	18	6.06%
Six months ago	7	2.35%
Last year	10	3.37%
> One year ago	4	1.35%
Frequency of Usage		
1-5 times	100	33.67%
5-10 times	106	35.69%
10-15 times	62	20.88%
> 15 times	29	9.76%

Source: Processed data

This study performs an EFA on all CBE and CBBE variable items that exceed the factor loading of 0.4 at the start of the analysis. The purpose of EFA is to confirm the survey's factor structure with the outcome of KMO and communal values (Rufaidah, 2017).Table 2 demonstrates that the KMO values of CBE and CBBE are, respectively, 0.941 and 0.945, which are close to 1, indicating that both of them have a compact correlation pattern and that their contributing components are distinct and trustworthy. The communalities for each item are also

displayed to indicate the proportion of the item variance that the factor that was created could explain. The communality values for this model are between 0.572 and 0.771, which indicates that the factor could account for between 57.2% and 77.1% of the variance of each item. In summary, all of the items in this survey are valid and can be used to measure the construct.

Table 2. EFA Result

No Item	Communalities	CA	EP	SC	BAW	BAS	PQ	BL
CBE KMO= 0.941								
CA1	0.771	0.773						
CA2	0.655	0.692						
CA3	0.781	0.756						
CA4	0.657	0.695						
EP1	0.718		0.808					
EP2	0.572		0.594					
EP3	0.648		0.638					
EP4	0.702		0.730					
SC1	0.691			0.743				
SC2	0.717			0.694				
SC3	0.745			0.776				
SC4	0.763			0.764				
CBBE KMO= 0.945								
BAW1	0.790				0.739			
BAW2	0.668				0.385			
BAW3	0.801				0.765			
BAW4	0.585				0.475			
BAS1	0.641					0.696		
BAS2	0.600					0.627		
BAS3	0.621					0.574		
BAS4	0.731					0.816		
PQ1	0.750						0.734	
PQ2	0.709						0.662	
PQ3	0.681						0.680	
PQ4	0.715						0.752	
BL1	0.686							0.742
BL2	0.583							0.656
BL3	0.738							0.750
BL4	0.741							0.792
Total Variance Explained		56.625	63.943	70.185	50.47	58.311	64.53	68.997

Source: Processed data

Table 3 presents various measures of model fit that are used to assess the fitness of a prediction model (Hair et al., 2022). The SRMR value is 0.050, which is below 0.08, indicating a good model fit, which represents the low average difference between the correlation matrix of the prediction model and the observed data (Dijkstra & Henseler, 2015). Additionally, the values of d_ULS and d_G are 1.026 and 0.496, respectively, which is close to 0, indicating a good fit and minimal sampling error (Dijkstra & Henseler, 2015). Conversely, the NFI value of 0.841, which is close to 1, indicates a good fit (Lohmoller et al., 1989). All the measurements

show a good model fit, which means that the prediction model used in this study is suitable for the observed data, so that it can be use to predict the data (Lohmoller et al., 1989).

Table 3. Model Fit

	Saturated Model
SRMR	0.050
d_ULS	1.026
d_G	0.496
Chi-square	865.553
NFI	0.841

Source: Processed data

Table 4 shows the convergent validity (indicated by AVE and outer loading) and reliability (indicated by Cronbach alpha and composite reliability) of the CBE and CBBE variables. The AVE score exceeds the 0.5 value, and the outer loading exceeds 0.7, which indicates good convergent validity that leads to a strong correlation between indicators and their constructs. While, every CBE and CBBE dimension has composite reliability and Cronbach alpha value greater than 0.7, which indicates accurate and consistent measuring tools in this study.

Table 4. Convergent Validity and Reliability

Indicator	Measurement Item	AVE	CR	A	Outer Loading
CA1	Everything related to Shopee attracts my attention	0.717	0.871	0.868	0.876
CA2	I want to learn more about Shopee				0.825
CA3	I really pay attention to anything about Shopee				0.885
CA4	I often think about Shopee				0.799
EP1	I really like Shopee	0.649	0.820	0.819	0.774
EP2	I feel enthusiastic about Shopee				0.785
EP3	I spend a lot of my free time with activities related to Shopee				0.821
EP4	Every day I always check the Shopee application				0.841
SC1	I like using Shopee with my friends	0.724	0.874	0.873	0.828
SC2	I enjoy using Shopee more when I'm with other people				0.846
SC3	Using Shopee will be more fun if other people around me also use it.				0.856
SC4	I feel a bond/relationship with people who also use Shopee				0.873
BAW1	I heard Shopee is an online shopping option	0.685	0.848	0.846	0.860
BAW2	I can recognize Shopee among its competitors				0.800
BAW3	I can remember that Shopee is an online shopping platform				0.823
BAW4	When I think of online shopping platforms, Shopee is the first brand that comes to mind				0.826
BAS1	The costs incurred are in accordance with the benefits obtained from using Shopee	0.653	0.829	0.824	0.813
BAS2	Shopee is known to have certain characteristics.				0.812
BAS3	I have a clear idea of the type of person who will use Shopee.				0.824
BAS4	Shopee was created by an organization that I can trust/has a good reputation				0.785

PQ1	In comparison with other online shopping platforms, Shopee has high quality	0.683	0.846	0.845	0.835
PQ2	Shopee is the best online shopping platform compared to other platforms				0.827
PQ3	In comparison with other online shopping platforms, Shopee consistently continues to provide the best quality				0.806
PQ4	Shopee is a platform that can continue to be relied on in terms of quality				0.836
BL1	I am satisfied with the services offered by Shopee based on my recent experience	0.689	0.851	0.849	0.832
BL2	I want to use the Shopee platform again in the future				0.789
BL3	Shopee is the only online shopping platform that I use.				0.866
BL4	I would recommend Shopee to others				0.830

Source: PLS-SEM Result

Table 5 shows the discriminant validity of the variables utilizing the Fornell-Larcker criterion. It shows that the square root of the AVE for every variable in this study is higher than the correlation with the other variable, indicating that the measures are not highly associated since they measure the same underlying notion but rather different constructs. Hence, this model has a appropriate discriminant validity.

Table 5. Fornell-Larcker Criterion

Dimension	BAS	BAW	BL	CA	EP	PQ	SC
BAS	0.808						
BAW	0.752	0.827					
BL	0.606	0.655	0.830				
CA	0.643	0.694	0.683	0.847			
EP	0.618	0.666	0.689	0.721	0.806		
PQ	0.644	0.642	0.667	0.655	0.633	0.826	
SC	0.656	0.670	0.703	0.740	0.691	0.644	0.851

Source: PLS-SEM Result

Table 6 shows the r-square value that indicates the percentage of variation in CBBE explained by changes in the CBE variable, and the rest of it (Hamid & Anwar, 2019). Most of the dimensions show an r-square value around 0.5, which shows a moderate model with around 50% of the variation in CBBE being explained by changes in the CBE variable and the rest being influenced by other factors.

Table 6. R-square Value

Dimension	R-Square	R- Square Adjusted
BAW	0.565	0.560
BAS	0.505	0.500
PQ	0.511	0.506
BL	0.591	0.587

Source: PLS-SEM Result

The diagram for the PLS SEM modelling of this study's construct is presented in figure 2. The diagram illustrates the influence of each dimension of CBE, which consist of conscious attention (CA), enthused participation (EP), and social connection (SC) towards each

dimensions of CBBE, which consist of brand awareness (BAW), brand association (BAS), perceived quality (PQ), and brand loyalty (BL).

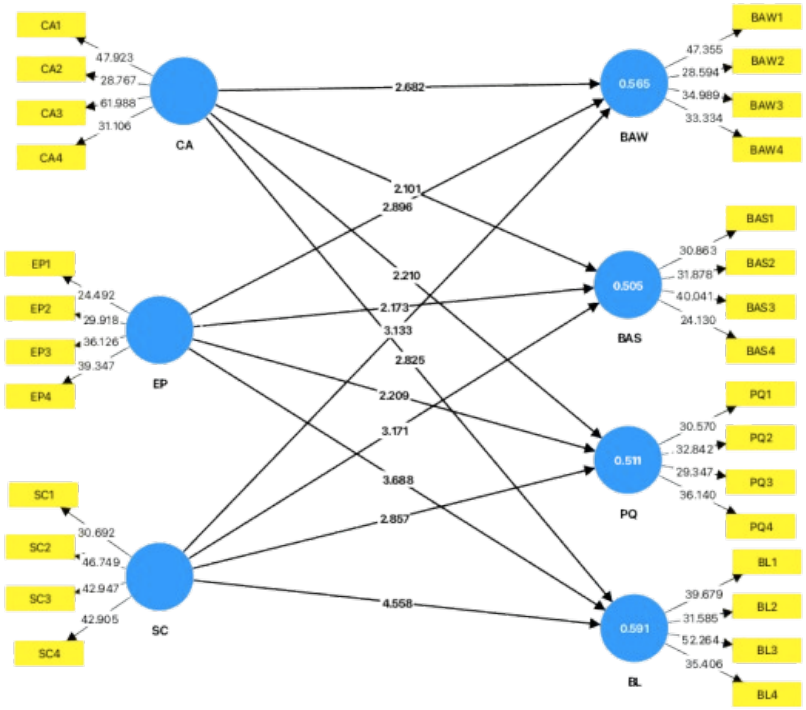

Figure 2. PLS SEM Result

Table 7 shows the significance of each CBE dimension's influence on CBBE dimensions, which is indicated by the p-value and t-value of that dimension, whereas the strength and direction of the influence is shown by the parameter coefficient value (the closer the positive value to 1 and the negative value to -1, the stronger the influences becomes). Every relationship inside the dimension between two variables has t-values that exceed 1.96, p-values under 0.05, and parameter coefficient higher than 0, indicating that each CBE dimension has a significant positive influences each CBBE dimension.

The results of this study shown that hypotheses H1a (t-value = 2.682, p-value = 0.007, parameter coefficient = 0.317), H1b (t-value = 2.101, p-value = 0.036, parameter coefficient = 0.249), H1c (t-value = 2.210, p-value = 0.027, parameter coefficient = 0.279), and H1d (t-value = 2.825, p-value = 0.005, parameter coefficient = 0.221) have t-values that exceed 1.96, p-values under 0.05, and parameter coefficient higher than 0. Therefore, hypotheses 1a, 1b, 1c, and 1d are supported, suggesting that conscious attention from CBE has significant positive influences on each dimension of CBBE.

This study also found that hypotheses H2a (t-value = 2.896, p-value = 0.004, parameter coefficient = 0.261), H2b (t-value = 2.173, p-value = 0.030, parameter coefficient = 0.217), H2c (t-value = 2.209, p-value = 0.027, parameter coefficient = 0248), and H2d (t-value = 3.688, p-value = 0.000, parameter coefficient = 0.300) have t-values that exceed 1.96, p-values under 0.05, and parameter coefficient higher than 0. Therefore, hypotheses 2a, 2b, 2c, and 2d are supported, suggesting that enthused participation in CBE significantly influences each dimension of CBBE.

The last hypotheses, H3a (t-value = 3.133, p-value = 0.002, parameter coefficient = 0.255), H3b (t-value = 3.171, p-value = 0.002, parameter coefficient = 0.322), H3c (t-value = 2.857, p-value = 0.004, parameter coefficient = 0.266), and H3d (t-value = 4.558, p-value = 0.000, parameter coefficient = 0.332) have t-values that exceed 1.96, p-values under 0.05, and parameter coefficient higher than 0. Therefore, hypotheses 3a, 3b, 3c, and 3d are likewise

supported, suggesting that social connection from CBE significantly influences each dimension of CBBE.

Table 7. Hypothesis Testing Result

Hypothesized Relationship	Original Sample/ Parameter coefficient	P-value	T-value	Result
H1a: CA -> BAW	0.317	0.007	2.682	Supported
H1b: CA -> BAS	0.249	0.036	2.101	Supported
H1c: CA -> PQ	0.279	0.027	2.210	Supported
H1d: CA -> BL	0.221	0.005	2.825	Supported
H2a: EP -> BAW	0.261	0.004	2.896	Supported
H2b: EP -> BAS	0.217	0.030	2.173	Supported
H2c: EP -> PQ	0.248	0.027	2.209	Supported
H2d: EP -> BL	0.300	0.000	3.688	Supported
H3a: SC -> BAW	0.255	0.002	3.133	Supported
H3b: SC -> BAS	0.322	0.002	3.171	Supported
H3c: SC -> PQ	0.266	0.004	2.857	Supported
H3d: SC -> BL	0.332	0.000	4.558	Supported

Source: PLS-SEM Result

Discussion

The conscious attention dimension of CBE has significant positive influences on every dimension of CBBE, consisting of brand awareness, brand association, perceived quality, and brand loyalty (H1a, H1b, H1c, H1d), which means that if the conscious attention level of an individual increases, it will enhance every dimension of CBBE significantly, and vice versa. These findings are consistent with the previous studies of Gallart-Camahort et al. (2021) and Xi & Hamari (2020) that show similar results. It suggests that the level of interest and desire, along with the intensity of customer thought, influence the attention customers give to a brand. This attention, in turn, influences every dimension of CBBE, with brand awareness being the most affected, as indicated by its highest parameter coefficient. Therefore, it is important to attract the attention of the customer.

The enthused participation dimension of CBE has significant positive influences on every dimension of CBBE consisting of brand awareness, brand association, perceived quality, and brand loyalty (H2a, H2b, H2c, H2d), which means that if the enthused participation level of an individual increases, it will enhance every dimension of CBBE significantly. These findings are consistent with the previous studies of Gallart-Camahort et al. (2021), Nugraha & Semobodo (2023), Xi & Hamari (2020), Youssef et al. (2018) that show similar results. It suggests that the positive feeling and enthusiastic reaction while interacting with the brand encourage the customer to know more about the brand, including its benefits, attributes, and quality. This will lead to a deeper connection with the brand, influencing every dimension of CBBE, with brand loyalty being the most affected, as indicated by its highest parameter coefficient. Therefore, it is important to build a strong and enthusiasm of the customer.

The social connection dimension of CBE has significant positive influences on every dimension of CBBE consisting of brand awareness, brand association, perceived quality, and brand loyalty (H3a, H3b, H3c, H3d), which means that if the social connection level of an individual increases, it will enhance every dimension of CBBE significantly and vice versa. These findings are consistent with the previous studies of Langaro et al. (2018), Samarah et al. (2022), and Vo Minh et al. (2022) that show similar results. It suggests that when customers see positive responses from others and can freely communicate their thoughts about the brand,

it enhances their brand knowledge. This significantly impacts all CBBE dimensions, particularly brand loyalty. Therefore, it is important to enhance the social connection in order to enhance the CBBE level.

In the practical implication, e-commerce marketers should create an effective strategy in order to increase the CBE level of their brand, specifically enhancing conscious attention by focusing on attracting the attention of the customer, staying in the customer's mind, and developing the customer's interest to learn about the brand which could be done with creative advertisements to attract the attention of the customer (Shen et al., 2021); enhancing enthused participation by building a strong emotional engagement (creating positive feelings) and enthusiasm of their customer to spend most of their time related to brand activities which could be done with the adoption of an emotional branding strategy to attach the emotion, including the enthusiasm, of the customer (Manohar et al., 2023) ; enhancing social connection by improving the intensity and enjoyment of customers communicating about the brand with others which could be done by creating and maintaining a strong brand credibility by creating a good reputation in the industry, that will lead to to build a stronger social connection since customers will give their feedback or opinion about the brand to other and it can create a better bond among them (Vo Minh et al., 2022). It's all in order to increase their CBBE as a crucial asset for their company's growth, including brand awareness, brand association, perceived quality, and brand loyalty.

CONCLUSION

This study acknowledges that there is a brutal rivalry among numerous brands to maintain their existence by engaging the customer. Hence, this study aims to look at how each CBE dimension influences each CBBE dimension in the Indonesian e-commerce market. According to this study, every CBE dimension has significant positive influences on every CBBE dimension; particularly, conscious attention has the strongest influence on brand awareness, enthused participation on brand loyalty, and social connection on brand loyalty. Therefore, it's crucial for marketers to enhance the CBE level of their brand specifically by focusing on attracting the attention of the customer, enhance the enthusiastic participation and social connection between customers.

There are various limitation on this study. First, this study only observed this topic in the scope of one industry in a certain country. Second, the small sample size restricts the sample's capacity to be generalized. Third, based on the results of this study, there is a significant percentage of the CBBE must also be influenced by other crucial components that have not been investigated in this study. Last, the research method used in this study only focuses on quantitative method.

To address the limitation of this study, this study suggests that future research conduct a cross-industries between multiple countries with a larger sample size/ Furthermore, explore other variables that could significantly influence CBBE or mediate the influence of CBE on CBBE. Additionally, integrating both quantitative and qualitative methods, with big data analysis, to obtain a more thorough understanding.

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