

ABSTRACT

In recent years, the development of digital technology has had a significant impact on various industries, including the tourism industry. The ease of searching and booking flight tickets, hotels, and tour packages online has attracted many users to turn to digital platforms. In the midst of this growth, brand loyalty is one of the keys to the success of digital platforms such as Agoda in maintaining a competitive market share.

This study aims to determine the effect of customer engagement on brand loyalty mediated by brand attachment and customer trust variables on Agoda Indonesia customers. This research uses quantitative methods to achieve these objectives. The variables analyzed consist of independent variables, namely customer engagement, dependent variables, namely brand loyalty, and mediating variables, namely brand attachment and customer trust.

Non-probability sampling technique using purposive sampling method. The sample used was 291 respondents with the criteria of Agoda customers in Indonesia who have made transactions. Then, Instagram users who follow the @agodaindonesia Instagram social media account and have interacted with the account either liking, commenting, or sharing posts on the @agodaindonesia Instagram account for at least the last 3 months. Data collection is done through an online questionnaire through Google Form. The data analysis technique used is Structural Equation Modeling (SEM) which is processed using SmartPLS.

Based on the results of data analysis in research on the effect of customer engagement on brand loyalty with mediating variables of brand attachment and customer trust in Agoda Indonesia customers, it can be concluded that customers' emotional involvement in the brand (brand attachment) combined with active participation in digital interactions (customer engagement) has the most dominant influence in increasing brand loyalty.

Customers who feel emotionally attached to Agoda after interacting through social media tend to show higher levels of loyalty, making brand attachment a significant mediator in the relationship between customer engagement and brand loyalty. Although customer engagement independently also has a positive and significant impact on brand loyalty, its impact will be much stronger if it is supported by a deep emotional bond. In contrast, customer trust was not shown to mediate the relationship between customer engagement and brand loyalty, as trust in brands tends to be formed through direct experience with Agoda services, such as service quality and brand consistency, rather than solely from digital interactions.

Keywords: digital technology, tourism, customers, brand loyalty.