

ABSTRACT

Digital transcreation in Indonesia does have markedly increased internet penetration; however, paradoxically, IndiHome—the country’s leading fixed broadband service provider—does have experienced rising churn rates and declining levels of customer satisfaction. This research investigates the central effect of Consumer Brand Engagement (CBE) on the development of Brand Loyalty, by particular attention to the regarding effects of Customer Satisfaction and connection Quality. Utilizing a quantitative methodological framework, data were gathered by a sample of 400 IndiHome users and subsequently analyzed through the implementation of Partial Least Squares Structural Equation Modeling (PLS-SEM). The distribution of questionnaires was conducted online through various social media platforms over the course of February to May 2025. by the total of 490 responses received, a rigorous screening process—implemented to exclude invalid, incomplete, or inconsistent submissions—outcomeed in a final dataset comprising 400 valid responses. The outcomes indicate that CBE—comprising cognitive, affective, and behavioral dimensions—exerts both direct and indirect favorable effects on brand loyalty. Among these dimensions, emotional attachment (affection) was identified as the most influential. Furthermore, Core Service Quality, Corporate Social Responsibility (CSR), and Communication effectiveness were found to remarkably effect CBE, thereby contributing to the enhancement of brand loyalty.

Keywords: *Consumer Brand Engagement, Brand Loyalty, Core Service Quality, Relationship Quality, Corporate Social Responsibility*