The influence of customer engagement on brand loyalty: social interactivity and satisfaction as mediating variables

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ARTICLE INFO	ABSTRACT

The purpose of this research is to analyze how Customer Engagement affects Brand Loyalty on Maxim users in Padang City with Social Interactivity and Satisfaction as mediation variables. This research was conducted using the quantitative method. The population of this study is all users who have used Maxim at least 1 time a week and used the Maxim app for the last 3 months. A sample of 290 respondents. This study used a structural equation model (SEM) test with smart PLS 3.0 software as the data analysis tool.
The results of this study found that: (1) Customer Engagement has a significant direct influence on Social Interactivity. (2) Customer Engagement has a significant direct influence on satisfaction. (3) Social Interactivity has a significant direct influence on satisfaction. (4) Social Interactivity has a significant direct influence on Brand Loyalty. (5) Satisfaction has a significant direct influence on Brand Loyalty. (6) Customer Engagement has a significant direct influence on Brand Loyalty. (7) Customer Engagement has a significant indirect influence on Brand Loyalty with Social Interactivity as a mediation variable. (8) Customer Engagement has a significant indirect influence on Brand Loyalty with Satisfaction as a mediation variable

	ABSTRAK

Kata Kunci:
keterlibatan pelanggan; interaktivitas sosial; kepuasan; loyalitas merek.

Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh Customer Engagement terhadap Brand Loyalty pada pengguna Maxim di Kota Padang dengan Social Interactivity dan Satisfaction sebagai variabel mediasi. Penelitian ini dilakukan dengan menggunakan metode kuantitatif. Populasi penelitian ini adalah seluruh pengguna yang pernah menggunakan Maxim minimal 1 kali dalam seminggu dan menggunakan aplikasi Maxim selama 3 bulan terakhir. Sampel penelitian sebanyak 290 responden. Penelitian ini menggunakan uji structural equation model (SEM) dengan software smart PLS 3.0 sebagai alat analisis data.

Hasil penelitian ini menemukan bahwa: (1) Customer Engagement memiliki pengaruh langsung yang signifikan terhadap Social Interactivity. (2) Customer Engagement memiliki pengaruh langsung yang signifikan terhadap Satisfaction. (3) Social Interactivity memiliki pengaruh langsung yang signifikan terhadap Satisfction. (4)Social Interactivity memiliki pengaruh langsung yang signifikan terhadap Brand Loyalty. (5)Satisfaction memiliki pengaruh langsung yang signifikan terhadap Brand Loyalty. (6)Customer Engagement memilki pengaruh langsung yang signifikan terhadap terhadap Brand Loyalty. (7)Customer Engagement memilki pengaruh tidak langsung yang signifikan dengan Brand Loyalty dengan Social Interactivity sebagai variabel mediasi. (8)Customer Engagement memilki pengaruh tidak langsung yang signifikan dengan Brand Loyalty dengan Satisfaction sebagai variabel mediasi

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INTRODUCTION

Transportation facilities are important elements that function as arteries in economic, social, political, and population mobility that grows together following developments that occur in various fields and sectors (Nasution et al., 2020). With the ease of technology at this time, the public transportation service model has changed to be more effective, which makes it easier for customers to choose a vehicle and channel their complaints and difficulties through an online network. According to Wallsten (2015), online transportation services are individual transportation services where customers can order a ride (car or motorbike) through a mobile application, and the driver can respond to the order through the application.

One of the online transportation services that must be considered is Maxim online transportation from Russia, which has expanded its business in Indonesia by starting its operations in 14 cities in Indonesia, one of which is in the city of Padang. A survey stated that the online transportation brand Maxim occupies the fifth position infrequently used applications (APJII, 2020). In addition, an initial survey was also conducted on 30 Maxim users to assess their loyalty. The results of the initial survey showed that 60% of respondents stated that they would not continue to use Maxim in the future, which indicates low loyalty.

In online transportation services, high brand loyalty is a positive attitude of customers towards the brand used, and they tend to order the brand regularly (Li et al., 2020). On repeat purchases, companies also seek to stimulate their customers to engage in non-transactional behavior to replace purchase intentions in increasing the company's brand loyalty (Beckers et al., 2017). So, it can be indicated that brand loyalty is caused by customer engagement. This is evidenced by the research of Brodie et al. (2013) and Harrigan et al. (2017), who found that customer engagement had a positive effect on brand loyalty.

Vivek et al. (2012) define customer engagement as the intensity of individuals participating in and related to the company's offerings and activities initiated by the customer or the organization itself. Customer engagement in this study is different from customer involvement and customer participation because it engages social interactivity between customers and customer experiences with brands (Brodie et al., 2013). Social interactivity activities not only focus on online transportation bookings but also encourage customers to become supporters of the brand. Therefore, social interaction becomes a key factor in building brand loyalty and as a consequence of customer engagement. The research results of Ting et al. (2020) found a significant and positive effect of mediating social interactivity on customer engagement behavior and brand loyalty.

The concept of customer engagement also has characteristics that reflect feelings of passion, energy, and enthusiasm from an attachment relationship that can affect customer satisfaction, based on the level of emotional and relationship interaction felt by the customer (Sashi, 2012). This satisfaction is in the form of affective responses such as a sense of pleasure, and pleasure when customers use online transportation services (Gummerus et al., 2012). Therefore, customer satisfaction has been identified as the main result of customer engagement and leads to increased brand loyalty on online transportation services. This is evidenced by the research of Fernandes & Moreira (2019) and Naqvi et al. (2020) which validates that customer engagement has a significant direct and indirect effect through satisfaction on brand loyalty.

LITERATURE REVIEW

Brand Loyalty

Brand loyalty is the customer's intention or tendency to re-order a product from the same brand and is the result of the customer's belief that the value received from the brand is higher than other brand alternatives (Thakur, 2016). Brand loyalty also shows that consumers have a positive attitude towards the brand, and they tend to buy the brand regularly (Li et al., 2020).

According to Cossío-Silva et al. (2016), in brand loyalty, there are two components. Firstly, attitudinal loyalty means personal attitudes in different emotions towards the preferred brand. Secondly, behavioral loyalty refers to brand repeat purchases. Brand loyalty also provides direct revenue to the company which will increase the propensity to make good recommendations to people in their environment and play an important role in capturing new customers. Therefore, brand loyalty can be said to be a valuable non-material asset for the company (Jiang & Zhang, 2016).

Satisfaction

Kim et al. (2015) define satisfaction as a post-consumption reaction and assessment of a particular product or service that refers to consumer demand that has been successfully fulfilled. Brand satisfaction is also expressed as cumulative satisfaction related to consumers' overall ratings and their experiences with the brand's services (Grisaffe & Nguyen, 2011).

According to Krystallis & Chrysochou (2014), consumer satisfaction with brands starts from the interaction of consumer judgments and post-purchase behavior of consumers who evaluate products through different attributes. According to Yilmaz & Ari (2017), customer satisfaction can also be interpreted as a pleasant condition created by the customer after receiving goods or services, which means that satisfaction here has become an emotion for customers resulting from service evaluation. Therefore, satisfaction is also influenced by customers' emotional responses, their attributions, and perceptions of equity (Zeithaml et al., 2017).

Social Interactivity

Social interactivity is interactive communication that is carried out through channels or without channels. Interactivity can occur through platforms with a low level of interactivity to platforms with a high level of interactivity such as virtual chat and social media (Kaplan & Haenlein, 2010). This interactive activity is seen as a process that creates a social influence on the engaged users, meaning that users will have a good evaluation and feel affiliated with the brand, becoming attached to the values, services, goods, and practices of the company's Brand (Kim & Park, 2017).

According to Pittman & Reich (2016) interaction in the context of social networks is an important aspect that has become a natural part of people's lives, because interactions do not only occur between brands and consumers, but interactions also occur between consumers. According to Tuten & Mintu-Wimsatt (2018), social media interactivity focuses on relational communication between different people who meet in the same activity. Therefore, social media is a source of the latest and greatest information for customers because the information is shared in real-time. In addition, social media also facilitates interaction, content sharing, and business collaboration with customers (Wang, 2012).

Customer Engagement

Vivek et al. (2012) define customer engagement as the intensity of individuals participating and interacting with the company's offerings and activities, initiated by the customer or the organization itself. Meanwhile, according to Gummerus et al. (2012), customer engagement is all consumer interactions with companies and consumer communication with consumers about brands, this communication also includes engaging in web-based discussions, posting comments, service reviews, and information about brands.

Hollebeek et al. (2014) defined consumer brand engagement as cognitive, emotional and behavioral activities associated with certain interactions, such as the consumer's positive valence during the interaction. This engagement is considered a psychological construct that is determined by the emotional, cognitive, and behavioral states generated by the customer's interactive experience. Therefore, these engagement dimensions (cognitive, affective, and behavioral) are expected to have an important role in building consumer experiences (Dessart et al., 2015).

Relationship Between Variables
Effect of Satisfaction on brand loyalty
Several studies have proven that there is a significant relationship between satisfaction and brand loyalty. The research of Naqvi et al. (2020) found that satisfaction has a significant effect on brand loyalty. Then the research of Fernandes & Moreira (2019) also found that satisfaction is a solid direct predictor for functional brand relationships and has a significant influence on Brand Loyalty. The research of Chiu et al. (2016) also shows that the variables of satisfaction through cognitive and affective also predict loyalty in the context of tourists.

Effect of social interactivity on brand loyalty
Several previous studies have proven that social interactivity affects brand loyalty, one of which is research conducted by Ting et al. (2020), which shows that there is a significant and positive effect of social interactivity on brand loyalty on Facebook pages.

Another study that shows the relationship between social interactivity and brand loyalty is the research of Huang et al. (2018), which has measured the direct effect of social interactivity, and media richness on brand loyalty. The study revealed a positive, direct, and strong influence of social interactivity on customer engagement and consequently on brand loyalty.

Effect of social interactivity on satisfaction
Several studies have examined the effect of social interactivity on satisfaction. One of them is Murphy & Sashi (2017), which finds a positive relationship with the influence of the social interactivity dimension as a mediation of communication style variables on satisfaction variables. Then it is also supported by research conducted by Thakur (2014), which discusses that satisfaction from m-banking based on previous interactions has a positive effect on loyalty. In addition, mobile interface services also have a positive influence on customer satisfaction

Effect of customer engagement on satisfaction
Today's customer engagement has emerged as a prominent construct because of its potential impact. Research conducted by Abror et al. (2019) examines the relationship between customer engagement and the Satisfaction of Muslim tourists visiting West Sumatra. The results of this study found a significant positive effect between customer engagement on customer satisfaction in the tourists context. Then it is also supported by Carvalho & Fernandes (2018) research which examines customer brand engagement in virtual communities on social media. The study results identify that customer brand engagement is the main driver of satisfaction in the brand community.

Effect of customer engagement on social interactivity
The social interactivity variable is a relatively new construct as a consequence of customer engagement. In another study, social interactivity was used as a predictor of customer engagement (Bozkurt et al., 2020). However, research conducted by Ting et al. (2020) used the social interactivity variable as a mediating variable with customer engagement as the predictor. Where the results of the study found a significant positive effect between customer engagement on social interactivity.

Effect of of customer engagement on brand loyalty
Many studies that discuss customer engagement have an impact on brand loyalty. As research conducted by Kaur et al. (2020) explores the effect of customer engagement on brand loyalty on Facebook users. The results of this study reveal a positive influence between customer engagement on brand loyalty.

Research by Leckie et al. (2016) and (Kosiba et al., 2018) also have the influence of customer involvement dimensions (cognitive processes, affection, and activation) on brand loyalty. This study also reveals that customer engagement is defined through emotional engagement, cognitive engagement, and behavioral engagement.

The effect of customer engagement on brand loyalty by mediating social interactivity
Based on the literature and the results of previous research, there is a positive relationship between customer involvement and brand loyalty where the relationship is mediated by various variables, such as relationship quality, brand trust, brand attachment, and customer trust. However, there are not many studies that discuss social interactivity as a mediating variable.

Research conducted by Ting et al. (2020) examines the mediating role of social interactivity and customer engagement behavior on brand loyalty on consumer participation on Facebook. The results showed a significant effect of customer engagement on brand loyalty through social interactivity. Another study was also conducted by Kim et al. (2021), who identified the mediating role of social interaction and consumer engagement in building brand loyalty on Facebook pages. The research findings indicate a positive effect of mediating interactivity on brand loyalty.

The effect of customer engagement on brand loyalty with the mediation of satisfaction
The real focus of much research on customer engagement is the consequences that include satisfaction and loyalty. Previous research by Fernandes & Moreira (2019) understands the involvement of consumer brands which have a direct and indirect impact on brand loyalty. Research proves that there is a positive relationship between consumer brand involvement on brand loyalty directly or indirectly through satisfaction.

Another study that shows a mediating relationship between Satisfaction and Customer Engagement with Brand Loyalty is the research of Rasoolimanesh et al. (2019) and Naqvi et al. (2020) which assessed the impact of engagement and demonstrated a strong positive effect for tourist engagement on tourist destination satisfaction and loyalty. In addition, there is also a strong indirect effect of engagement on loyalty through satisfaction.

In this study, we examine that customer engagement affects brand loyalty with social interactivity and satisfaction as mediating variables. To simplify the research, we propose a conceptual framework for research guidelines, as shown in Figure 1 below:
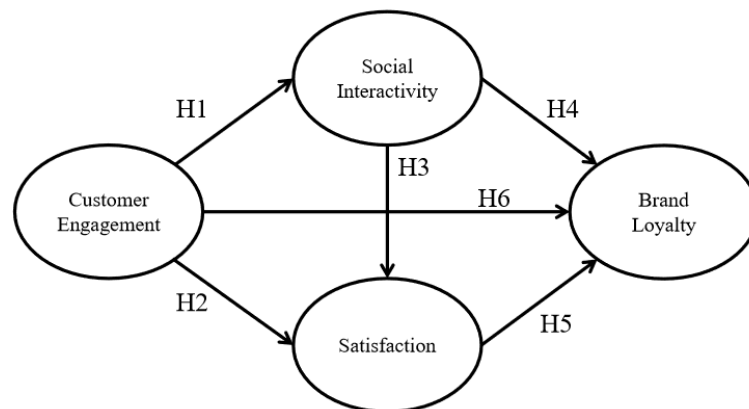

Figure 1. Conceptual Framework

Based on the figure, the authors reveal the conceptual framework of this research as follows:
H1 : Customer engagement has a significant effect on social interactivity.
H2 : Customer engagement has a significant effect on satisfaction.
H3 : Social interactivity has a significant effect on satisfaction.
H4 : Social interactivity has a significant effect on brand loyalty.
H5 : Satisfaction has a significant effect on brand loyalty.
H6 : Customer engagement has a significant effect on brand loyalty.
H7 : Customer engagement has a significant indirect effect on brand loyalty with social interactivity as a mediating variable.
H8 : Customer engagement has a significant indirect effect on brand loyalty with satisfaction as a mediating variable.

METHOD

The type of research we used was a quantitative research method using a survey by sharing several statement items answered by respondents. This quantitative method is very suitable to be used in this study because it is to identify and analyze the influence of customer engagement variables on brand loyalty with social interactivity and satisfaction as a mediation.

Population and Sample

The population in this study were all users of Maxim online transportation in the city of Padang, and the study was conducted in June 2021. For the sampling method, researchers used the purposive sampling method, namely taking samples used with the basis of consideration of several research criteria to improve the accuracy of samples (Sugiyono, 2013). Some of the criteria specified were users who have used Maxim for the last 3 months with a usage rate of at least 1 time a week.

Therefore in this study used sampling techniques with representative formula according to Hair et al. (2018). The samples used Non-probability sampling with a sample number of 290 respondents. In this study, the tool used to measure the phenomenon was to use the Likert scale. Analysis of measurement is done by giving the value of each question given in the questionnaire.

This study used the SEM method using Partial Least Square (Smart-PLS) software as a data analysis tool. PLS is a variant-based structural equation (SEM) investigation that can stimulant test estimation models just as primary model testing. Estimation models are utilized for legitimacy and dependability tests, while primary models for causality or speculation testing use forecast models.

Operational Variable

Operational Definition is characterized as an activity that determines the idea to make it measurable, carried out by looking at the behavioral elements, perspectives, or properties shown by the idea (Sekaran & Bougie, 2016). Operational Definition of the research variables shown in table 1 below:

Table 1. Operational Definition

Variable	Definition	Indicators
Customer engagement (X) (Alalwan et al., 2020)	It is a cognitive, emotional, and behavioral activity of a customer related to Maxim that performs certain interactions and has an important role in enhancing the experience. with other users.	A. Cognitive engagement: 1. I get to think about these mobile apps when I'm using it 2. I think about my using these mobile apps a lot when I'm using it 3. I like to learn more about these mobile apps 4. Using mobile apps stimulates my interest to learn more about these apps 5. I pay a lot of attention to anything about these mobile apps B. Affective Engagement: 1. I feel very positive when I use mobile apps 2. Using this mobile app makes me happy 3. I feel good when I use this mobile app 4. I'm proud to use this mobile app 5. I am enthusiastic about these mobile apps C. Behavioral Engagement: 1. I spent a lot of time using this mobile app compared with other apps 2. Whenever I'm using telecommunication services, I usually use this mobile app 3. I use mobile shopping apps the most 4. This mobile apps is one of the apps I usually use when I use smartphones 5. I often participate in activities of these mobile apps

Social interactivity (Z1) (Ting et al., 2020)	It is an interaction between users who meet on social media that forms a positive or negative perception about Maxim.	1. The page that I "like" allows me to be in control of what I want to see 2. Customers share experiences about products or services with other customers on page I "like" 3. The page that I "like" on media social shares information about the product with users who "like" the page on media social 4. The page that I "like" responds to my posts in a timely manner 5. I "like" on media social responds to other users' posts in a timely manner
Satisfaction (Z) (Fernandes & Moreira, 2019)	It is an expression of cumulative satisfaction based on expectations and perceptions of Maxim's services based on usage and experience with the Maxim brand.	1. I did the right thing when I bought brand 2. I am satisfied with brand 3. Brand] meets my expectations 4. My choice was a wise one
Brand loyalty (Y) (Fernandes & Moreira, 2019)	It is a behavioral and psychological response of a person as a decision-maker that is expressed from time to time towards the Maxim brand.	1. I would recommend brand to friends 2. I will buy brand again 3. I will not buy another brand if brand is present in the store 4. I am faithful to brand 5. I am committed to brand

RESULT AND DISCUSSION

Characteristics of Respondents

The primary data that we collected using the questionnaire instrument has been distributed via google form to Maxim online transportation users in Padang City as many as 325 questionnaires. From the number of questionnaires distributed there are 290 questionnaires that meet the criteria as shown in the following table:

Table 1. Characcteristic of Respondent

Characteristic	Category	Amount	Percentage
Gender	Male	171	58.97%
	Female	119	41.03%
Age	<21 years old	55	18.97%
	21 - 30 years old	177	61.03%
	31 - 40 years old	43	14.83%
	41 – 50 years old	14	4,83%
	>50 years old	1	0,34%
Education Level	SLTP / SMP	35	12.07%
	SLTA / SMU / SMK	126	43.45%
	Diploma	30	10.34%
	S1	94	32.41%
	S2	5	1.73%
	S3	0	0.0%
Profession	Student/College Student	145	50.00%
	Civil Servants (PNS)	8	2.76%
	BUMN employee	15	5.17%
	Private employee	35	12.07%
	Entrepreneur	70	24.14%
	Other	17	5.86%
Income per month	< Rp.1.000.000	81	27.93%
	Rp. 1.000.001 – Rp. 1.500.000	78	26.90%
	Rp. 1.500.001 – Rp. 2.000.000	22	7.59%
	Rp. 2.000.001 – Rp. 2.500.000	38	13.10%

Rp. 2.500.001 – Rp. 3.000.000	22	7.59%
>Rp. 3.000.000	49	16.89%

Source: Primary Data Processed, 2021

Validity Test

Validity testing aims to prove that each variable is different from one another. according toHair et al., (2018)a measurement can be declared valid if it meets the criteria, namely the AVE value is the same or more than 0.5. The following is the value of the average variance extracted (AVE):

Table 2. Average Variance Extracted (AVE)

Variable	AVE
Customer Engagement (X)	0,506
Social Interactivity (Z1)	0,591
Satisfaction (Z2)	0,613
Brand Loyalty (Y)	0,566

Source: Results of primary data processing with Smart PLS 3.0, 2021

Based on the table above, it can be seen that the AVE value in each variable has met the required rule of thumb, namely the AVE value > 0.50. So, this research can be said to be valid.

Reliability Test

According to Sekaran & Bougie (2016), reliability testing is an indication of the stability and consistency of the instrument measuring the concept and helps assess the certainty of a measurement. A variable is said to be real if the Cronbach alpha value is > 0.6. like the following table:

Table 3. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Customer Engagement (X)	0,807	0,867
Social Interactivity (Z1)	0,919	0,930
Satisfaction (Z2)	0,787	0,863
Brand Loyalty (Y)	0,826	0,878

Source: Results of primary data processing with Smart PLS 3.0, 2021

Based on the table above, it can be seen that the output of the Cronbach alpha and composite reliability values for each variable has exceeded the number 0.6. This is in accordance with the rule of thumb where the value of Cronbach alpha and composite reliability, each of which must be greater than 0.6, means that the data in table 22 above can be declared reliable.

R-Square

The R-square value can be used to measure how far the influence of certain independent variables is on the dependent variable. The estimated value of R-square can be seen in the following table:

Table 4. R-Square

Variable	R-Square	R-Square Adjusted
Social Interactivity (Z1)	0,552	0,550
Satisfaction (Z2)	0,541	0,537
Brand Loyalty (Y)	0,681	0,678

Source: Results of primary data processing with Smart PLS 3.0, 2021

Based on table 5 above, the R-square value for the Brand Loyalty variable is 0.681. So it is indicated that 68.1% of Brand Loyalty variables can be influenced by Customer Engagement, Social Interactivity, and Satisfaction. The R-square value for the Satisfaction variable is 0.541. So it is indicated that 54.1% of the Satisfaction variable is influenced by the Customer Engagement and Social Interactivity variables. Then the R-square value for the Social Interactivity variable is 0.552. So it is

indicated that 55.2% of the Social Interactivity variable is influenced by the Customer Engagement variable.

Hypothesis Test
Hypothesis testing was carried out after all the data had met the measurement requirements using the bootstrapping method on the SmartPLS 3.0 software. According to Hair et al. (2018), a hypothesis can be accepted if the significance level is <0.05 or the t-value exceeds the critical value of 1.96. So, it can be seen the influence of the independent variable on the dependent variable as follows:

Direct Effect Hypothesis

Table 5. Direct Effect Hypothesis Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Hypotesis
Customer Engagement -> Social Interactivity	0,743	0,744	0,033	22,442	0,000	Accepted
Customer Engagement -> Satisfaction	0,470	0,472	0,065	7,274	0,000	Accepted
Social Interactivity -> Satisfaction	0,316	0,313	0,069	4,569	0,000	Accepted
Social Interactivity -> Brand Loyalty	0,184	0,179	0,060	3,084	0,002	Accepted
Satisfaction -> Brand Loyalty	0,391	0,388	0,069	5,633	0,000	Accepted
Customer Engagement -> Brand Loyalty	0,341	0,349	0,066	5,181	0,000	Accepted

Source: Results of primary data processing with Smart PLS 3.0, 2021

Based on the results of the direct effect test, it is known that all hypotheses can be accepted as shown in the table above that the p-value of each hypothesis is below the significance level <0.05.

Indirect Effect Hypothesis

Table 6. Indirect Effect Hypotesis Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Hypotesis
Customer Engagement -> Social Interactivity -> Brand Loyalty	0,137	0,133	0,044	3,126	0,002	Accepted
Customer Engagement -> Satisfaction -> Brand Loyalty	0,184	0,184	0,043	4,322	0,000	Accepted

Source: Results of primary data processing with Smart PLS 3.0, 2021

Based on the results of the indirect effect test, it is known that both of hypotheses can be accepted as shown in the table above that the p-value of each hypothesis is below the significance level <0.05.

Discussion
Based on the results of direct and indirect hypothesis testing above, we can write a discussion that discusses the results and objectives of this study, as follows:

The Influence of Customer Engagement on Social Interactivity
The results of the hypothesis test prove that customer engagement has a significant effect on social interactivity. With this involvement, it will be a consideration for customers who will interact with the Maxim online transportation brand. Starting from the cognitive engagement that generates customer attention and focus, the affective engagement that creates feelings of pleasure and enthusiasm for customers, and behavioral engagement that arouses enthusiasm and makes customers active for social interaction with the Maxim brand.

This finding supports previous studies by Ting et al. (2020), which show a significant positive relationship between the variables of customer engagement and social interactivity on Facebook pages. Then studies by Al-Rahmi et al. (2015) also identified that engagement using social media had a significant and positive effect on interactivity.

The Influence of Customer Engagement on Satisfaction
The test results show that customer engagement has a significant effect on satisfaction. This involvement is also a consideration for satisfied customers with the Maxim brand. Starting from cognitive involvement that raises aspects of customer attention and focus, then behavioral involvement that creates enthusiasm and customer activation, then affective involvement that creates feelings of pleasure and enthusiasm for customers so as to make customers feel satisfied with all aspects of the engagement.

This finding supports previous studies by Abror et al. (2019) and Carvalho & Fernandes (2018), which identified a significant positive effect between customer engagement variables on customer satisfaction in the context of tourists and brand communities.

Effect of Social Interactivity on Satisfaction
For the results of the hypothesis that the Social Interactivity variable has a significant effect on satisfaction. The results of the analysis with the theory indicate that the interactive activities here will make Maxim service users bound to the brand so that they create a good evaluation of the Maxim brand. It is known that users who have positive Satisfaction with Maxim are caused by good social interaction activities with the Maxim brand.

This finding supports previous studies by Murphy & Sashi (2017) and Thakur (2014), who found a positive relationship between the effect of social interactivity on customer satisfaction variables. In addition, mobile interface services also show a positive influence on customer satisfaction.

The Effect of Social Interactivity on Brand Loyalty
To test the hypothesis, Social Interactivity has a significant direct effect on Brand Loyalty. Analysis of social interactivity here is also a consideration for users who are loyal to Maxim—starting from forming a cognitive brand image when doing social interactivity because the key to this interactive activity is the experience that consumers expect. Then it is known that users who have high loyalty to Maxim are caused by successful social interactivity activities.

This finding supports previous studies by Ting et al. (2020), which show a significant positive effect of social interactivity on brand loyalty on Facebook pages. Then studies by Huang et al. (2018) which identifies a significant and strong direct effect of social interactivity on brand loyalty.

The effect of Satisfaction on Brand Loyalty
The results of hypothesis testing show that satisfaction has a significant direct effect on Brand Loyalty. Customer satisfaction that starts from the interaction of customer experience assessments based on expectations will be a determinant of customer purchase intentions, so that customer satisfaction will consider the value and brand image which will affect brand loyalty.

This finding supports previous studies by Naqvi et al. (2020) and Fernandes & Moreira (2019) who found that satisfaction had a significant direct effect on brand loyalty. Then studies by Chiu et al. (2016) who identified satisfaction variables through cognitive and affective, also have a significant positive effect on loyalty in the context of tourists.

The Influence of Customer Engagement on Brand Loyalty
The results of testing the Customer Engagement variable have a significant direct effect on Brand Loyalty on Maxim users. Involvement here is a consideration for customers who are loyal to the Maxim brand—starting from the communication that users engage in by way of web-based discussions, posting comments, reviewing services, and sharing information about the brand. So that good

communication from customers will increase their knowledge about the brand and make customers more loyal to the Maxim brand.

This finding supports previous studies by (Kaur et al., 2020), which reveals the positive effect of customer engagement on brand loyalty on Facebook users. Then studies by Leckie et al. (2016) and Kosiba et al. (2018) also found a positive effect of customer involvement dimensions (cognitive, affective, and behavioral) on brand loyalty.

The Influence of Customer Engagement on Brand Loyalty with Social Interactivity as a mediating variable

Based on the results of hypothesis testing, the Customer Engagement variable has a significant indirect effect on Brand Loyalty through Social Interactivity. This social interactivity is a consideration for users who are involved and loyal to Maxim. Starting from interactive activities that form a cognitive brand image that makes users of this service bond with the brand so that users engage with the brand. Then users who are loyal to Maxim are also caused by good social interaction activities against the Maxim brand.

This finding supports previous studies by Ting et al. (2020) which shows a significant effect of customer engagement on brand loyalty through social interactivity. Then Studies Kim et al. (2021) also identified the mediating role of social interaction and consumer engagement in building brand loyalty on Facebook pages.

The Influence of Customer Engagement on Brand Loyalty with Satisfaction as a mediating variable

The results of the hypothesis test show that the Customer Engagement variable has a significant indirect effect on Brand Loyalty through Satisfaction on Maxim users in Padang City. This customer satisfaction is considered from the pleasant state of the customer after receiving Maxim's service. This is because satisfaction has become an emotion for customers resulting from service evaluations that will make customers engage with the brand so that they will be more loyal to Maxim.

This finding supports previous studies by (Fernandes & Moreira, 2019) which proves that there is a positive relationship between consumer brand involvement on brand loyalty directly or indirectly through satisfaction. Next, studies by Rasoolimanesh et al. (2019) and Naqvi et al. (2020) who identified the impact of engagement and show a strong positive effect of tourist engagement on tourist destination satisfaction and loyalty. In addition, there is also a strong indirect effect of engagement on loyalty through satisfaction.

CONCLUSION

Based on the results of the discussion on the effect of customer engagement on brand loyalty through social interactivity and satisfaction as mediating variables for Maxim users in Padang City, it can be concluded that there is a significant direct effect between customer engagement and social interactivity on Maxim users in Padang City. This means that the better the customer engagement carried out by Maxim users, the better the social interactivity of Maxim users in Padang City. There is a significant direct effect between customer engagement and Satisfaction with Maxim users. This means that the better customer engagement by Maxim users, the better the level of Satisfaction for Maxim users in Padang City. There is a significant direct influence between social interactivity and Satisfaction with Maxim users. This means that better social interactivity will affect the satisfaction level of Maxim users in Padang City. There is a significant direct effect between each variable of satisfaction, social interactivity, and customer engagement on brand loyalty. This means that the better the level of satisfaction, the level of social interactivity, and the level of customer involvement will affect the brand loyalty of Maxim users in Padang City.

Furthermore, there is a significant and positive indirect effect between customer engagement on brand loyalty through social interactivity on Maxim users in Padang City. This means that the social interactivity variable succeeded in mediating the relationship between customer engagement and

brand loyalty on Maxim users in Padang City. There is a significant indirect effect between customer engagement on brand loyalty through satisfaction. This means that the Satisfaction variable succeeded in mediating the influence between customer engagement and brand loyalty on Masim users in Padang City

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