Analysis of the influence of brand experience, customer engagement on brand trust through brand attachment as an intervening variable in Gojek users in Padang City

Wahyu Dionaldo[1], Yunita Engriani[1*]

[1]Department of Management, Faculty of Economic, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO	ABSTRACT
	The purpose of this study is to analyze: (1) The Influence of Brand Experience on Brand Trust. (2) The Effect of Customer Engagement on Brand Trust. (3) Influence of Brand Experience on Brand Attachment. (4) Influence of Customer Engagement on Brand Attachment. (5) Influence of Brand Attachment on Brand Trust. (6) Influence of Brand Experience on Brand Trust through Brand Attachment as Intervening Variable. (7) Influence of Customer Engagement on Brand Trust through Brand Attachment as Intervening Variable. The population in this study is the user of the Gojek app service in Padang City. The sampling technique in this study is Purposive Sampling with a sample number of 250 respondents in 2021. Analysis in this study using SmartPLS 3.0. The results of this study are: (1) Brand Experience had no significant and negative effect on Brand Trust. (2) Customer Engagement has a significant and positive effect on brand trust. (3) Brand Experience has a significant and positive effect on Brand Attachment. (4) Customer Engagement has a significant and positive effect on Brand Attachment. (5) Brand Attachment has no significant and negative effect on brand trust. (6) Brand Experience has no significant and negative effect on Brand Trust through Brand Attachment as an intervening variable. (7) Customer Engagement has no significant and negative effect on Brand Trust through Brand Attachment as an intervening variable.
	ABSTRAK
	Tujuan penelitian ini untuk menganalisis: (1) Pengaruh *Brand Experience* terhadap *Brand Trust*. (2) Pengaruh *Customer Engagement* terhadap *Brand Trust*. (3) Pengaruh *Brand Experience* terhadap *Brand Attachment*. (4) Pengaruh *Customer Engagement* terhadap *Brand Attachment*. (5) Pengaruh *Brand Attachment* terhadap *Brand Trust*. (6) Pengaruh *Brand Experience* terhadap *Brand Trust* melalui *Brand Attachment* sebagai Variabel Intervening. (7) Pengaruh *Customer Engagement* terhadap *Brand Trust* melalui *Brand Attachment* sebagai Variabel Intervening. Populasi dalam penelitian ini adalah pengguna layanan aplikasi Gojek di Kota Padang. Teknik pengambilan sampel pada penelitian ini adalah *Purposive Sampling* dengan jumlah sampel sebanyak 250 responden di tahun 2021. Analisis dalam penelitian ini menggunakan *SmartPLS* 3.0. Hasil dari penelitian ini adalah: (1) *Brand Experience* tidak berpengaruh signifikan dan negatif terhadap *Brand Trust*. (2) *Customer Engagement* berpengaruh signifikan dan positif terhadap *Brand Trust*. (3) *Brand Experience* berpengaruh signifikan dan positif terhadap *Brand Attachment*. (4) *Customer Engagement* berpengaruh signifikan dan positif terhadap *Brand Attachment*. (5) *Brand Attachment* tidak berpengaruh signifikan dan negatif terhadap *Brand Trust*. (6) *Brand Experience* tidak berpengaruh signifikan dan negatif terhadap *Brand Trust* melalui *Brand*

Attachment sebagai variabel intervening. (7) *Customer Engagement* tidak berpengaruh signifikan dan negatif terhadap *Brand Trust* melalui *Brand Attachment* sebagai variabel intervening.

* *Corresponding author: e-mail: yunitaengriani@gmail.com*

INTRODUCTION

As the development of the competition era in the business world is getting tighter, this can not be separated from the development of increasingly sophisticated technology caused by globalization. The development of this technology opens market opportunities for business people, one of which is in terms of transportation services. Transportation is one of the important components in the mobility of everyday human life. In transportation is also not spared from the development of technology and innovations that continue to be done so that applications-based online transportation services begin to emerge. Online transportation is one of the service innovations in m-commerce. Online transportation or ride-sharing service is a private transportation service where consumers can book rides (cars, motorbikes, etc.) through a mobile application and drivers can respond to orders through the application (Wallsten, 2015). Online transportation provides several benefits such as drivers and consumers being able to know each other's location accurately, consumers can see drivers and vehicle information, and consumers can easily find transportation to travel elsewhere (Farin et al., 2017). There are already many popular ride-hailing services in Europe and the USA such as Lyft, UberX, Sidecar, and Carpool. While in Indonesia, popular online transportation services are Gojek, Grab, Uber, etc (Silalahi et al., 2017).

Gojek is one of the technology companies in Indonesia that provides online transportation services. Gojek was founded in 2010 by Nadiem Makarim in Jakarta, Indonesia. The establishment of Gojek in the background of the traffic jam in the Indonesian capital is Jakarta. In its operation, Gojek partners with drivers and uses a revenue-sharing system. Gojek is not the only online transportation service that is quite well known and trusted by the public, especially in Padang City. Fierce competition between Gojek and its competitors, one of which is Grab, where both companies provide similar services in providing a mode of transportation for customers, even both also have almost the same iconic color and logo, namely green. This shows that the two companies are competing very fiercely. However, if you look at the comparison in detail the features of the application owned, Grab, is superior to Gojek. Gojek is fairly slow in terms of the implementation of chat or direct message features in the application, because in October 2016, Grab already has a direct messaging feature via the application, without needing to be confused in calling the driver's personal number, while Gojek only released a message in January 2018. In addition, grab's online transportation service is available with its location without having to wait long.

Based on the results of the Survey of the Indonesian Internet Service Providers Association (APJII) for the period 2019-quarter II/2020 noted, Grab and Gojek became the most frequently used online transportation application services by the public. 21.3% of respondents said they often use the Grab app to travel. Meanwhile, 19.4% of respondents admitted to often using the Gojek application when they want to travel. Respondents who chose other online transportation application services, such as Anterin, Bonceng, Maxim, and FastGo ranged in the range of 0.1%-0.3%. Meanwhile, 58.1% of respondents admitted to never using online transportation application services. Based on the difference in the percentage level of intensity of use of online transportation applications on the results of the survey above, it indirectly shows the level of consumer confidence in a brand. In addition, there are various complaints from some users of Gojek application services, one of which is that the service on the Gojek application is often problematic. These complaints can reduce the comfort and level of

customer trust in the Gojek brand. Trust in a brand or brand trust is important for service providers in the framework of business success.

LITERATURE REVIEW

Brand Trust
According to Kotler, P., & Armstrong, (2016) brand trust is where consumers trust a product at all risks because of high expectations or expectations of the brand will give positive results to consumers, so it will lead to loyalty and trust in a brand. According to Tjiptono, (2014) brand trust is the willingness of consumers to trust or rely on brands in a state of risk, due to expectations that the brand in question will give positive results. Brand trust refers to the reliability of the information provided about the brand, its performance, and its ability to meet customer needs (Belaid & Behi, 2011). A brand represents the quality and performance of a product and can be seen as a sign of trust in an intangible product (Sunyansanoa, S., Farquhar, J., & Czarnecka, 2013). According to Adiwidjaja, (2017) brand trust, is where consumer purchasing decisions will be determined against the brand and in creating high-value relationships, trust is needed. In this regard, Xie, L. S., Peng, J. M., & Huan, (2014) Talk about the importance of building brand trust for customers to achieve business success.

Brand Experience
The level of customer trust in the brand has a relationship with the information that customers get from the experience. Based on research conducted by Khan et al., (2019) stated that brand experience is proven to positively affect brand trust. Lee, H.J. and Kang, (2012) describe the experience as consumer knowledge formed when interacting with the entire brand. Elements of experience include sensory, affective, behavioral, and intellectual (van der Westhuizen, 2018). Schmitt, B., Brakus, J.J., & Zarantonello, (2015) argues that consumers consume brands to meet their experience needs rather than rational pricing. Zehir et al., (2011) suggest that brand experiences are created when consumers seek brand information through promotions, events, or other media, consume brands, and then communicate with others about the brand. Ebrahim, R., Ghoneim, A., Irani, Z., & Fan, (2016) define brand experience as an internal subject and behavioral response that arises at various levels of interaction, directly or indirectly, and related to the subject of stimuli in a brand.
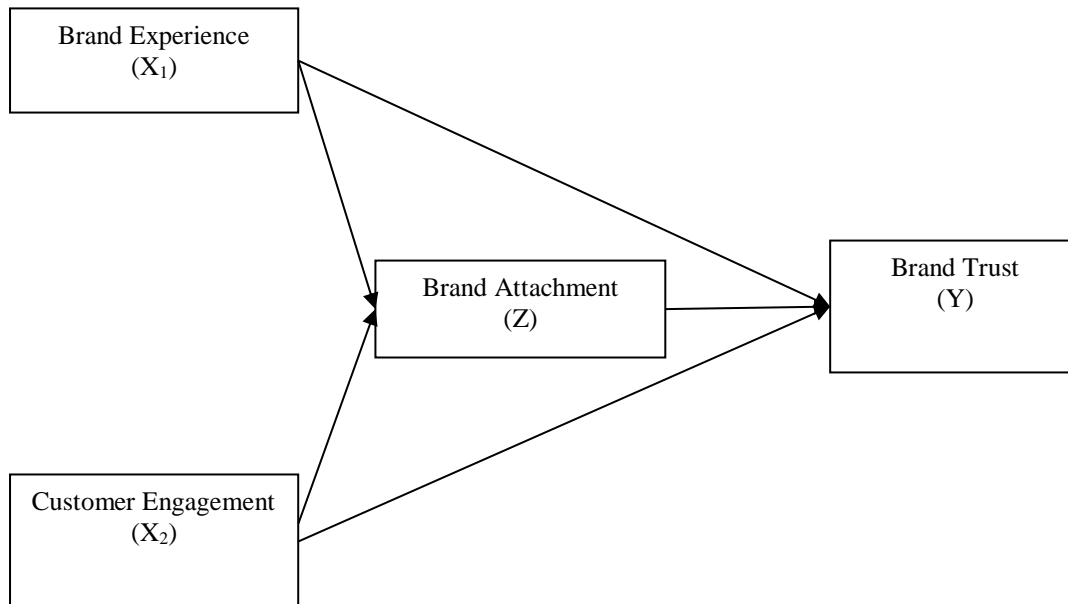
Customer Engagement
Based on research conducted by Khan et al., (2019) shows there is a significant relationship between customer engagement and brand trust. Customer engagement is a step taken by the company in realizing a good relationship with customers or buyers so that the consumer not only becomes a buyer but becomes a medium in marketing the product. If more consumers are comfortable and attached to a company's products then they will convey the information they get from the products they use.

Rohadian, (2019) stated that building engagement is an important thing to do so that the company has a good relationship with customers. Because the higher the engagement, it will be easier to dig up information from his followers about their opinions about the products he uses and know what things the company may have to improve. Customer engagement is "an activity involving consumer participation that is indirectly related to search, alternative evaluation, and decision-making involving brand selection" (Vivek Shiri D et al., 2012). Consumer contributions such as knowledge, skills, and time, to facilitate the focus of the company's product offerings (Alexander & Jaakkola, 2015).

Brand Attachment
Research conducted by Kang et al., (2017) It also demonstrates the importance of brand engagement in building and strengthening brand trust. Brand engagement is defined as a concept in which consumers and individuals seek certainty and association with the brand (Ammari, et al., 2016). The interaction itself is the process of the relationship between the brand and the consumer (Japutra, Arnold, Yuksel Ekinci, 2018). Brand attachment is defined as a concept, in which consumers or individuals seek a sense of security from or relationship with a brand (Ammari, et al., 2016). Attachment itself is a process of

relationship between brand and consumer (Japutra, Arnold, Yuksel Ekinci, 2018). Brand attachments also can be considered the strength of the bond. Connect the brand with yourself. Brand attachment It is a construct that reflects the bond that connects consumers with a particular brand and involves positive feelings towards the brand (Chinomona and Mazriri, 2017).

Figure 1 Conceptual Framework

Seen from the conceptual framework above, then hypothesis in research can be divided as follows:

H1: Brand Experience has a significant effect on Brand Trust
H2: Customer Engagement has a significant effect on Brand Trust
H3: Brand Experience has a significant effect on Brand Attachment
H4: Customer Engagement has a significant effect on Brand Attachment
H5: Brand Attachment has a significant effect on Brand Trust
H6: Brand Experience has a significant effect on Brand Trust through Brand Attachment
H7: Customer Engagement has a significant effect on Brand Trust through Brand Attachment

METHOD

The type of research used is quantitative research. Quantitative research means that the research is based on a specific population or sample that uses certain data retrieval techniques with quantitative or statistical data analysis with the aim of testing established hypotheses (Sugiyono, 2016). In this study, the influence of independent variables namely Brand Experience and Customer Engagement on dependent variables, namely Brand Trust, and supported intervening variables, namely Brand Attachment. The population of this study is the user of the Gojek application service in Padang City, With a sample of 250 people. For sampling, the authors use non-probability sampling techniques with a purposive sampling approach. Data collection in this study using questionnaires with Likert scale, then analyzed using data analysis methods conducted with SmartPLS (Partial Least Square) Software 3.0.

RESULT AND DISCUSSION

Validity Test

A validity test is carried out to ensure that all latent variables are not the same as other variables. The model is considered good if it has an Average Variance Extracted (AVE) value of ($\geq$0.5). The test result can be seen following table:
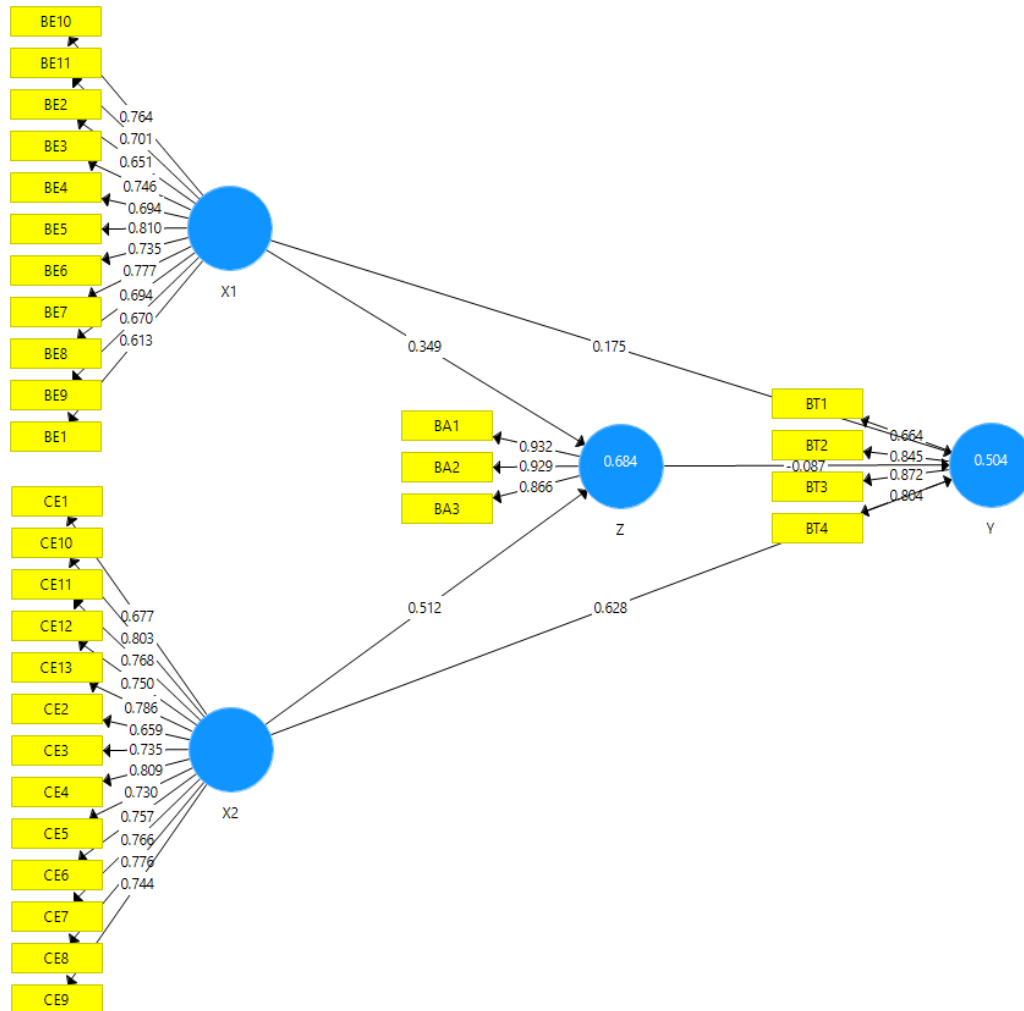

Figure 2 Outer Model

Figure 2 shows the shape of the model between constructs. In this model, it can be seen that the construct is valid because it has a correlation value above 0.5. It can be concluded that the indicators for each construct provide a high convergent validity value because all of them are above 0.5. Likewise, the cross-loading value shows good discriminant validity.

Another method to assess discriminant validity is to compare the Square Roof of Average (AVE) for each construct with other constructs in the model. The construct is said to be valid if it has an AVE value > 0.5

Table 1 Analysis Square of Average (AVE)

	AVE
X1_Brand Experience	0.513
X2_Customer Engagement	0.565
Y_Brand Trust	0.827
Z_Brand Attachment	0.641

Source: Results from processing SmartPLS3

Based on table 1, it can be seen that all variables have an Average Variance Extracted (AVE) value above 0.5 which can be concluded that all variables in this research have met the requirements of discriminant validity.

Reliability Test

Reliability test is used to measure the consistency of a measuring instrument when measuring a concept. It can also be used to measure the consistency of respondents in answering survey questions and survey equipment. The results of the reliability test are shown in the following table:

Table 2 Analysis Composite Reliability

	Composite Reliability
X1_Brand Experience	0.920
X2_Customer Engagement	0.944
Y_Brand Trust	0.876
Z_Brand Attachment	0.935

Source: Results from processing SmartPLS3

As Seen from the result in the table 2 above, the composite reliability value for the brand experience variable is 0.920, the customer engagement variable is 0.944,   then for the brand trust variable is 0.876 and the brand attachment variable is 0.935 so it can be concluded that the value of the construct has good reliability because its composite reliability value is already above 0.6.

R-Square

Testing of the inner model or structural model is carried out to see the relationship between constructs, significant values, and R-Square of the research model. The structural model was evaluated using R-Square for the dependent construct of the t-test and the significance of the coefficients of the structural path parameters was evaluated.

Table 3 Analysis R-Square

	R-square
Y_Brand Trust	0.504
Z_Brand Attachment	0.684

Source: Results from processing SmartPLS3

Based on table 3 above it can be seen that the value of R square for Brand Trust variable (Y) of 0.504 which can be indicated that 50.4% of brand trust variables can be affected by brand experience and customer engagement, while the remaining 49.6% is influenced by other variables. Then for the value of the R square variable Brand Attachment (Z) of 0.684 which can be indicated that 68.4% of brand experience and customer engagement variables affect brand attachment. The rest was affected by other variables outside of the study.

Hypothesis Test

Hypothesis is a temporary answer that still needs to be tested for truth through facts (Irianto, 2016). Hypothesis testing aims to determine whether the influence between the independent variable and the dependent variable. Hypothesis testing is done by looking at the t-statistic value > 1.96. the testing in this study was carried out using a bootstrap process with the help of the SmartPLS 3.0 program so that can be seen the influence of the independent variable on the dependent variable as follows:

Table 4 Direct Effect Hypothesis Result (Inner Model)

Direct influence					
	Original sample(O)	Sample mean	standar deviasi	T Statistik	P. Values
X1_Brand Experience -> Y_Brand Trust	0.175	0.187	0.118	1.484	0.139
X2_Customer Engagement -> Y_Brand Trust	0.628	0.630	0.109	5.764	0.000
X1_Brand Experience -> Z_Brand Attachment	0.349	0.352	0.082	4.242	0.000
X2_Customer Engagement -> Brand Attachment	0.512	0.511	0.079	6.503	0.000
Z_Brand Attachment -> Y_Brand Trust	-0.087	-0.097	0.092	0.950	0.342

Source: Results from processing SmartPLS3

Testing hypothesis 1: The Effect of Brand Experience on Brand Trust
Based on the results of hypothesis testing in table 4 above it can be seen that the Brand Experience and Brand Trust variables have a t-statistic value of 1,484 where the result of the t-statistic is smaller than the value of the t-table which is 1.96. It can then be concluded that the results of the Brand Experience and Brand Trust relationship are insignificant so H1 is rejected.

Testing Hypothesis 2: The Effect of Customer Engagement on Brand Trust
Based on the results of hypothesis testing in table 4 above it can be seen that the Customer Engagement and Brand Trust variable has a t-statistic value of 5,764 where the result of the t-statistic value is greater than the t-table which is 1.96. It can then be concluded that the results of the relationship between Customer Engagement and Brand Trust are significant so that H2 is accepted.

Testing Hypothesis 3: The Effect of Brand Experience on Brand Attachment
Based on the results of hypothesis testing in table 4 above it can be seen that the Brand Experience and Brand Attachment variable has a t-statistic value of 4,242 where the result of the t-statistic value is greater than the t-table which is 1.96. It can then be concluded that the results of the relationship between Brand Experience and Brand Attachment are significant so that H3 is accepted.

Testing Hypothesis 4: The Effect of Customer Engagement on Brand Attachment
Based on the results of hypothesis testing in table 4 above it can be seen that the Customer Engagement and Brand Attachment variable has a t-statistic value of 6,503 where the result of the t-statistic value is greater than the t-table which is 1.96. It can then be concluded that the results of the relationship between Customer Engagement and Brand Attachment are significant so that H4 is accepted.

Testing Hypothesis 5: Effect of Brand Attachment on Brand Trust
Based on the results of hypothesis testing in table 4 above it can be seen that the Brand Attachment and Brand Trust variables have a t-statistic value of 0.950 where the result of the t-statistic value is smaller than the t-table value of 1.96. It can then be concluded that the result of the relationship between Brand Attachment and Brand Trust is insignificant so H3 is rejected.

Hypothesis testing with intervening variables
Sugiyono, (2013) argues that the hypothesis is a temporary answer to the formulation of the research problem, where the formulation of the research problem has been stated in the form of a questionable claim, it is said to be temporary because the answers given are only based on relevant theories, not based on empirical facts. obtained through data collection. Hypothesis testing can be done by evaluating the feasibility (goodness of fit) goodness of fit measurement model is carried out to see the level of accuracy and confidence level of the research model, if the R-square value is above then the research model can be said to be good, strong and reliable, otherwise, if the R-square is below 1 then the results cannot be said to be good, strong and unreliable.

Table 5 Indirect Effect Hypothesis Result

	Original sample (O)	Sample mean	standar deviasi	T Statistik	P. Values
X1_Brand Experience-> Z_Brand Attachment -> Y_Brand Trust	-0.030	-0.034	0.034	0.893	0.372
X2_Customer Engagement -> Z_Brand Attachment -> Y_Brand Trust	-0.045	-0.050	0.049	0.917	0.360

Source: Results from processing SmartPLS3

Based on the figure and table 5 above, it can be seen that each variable has a t-statistic below 1.96 where all variables do not influence each other. This study examined the indirect effects between X1_Brand Experience on Y_Brand Trust through intervening variables, namely Z_Brand Attachment, and X2_Customer Engagement to Brand Trust through mediation variables, namely Z_Brand Attachments.

DISCUSSION
This study examines the effect of the brand experience and customer engagement on brand trust in Gojek users in Padang city through brand attachment as an intervening variable.

The Effect of Brand Experience on Brand Trust
Based on the results of the study, the Brand Experience variable did not have a significant effect on Brand Trust in Gojek users in Padang City. This can be proven by the results of calculations obtained from the results of the path coefficient value of 0.175 with a t-statistic of 1.484 where the result of the t-statistic value is smaller than the value of the t-table which is 1.96. The brand experience itself depends on the trust and satisfaction of consumers for their needs. These needs include functional needs that are met with the purchase of products, as well as emotional needs obtained by customers in the form of stimulation of emotions and feelings that are met by the brand. However, according to Verhoef et al., (2009), it is only momentary, and cannot reflect a high level of trust in a brand. The results of this study are supported by the results of research conducted by Ramaseshan & Stein, (2014) which states that brand experience does not affect brand trust. He found that if consumers were heavily engaged with brands, brand trust relationships would be more effective. It highlights how relevant search shapes a brand's credibility in the context of strong engagement. This means that brand trust arises from engagement with brands, when consumers are heavily involved with the brand then the relationship to brand trust is higher.

The Effect of Customer Engagement on Brand Trust
Based on the results of the study, the Customer Engagement variable had a significant positive effect on Brand Trust in Gojek users in Padang City. This can be proven by the results of calculations obtained from the results of the path coefficient value of 0.628 with a t-statistic value of 5.764 where the result of the t-statistic value is greater than the t-table which is 1.96. The significant positive influence on customer engagement relationships on brand trust means that the more often customers engage with a brand, consumers will tend to trust a brand more, because there has been a profitable engagement relationship. Customers feel confident in the reliability, consistency of capability, and integrity of the brand. This means that the more often consumers engage with brands, the more they will tend to trust. The results of this study are in line with research conducted by So et al., (2014) which showed that customer engagement has a positive effect on brand trust, where mutual trust relationships can develop over time due to mutual relationships or engagement that is beneficial for both parties, namely consumers and companies. The results of research conducted by Rahmawati & Aji, (2015) also showed that customer engagement has a significant effect on brand trust. They explained that the more often consumers have engagement relationships with brands, the more they will tend to trust.

The Effect of Brand Experience on Brand Attachment
Based on the results of the study, the Brand Experience variable had a significant positive effect on Brand Attachment in Gojek users in Padang City. This can be proven by the results of calculations obtained from the results of the path coefficient value of 0.349 with a t-statistic value of 4.242 where the result of the t-statistic value is greater than the t-table which is 1.96. A significant positive effect on the relationship of brand experience to the brand attachment means that the positive experience created by the brand on consumers can encourage consumers to stick to the brand. So the better the brand experience, the better the brand attachment. The results of this study are in line with research conducted by Kang et al., (2017) which shows that brand experience has a significant positive effect on brand attachment. The results of research conducted by Chinomona & Maziriri (2017) also show that brand attachment is significantly influenced by brand experience. The results of another study conducted by Ramadhani et al., (2019) also showed that brand experience had a significant effect on brand attachment.

The Effect of Customer Engagement on Brand Attachment
Based on the results of the study, the Customer Engagement variable had a significant positive effect on Brand Attachment in Gojek users in Padang City. This can be proven by the results of calculations obtained from the results of the path coefficient value of 0.512 with a t-statistic value of 6.503 where the result of the t-statistic value is greater than the t-table which is 1.96. A significant positive effect on the relationship of customer engagement to the brand attachment means that consumers or customers who are involved in the brand develop a strong emotional bond with the brand, which increases the attachment to the brand. The results of this study are in line with research conducted by Widodo, T., & Febrianti, (2021) shows that customer engagement has a significant and positive effect on brand attachment.

The Effect of Brand Attachment on Brand Trust
Based on the results of the study, the Brand Attachment variable did not have a significant effect on Brand Trust in Gojek users in Padang City. This is evidenced by the results of the study obtained, namely the results of the path coefficient value of -0.087 with a t-statistic of 0.95 where the result is smaller than the value of t-table 1.96. This insignificant influence means that the sense of security felt by consumers when consuming a brand that is by their wishes is not necessarily able to increase their trust in a brand and does not mean considering the brand superior to other brands. The results of this study are supported by a statement of research conducted by Huaman-Ramirez & Merunka, (2019) where he explained that increasing trust in brands cannot be formed if brand attachment is not built properly which is the foundation for building trust in the brand.

The Effect of Brand Experience on Brand Trust through Brand Attachment as Intervening Variable
Based on the results of the study, the Brand Experience variable did not have a significant effect on Brand Trust through Brand Attachment as an intervening variable in Gojek users in Padang City. This is evidenced by the result of the path coefficient value of -0.030 and t-statistic of 0.893 where the value is smaller than the t-table value of 1.96. This means that the direct influence of Brand Experience on Gojek users in Padang City has no effect on Brand Trust and indirect influence also has no effect through Brand Attachment as an intervening variable. The insignificant influence on brand experience and brand trust relationships through brand attachment as an intervening variable shows that the personal experience of consumers and brands cannot build the emotional support on which consumers' attachments are based. This then makes consumers do not want to continue the relationship by trusting the brand. The results of this study are supported by a statement of research conducted by Andika & Prisanto, (2019) He explained that if the resulting brand experience is not optimal then it cannot form consumer attachment to the brand. Where this makes consumers do not want to continue and trust the brand further.

The Effect of Customer Engagement on Brand Trust through Brand Attachment as Intervening Variable

Based on the results of research, Customer Engagement variables do not have a significant effect on brand trust through Brand Attachments to Gojek users in Padang City. This is evidenced by the result of the path coefficient value of -0.045 and t-statistic of 0.917 where the value is smaller than the table's t value of 1.96. This means that the direct influence of Customer Engagement on Gojek users in Padang City has a significant effect on Brand Trust while the influence is indirectly not influential through Brand Attachment. Insignificant influence on customer engagement and brand trust relationships through brand attachment as a mediation variable shows that consumer and brand engagement cannot build consumer attachment to the brand. Where consumers interact with brand improvement, they develop emotional bonds through engagement. Thus, an unawakened attachment between the consumer and the brand cannot increase the consumer's trust in the brand. The initial allegations of customer engagement positively affect brand trust through brand attachment, but after testing has no effect and does not prove positive. Where the initial allegations based on the results of research conducted by Rahmawati & Aji, (2015) show that customer engagement has a significant effect on brand trust. Because mutual trust relationships can develop over time due to the existence of favorable relationships for consumers and companies (So et al., 2014). The results of research from Mosavi & Kenarehfard, (2013) also explained that engagement activities in an online-based forum with brands (companies) and other consumers have a significant effect on brand trust. Then associated with Brand Attachment where consumer interaction with brand improvement, they develop emotional bonds through their engagement or experience (Yu, et al., 2013).

CONCLUSSION

This study aims to analyze the effect of Brand Experience and Customer Engagement on Brand Trust through Brand Attachment as an intervening variable on Gojek users in Padang city. To analyze the effect of these variables, this study uses the partial less square (PLS3) method. Based on the previous analysis and discussion, the following conclusions can be drawn:

1. Based on the results of the study, the Brand Experience variable did not have a significant effect on Brand Trust in Gojek users in Padang City. This can be proven by the results of calculations obtained from the results of the path coefficient value of 0.175 with a t-statistic of 1.484 where the result of the t-statistic value is smaller than the value of the t-table which is 1.96.

2. Based on the results of the study, the Customer Engagement variable had a significant positive effect on Brand Trust in Gojek users in Padang City. This can be proven by the results of calculations obtained from the results of the path coefficient value of 0.628 with a t-statistic value of 5.764 where the result of the t-statistic value is greater than the t-table which is 1.96.

3. Based on the results of the study, the Brand Experience variable had a significant positive effect on Brand Attachment in Gojek users in Padang City. This can be proven by the results of calculations obtained from the results of the path coefficient value of 0.349 with a t-statistic value of 4.242 where the result of the t-statistic value is greater than the t-table which is 1.96.

4. Based on the results of the study, the Customer Engagement variable had a significant positive effect on Brand Attachment in Gojek users in Padang City. This can be proven by the results of calculations obtained from the results of the path coefficient value of 0.512 with a t-statistic value of 6.503 where the result of the t-statistic value is greater than the t-table which is 1.96.

5. Based on the results of the study, the Brand Attachment variable did not have a significant effect on Brand Trust in Gojek users in Padang City. This is evidenced by the results of the study obtained, namely the results of the path coefficient value of -0.087 with a t-statistic of 0.95 where the result is smaller than the value of t-table 1.96

6. Based on the results of the study, the Brand Experience variable did not have a significant effect on Brand Trust through Brand Attachment as an intervening variable in Gojek users in Padang City. This is evidenced by the result of the path coefficient value of -0.030 and t-statistic of 0.893

where the value is smaller than the t-table value of 1.96. This means that the direct influence of Brand Experience on Gojek users in Padang City has no effect on Brand Trust and indirect influence also has no effect through Brand Attachment as an intervening variable.

7. Based on the results of research, Customer Engagement variables do not have a significant effect on brand trust through Brand Attachments to Gojek users in Padang City. This is evidenced by the result of the path coefficient value of -0.045 and t-statistic of 0.917 where the value is smaller than the table's t value of 1.96. This means that the direct influence of Customer Engagement on Gojek users in Padang City has a significant effect on Brand Trust while the influence is indirectly not influential through Brand Attachment.

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