

Brand Experience and Brand Love as Drivers of Brand Loyalty through Self-Determination in Online Gaming

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ABSTRACT

The rapid development of the digital gaming industry, particularly in the MOBA genre, has intensified competition and highlighted the importance of building long-term user loyalty. This study aims to analyze the influence of brand experience, engagement interaction, and impression on brand trust, brand love, and brand loyalty among Generation Z. The research employs a quantitative approach with an explanatory design through a survey of 150 respondents, analyzed using Structural Equation Modeling (SEM). The findings indicate that engagement interaction and impression have a significant effect on brand trust, while brand trust strongly influences brand love, which in turn drives brand loyalty. Although brand experience contributes to emotional attachment, this variable does not have a direct effect on trust. The study concludes that loyalty in the digital gaming industry is shaped by psychological and relational factors, particularly trust and emotional attachment, rather than solely by functional experience.

ABSTRAK

Perkembangan pesat industri permainan digital, khususnya pada genre Multiplayer Online Battle Arena (MOBA), telah meningkatkan persaingan dan menyoroti pentingnya membangun loyalitas pengguna jangka panjang. Penelitian ini bertujuan untuk menganalisis pengaruh brand experience, engagement interaction, dan impression terhadap brand trust, brand love, dan brand loyalty pada Generasi Z. Penelitian ini menggunakan pendekatan kuantitatif dengan desain eksplanatori melalui survei terhadap 150 responden yang dianalisis menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa engagement interaction dan impression berpengaruh signifikan terhadap brand trust, sedangkan brand trust berpengaruh kuat terhadap brand love yang selanjutnya mendorong terbentuknya brand loyalty. Meskipun brand experience berkontribusi terhadap keterikatan emosional, variabel ini tidak memiliki pengaruh langsung terhadap kepercayaan merek. Penelitian ini menyimpulkan

bahwa loyalitas dalam industri permainan digital dibentuk oleh faktor psikologis dan relasional, terutama kepercayaan dan keterikatan emosional, bukan semata-mata oleh pengalaman fungsional.



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INTRODUCTION

The development of the digital gaming industry has undergone a significant transformation through the free-to-play (F2P) model, with monetization systems such as microtransactions including skins, battle passes, and loot boxes that enhance player engagement while simultaneously creating complex consumption behavior dynamics (Gibson et al., 2025). The global dominance of mobile game revenue also indicates that this industry is growing rapidly and has a broad impact on digital consumption behavior (GoodStats, 2024). In the context of interaction-based digital services, trust and user engagement are crucial elements in shaping positive experiences, where high levels of interaction intensity encourage deeper cognitive and emotional responses from users (Andaresti & Marsasi, 2025).

The gaming industry demonstrates strong growth with a large number of active players, the majority of whom come from younger generations (Jakpat, 2025). In-game purchasing behavior is not solely rational but is also influenced by emotional and social factors, such as attachment to characters and community pressure (Hussain et al., 2025). In addition, information quality and perceived value have a significant effect on users' purchase intentions, where clear and accurate information presentation enhances the perceived value of digital products (Farhan & Marsasi, 2023). This indicates that users' initial experiences are closely linked to how information and value are communicated within the digital gaming ecosystem.

The growth of esports and live streaming has strengthened the role of social interaction within the gaming ecosystem as an interactive digital space (Jo & Shin, 2024). Interaction is understood as a process of value exchange among actors in a digital ecosystem, which can enhance perceived value and influence purchase decisions (C. Wang et al., 2024). Furthermore, the quality of interaction contributes to building player engagement and trust toward a brand (Ma et al., 2023). Consistent with this perspective, customer engagement has been shown to strengthen relationships between consumers and brands and contribute to the development of brand loyalty (Inzhagi & Rahmidani, 2024). From a utilitarian perspective, consumers tend to retain services that consistently provide functional benefits and efficiency, thereby forming rational-based loyalty (Marsasi & Barqiah, 2023).

However, monetization systems in games also pose risks, such as Internet Gaming Disorder resulting from random reward mechanisms like loot boxes (González-Cabrera et al., 2024). The high level of player participation in in-app purchases highlights the need for greater attention to ethical considerations and user well-being (Muhamad Nabilah, 2025). In this context, trust is essential in influencing functional attitudes and encouraging continued usage intentions toward digital services (Marsasi et al., 2023). Previous research also indicates that brand trust plays an important role in maintaining brand loyalty by encouraging consumers to continue their relationships with trusted brands (Inzhagi & Rahmidani, 2024).

This study employs Self-Determination Theory (SDT) to explain that intrinsic motivation based on autonomy, competence, and relatedness influences consumer behavior (Ryan & Deci, 1985). The relevance of this theory in a modern context is reinforced by recent research (Howard et al., 2025). In addition, gamification can enhance purchase intention by fulfilling psychological

needs (Liao et al., 2024), while features such as novelty and diversity play a role in increasing motivation and purchase decisions (L. Zhao et al., 2025).

Experience, as a multidimensional construct, plays a role in shaping users' perceptions and emotional attachment (X. Zhao et al., 2024). Digital experience is influenced by system quality and social interaction (Pires et al., 2024), while immersive experiences are able to enhance user loyalty (Ibrahim & Marsasi, 2023). Moreover, positive interactions and engagement experiences contribute to customer satisfaction and strengthen loyalty formation toward a brand (Inzhagi & Rahmidani, 2024). First impressions also play a role in shaping perceptions through communication strategies (Gan & Ye, 2024) and complex psychological processes (Debus et al., 2024).

These impressions influence users' trust in a brand (Açikgöz et al., 2024), as supported by other studies (Cook et al., 2023) and (Cui et al., 2023). Trust is a crucial factor in building long-term relationships through perceptions of brand competence and integrity (Monfort et al., 2025), and it encompasses both cognitive and affective dimensions (Uzir et al., 2025).

In addition, trust plays a crucial role in enhancing consumer loyalty, as consumers tend to maintain long-term relationships with brands they perceive as reliable and trustworthy (Inzhagi & Rahmidani, 2024). At the same time, trust serves as the foundation for the formation of an emotional relationship known as brand love. Previous studies suggest that consumers who trust a brand are more likely to develop stronger emotional attachment and affection toward it (Anggraini & Marsasi, 2024). Brand love represents a strong emotional attachment between consumers and a brand (Bey & Moosmayer, 2023) and is formed through the internalization of brand values (Noh et al., 2024). This attachment drives long-term loyalty (Nguyen & Feng, 2021), increases repurchase behavior (Robertson et al., 2022), and strengthens user loyalty (X. Wang & Binti Omar, 2023).

However, previous studies show inconsistent results regarding the relationship between experience, trust, and loyalty (Xia et al., 2024), with different findings reported in other research (Na et al., 2023). In addition, the relationship between trust and brand love is not always significant (Huang et al., 2024), with contrasting results found in other studies (Panduro-Ramirez et al., 2024). Moreover, trust does not always influence brand loyalty (X. Zhao et al., 2024), and engagement does not always reflect loyalty (Burgess & Jones, 2023). These inconsistent findings indicate that the mechanisms through which experience, interaction, trust, and emotional attachment contribute to loyalty remain open for further investigation.

Other factors such as intrinsic motivation play a role in player engagement (Moller et al., 2024), while brand awareness influences user preferences (Terron-Lopez et al., 2024), and gamification enhances loyalty (Santos et al., 2024). Based on these gaps, this study integrates the variables of experience, interaction, impression, trust, and brand love within the framework of Self-Determination Theory (SDT) to explain the formation of brand loyalty more comprehensively, while also providing both theoretical and practical contributions to the digital gaming industry.

METHODS

This study employs a quantitative approach with an explanatory research design to examine the causal relationships between experience, interaction, and impression on trust, brand love, and brand loyalty among Generation Z users of online MOBA games (Creswell, 2023). The research was conducted in several major cities across Java and Sumatra using a nonprobability sampling technique through purposive sampling, involving 210 respondents determined based on the number of research indicators (Hair et al., 2019; Uma Sekaran & Roger Bougie, 2020). Data were collected using a structured questionnaire based on a five-point Likert scale, distributed

online through various digital platforms. Validity testing was conducted using Pearson Correlation with criteria ≥ 0.5 and significance < 0.05 , while reliability testing employed Cronbach's Alpha with a value ≥ 0.7 (Hair et al., 2019). Prior to the main study, a pilot test was conducted on 65 respondents to ensure the quality of the instrument (Creswell, 2023). Data analysis was carried out using Structural Equation Modeling (SEM), which includes Confirmatory Factor Analysis (CFA), Goodness of Fit (GoF) testing, normality and outlier testing, as well as hypothesis testing with criteria of Critical Ratio ≥ 1.96 and p-value < 0.05 (Hair et al., 2019).

RESULTS

Validity Test

Table 1. Validity Test Results

Variable	Item	Pearson Correlation	Sig.	Description
Brand Experience (BE)	BE1	-0.156	0.215	Invalid
	BE2	0.661**	<0.001	Valid
	BE3	0.465**	<0.001	Valid
	BE4	0.560**	<0.001	Valid
	BE5	0.722**	<0.001	Valid
	BE6	0.688**	<0.001	Valid
	BE7	-0.212	0.090	Invalid
Engagement Interaction (EI)	EI1	0.636**	<0.001	Valid
	EI2	-0.409**	<0.001	Invalid
	EI3	0.779**	<0.001	Valid
	EI4	0.586**	<0.001	Valid
	EI5	0.849**	<0.001	Valid
	EI6	0.650**	<0.001	Valid
	EI7	0.714**	<0.001	Valid
Impression (IP)	IP1	-0.248*	0.016	Invalid
	IP2	0.815**	<0.001	Valid
	IP3	0.815**	<0.001	Valid
	IP4	0.679**	<0.001	Valid
	IP5	0.602**	<0.001	Valid
	IP6	0.737**	<0.001	Valid
	IP7	0.003	0.979	Invalid
Brand Trust (BT)	BT1	0.761**	<0.001	Valid
	BT2	0.566**	<0.001	Valid
	BT3	0.446**	<0.001	Valid
	BT4	0.682**	<0.001	Valid
	BT5	0.031	0.804	Invalid
	BT6	0.784**	<0.001	Valid
	BT7	0.633**	<0.001	Valid
Brand Love (BL)	BL1	0.149	0.235	Invalid
	BL2	0.757**	<0.001	Valid
	BL3	0.776**	<0.001	Valid
	BL4	0.779**	<0.001	Valid
	BL5	0.893**	<0.001	Valid
	BL6	0.825**	<0.001	Valid

	BL7	0.083	0.509	Invalid
Brand Loyalty (BLY)	BLY1	0.808**	<0.001	Valid
	BLY2	0.136	0.279	Invalid
	BLY3	0.798**	<0.001	Valid
	BLY4	0.790**	<0.001	Valid
	BLY5	0.807**	<0.001	Valid
	BLY6	-0.297*	0.016	Invalid
	BLY7	0.767**	<0.001	Valid

Source: Processed Data (2026)

Reliability Test

The reliability test results indicate that all variables have Cronbach's Alpha values ≥ 0.7 , namely brand experience (0.779), engagement interaction (0.786), impression (0.856), brand trust (0.735), brand love (0.894), and brand loyalty (0.894). Therefore, all variables are considered reliable and demonstrate good internal consistency.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Value	Description
Brand Experience	.779	Reliable
Engagement Interaction	.786	Reliable
Impression	.856	Reliable
Brand Trust	.735	Reliable
Brand Love	.894	Reliable
Brand Loyalty	.894	Reliable

Source: Processed Data (2026)

Descriptive Analysis of Variables

The descriptive analysis shows that all variables are categorized as high, with mean scores ranging from 3.83 to 4.10. Engagement interaction recorded the highest mean, followed by brand experience, impression, brand trust, brand loyalty, and brand love. These findings indicate that respondents generally hold positive perceptions of the game, suggesting that positive experiences and interactions contribute to trust, emotional attachment, and loyalty.

Table 3. Descriptive Analysis of Variables Results

Variable	Mean	Std. Deviation	Category
Brand Experience (BE)	4.08	0.889	High
Engagement Interaction (EI)	4.10	0.922	High
Impression (IP)	4.03	0.947	High
Brand Trust (BT)	3.98	0.922	High
Brand Love (BL)	3.83	1.028	High
Brand Loyalty (BLY)	3.85	1.077	High

Source: Processed Data (2026)

Confirmatory Factor Analysis (CFA)

CFA results indicate that all brand experience indicators (BE2–BE6) are valid, with loading factors ranging from 0.562 to 0.727, exceeding the 0.50 threshold.

Table 4. Confirmatory Factor Analysis (CFA) Results

Construct	Indicator	Standardized Loading
Brand Experience (BE)	BE2	0.713
	BE3	0.705
	BE4	0.562
	BE5	0.722
	BE6	0.727

Source: Processed Data (2026)

Normality Test

The normality test results indicate that several CR values for skewness and kurtosis exceed the ± 2.58 threshold, with a multivariate CR value of 37.320. Therefore, the data are not normally distributed, indicating a violation of the multivariate normality assumption.

Table 5. Normality Test Results

Variable	Min	Max	Skew	c.r.	Kurtosis	c.r.
BLY7	1.000	5.000	-0.760	-3.799	0.333	0.832
BLY5	1.000	5.000	-0.598	-2.988	-0.387	-0.968
BLY4	1.000	5.000	-0.795	-3.977	-0.190	-0.475
BLY3	1.000	5.000	-0.723	-3.614	-0.053	-0.132
BLY1	1.000	5.000	-0.834	-4.170	-0.338	-0.844
BL6	1.000	5.000	-0.684	-3.419	-0.129	-0.324
BL5	1.000	5.000	-0.533	-2.667	-0.290	-0.724
BL4	1.000	5.000	-0.922	-4.612	0.541	1.352
BL3	1.000	5.000	-0.729	-3.645	0.118	0.296
BL2	1.000	5.000	-0.604	-3.021	0.003	0.007
BT7	1.000	5.000	-0.758	-3.791	0.306	0.766
BT6	1.000	5.000	-0.986	-4.930	1.282	3.204
BT4	1.000	5.000	-1.118	-5.588	1.075	2.687
BT2	1.000	5.000	-0.805	-4.024	0.854	2.136
BT1	1.000	5.000	-0.649	-3.244	0.159	0.397
IP6	1.000	5.000	-0.886	-4.429	0.347	0.866
IP5	1.000	5.000	-0.560	-2.798	-0.489	-1.223
IP4	1.000	5.000	-0.866	-4.329	0.690	1.725
IP3	1.000	5.000	-0.766	-3.832	-0.135	-0.337
IP2	1.000	5.000	-0.719	-3.597	-0.112	-0.279
EI7	1.000	5.000	-0.711	-3.555	-0.184	-0.460
EI5	1.000	5.000	-1.141	-5.705	1.155	2.889
EI4	1.000	5.000	-0.735	-3.674	0.239	0.596
EI3	1.000	5.000	-1.412	-7.058	2.173	5.433
EI1	1.000	5.000	-0.797	-3.987	0.271	0.678
BE6	1.000	5.000	-0.833	-4.165	0.315	0.786
BE5	1.000	5.000	-0.687	-3.433	-0.079	-0.198
BE4	1.000	5.000	-1.294	-6.472	2.329	5.822
BE3	1.000	5.000	-0.768	-3.839	0.541	1.352
BE2	1.000	5.000	-0.965	-4.825	0.971	2.428

Source: Processed Data (2026)

Hypothesis Testing

The hypothesis testing results show that five of the six proposed hypotheses were supported. The refined model demonstrated an acceptable fit (CMIN/DF = 1.689, CFI = 0.941, TLI = 0.927, RMSEA = 0.069), although GFI (0.808) indicated marginal fit. Brand trust significantly influenced brand love, which subsequently affected brand loyalty. Most hypothesized relationships were significant, except for H2, which was not supported. These findings highlight the important roles of brand trust and brand love in fostering brand loyalty among online MOBA game users.

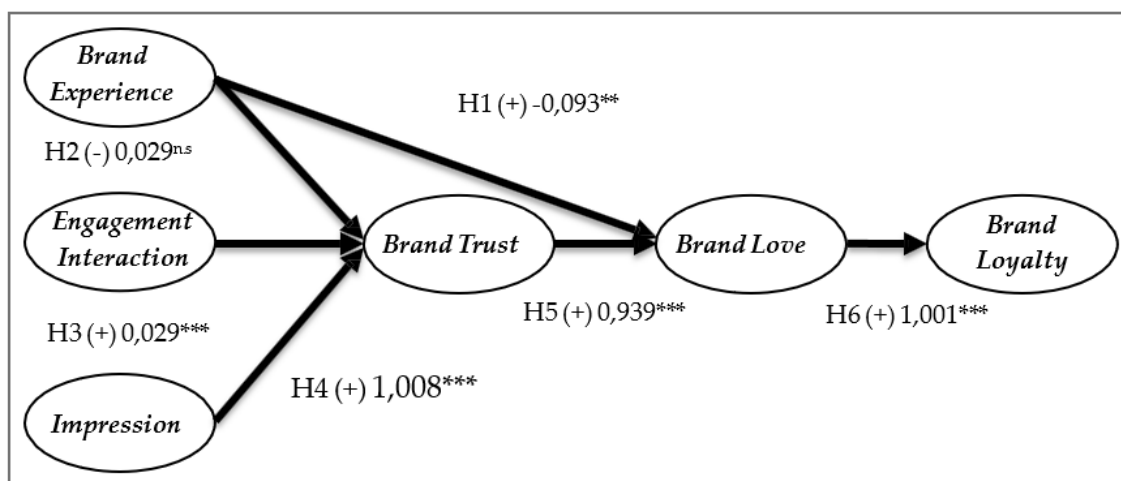


Figure 1. Hypothesis Testing Results

DISCUSSION

The Effect of Brand Experience on Brand Love

The results indicate that brand experience has a significant effect on brand love (CR = -2.069; $p = 0.039$), although the relationship is negative. This finding differs from Joshi and Garg (2021), who found that positive brand experiences strengthen consumers' emotional attachment to a brand. In the context of online MOBA games, the negative coefficient suggests that increased gaming experiences do not necessarily lead to stronger brand love. From the perspective of Self-Determination Theory, emotional attachment develops when experiences satisfy the psychological needs of autonomy, competence, and relatedness (Ryan & Deci, 1985). Players may frequently interact with game features, events, and competitive activities; however, these experiences may not always provide a sufficient sense of control, achievement, or social connectedness. Howard et al. (2025) argued that the fulfillment of psychological needs is essential for developing autonomous motivation and positive behavioral outcomes. Similarly, Moller et al. (2024) explained that game experiences contribute positively to player engagement only when they support these fundamental psychological needs. Therefore, experiences that are perceived as repetitive, highly competitive, or excessively focused on monetization may weaken emotional attachment despite high levels of participation. This finding contributes to Self-Determination Theory by demonstrating that the quality and meaning of experience are more important than the intensity of experience in shaping brand love. From a managerial perspective, game developers should design gameplay experiences that enhance autonomy, competence, and relatedness to foster stronger emotional attachment and long-term loyalty. The novelty of this study lies in identifying a negative relationship between brand experience and brand love in the online gaming industry, indicating that experience alone is insufficient to generate emotional attachment without psychological need fulfillment.

The Effect of Brand Experience on Brand Trust

The results indicate that brand experience does not have a significant effect on brand trust (CR = 0.647; $p = 0.518$). This finding differs from Na et al. (2023), who reported that positive consumer experiences contribute to the development of trust toward a brand. The insignificant relationship found in this study suggests that players' experiences with online MOBA games are not sufficient to directly establish trust. From the perspective of Self-Determination Theory, trust is not formed merely through repeated interactions or usage experiences but through the fulfillment of psychological needs that create meaningful and satisfying experiences (Ryan & Deci, 1985). In the gaming context, players may enjoy gameplay features and participate actively in game-related activities, yet these experiences may not necessarily enhance perceptions of credibility, reliability, or integrity. Consequently, trust is more likely to emerge when positive experiences are supported by consistent service quality, transparent policies, and a strong brand reputation. This finding supports the argument of Howard et al. (2025) that positive behavioral outcomes depend on the extent to which experiences satisfy fundamental psychological needs. Theoretically, this result extends Self-Determination Theory by demonstrating that brand experience alone may be insufficient to generate trust in digital gaming environments. From a managerial perspective, game developers should focus not only on improving user experiences but also on strengthening brand credibility through fair monetization systems, reliable performance, and transparent communication. The contribution of this study lies in providing evidence that the relationship between brand experience and brand trust is not always significant in the online gaming industry, highlighting the importance of additional factors in the trust formation process.

The Effect of Engagement Interaction on Brand Trust

The results indicate that engagement interaction has a positive and significant effect on brand trust (CR = 3.618; $p = 0.000$). This finding is consistent with Ding and Najaf (2024), who found that interactive communication strengthens consumers' trust in digital environments. From the perspective of Self-Determination Theory, engagement interaction can foster trust when it satisfies users' need for relatedness, which refers to the desire to feel connected and valued within a community (Ryan & Deci, 1985). In the context of online MOBA games, active participation through discussions, feedback, in-game events, and interactions with other players can strengthen users' perceptions of transparency, responsiveness, and brand credibility. Howard et al. (2025) argued that the fulfillment of psychological needs through meaningful interactions promotes positive attitudes and behavioral outcomes. Therefore, frequent and high-quality interactions encourage players to develop stronger trust toward the game brand. Theoretically, this finding supports the application of Self-Determination Theory in explaining how social interactions contribute to trust formation in digital gaming environments. From a managerial perspective, game developers should facilitate interactive communication channels, community engagement programs, and responsive customer support to strengthen player trust. The contribution of this study lies in providing empirical evidence that engagement interaction is an important antecedent of brand trust among Generation Z gamers, highlighting the role of social and relational factors in building long-term consumer-brand relationships.

The Effect of Impression on Brand Trust

The results indicate that impression has a positive and significant effect on brand trust (CR = 7.558; $p = 0.000$). This finding is consistent with Açıkgöz et al. (2024), who found that positive impressions contribute to the development of consumer trust. From the perspective of Self-Determination Theory, impressions influence how consumers evaluate whether a brand can

satisfy their psychological needs for autonomy, competence, and relatedness (Ryan & Deci, 1985). In the context of online MOBA games, positive impressions formed through visual design, communication quality, and brand reputation can create perceptions of reliability and competence, encouraging players to feel more confident in the brand. Howard et al. (2025) argued that positive evaluations of an environment support psychological need satisfaction and promote favorable behavioral responses. Therefore, players who develop positive impressions of a game are more likely to perceive the brand as trustworthy. Theoretically, this finding extends the application of Self-Determination Theory by demonstrating that impression serves as an important antecedent of trust formation in digital gaming environments. From a managerial perspective, game developers should maintain a positive brand image through consistent communication, attractive visual presentation, and a strong reputation to strengthen consumer trust. The contribution of this study lies in providing empirical evidence that impression is a significant driver of brand trust among Generation Z gamers, highlighting the importance of initial perceptions in shaping long-term consumer-brand relationships.

The Effect of Brand Trust on Brand Love

The results indicate that brand trust has a positive and significant effect on brand love (CR = 9.601; $p = 0.000$). This finding is consistent with Zhang et al. (2020), who argued that trust serves as the foundation for developing emotional attachment between consumers and brands. From the perspective of Self-Determination Theory, trust can strengthen emotional bonds when consumers perceive that a brand consistently supports their psychological needs for autonomy, competence, and relatedness (Ryan & Deci, 1985). In the context of online MOBA games, players who trust a game brand are more likely to feel secure, valued, and confident in their interactions with the game, leading to stronger emotional attachment. Howard et al. (2025) emphasized that the fulfillment of psychological needs promotes internalization processes, whereby individuals develop deeper emotional connections with activities or brands that provide meaningful experiences. Therefore, trust functions not only as a cognitive evaluation of brand reliability but also as an important mechanism that transforms positive perceptions into emotional attachment. Theoretically, this finding supports the application of Self-Determination Theory in explaining the transition from cognitive trust to affective relationships in digital gaming environments. From a managerial perspective, game developers should maintain service consistency, fairness, and transparency to strengthen player trust and foster stronger emotional attachment. The contribution of this study lies in providing evidence that brand trust is a key antecedent of brand love among Generation Z gamers, highlighting the importance of trust in developing long-term consumer-brand relationships.

The Effect of Brand Love on Brand Loyalty

The results indicate that brand love has a positive and significant effect on brand loyalty (CR = 7.769; $p = 0.000$). This finding is consistent with Nguyen and Feng (2021), who found that emotional attachment to a brand encourages consumers to maintain long-term relationships with that brand. From the perspective of Self-Determination Theory, brand love reflects the internalization of positive experiences that satisfy consumers' psychological needs for autonomy, competence, and relatedness (Ryan & Deci, 1985). In the context of online MOBA games, players who develop strong emotional attachment are more likely to continue playing, make repeat purchases, and recommend the game to others because the brand has become personally meaningful to them. Howard et al. (2025) argued that the fulfillment of psychological needs promotes autonomous motivation, which encourages sustained behavioral commitment. Therefore, brand love acts as an emotional mechanism that transforms positive consumer experiences into loyal behavior. Theoretically, this finding supports the application of Self-

Determination Theory in explaining how emotional attachment contributes to loyalty formation in digital gaming environments. From a managerial perspective, game developers should focus on creating meaningful and emotionally engaging experiences that strengthen players' attachment to the brand. The contribution of this study lies in providing empirical evidence that brand love is a critical determinant of brand loyalty among Generation Z gamers, emphasizing the importance of emotional factors in sustaining long-term consumer-brand relationships.

CONCLUSION

The findings of this study indicate that the formation of brand loyalty among Generation Z users of online MOBA games is not solely determined by the functional aspects of the game, but also by psychological and relational processes involving experience, interaction, and brand perception. Brand experience plays a role in shaping emotional attachment; however, it does not necessarily build trust directly without the support of consistent quality and brand credibility. In contrast, engagement interaction and impression emerge as more dominant factors in building brand trust, emphasizing the importance of interactive communication, responsiveness, and positive first impressions in enhancing user confidence. Furthermore, brand trust serves as the primary foundation for developing brand love, which ultimately strengthens long-term loyalty. Therefore, efforts to enhance loyalty in the digital gaming industry should not only focus on improving gameplay experience, but also on strengthening trust and emotional attachment through continuous interaction, consistent performance, and a positive brand image.

AUTHOR CONTRIBUTION

Muhammad Dzakiy Al Fuadi contributed to data curation, formal analysis, writing—original draft preparation, and writing—review & editing. Endy Gunanto Marsasi contributed to conceptualization and methodology. All authors have read and approved the final version of the manuscript.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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