JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI
UNIVERSITAS SAM RATULANGI (JMBI UNSRAT)

HOW BRAND ENGAGEMENT, BRAND EXPERIENCE ON BRAND LOYALTY THROUGH BRAND TRUST AND BRAND COMMITMENT: SPOTIFY ONLINE MUSIC EVIDENCE

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Abstract. *In ancient times, humans listened to music using music records in the form of discs that were quite large. Then it developed into smaller discs, then added cassettes and radio. In this modern era, music preservation is received through online applications, and one application that provides these services is Spotify. But this success does not cover the importance of service factors to compete with other brands competitively. Therefore, this study uses quantitative methods to examine the factors influencing consumer loyalty as seen from the community's involvement, experience, Trust, and commitment to the Spotify brand. The Sampling technique uses a non-probability sampling approach. Data was collected using a purposive sampling technique, taking 351 respondents with had experience using the Spotify application. The measurement model for the inner model in this study was analyzed using AMOS 26. In the internal model, testing was discovered by using this study's R2, discriminant, and fitness models. The outer model research includes validity and reliability tests done with SPSS 26 application.*

Abstrak. Pada zaman dahulu, manusia mendengarkan musik dengan menggunakan rekaman musik berbentuk cakram yang berukuran cukup besar. Kemudian berkembang menjadi cakram yang lebih kecil, kemudian ditambah kaset dan radio. Di era modern ini, pelestarian musik diterima melalui aplikasi online, dan salah satu aplikasi yang menyediakan layanan tersebut adalah Spotify. Namun keberhasilan tersebut tidak menutupi pentingnya faktor pelayanan untuk bersaing dengan merek lain secara kompetitif. Oleh karena itu, penelitian ini menggunakan metode kuantitatif untuk menguji faktor-faktor yang mempengaruhi loyalitas konsumen dilihat dari keterlibatan komunitas, pengalaman, Kepercayaan, dan komitmen terhadap merek Spotify. Teknik pengambilan sampel menggunakan pendekatan non-probability sampling. Pengumpulan data dilakukan dengan teknik purposive sampling, dengan mengambil 351 responden yang mempunyai pengalaman menggunakan aplikasi Spotify. Model pengukuran inner model pada penelitian ini dianalisis menggunakan AMOS 26. Pada internal model ditemukan pengujian dengan menggunakan model R2, diskriminan, dan fitness penelitian ini. Penelitian model luar meliputi uji validitas dan reliabilitas yang dilakukan dengan aplikasi SPSS 26.

INTRODUCTION

Spotify is a music service made with digital technology with big data that can be accessed in large numbers, up to millions of songs, as well known that digital and information technology has become the primary play for many industries (Adirinekso, Budiono, et al., n.d.); (Mazurchenko & Švermová, n.d.). The company was founded in 2006 and has succeeded in becoming one of the world's largest online music-based service providers. Acting as a digital music library and media promotion, it has a freemium business model, which provides users an option to subscribe for that has a freemium business model, which provides an opportunitytion for its users to subscribe in order to get a more complete service. The founders were two businessmen from Sweden, Daniel E. K., and Martin Lorentzon. At its inception, one of the founders, Daniel Ek, worked as a software developer, and Lorentzon was a seasoned entrepreneur. One of the aspects that made Spotify a giant in the music industry was creating branding for the company to have a personal relationship with their consumers through the quality of service and the valuable experience they provide through the features of the application (Buhalis & Park, 2021).

The existence of this pandemic covid 19 indirectly has an impact on increasing internet users due to the large number of businesses following the changes. Internet penetration in Indonesia to overgrow in society, and many communities subscribe to this application for their happiness. Based on a study by the Association of Indonesian Internet Service Providers (APJII), internet penetration in Indonesia has grown yearly. In 2018, internet penetration reached 64.8% of the total population in Indonesia and increased by 15% to 73.7% in 2020.

Like other cultural goods, music is now circulated in an environment combining production, promotion, circulation, and consumption in a single service rather than at separate distribution points. For example, products are manufactured in factories, sold in retail, and used by consumers. The existence of the internet integrates all these previously separate moments.

The digital revolution in the music industry has made streaming the most common form people use to read, share, and listen to music (Luo et al., 2017). Users of online music streaming applications are a huge potential market that continues to grow. A survey supervised by the Association of Indonesian Internet Service Providers (APJII) found that 35.5% of Indonesian Internet users, or around 46.9 million Indonesians listen to music online (APJII, 2018).

The example consumers most demand online music available in the internet application today is the line music that public available in internet application today is Spotify music application (Boisen et al., 2018); (Suharyono & Astuti, 2020). The music application is an opportunity for digital companies to provide music streaming platforms by using information technology (Purba et al., 2020); (Adirinekso et al., 2017). By recognizing and being aware of the causal factors of this innovation, it is claimed that it can become a benchmark for companies to identify their customers' buying behavior and predict the company's profit (Harrigan et al., 2017; So et al., 2016 is music application is an opportunity for digital companies to provide music streaming platforms (Scott Hiller & Walter, 2017). By recognizing and being aware of the causal factors of this innovation, it is claimed that it can become a benchmark for companies to identify their customers' buying behavior and predict the company's profit (Harrigan et al., 2017; So et al., 2016). The example consumers most demand online music available in the internet application today is the line music that available in internet application today is Spotify music application (Boisen et al., 2018); (Suharyono & Astuti, 2020). The company's desire to take advantage of music

streaming platforms is a fascinating research problem to be studied by scholars from various countries, including Indonesia (Kotsi et al., 2018); (Pratiwi, 2019); (Cartwright et al., 2021).

LITERATURE REVIEW

Brand Engagement

Brand Engagement is a psychological state arising from external factors, namely interactive and creative experiences consumers feel with a focus object such as a brand or brands in a service relationship. The other definition from (Wagner & Hollenbeck, 2020) engagement here refers to the investment of resources by consumers in the form of understanding, persuasion, networking, and creativity related to a brand activity and interaction. (Harmeling et al., 2017). Harmeling added that engagement differs from consumer-based concepts such as satisfaction, personalization, and branding. Explicitly for Spotify products as a music library, Brand Engagement is determined primarily by the choice of songs offered, as part of the interaction process between consumers and the Spotify brand itself. Brand engagement in using Spotify can take many forms; Branded Playlists: One effective way to engage with Spotify users is by creating branded playlists. It involves curating a song playlist that aligns playlist of songs that align with the brand's messaging and values. By doing so, the brand can tap into the emotions that music evokes and connect with users on a deeper level. Influencer Partnerships: Brands can also partner with influencers on Spotify to help promote their products or services. Influencers with a large following can create playlists or podcasts that feature the brand's products, which can help to drive more engagement and sales. Branded Experiences: Finally, brands can create unique branded experiences on Spotify. This could include interactive games, quizzes, or other interactive content that allows users to engage with the brand in a fun and engaging way. Overall, there are many ways that brands can engage with users on Spotify. By leveraging the platform's unique features and audience, brands can drive engagement and build stronger relationships with their customers.

Brand Experience

(Fernandes & Moreira, 2019) They strengthened that Brand experience is an essential driver of perception and behavior related to customer brands (Cartwright et al., 2021); (Adirinekso, Purba, et al., 2021.). They argue that a successful experience is a feeling that customers feel as something memorable and unique, an experience they want to repeat and maintain from time to time and still boosted enthusiastically. Brand experience is personal subjective feelings, sensations, and cognitions caused by external stimuli of the brand, such as packaging, environment, communication, design, and identity (Purba, 2016); (Robson et al., 2020); (Kristal et al., 2020). The brand experience is depicted as a response or behavior originating from consumers that are subjective in the form of feelings, sensations, and cognitive stimuli towards a brand which is part of the brand's identity. Brand experience stimulation is multidimensional based on sensory, mental, and emotional dimensions that function as a process of self-verification (van der Westhuizen, 2018). From this self-verification, consumers feel a unique attraction that occurs through a combination of stimuli received through the senses, feelings, thoughts, and behavior in fulfilling the verification needs (Hollebeek & Macky, 2019). As a music library product, Spotify users or consumers translate their brand experience with the Spotify brand as an experience with singers whose songs are presented on Spotify, how they can interact with one to another through the music that is being shared or published, and ease in using the Spotify service. One of the most important factors in creating a positive brand experience on Spotify is the quality of the audio content. Brands must ensure that their playlists, podcasts, and audio ads are need to ensure that their playlists, podcasts, and audio ads are of high quality and resonate with their target audience.

Brand Trust

Trust- creates ethical systems well as trustworthiness for social commerce, leveling the community to buy the products or services (Wang et al., 2020); (Ebrahim, 2020). Trust is the most important key indicator in the interaction relationship in social psychology (Song et al., 2019). Brand trust itself is the basis of consumer loyalty to the chosen brand and becomes the identity customers want to choose (Febrian & Fadly, 2021). In addition, Trust is a concept that describes a feeling of steadfastness in uncertainty and dependence in social interactions (Choi & Seo, 2019 is the most important key indicator in the interaction relationship in social psychology (Song et al., 2019). Brand trust itself is the basis of consumer loyalty to the chosen brand and becomes the identity customers want to choose (Febrian & Fadly, 2021). In addition, Trust is a concept that describes a feeling of steadfastness in uncertainty and dependence in social interactions (Choi & Seo, 2019). Trust- creates ethical systems well trustworthy for social commerce the leveling the community to buy the products or services (Wang et al., 2020); (Ebrahim, 2020). However, research by (Cartwright et al., 2021) explains that Trust is consumers' hopes and beliefs for a profitable future. However, Chuang and Liu's (Chuang et al., 2016) definition of Trust is observed from a behavioral perspective, not an emotional one. Others' similar arguments support the statement, Brands that consistently deliver on this expectation are likely to earn the Trust of their users. Transparency and authenticity are also critical factors in building brand trust in products or services (Surjana et al., 2021); (Purba, 2017).

In building Brand Trust, Spotify users tend to focus on the convenience offered in searching, downloading, and uploading a song, also building a music community. So Brand Trust is being built through the function offered by Spotify. Another way that brands can build Ttrust on Spotify is through the quality and relevance of their content. Spotify must ensure that their playlists, podcasts, and audio ads are needs to ensure that their playlists, podcasts, and audio ads are of high quality and resonate with their target audience. It can help establish credibility and build Ttrust with users, ultimately leading to establish credibility and build Ttrust with users, which can ultimately lead to stronger brand loyalty and customer retention. Another important factor in building brand trust on Spotify is the reliability of the platform. Spotify users expect a seamless and reliable experience, with quick access to their favorite content without any technical glitches or interruptions. Generally, building brand trust on Spotify requires a focus on the quality and relevance of content, reliability of the platform, transparency, and authenticity, and leveraging data-driven insights to create personalized experiences for users. Through doing so, brands can establish a strong relationship with their target audience and foster stronger brand loyalty and customer retention on the platform.

Brand Commitment

Brand Commitment is a concept that is comprehensive and flexible in measuring loyalty which is part of the psychological relationship between customers and brands or services (Keiningham et al., 2017); (Rather et al., 2021). From this understanding, Keiningham added that the definition of commitment is described as a personal desire to maintain a relationship that is considered meaningful and precious (Kumar & Kumar, 2020). Commitment refers to guarantees not specified about the relationship between consumers and companies. (Barreda et al., 2020). From a marketing point of view, consumer commitment from consumers is very important to develop because, apart from increasing their loyalty, consumers are less price sensitive and appreciate the brand as a whole (Iglesias et al., 2019). Meanwhile, from a psychological theory point of view, a person's commitment is formed when individuals consider that their actions in the future have a deeper purpose and meaning in maintaining

good relations between the two parties. In building a Brand Commitment, the subscribers focus on collecting on of songs, artists, and bands offered the convenience offered in downloading, and uploading a song, and also the music community users (Dwivedi et al., 2018); (Santini et al., 2018). One of the key ways to build brand commitment on Spotify is through creating a sense of community and connection with the target audience. All of them can be achieved by curating playlists and podcasts that align with the interests and values of the target audience, and by engaging with users through social media and other channels to foster a sense of community and belonging. Another important factor in building brand commitment on Spotify is providing a seamless and personalized user experience. They include everything from the user interface and ease of navigation to the recommendations and suggestions for new content.

Brand Loyalty

Brand loyalty is part of a positive response to a brand (Song et al., 2019). This understanding is continued where loyalty is a factor related to consumer repeat purchasing behavior, occasionally with emotive and evaluative tendencies as an expression of positive bias towards a brand or brand. (Van der Westhuizen, 2018). In addition to repeating purchase behavior, loyalty can be demonstrated by promoting the product to others as a form of appreciation for the brand. For online-based companies, loyalty is paramount because it allows consumers to buy or use a product or service without switching to another brand, seeing how high the competition is in the virtual world. (Song et al., 2019). Spotify users build Brand Loyalty because of their collection of songs and artists; Spotify is often used as a medium by artists/bands to introduce their new albums, which in turn makes it easier for fans of these artists/bands to access the albums, Spotify provides loyalty for the artists who have a lot of listeners, and this is considered a form of support from fans for the artists they like, and finally the ease of using the Spotify service. One of the key ways to build brand loyalty on Spotify is by providing a seamless and personalized user experience.

The Hypotheses Development of this Research

Brand Engagement and Brand Trust

Trust reflects the availability of a party to another party based on the hope that the other party can fulfill and keep promises and act according to the mandate, regardless of the ability of a party to monitor and control the process (Khan et al., 2020). Although Trust can be part of the antecedent of engagement, based on the definition, Ttrust is more appropriate as a result of engagement between companies and consumers (Harrigan et al., 2017). Thus, individuals who have better relationships tend to have positive reciprocity with the company. For the company, consumer trust is crucial in building good consumer relationships. For online-based companies, creating a good relationship between the two parties is very important for the survival of these companies because they are very dependent on the Trust and loyalty of the community. (Khan & Fatma, 2017).

H1: Brand Engagement positively influences Brand Trust in the Spotify online music application service.

Brand Engagement and Brand Commitment mediated by Brand Trust

The brand commitment represents consumers' commitment to consistently buy, use and subscribe to the brand they choose. In contrast, brand engagement encapsulates the relationship brands form with their consumers. (Harrigan et al., 2017). Research conducted by (Vivek et al., 2017) defines brand commitment as an intention and consumer behavior in subscribing and repurchasing products or services in a particular brand to reflect their loyalty, revealing favorable brand-related associations. In addition,

based on research conducted by (Khan et al., 2020), explains that brand commitment is a form of involvement consequence where customer brand interactions are conducive to forming a desire to build a relationship with the brand they choose.

H2: Brand Engagement positively influences Brand Commitment, which Brand Trust mediates in the Spotify online music application services.

Brand Engagement and Brand Loyalty are mediated by Brand Trust and Brand Commitment

Regarding social exchange theory, brand engagement includes reciprocal interactions between consumers and brands. (Groeger et al., 2016). Brand engagement differs from consumer engagement and participation in that it focuses on the interactivity and experience that brands provide consumers. In previous research, brand engagement was positioned as a multidimensional variable (Harrigan et al., 2017), but did not offer brand involvement and how it could be measured (Zhang et al., 2018). The multidimensional variable proposed by (Harrigan et al., 2017) includes a measurement scale seen from three dimensions: identification, absorption, and interaction. Interaction refers to how a brand participates and interacts with the consumers. Label measures the extent to which a brand can make consumers feel their love for the brand. Absorption refers to how a brand can foster a sense of consumer love in using the brand's product or service. High brand loyalty indicates that the brand successfully develops a positive response to consumers and makes them choose the brand over other brands (Li et al., 2020). Brand loyalty also has the potential to increase repeat purchases. Consumers with high loyalty are more likely to recommend to others and have a strong relationship with the brand (Šerić & Praničević, 2018). Previous research has focused on the effect of brand involvement on brand loyalty. Brands that have brand involvement tend to feel strong commitment from their consumers.

H3(a): Brand Engagement has a positive influence on Brand Loyalty mediated by Brand Trust.

H3(b): Brand Engagement has a positive influence on Brand Loyalty mediated by Brand Commitment.

Brand Experience and Brand Trust

Brand trust is a "feeling of security" from consumers which indicates that a brand can provide reliability and responsibility in providing the best experience (Brun et al., 2020). In an increasingly competitive market in the online world, many companies face the same problems and challenges, namely, how to maintain consumer trust in their brands (Mathew & Thomas, 2018). Therefore, the company is making special efforts to develop strategies to increase loyalty by providing experiences expected to contribute to the formation of service and product dimensions, which are the main determinants of consumer trust (Khan & Fatma, 2017).

H4: Brand Experience positively influences Brand Trust in the Spotify online music application service.

Brand Experience and Brand Commitment mediated by Brand Trust

Managing the consumer experience can be defined as creating a solid customer experience. It became the basis for research later developed by (Lemon & Verhoef, 2016), which explained that brand experience consists of five components of experience cognitive, emotional, sensory, physical, and social, according to consumer commitment. (Khan et al., 2020; Khan & Fatma, 2017) Also, consumer commitment shows an individual's willingness to maintain a relationship with a chosen brand and make it central to brand and consumer relations. (Khan et al., 2020) also added that consumer commitment is also very dependent on a person's experience with the brand before, so brands try to repeat this experience, which directly strengthens their brand commitment.

H5: Brand Experience positively influences Brand Commitment which Brand Trust mediations.

Brand Experience and Brand Loyalty mediated by Brand Trust and Brand Commitment

Brand experience is a concept that includes four basic dimensions based on consumers' responses (van der Westhuizen, 2018). This dimension is seen in sensory, behavioral, affective, and intellectual stimuli. The more often consumers buy and use a brand's products or services, the greater the incentives they receive, which increases their experience of the brand. According to research conducted by (Hepola et al., 2017), brand experience seen from the four dimensions: sensory, affective, behavioral, and intellectual, includes the experience received by consumers (Cudny et al., 2020); (Minkman & Buuren, 2019); (Kalambo & Parikh, 2018). For example, the experience of using an online music application that uses its charm, unique aesthetics, and enthusiasm from the brand to provide in providing the best service and experience for consumers who use the application is one way to enhance the brand experience with a sensory dimension (Peña-García et al., 2020); (Dhiman & Arora, 2020).

H6(a): Brand Experience influences influence has an influence on Brand Loyalty which Brand Trust mediates.

H6(b): Brand Experience influences has an influence on Brand Loyalty which Brand Commitment mediates.

Brand Trust and Brand Commitment

Trust is often proposed as a mediating variable in linking brand and consumer-based variables with commitment. The Variables of Trust and satisfaction have been shown to produce high fidelity (Nadeem et al., 2020). This happens because commitment involves a perception of vulnerability, which means that obligation commitment will not exist without Trust (Iglesias et al., 2019). Therefore, a brand tries to build consumer relationships characterized by a high level of Trust because consumers are increasingly committed to maintaining and enhancing these relationships (Keiningham et al., 2017).

H7: Brand Trust positively influences Brand Commitment to the Spotify online music application services.

Brand Trust and Brand Loyalty mediated by Brand Commitment

Brand Trust is the primary driver of loyalty (Khan & Rahman, 2016). Brand Trust is also believed to develop a positive and optimistic attitude toward brand loyalty, especially in online-based applications. In the opinion of (F. J. F. Coelho et al., 2020), satisfied consumers will turn into loyal consumers when these consumers have a high level of Trust in a brand. When consumers trust a brand, they tend to feel comfortable and confident in using the application. (Liu et al., 2021). Feelings of security and comfort resulting from high Trust increase consumers' desire to continue using a particular brand's services (Barreda et al., 2020).

H8: Brand Trust positively influences Brand Loyalty, which is mediated by Brand Commitment to the Spotify online music application services.
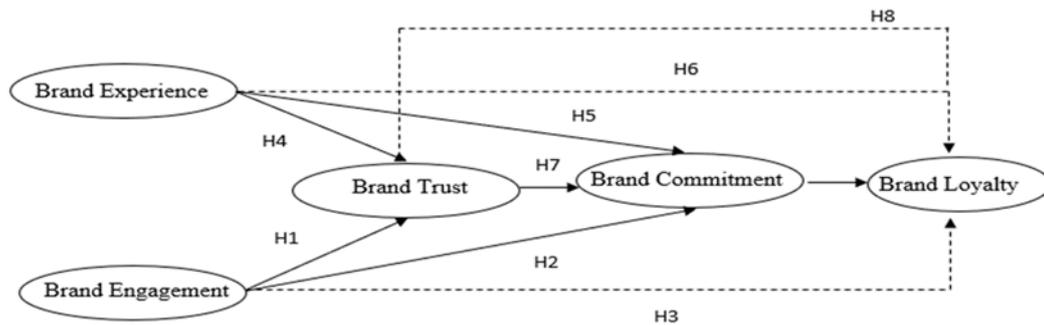
Conceptual Model

Source: (Khan et al , 2020)

Figure 1. Conceptual Model

RESEARCH METHOD

Sample of this research

This research is a descriptive study with a quantitative approach to test the hypothesis of the influencebetween variables. The data collection method used in this study is an electronic questionnaire instrument to obtain primary data that has been compiled and distributed according to predetermined criteria, namely, members who have experience using Spotify and live in the area of Jabodetabek, Indonesia.

The sampling technique used in this study was non-probability sampling with purposive sampling following the specified criteria where the samples taken in this study were 351 respondents.

Measurement Usage

The measurement scale used in this study uses the Likert scale to measure the respondent's behavior and attitudes due to respondents' considerations (Sugiyono, 2018). The classification of the study was defined based on five categories regarding how big respondents agree or disagree with an object. This study consists of 35 indicators used to measure variables. The variable indicators of Brand Experience are five adaptations from (Van der Westhuizen, 2018). Then as many as 25 Service Convenience indicators consist of 3 different dimensions Cognitive, *Emotional,* and *Behavioral,* adapted from (Fernandes & Moreira, 2019) ; (and Gomez & Mouselli, 2018). With Brand Trust, five indicators are assumed (Kwan Soo Shin et al., 2019). Five indicators in the variable of Brand Commitment are designed (Keiningham et al., 2017). Lastly, there are five indicators of the dependent variable, Brand Loyalty, adapted from (Kwan Soo Shin et al., 2019). After the data is collected, the data will be analyzed using a statistical model, namely the structural equation model (S.E.M.EM), using AMOS 26 and SPSS 26. These steps are provided in Table 1.

Table 1 Measure Items and Standardized Loading Estimate

	Brand Experience	*Standardized Loading Estimate*
BX1	The layout of the Spotify application is exciting to look at.	0,663
BX2	Spotify application is effortless to understand.	0,810

BX3	Spotify provides a complete audio service.	0,674
BX4	Very up-to-date audio service search results.	0,671
BX5	Spotify search results are very accurate for me.	0,594
	Brand Engagement	
BEC1	Interaction with online music makes me always think of the Spotify app.	0,592
BEC2	When I use Spotify, I don't think about other music apps.	0,702
BEC3	Interaction with Spotify adds to my interest in Spotify.	0,674
BEC4	When I use Spotify, time seems to pass faster.	0,619
BEC5	I learn new things when I use the Spotify app.	0,655
BEE1	I feel proud to use the Spotify application rather than other online music applications.	0,613
BEE2	Using the Spotify application makes me feel calmer.	0,651
BEE3	Using the Spotify app affects my emotional feelings.	0,213
BEE4	I often use Spotify when I feel lonely.	0,607
BEE5	I feel emotionally attached to the Spotify app.	0,572
BEB1	Spotify is the brand that I choose for the online music application category.	0,617
BEB2	Spotify is an application that I often use in the online music category.	0,685
BEB3	I will not use any other online application besides Spotify.	0,193
BEB4	I always use the Spotify application in any situation when it comes to searching for music.	0,252
BEB5	I am very active in using the Spotify app.	0,728
	Brand Trust	
BT1	I trust the online music application Spotify more than other music applications.	0,677
BT2	I believe Spotify is a brand that strives to live up to its promises to their customers.	0,734
BT3	I believe Spotify is serious about providing the best service for its subscribers.	0,728
BT4	I believe Spotify provides security for me when I use the Spotify service.	0,693
BT5	As a music streaming platform, Spotify exceeded my expectations.	0,256
	Brand Commitment	
BC1	Spotify has a personal feel to me.	0,723
BC2	Having online music applications other than Spotify is very difficult for me; It is challenging very difficult for me to have	0,758

	another online music applications other than Spotify.	
BC3	At this time, I do not intend to replace Spotify with another music application.	0,738
BC4	I commit to continue using Spotify.	0,357
BC5	I feel that something is wrong if I use any other application than Spotify as a music application.	0,781
Brand Loyalty		
BL1	I will continue to be a Spotify app user.	0,766
BL2	I would recommend Spotify to others.	0,773
BL3	I will not switch to any other online music streaming platform besides Spotify.	0,648
BL4	For me, Spotify is the best online music platform.	0,320
BL5	I believen my opinion, Spotify is a music application that guarantees my satisfaction in enjoying music.	0,705

Table 1 shows that each indicator has a standardized loading estimate value above 0.5 except for indicators BEE3, BEB3, BEB4, BT5, and BL4. The indicator of BEE3 has a value of 0.213, then the indicator of BEB3 has a value of 0.193. The next indicator BEB4 has a value of 0.252; the last indicator namely, BT5, has a value of 0.256, and BL4 has a value of 0.320. Taking this conclusion, researchers will delete these indicators.

RESULTS AND DISCUSSIONS

The profile of respondents in this study totaled 351 respondents, with 190 male respondents and 160 female respondents. Most respondents were aged 32-41 years, as many as 85, and the majority lived in Jakarta with 75 people. Lastly, the majority were in high school, with 151 people.

Table 2 Discriminant Validity

	BX	BE	BT	BC	BL	Keterangan
BX	**0.738**					Valid
BE	0.720	**0.729**				Valid
BT	0.713	0.722	**0,725**			Valid
BC	0.726	0.719	0.724	**0,717**		Valid
BL	0.738	0.706	0.706	0.711	**0,707**	Valid

The valid measurement of discriminant validity must be greater than the value of other constructs ((Sekaran & Bougie 2016). Table 2 presents the results of discriminant validity measurements using the Fornell Lacker. From these results, it can be said that the measures is displayed in the below figure,
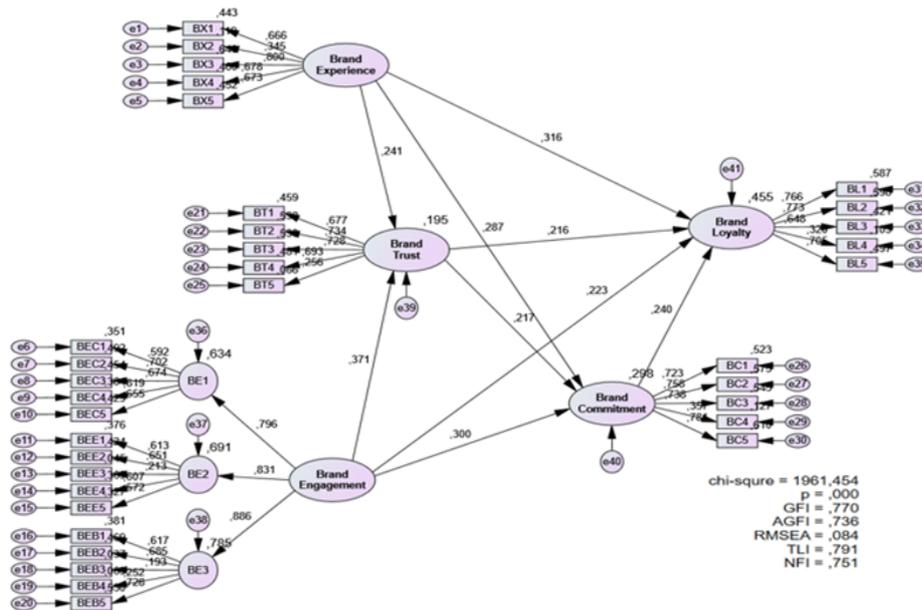
Figure: 2 SEM Calculated results; Source: Result of data processing for this research (2022)

Table 3 AVE Validity and Reliability Test

Variabel	Average Variance Extracted (AVE)	*Cronbanch Alpha*
Brand Experience	0,543	0,783
Brand Engagement	0,528	0,906
Brand Trust	0,521	0,754
Brand Commitment	0,511	0,803
Brand Loyalty	0,503	0,774

Based on Table 3 it can be seen that the variables have met the convergent validity criteria based on theAVE value, where the AVE value of each variable has exceeded the minimum value criterion of 0.5. Inaddition, Table 2 also shows that all variables are reliable because the Cronbach alpha value obtained is greater than the specified limit, which is 0.7. Therefore, it can be concluded that the research data andmodels have achieved convergent and reliable validity.

Table 4: R Square test results

Variabel	Estimate	Description
Brand Trust	0.829	Kuat
Brand Commitment	0.817	Kuat
Brand Loyalty	0,774	Kuat

In Table 4, the R-Square value is 0.829 or 82.9% in the Brand Trust variable. It can be concluded that the Brand Experience and Brand Engagement variables have an influence on the Brand Trust variable of 82.9%. The remaining influence, amounting to 17.1%, is the influence received from variables other than the independent variables in the study.

The R-Square value of the Brand Commitment variable is 0.817 or 81.7%. It can be concluded that the variables of Brand Experience, Brand Engagement, and Brand Trust influence the Brand Trust variable by 81.7%. The remaining influence, 18.3%, is the influence received from variables other than the independent variables in the study.

The R-Square value is 0.774 or 77.4% in the Brand Loyalty variable. It can be concluded that the variables Brand Experience, Brand Engagement, Brand Trust, and Brand Commitment influence the Brand Trust variable by 77.4%. The remaining influence, 22.6%, is the influence received from variables other than the independent variables in the study.

Table 5 Fit Model

Model *Fit*	Indikator *Good Fit*	Value	Description
GFI	≥ 0.90	0.925	*Good Fit*
AGFI	≥ 0.90	0.910	*Good Fit*
RMSEA	$< 0,08$	0.025	*Good Fit*
TLI	≥ 0.90	0.975	*Good Fit*
NFI	≥ 0.90	0.890	*Marginal Fit*

Based on Table 5 above about the processing results, it can be concluded that the structural model test was successful because the model was declared fit. The GFI value is 0.925, which means the value already met the marginal fit criteria. After all, because the position value wasGFI value is 0.925, the value already met the marginal fit criteria. After all, because the position value has been, which means the value already met the marginal fit criteria because the position value has been in the above 0.8.

The AGFI value is 0.910, which means it enters the good fit criteria because it is above 0.9. The RMSEA value is 0.025, which means it enters the good fit criteria because it is below 0.08.

The TLI value is 0.975, which means it enters the good fit criteria because it is above 0.9. The NFI value is 0.890, which means it enters the marginal fit criteria because it is above 0.8. Based on the test results above, it can be concluded that the S.E.M.EM structural model has good results, and the goodness of fit has been fulfilled.

Hypothesis	Estimate	C.R / Z Value	P-Value	Description
H1: There is a positive relationship between Brand Engagement and Brand Trust	0,728	11,964	0,00	Supported
H2: There is a positive relationship between Brand Engagement and Brand Commitment mediated by Brand Trust	0,771	5,201	0,00	Supported

H3a: There is a positive relationship between Brand Engagement and Brand Loyalty mediated by Brand Trust	0,384	-1,113	0,08	Unsupported
H3b: There is a positive relationship between Brand Engagement and Brand Loyalty which Brand Commitment mediates	0,384	-0,113	0,07	Unsupported
H4: There is a positive relationship between Brand Experience and Brand Trust	0,440	8,826	0,00	Supported
H5: There is a positive relationship between Brand Experience and Brand Commitment mediated by Brand Trust	0,059	12,153	0,00	Supported
H6a: There is a positive relationship between Brand Experience and GrabFood Brand Loyalty in the city of Jakarta which Brand Trust mediates	0,264	9,710	0,00	Supported
H6b: There is a positive relationship between Brand Experience and GrabFood Brand Loyalty in the city of Jakarta which Brand Commitment mediates	0,264	10,144	0,00	Supported
H7: There is a positive relationship between Brand Trust and Brand Commitment	0,231	1,697	0,09	Supported
H8: There is a positive relationship between Brand Trust and GrabFood Brand Loyalty in the city of Jakarta which Brand Commitment mediates	0,334	7,139	0,00	Supported

Table 6: Hypotheses Testing Result

According to Table 6, it can be recognized that all the hypotheses are accepted. It is settled that all the assumptions described in the hypothesis have met the C.R. values requirements. And the P-Value does reach the specified limit so that the hypothesis is supported. So, these results indicate that brand experience, brand engagement, brand trust, and brand commitment do have a direct effect on brand loyalty.

CONCLUSION

Based on the analysis results of eight hypotheses, two are rejected and unsupported, and six are accepted and supported. The results of the hypothesis are illustrated as follows

Brand Engagement has a direct positive influence on Brand Trust in the Spotify online music application service with a C.R. value of 4.656 and a p-value of 0.000 which indicates a lack of significance level indicating that the data results are significant. The path coefficient value also shows a value of 0.543 which can be agreed that each unit increase in Brand Engagement influences Spotify's Brand Trust service innovation of 0.543 or around 54.3%. This calculation indicates that the first hypothesis can be accepted.

Brand Engagement positively influences Brand Commitment mediated by Brand Trust in the Spotify online music application service with a C.R value of 6.432 and a p-value of 0.000 which indicates a lack of significance level indicating that the data results are significant. The path coefficient value also shows a value of 0.423 which can be recognized that each unit increase in Brand Engagement influences

Spotify's Brand Trust service innovation of 0.423 or around 42.3%. This value indicates that the second hypothesis can be accepted accordingly.

Brand Engagement does not indirectly influence Brand Loyalty, which either Brand Trust or Brand Commitment mediates in the Spotify online music application service. In the Brand Trust mediation variable, data processing results produce a C.R. value of 0.956 and a p-value of 0.254, indicating that it exceeds the significance level and suggests that the data results are insignificant. The path coefficient value also shows a value of 0.368 which can follow clarification that each unit increase in Brand Engagement positively influences Spotify's Brand Loyalty service innovation of 0.368. In the Brand Commitment mediation variable, the data processing results produce a C.R. value of 1.113 and a p-value of 0.915, indicating that it exceeds the significance level and designates that the data results are insignificant. The path coefficient value also shows a value of 0.368 which can be explained that every unit increase in Brand Engagement positively influences Spotify's Brand Loyalty service innovation of -0.368. It indicates the third hypothesis is unacceptable.

The variable of Brand Experience directly influences Brand Trust in the Spotify online music application service. Because the C.R value of 3.684 and a p-value of 0.000 indicates less than the significance level, which suggests that it exceeds the significance level, and the mean indicates that the data results are significant. The path coefficient value also shows a value of 0.232 which can be interpreted as each unit increase in Brand Engagement. The influences of Spotify's Brand Trust service innovation of 0.232 or around 23.2%. This indicates the fourth hypothesis can be accepted.

Brand Experience proves that it has positively influenced Brand Commitment mediated by Brand Trust in the Spotify online music application service; it is shown that the value of C.R is 11.149. Then, the p-value of 0.000 indicates less than the significance level, which suggests that it exceeds the significance level and means that the data results are significant. The path coefficient value also shows a value of 0.258 which can be interpreted that every unit increase in Brand Engagement influences Spotify's Brand Trust service innovation of 0.258 or around 25.8%. This indicates the fifth hypothesis can be accepted.

Brand Experience indirectly positively influences Brand Loyalty mediated by Brand Trust and Brand Commitment in the Spotify online music application service. In the Brand Trust mediation variable, the data processing results produce a C.R. value of 9.140 and a p-value of 0.000 which indicates less than the significance level, which suggests that it exceeds the significance level, indicating that the data results are significant. The path coefficient value also shows a value of 0.320 which can be interpreted that each unit increase in Brand Engagement influences Spotify's Brand Trust service innovation of 0.602 or around 32%. Whereas in the Brand Commitment mediation variable, the data processing results produce a C.R. value of 7.244 and a p-value of 0.000, which indicates less than the significance level, indicating that the data results are significant. The path coefficient value also shows a value of 0.320 which can be interpreted that every unit increase in Brand Engagement negatively influences Spotify's Brand Loyalty service innovation of 0.320. This hypothesis indicates that the sixth hypothesis can be accepted.

Brand Trust does not directly affect Brand Trust in the Spotify online music application service with a C.R value of 3.684 and a p-value of 0.09, indicating that it exceeds the significance level. The path coefficient value also shows a value of 0.232 which can be interpreted for everyone increase and on Brand Engagement, this influences Spotify's Brand Trust service innovation of 0.232 or around 23.2%. The proven calculation indicates the seventh hypothesis is unacceptable.

Brand Trust positively influences Brand Loyalty mediated by Brand Commitment in the Spotify online music application service. It is proven with a C.R value of 3.469 and a p-value of 0.000, which indicates less than the significance level, which suggests that it exceeds the significance level, indicating that the data results are significant. The path coefficient value also shows a value of 0.222, which can be interpreted as each unit increase in Brand Engagement; this influences Spotify's Brand Trust service innovation of 0.222 or around 22.2%. It also indicates that the seventh hypothesis of this study can be accepted.

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