

# The Effect of Constumer Engagement on Positive-Wom and Negative-Wom on Sneakers Brands mediated by Brand Love

Bryan Adam Mahendra<sup>1\*</sup>, Kurniawati<sup>2</sup>

<sup>1\*,2</sup> Universitas Trisakti, Jakarta, Indonesia

---

## ARTICLE INFO



ISSN: 2620-6196

Vol. 8 Issues 1 (2025)

### Article history:

Received – May 24, 2025

Revised – May 25, 2025

Accepted – June 02, 2025

### Email Correspondence:

[122012211027@sdt.trisakti.ac.id](mailto:122012211027@sdt.trisakti.ac.id)

### Keywords:

*Brand Relationship Quality, Consumer Community Identification, Consumer Engagement, Brand Love, Word of Mouth,*

---

## ABSTRACT

*This study aims to analyze whether there is an impact between brand relationship quality on brand love, brand relationship quality with consumer engagement, consumer community identification with brand love, consumer community identification on consumer engagement, consumer engagement with brand love, brand love with positive word of mouth and brand love with negative word of mouth. The sample obtained amounted to 224 through an online google form, the sampling technique, namely purposive sampling, focused on individuals who have purchased sneakers online on social media with a purchase limit of two times in the past year. In this study using the Structural Equation Model (SEM) with the help of the Amos22 program. The results of this study found that all hypotheses have a positive impact between variables.*

## INTRODUCTION

Now, shoe brands in the world are competing to continue developing types of shoe models. Sneakers or sneakers are very popular among young people (goodstat.id, 2022). Sneakers are not only used for exercise, but also to support appearance. Shoe brands such as Adidas, Nike, Converse, Puma, and Skechers compete in creating comfortable, attractive sneakers for consumers. The key factor driving the growth of the sneakers market share is the rise of e-commerce and fashion, which drives the demand for sneakers that are up-to-date and still comfortable to use (goodstat.id, 2022). As consumers become competent in using digital communication platforms, they often involve themselves not only in the creation of brand-related content, but also in using technology-based service interactions in depth (Paruthi et al., 2023). Recognizing this paradigm shift in the digital environment, marketers have given strategic importance to engaging customers online to foster healthy consumer-brand relationships (Shahid et al., 2022). The consumer engagement perspective is very suitable in a digital context characterized by consumer-to-consumer interaction with brands (Gálvez-Ruiz et al., 2023).

*Consumer engagement* is driven by certain circumstances that result in high perceived value and love for the brand. The use of strategies to increase brand value plays a unique role in attracting customers (Fissi et al., 2022). *Consumer engagement* is generally related to consumer interactions and connections to brands (Aledhean et al., 2021). With *consumer engagement* it will lead to consumer love for brands or

brand love. *Brand love* is the level of emotional attraction that consumers have to certain brands (Paruthi et al., 2023). *Brand love* has a positive influence on loyalty and word of mouth (Santos & Schlesinger, 2021). Developing a brand that consumers love will create stable competition and achieve success in marketing (Aro et al., 2023). Consumer love for the brand will affect consumer commitment to the brand, and make consumers provide positive recommendations or feedback from *word of mouth* (Le, 2020).

*Positive word of mouth* is defined as a positive opinion about consumers' experience in using the brand (Pemasaran et al., 2022). There are also those who explain that positive word of mouth means the extent to which consumers recommend brands to acquaintances (Paruthi et al., 2023). Indications of word of mouth are characterized by information on social media, such as various information about the brand, various interesting information about the brand (Febratriantoro & Masnita, 2023). Word of mouth has a great influence on consumer purchasing behavior (Anaya-Sánchez et al., 2020). Negative word of mouth occurs when there is a product failure that does not match consumer expectations (van der Westhuizen & Kuhn, 2023). Negative word of mouth can occur when consumers' personal atmosphere expresses complaints about the brand to family, friends, and acquaintances (Sukhu, 2023). Negative reviews can reduce the purchase rate of brand products (Ismail & Changelima, 2022). Negative word of mouth has a detrimental impact that leads to loss of consumers, and decreased sales (Sukhu et al., 2023).

Katadata Insight Center conducted a survey with results showing, as many as 62.4% of opinions stated that they really liked Adidas brand sneakers, 61.9% stated that they liked Nike brand sneakers, 45.1% stated that they liked Converse brand sneakers, 26.8% liked Puma brand sneakers, and 2.8% said they liked skechers brand sneakers (databoks.katadata.co.id, 2022). With the previous data of brands, the advancement of technology along with the development of social media platforms has become an important part of customers' lives (Paruthi et al., 2023). nowadays, customers spend more free time with social media (Mansouri et al., 2022). The number of shoe brands that have sneakers products makes companies compete fiercely to achieve popularity and be recognized by consumers. The purpose of this study is to increase consumer love for the brand through consumer word of mouth promotion to other potential consumers.

## ***Literature Review***

### ***Brand relationship quality***

Brand relationship quality is based on the relationship between marketers and consumers that deeply conveys an understanding of brand quality in consumers' lives (van der Westhuizen & Kuhn, 2023). Paruthi et al., (2023) state that human relationships include content in understanding the relationship between consumers and brands in depth, because brand relationship quality reflects the strong motivational and emotional bonds between consumers and brands. The relationship built between consumers and brands, which can arise from positive experiences, brand value and quality, and consumer identification with the brand (Alves et al., 2019).

### ***Consumer community identification***

Consumer community identification forms a deep, committed, and meaningful relationship that brands build with consumers (Paruthi et al., 2023). Consumers are more likely to maintain relationships that have been formed with a brand (Romero & Ruiz-Equihua, 2020). Consumer community identification

leads to consumer involvement, willingness to pay for the brand (Keuangan & Lanka, 2022). Brand relationship quality and consumer community identification will realize consumer engagement or consumer involvement.

*Consumer engagement*

Consumer engagement is driven by certain circumstances that result in high perceived value and love for the brand. The use of strategies in raising brand value plays an important role in uniquely attracting customers (Fissi et al., 2022). Consumer engagement is generally related to consumer interactions and connections to brands (Aledhean et al., 2021). The consumer engagement perspective is very suitable in a digital context which is characterized by consumer interaction with consumers towards brands (Gálvez-Ruiz et al., 2023). With consumer engagement, it will lead to consumer love for brands or brand love.

*Brand love*

Brand love is the level of emotional attraction that consumers have to certain brands (Paruthi et al., 2023). Brand love has a positive influence on loyalty and word of mouth (Santos & Schlesinger, 2021). Developing a brand that consumers love will create stable competition and achieve success in marketing (Aro et al., 2023). Consumer love for the brand will affect consumer commitment to the brand, and make consumers provide positive recommendations or feedback from word of mouth (Le, 2020).

*Positive word of mouth*

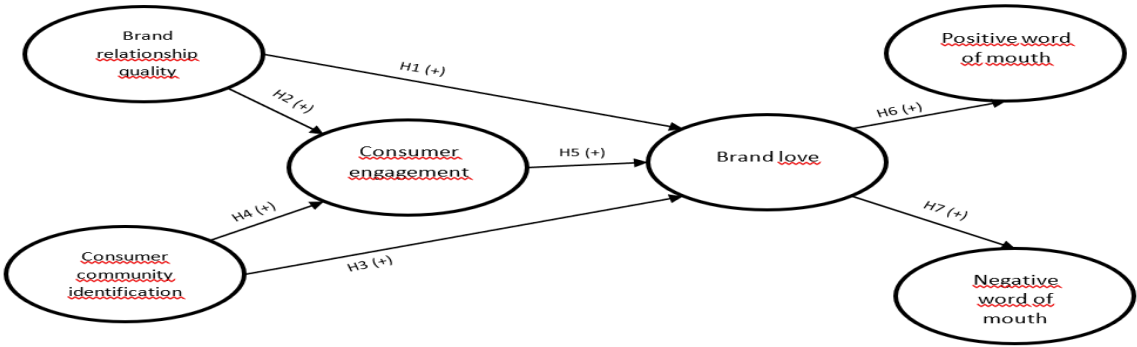
Positive word of mouth is defined as a positive opinion about consumers' experience in using the brand (Pemasaran et al., 2022). There are also those who explain that positive word of mouth means the extent to which consumers recommend brands to acquaintances (Paruthi et al., 2023). Indications of word of mouth are characterized by information on social media, such as various information about the brand, various interesting information about the brand (Febratriantoro & Masnita, 2023). Word of mouth has a great influence on consumer purchasing behavior (Anaya-Sánchez et al., 2020).

*Negative word of mouth*

Negative word of mouth occurs when there is a product failure that does not meet consumer expectations (van der Westhuizen & Kuhn, 2023). Negative word of mouth can occur when consumers' personal atmosphere expresses complaints about the brand to family, friends, and acquaintances (Sukhu, 2023). Negative reviews can reduce the purchase rate of brand products (Ismail & Changalima, 2022). Negative word of mouth has a detrimental impact that leads to loss of consumers, and decreased sales (Sukhu et al., 2023).

*Hypothesis Development*

With the research results above, the conceptual framework is as follows:



**Figure 1. Conceptual Framework**

Source: Data Processed, 2024

From this framework, a hypothesis can be formulated:

*Brand relationship quality on brand love*

Brand relationship quality is based on the relationship between marketers and consumers that deeply conveys an understanding of brand quality in consumers' lives (van der Westhuizen & Kuhn, 2023). Paruthi et al., (2023) state that human relationships include content in understanding the relationship between consumers and brands in depth, because brand relationship quality reflects a strong motivational and emotional bond between consumers and brands. The relationship built between consumers and brands, which can arise from positive experiences, brand value and quality, and consumer identification with the brand (Alves et al., 2019). With the relationship that is built between consumers and the brand, it will create consumer love for the brand.

*H1: There is a positive influence of brand relationship quality on brand love.*

*Brand relationship quality on consumer engagement*

Brand relationship quality is based on the relationship between marketers and consumers who are very deep in conveying an understanding of brand quality in consumers' lives (van der Westhuizen & Kuhn, 2023). Paruthi et al., (2023) state that human relationships include content in understanding consumer and brand relationships in depth, because brand relationship quality reflects the strong motivational and emotional bonds between consumers and brands. The relationship built between consumers and brands, which can arise from positive experiences, brand value and quality, and consumer identification with the brand (Alves et al., 2019). With the relationship that is built between consumers and the brand, it will create consumer involvement with the brand.

*H2. There is a positive influence of brand relationship quality on consumer engagement.*

*Consumer community identification on brand love*

Consumer community identification forms a deep, committed, and meaningful relationship that brands build with consumers (Paruthi et al., 2023). Consumers are more likely to maintain relationships that have been formed with a brand (Romero & Ruiz-Equihua, 2020). Consumer community identification leads to consumer involvement, willingness to pay for the brand (Keuangan & Lanka, 2022). Brand relationship quality and consumer community identification will realize consumer engagement or consumer involvement.

*H3. There is a positive influence of consumer community identification on brand love.*

*Consumer community identification on consumer engagement*

Consumer community identification forms a deep, committed, and meaningful relationship that brands build with consumers (Paruthi et al., 2023). Consumers are more likely to maintain relationships that have been formed with a brand (Romero & Ruiz-Equihua, 2020). Consumer community identification leads to consumer involvement, willingness to pay for the brand (Keuangan & Lanka, 2022). Brand relationship quality and consumer community identification will realize consumer engagement or consumer involvement.

*H4. There is a positive influence of consumer community identification on consumer engagement.*

*Consumer engagement on brand love*

Consumer engagement is driven by certain circumstances that result in high perceived value and love for the brand. The use of strategies to increase brand value plays a unique role in attracting customers (Fissi et al., 2022). Consumer engagement is generally related to consumer interactions and connections to brands (Aledhean et al., 2021). Consumer engagement perspective is very suitable in a digital context

characterized by consumer-to-consumer interaction with brands (Gálvez-Ruiz et al., 2023). With consumer engagement, it will lead to consumer love for brands or brand love.

*H5. There is a positive influence of consumer engagement on brand love.*

#### *Brand love on positive word of mouth*

Positive word of mouth is defined as a positive opinion about consumer experience in using a brand (Pemasaran et al., 2022). There are also those who explain that positive word of mouth means the extent to which consumers recommend brands to acquaintances (Paruthi et al., 2023). Indications of word of mouth are characterized by information on social media, such as various information about the brand, various interesting information about the brand (Febratriantoro & Masnita, 2023). *Word of mouth has a great influence on consumer purchasing behavior* (Anaya-Sánchez et al., 2020).

*H6. There is a positive influence of brand love on positive word of mouth.*

#### *Brand love on negative word of mouth*

Negative word of mouth occurs when there is a product failure that does not match consumer expectations (van der Westhuizen & Kuhn, 2023). Negative word of mouth can occur when consumers' personal atmosphere expresses complaints about the brand to family, friends, and acquaintances (Sukhu, 2023). Negative reviews can lead to a decrease in the purchase rate of brand products (Ismail & Changalima, 2022). Negative word of mouth has a detrimental impact that causes the loss of consumers, and a decrease in sales (Sukhu et al., 2023).

*H7. There is a positive influence of brand love on negative word of mouth.*

## **RESEARCH METHOD**

This research design is included in the type of quantitative research and sampling with the census method. As well as Structural Equation Modelling (SEM) data analysis techniques using SmartPLS 3.0 software. The data collection technique used in this study was to distribute questionnaires online via google form. Cross-sectional data was collected by answering research questions collected through an online questionnaire. The unit of analysis in this study is individual consumers who have used sneakers brands for more than 6 months. *Respondent Information*

Based on the data presented in table 1 shows that out of 224 respondents, 67.9% are male (152 respondents) and 31.2% are female (72 respondents). The age distribution of respondents is as follows: 17-20 years (17%), 21-24 years (37.5%), 25-28 years (35.3%), 29-32 years (8%), and >33 years (2.2%). The highest education levels are 35.3% high school/vocational, 15.6% associate degree, 43.8% bachelor's degree, 4.9% master's degree, and 0.4% doctoral degree. Respondent professions include 26.3% students, 4.5% civil servants, 46.4% private employees, 2.2% professionals, and 20.5% entrepreneurs. Monthly income averages show 12.1% earn < IDR 1,500,000, 12.9% earn IDR 1,500,001 – IDR 3,000,000, 35.7% earn IDR 3,000,001 – IDR 4,500,000, 30.4% earn IDR 4,500,001 – IDR 6,000,000, and 8.9% earn > IDR 6,000,001. Online sneaker purchases indicate that 84.8% of respondents buy online twice a year, while 15.2% purchase more than twice a year. The social media platforms used include 49.6% Instagram, 28.6% Facebook, 10.7% Twitter, and 11.2% WhatsApp. Brands purchased online consist of 19.6% Adidas, 24.6% Nike, 17.9% Puma, 17.4% Skechers, and 20.5% Converse. Table shows that out of 224 respondents, 67.9% are male (152 respondents) and 31.2% are female (72 respondents). The age distribution of respondents is as follows: 17-20 years (17%), 21-24 years (37.5%), 25-28 years (35.3%), 29-32 years (8%), and >33 years (2.2%). The highest education levels are 35.3% high school/vocational, 15.6% associate degree, 43.8% bachelor's degree, 4.9% master's degree, and 0.4% doctoral degree. Respondent professions include 26.3% students, 4.5% civil servants, 46.4% private employees, 2.2% professionals, and 20.5% entrepreneurs. Monthly income averages show 12.1% earn < IDR 1,500,000, 12.9% earn IDR

1,500,001 – IDR 3,000,000, 35.7% earn IDR 3,000,001 – IDR 4,500,000, 30.4% earn IDR 4,500,001 – IDR 6,000,000, and 8.9% earn > IDR 6,000,001. Online sneaker purchases indicate that 84.8% of respondents buy online twice a year, while 15.2% purchase more than twice a year. The social media platforms used include 49.6% Instagram, 28.6% Facebook, 10.7% Twitter, and 11.2% WhatsApp. Brands purchased online consist of 19.6% Adidas, 24.6% Nike, 17.9% Puma, 17.4% Skechers, and 20.5% Converse.

**Table 1. Demografis Profile of Respondents**

Category	Description	Frequency	Presentase (%)
Gender	Male	152	67.9%
	Female	72	31.2%
Ages	17 - 20 Years	38	17%
	21 – 24 Years	84	37.5%
	25 – 28 Years	79	35.3%
	> 29 Years	23	10.2%
Education	HIGH SCHOO	79	35.3%
	Diploma(D3)	35	15.6%
	Bachelor (S1)	98	43.8%
	Magister(S2)	11	4.9%
	Doktor(S3)	1	0.4%
Period of Payment	2 Time in a Year	190	84.8%
	> 2 Time in a Year	34	15.2%

*Source: Data Processed, 2024*

## RESULTS AND DISCUSSION

### *Validity Test*

Validity testing is the difference in the factor laoding value on each statement indicator with the standard factor loading value. When the amount of data collected was 224 respondents, the standard factor loading applied was ( $> 0.40$ ). If the factor loading value exceeds 0.40, it will be concluded that the answer indicator is valid. The summary contained in the reliability test involves the review and analysis of Cronbach's Alpha exceeding 0.6 ( $> 0.60$ ), thus Cronbach's Alpha can be concluded to be reliable (construct reliable).

**Table 2. Validity Test Results**

Variables	Items	Outer Loading	AVE
<i>Brand Relationship Quality</i>	BRQ1	0.790	0.799
	BRQ2	0.790	
	BRQ3	0.819	
Variables	Items	Outer Loading	AVE
<i>Consumer Community Identification</i>	CCI1	0.762	0.770
	CCI2	0.761	
	CCI3	0.752	
	CCI4	0.795	
Variables	Items	Outer Loading	AVE
<i>Consumer Engagement</i>	CE1	0.764	0.765
	CE2	0.735	

	CE3	0.754	
	CE4	0.765	
	CE5	0.799	
	CE6	0.773	
<b>Variables</b>	<b>Items</b>	<b>Outer Loading</b>	<b>AVE</b>
<i>Brand Love</i>	BL1	0.761	0.768
	BL2	0.747	
	BL3	0.751	
	BL4	0.775	
	BL5	0.809	
<b>Variables</b>	<b>Items</b>	<b>Outer Loading</b>	<b>AVE</b>
<i>Positive Word of Mouth</i>	PWM1	0.685	0.779
	PWM2	0.775	
	PWM3	0.817	
	PWM4	0.841	
<b>Variables</b>	<b>Items</b>	<b>Outer Loading</b>	<b>Ave</b>
<i>Negative word of mouth</i>	NWM1	0.870	0.875
	NWM2	0.881	
	NWM3	0.874	

Source: Data Processed, 2024

Based on the table above, the value of each outer loading is obtained for all indicators of each variable, where all outer loading values > 0.5, meaning that the validity in this study is met. And shows that each variable has an AVE value > 0.50 which is interpreted as valid.

#### Reliability Test

This study uses a reliability test analysis can be used to measure the consistency of the measurement results of the questionnaire in repeated use. In conducting reliability testing, the desired Cronbach's alpha value must be more than 0.6 and the composite reliability value must be more than 0.7 (Hair et al., 2019). The composite reliability value shows how well a variable is reliable, while the Cronbach's alpha value is the lowest reliability measure of the variable.

**Table 3. Reliability Test Results**

<b>Variabel</b>	<b>Cronbach's Alpha</b>	<b>Keterangan</b>
<i>Brand Relationship Quality</i>	0.842	Reliabel
<i>Consumer Community Identification</i>	0.851	Reliabel
<i>Consumer Engagement</i>	0.894	Reliabel
<i>Brand Love</i>	0.879	Reliabel
<i>Positive Word of Mouth</i>	0.861	Reliabel
<i>Negative word of mouth</i>	0.907	Reliabel

Source: Data Processed, 2024

Based on the table above, the Cronbach's alpha value and composite reliability value for each latent variable are obtained where all values are greater than 0.7, meaning that the reliability test in this study is fulfilled.

### Descriptive Statistics

Descriptive Statistical Test can provide an overview of the data seen from the minimum, maximum, average (mean) and standard deviation values generated from this study. The variables used in this study include transformational leadership, training and development, and job satisfaction as independent variables, and job performance as the dependent variable. These variables will be tested descriptively as shown in the table below.

**Table 4. Descriptive Statistics**

<i>Brand Relationship Quality</i>	<b>Mean</b>	<b>Min</b>	<b>Max</b>	<i>Std.Deviation</i>
BRQ1	4.008	2	5	0.801
BRQ2	4.127	2	5	0.783
BRQ3	4.127	2	5	0.819
<b>Total rata-rata</b>	<b>4.087</b>			
<i>Consumer Community Identification</i>	<b>Mean</b>	<b>Min</b>	<b>Max</b>	<i>Std.Deviation</i>
CCI1	3.995	3	5	0.891
CCI2	4.069	3	5	0.855
CCI3	4.082	3	5	0.871
CCI4	4.086	2	5	0.905
<b>Total rata-rata</b>	<b>4.058</b>			
<i>Consumer Engagement</i>	<b>Mean</b>	<b>Min</b>	<b>Max</b>	<i>Std.Deviation</i>
CE1	4.004	2	5	0.881
CE2	4.114	2	5	0.867
CE3	4.118	2	5	0.897
CE4	4.065	2	5	0.944
CE5	4.094	2	5	0.909
CE6	4.086	3	5	0.927
<b>Total rata-rata</b>	<b>4.080</b>			
<i>Brand Love</i>	<b>Mean</b>	<b>Min</b>	<b>Max</b>	<i>Std.Deviation</i>
BL1	3.975	3	5	0.911
BL2	4.094	3	5	0.895
BL3	4.106	3	5	0.919
BL4	4.127	3	5	0.886
BL5	4.008	3	5	0.964
<b>Total rata-rata</b>	<b>4.062</b>			
<i>Positive Word of Mouth</i>	<b>Mean</b>	<b>Min</b>	<b>Max</b>	<i>Std.Deviation</i>
PWM1	4.180	2	5	0.806
PWM2	4.286	3	5	0.841
PWM3	4.258	3	5	0.862
PWM4	4.204	3	5	0.874
<b>Total rata-rata</b>	<b>4.232</b>			
<i>Negative word of mouth</i>	<b>Mean</b>	<b>Min</b>	<b>Max</b>	<i>Std.Deviation</i>
NWM1	3.590	4	5	1.252
NWM2	3.672	3	5	1.279
NWM3	3.659	3	5	1.349
<b>Total rata-rata</b>	<b>3.640</b>			

Source: Data Processed, 2024

Based on the results in the table above, it shows that the brand relationship quality of user sneakers, included in the average category of 4.087 (agree). These results indicate that the lowest mean is 4.008 and the highest is 4.127 with the assumption that they agree. Furthermore, for the variable consumer community identification user sneaker, included in the average category of 4.058 (agree). These results indicate that the lowest mean is 3.995 and the highest is 4.086 with the assumption that they agree. Then consumer engagement user sneakers, included in the average category of 4.080 (agree). These results indicate that the lowest mean is 4.004 and the highest is 4.118 with the assumption that they agree. Then brand love user sneakers, is included in the average category of 4.062 (agree). These results indicate that the lowest mean is 3.975 and the highest is 4.127 with the assumption that they agree. Then positive word of mouth user sneakers, included in the average category of 4.232 (agree). These results indicate that the lowest mean is 4.180 and the highest is 4.286 with the assumption that they agree. And negative word of mouth user sneakers, included in the average category of 3.640 (agree). These results indicate that the lowest mean is 3.590 and the highest is 3.672 with the assumption that they agree.

#### *Hypothesis Test*

From the table of hypothesis test results below, it is obtained that each t-statistic value and p-value is 0.000 for each hypothesis, which means that all hypotheses in this study are accepted or supported. more details can be seen in the following table.

**Table 5. Hypothesis Test Results**

<b>Hypothesis</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<i>Brand Relationship Quality -&gt; Brand Love</i>	0.267	0.007
<i>Brand Relationship Quality -&gt; Consumer Engagement</i>	0.336	0.000
<i>Consumer Community Identification -&gt; Brand Love</i>	0.332	0.012
<i>Consumer Community Identification -&gt; Consumer Engagement</i>	0.638	0.000
<i>Consumer Engagement -&gt; Brand Love</i>	0.306	0.039
<i>Brand Love -&gt; Positive Word of Mouth</i>	0.575	0.000
<i>Brand Love -&gt; Negative Word of Mouth</i>	0.989	0.000

*Source: Data Processed, 2024*

#### *H<sub>1</sub>: Brand Relationship Quality has a positive influence on Brand Love*

Based on the table above, the p-value of 0.007, which is lower than  $\alpha$  0.05, indicates that brand relationship quality has an impact on brand love. The estimate value of 0.267 signifies a positive direction. Thus, hypothesis 1 is supported., it will make the employee's performance level increase.

#### *H<sub>2</sub>: Brand Relationship Quality has a positive Consumer Engagement*

Based on the table of hypothesis test results obtained, the p-value of 0.000, lower than  $\alpha$  0.05, indicates that brand relationship quality has an impact on consumer engagement. The estimate value of 0.336 signifies a positive direction. Thus, hypothesis 2 is supported.

#### *H<sub>3</sub>: Consumer Community Identification has a positive Brand Love*

Based on the table of hypothesis test results obtained, the p-value of 0.012, lower than  $\alpha$  0.05, means that consumer community identification influences brand love. The estimate value of 0.332 signifies a positive direction. Thus, hypothesis 3 is supported.

#### *H<sub>4</sub>: Consumer Community Identification has a positive influence on Consumer Engagement*

Based on the table above, the p-value of 0.012, smaller than  $\alpha$  0.05, indicates that consumer community identification impacts consumer engagement. The estimate value of 0.638 signifies a positive direction. Thus, hypothesis 4 is supported.

*H<sub>5</sub>: Brand Love has a positive influence on Brand Love*

Based on the table above, a p-value of 0.039, smaller than  $\alpha$  0.05, meaning consumer engagement has an impact on brand love. The estimate value of 0.306 signifies a positive direction. Thus, hypothesis 5 is supported.

*H<sub>6</sub>: Brand Love has a positive influence on Positive Word of Mouth*

Based on the table above, the p-value of 0.000, lower than  $\alpha$  0.05, indicates that brand love has an impact on positive word-of-mouth. The estimate value of 0.575 signifies a positive direction. Thus, hypothesis 6 is supported.

*H<sub>7</sub>: Brand Love has a positive influence on Negative Word of Mouth*

Based on the table above, the p-value of 0.000, lower than  $\alpha$  0.05, meaning brand love has an impact on negative word-of-mouth. The estimate value of 0.989 signifies a positive direction. Thus, hypothesis 7 is supported.

## CONCLUSION

In this study, it is concluded that: (1) brand relationship quality positively influences brand love, (2) brand relationship quality positively impacts consumer engagement, (3) consumer community identification positively affects brand love, (4) consumer community identification positively influences consumer engagement, (5) consumer engagement has a positive effect on brand love, (6) brand love positively impacts positive word of mouth, and (7) brand love positively affects negative word of mouth. Furthermore, companies should innovate sneaker products to enhance consumer confidence when using them. They are encouraged to create strong feelings and enjoyable experiences between consumers and the brand. Companies should also foster consumer interest in the brand through social media platforms, encouraging ongoing use and recommendations to others. Additionally, it is essential to create appealing products and address any failures to avoid negative perceptions on social media.

This research examines variables such as brand relationship quality, consumer community identification, consumer engagement, brand love, positive word of mouth, and negative word of mouth. Future researchers are encouraged to include additional variables like brand credibility, brand loyalty, and brand awareness. It is also recommended to increase the number of respondents beyond the 224 in this study for better explanatory power in future research

## REFERENCE

- Aledhean, A., Kurniawati, K., Utomo, B. P., & Utomo, N. P. (2021). The Mediating Role of Social Interactivity between Consumer Engagement Behavior and Brand Loyalty on Local Product in Indonesia. *ULTIMA Management*, 13(2), 352–368.
- Alves, H., Campón-Cerro, A. M., & Hernández-Mogollón, J. M. (2019). Enhancing rural destinations' loyalty through relationship quality. *Spanish Journal of Marketing - ESIC*, 23(2), 185–204. <https://doi.org/10.1108/SJME-09-2018-0041>
- Anaya-Sánchez, R., Aguilar-Illescas, R., Molinillo, S., & Martínez-López, F. J. (2020). Trust and loyalty in online brand communities. *Spanish Journal of Marketing - ESIC*, 24(2), 177–191. <https://doi.org/10.1108/SJME-01-2020-0004>
- Aro, K., Suomi, K., & Gyrð-Jones, R. (2023). Layers of love – exploring the interactive layers of brand love in the social media setting. *European Journal of Marketing*, 57(13), 87–110. <https://doi.org/10.1108/EJM-12-2020-0897>
- Ashoer, M., Murdifin, I., Basalamah, J., As'ad, A., & Pramukti, A. (2021, February). Integrating social commerce constructs into mobile application service; a structural equation model. In *Journal of Physics: Conference Series* (Vol. 1783, No. 1, p. 012043). IOP Publishing.
- databoks.katadata.co.id. (2022). *Platform Belanja Online Lewat Siaran Langsung Paling Banyak*

*Digunakan (2022).*

- Febratriantoro, R., & Masnita, Y. (2023). Increasing Purchase Intention And E-Wom Using The Antecedents Of Parasocial Interaction. Ramadhan Febratriantoro, et.al 408 INCREASING PURCHASE INTENTION AND E-WOM USING THE ANTECEDENTS OF PARASOCIAL INTERACTION under a Creative Commons Attribution-NonCom. *Jurnal Ekonomi*, 12(01), 2023. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Fissi, S., Gori, E., Marchi, V., & Romolini, A. (2022). Social media, brand communication and customer engagement in Michelin-starred restaurants during a time of crisis. *British Food Journal*, 125(13), 16–33. <https://doi.org/10.1108/BFJ-04-2022-0363>
- Gálvez-Ruiz, P., Calabuig, F., Grimaldi-Puyana, M., González-Serrano, M. H., & García-Fernández, J. (2023). The effect of perceived quality and customer engagement on the loyalty of users of Spanish fitness centres. *Academia Revista Latinoamericana de Administracion*. <https://doi.org/10.1108/ARLA-01-2023-0014>
- goodstat.id. (2022). *No Title*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis Eighth edition*.
- Ismail, I. J., & Changanlima, I. A. (2022). Thank you for sharing! Unravelling the perceived usefulness of word of mouth in public procurement for small and medium enterprises. *Management Matters*, 19(2), 187–208. <https://doi.org/10.1108/manm-01-2022-0005>
- Kuangan, K., & Lanka, S. (2022). *Apakah persepsi kewarganegaraan perusahaan berpengaruh terhadap niat beli selama pandemi COVID-19 ? Seputar dampak mediasi kepercayaan merek dan hubungan kons.*
- Le, M. T. H. (2020). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, 25(1), 156–180. <https://doi.org/10.1108/SJME-05-2020-0086>
- Mansouri, H., Sadeghi Boroujerdi, S., & Md Husin, M. (2022). The influence of sellers' ethical behaviour on customer's loyalty, satisfaction and trust. *Spanish Journal of Marketing - ESIC*, 26(2), 267–283. <https://doi.org/10.1108/SJME-09-2021-0176>
- Paruthi, M., Kaur, H., Islam, J. U., Rasool, A., & Thomas, G. (2023). Engaging consumers via online brand communities to achieve brand love and positive recommendations. *Spanish Journal of Marketing - ESIC*, 27(2), 138–157. <https://doi.org/10.1108/SJME-07-2022-0160>
- Pemasaran, D. M., Ilmu, F., Pretoria, U., Selatan, A., Kuhn, S. W., Bisnis, D. M., Ilmu, F., Stellenbosch, U., Town, C., & Selatan, A. (2022). *Konsumsi pakaian buatan tangan sebagai sarana ekspresi diri*. <https://doi.org/10.1108/JFMM-0>
- Romero, J., & Ruiz-Equihua, D. (2020). Be a part of it: promoting WOM, eWOM, and content creation through customer identification. *Spanish Journal of Marketing - ESIC*, 24(1), 55–72. <https://doi.org/10.1108/SJME-11-2019-0092>
- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services. *Spanish Journal of Marketing - ESIC*, 25(3), 374–391. <https://doi.org/10.1108/SJME-11-2020-0201>
- Sari, N. K., & As'ad, A. (2022). Pengaruh Harga dan Citra Merek terhadap Keputusan Pembelian Masker Pokana Saat Pandemi di Makassar. *Amkop Management Accounting Review (AMAR)*, 2(1), 63-70.
- Shahid, S., Islam, J. U., Malik, S., & Hasan, U. (2022). Examining consumer experience in using m-banking apps: A study of its antecedents and outcomes. *Journal of Retailing and Consumer Services*, 65. <https://doi.org/10.1016/j.jretconser.2021.102870>
- Sukhu, A. (2023). *Service recovery strategies : mitigating negative word-of-mouth in the hotel industry through enhanced customer engagement*. <https://doi.org/10.1108/IHR-05-2023-0025>
- Sukhu, A., Tinggi, S., Peter, E., New, U., Bisnis, T., Bilgihan, A., & Raton, B. (2023). *Strategi pemulihan layanan : memitigasi berita negatif dari mulut ke mulut di industri perhotelan melalui peningkatan keterlibatan pelanggan Strategi pemulihan layanan*. <https://doi.org/10.1108/IHR-05-2023-0025>
- van der Westhuizen, L. M., & Kuhn, S. W. (2023). Handmade clothing consumption as a means of self-expression. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-07-2021-0175>