



EXPLORATIVE STUDY: BRAND LOVE AND E-WOM AND THEIR INFLUENCE ON CUSTOMER ENGAGEMENT IN ELFORMULA PRODUCTS ON SHOPEE

Della Wahyuni Puspita Sari¹, Andi Azhar²

¹Department of Management, University of Muhammadiyah Bengkulu, Indonesia

Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Della Wahyuni Puspita Sari dellawahyuni534@gmail.com Department of Management, University of Muhammadiyah Bengkulu</p>	<p>The purpose of the study was to determine brand love and e-WOM and their effect on customer engagement on Elformula products in Shopee and to find out which factor is the most dominant in influencing customer engagement. This research uses quantitative methods on 65 respondents. The population used in this study was customer engagement for Elformula products at Shopee and sampling in this study using non-probability sampling techniques. Based on the results of multiple linear regression, the regression equation $Y = 16.916 + 0.292(X1) + 0.456(X2)$ is obtained. The results concluded that brand love and e-WOM have a positive and significant effect both partially and simultaneously on customer engagement on Elformula products in Shopee.</p> <p>Keywords: <i>Brand Love, E-Wom, Customer Engagement</i></p>
<p>This article distributed under the terms of the Creative Commons Attribution-Share Alike 4.0 International License (https://creativecommons.org/licenses/by-sa/4.0/)</p>	

INTRODUCTION

The rapid development of the digital world has driven major changes in the way consumers interact with brands and make purchases. One such platform that has now become a major trend is Shopee. This platform combines video-based social media features with an interactive, bold shopping service. Beauty products, such as Elformula, are one of the categories that are in high demand, especially by the younger generation who are active on social media. Shopee allows consumers to discover products more personally through creative content and direct interaction with other users. The concept of brand love is a new concept in marketing literature.

Brand love is a phenomenon experienced by a group of satisfied consumers (Nailis et al., 2021). In modern marketing, brand love is an important concept that reflects the emotional connection between consumers and brands. Brand love is a relatively new topic in marketing literature. Love is a concept that we often hear in life. Love bonds are built with products/services and brands (Sa'idah et al., 2024). For beauty products like Elformula, creating brand love means building consumer trust and loyalty to the products they use. This is relevant because consumers often associate beauty products with self-identity and self-confidence. With brand love, brands have a greater chance of retaining consumers amid fierce market competition. the deep and positive emotional connection between consumers and a brand. Brand love is one of the important elements that influence consumer loyalty to brands.

In this context, brand love can be defined as a deep emotional connection between consumers and brands, which goes beyond mere satisfaction with the product. Beauty products such as Elformula are often associated with consumers' confidence and self-identity. Therefore, creating and strengthening brand love is a key strategy to retain consumers in the midst of increasingly fierce competition. In addition, (Balqis et al., 2024) electronic word of mouth is a type of marketing communication that uses the internet where customers can give good or bad statements about a product or company through social media. E-WOM is a form of communication regarding positive or negative statements from customers or former customers about a product or company that is conveyed via internet media and is intended for many people. E-WOM (Wardhana et al., 2021). Electronic Word of Mouth (e-WOM) also plays an important role in building brand image and reputation. e-WOM refers to reviews, recommendations, or comments submitted by consumers through digital media. In Shopee, e-WOM can take the form of product review videos, comments on uploads, or even viral content created by users. This information has a great influence on other consumers' perceptions of the brand, thus influencing their purchasing decisions. Limandono, (2018)

Customer engagement is a representative of a psychological state that is highly dependent on context, characterized by a certain level of intensity that plays an important role in the relational exchange process. Customer engagement is defined as the level of customer interaction and relationship with a company's offerings or activities, which often involves other people in the social network created (Sa'idah et al., 2024). Customer engagement is the expected end result of brand love and e-WOM. In Shopee, customer engagement is reflected in consumer interactions, such as leaving comments, sharing content, or even creating videos promoting certain products. The higher the level of engagement, the greater the brand's potential to retain consumers and attract new customers. Elformula products have capitalized on this advantage through creative marketing strategies that are relevant to consumer needs.

This study aims to explore how brand love and electronic word of mouth (e-WOM) influence customer engagement on Elformula products on Shopee. (Nailis et al., 2021) In this context, brand love, which is formed through a deep emotional connection between consumers and brands, can strengthen loyalty and build more personal connections. (Suwondo & Andriana, 2023) Beauty products, such as Elformula, rely heavily on this emotional influence, as consumers often associate skincare with their confidence and self-identity. Therefore, creating positive brand love can influence consumers' perception of the brand and ultimately increase their level of engagement. Consumers who feel "in love" with the brand tend to be more actively engaged in interacting with the brand on social platforms such as Shopee, leave positive reviews, as well as share their experiences, all of which have a direct impact on the brand's image and reputation. Putranti & Pradana, (2020) In addition, e-WOM as a form of communication from consumers towards products also plays an important role in creating a significant influence on purchasing decisions. Reviews or recommendations shared through Shopee, whether in the form of videos or comments, can quickly spread and shape new consumer views of products. Users who see positive reviews tend to be more trusting and interested in trying the product. However, on the other hand, negative reviews or less-than-satisfactory experiences can affect the perception of potential consumers and potentially damage the brand image. Therefore, transparency in product communication is crucial, especially on platforms like Shopee that rely on consumer reviews

and influencer recommendations. (Octavian & Sari, 2021) This research will delve deeper into how brand love and e-WOM work together to form customer engagement, as well as the challenges brands face in maintaining transparency and consumer satisfaction amidst circulating information. Elformula products are one interesting example in this context. By utilizing creative visual narratives, authentic user reviews, and collaboration with influencers, the brand has managed to create a shopping experience that is not only informative but also entertaining. However, to fully understand Elformula's success, it is necessary to explore the role of brand love and e-WOM in building customer engagement. Elformula is an increasingly popular skincare brand on e-commerce platforms, particularly on Shopee, that offers a range of products with claims to be safe and effective for different skin types. However, despite its increasing popularity, some issues started to arise related to the sales of Elformula products on Shopee. One of the main issues is that there is unclear information regarding the product's ingredients conveyed through promotional content, which may confuse consumers. Many reviews circulating on Shopee promote these products without sufficient explanation of the ingredients or proper usage, which can be risky for consumers, especially those with sensitive skin.

On literature study about Customer Engagement, according to (Octavian & Sari, 2021) customer engagement is the process of building deeper and more interactive relationships between a brand and customers through various communication channels and experiences. It involves customer involvement with the brand, product, or service offered, either directly or indirectly. The goal is to create meaningful and sustainable interactions, so that customers feel more connected and involved with the brand. According to (Ashari & Sitorus, 2023) defines Customer engagement is a customer assessment mechanism for companies, both through direct and indirect contributions. In this case, direct contributions are made by purchasing or being directly involved with a brand, while indirect forms of contribution are in the form of initiatives or referrals from customers to other customers through social media regarding brands, feedback or suggestions. (Schultz & Barnes, 2019). The indicators of customer engagement consist of: 1) Contingent Interactivity (Contingent Interactivity); 2) Self-Company Connection; and 3) Company Attitude.

According to (Putri et al., 2024) Brand love is a brand love that makes customers fall in love with a brand which is an emotional response with added comfort and satisfaction. Based on consumer experience with a brand, love for a product is often the result of emotional fulfillment because consumers feel satisfied after buying it. This can have an impact on consumers' love for the brand. According to (Lestiyani & Purwanto, 2023) Brand love is a concept that describes the strong and deep emotional connection between consumers and a brand. When someone "loves" a brand, they not only buy the product or service out of necessity, but also because they feel emotionally connected and have a positive bond with the brand. Love for the brand involves high loyalty, pride in using the product, and the desire to recommend it to others. According to (Kurniawati et al., 2024) there are indicators of brand love, namely: 1) Very awesome; 2) Very fond of; 3) Feel better after using; 4) Highly bonded; 5) Love very much; and 6) Make them happier.

The results of research (Sa'idah et al., 2024), (Devismara et al., 2024) and (et al., 2024) found that brand love has a positive and significant effect on customer engagement. Then the hypothesis is proposed.

According to (Octavian & Sari, 2021) e-WOM is the process of disseminating information, opinions, or recommendations about products, services, or brands through digital or online channels. Electronic word of mouth is a type of marketing communication that uses the internet where customers can give good or bad statements about a product or company through social media. (Putu & Wahyuni, 2024) e-WOM is consumer communication about products or services that are spread electronically through online platforms. e-WOM includes reviews, recommendations, or opinions posted on online forums, websites, or social media. Electronic Word of Mouth (e-WOM) indicators taken according to (Apriastuti et al., 2022) are as follows:

1. Information is an online source of information provided about e-commerce or by e-commerce to consumers at large.
2. Knowledge is the ability of social media as an online information source in providing knowledge to consumers about e-commerce.
3. Answer is the ability of social media as an online information source provide answers to consumer questions about e-commerce.
4. Reliability is the conformity between the information obtained by consumers through online social media and the reliable reality about e-commerce.

E-WOM is a statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions via the internet. The results of research (Octavian & Sari, 2021), (Yudhi, 2019) and (Vassey et al., 2022) found that e-WOM has a positive and significant effect on customer engagement.

METHOD

This research is a study using a quantitative approach. Quantitative methods are used to examine specific populations and samples, collect data using research instruments, analyze statistical data, with the aim of testing predetermined hypotheses (Sugiyono, 2022). Research on the number of samples in this study that the number of samples as respondents must be adjusted to the number of question items used in the questionnaire, assuming $n \times 5$ observed variables (indicators) up to $n \times 10$ observed variables (indicators). In this study, the number of indicator items was 13 indicator items used in this study: Sample

$$\begin{aligned} &= \text{Number of indicators} \\ &= 13 \times 5 \\ &= 65 \end{aligned}$$

So, the number of samples in this study was determined as 65 samples, which were felt to be sufficient to represent the population. The samples taken in this study were customer engagement consumers on Elformula products at Shopee.

RESULT AND DISCUSSION

Finding

Multiple Linear Regression Analysis

Multiple linear regression analysis will be discussed in this study so that the authors can describe the respondents' responses (brand love and e-wom) to customer engagement on Elformula products at Shopee. Based on multiple linear regression estimates using the SPSS Version 24.0 For Windows program, the table below is obtained:

Table 1 Multiple Linear Regression Analysis Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,916	1,854		9,124	,000
	<i>Brand Love</i>	,292	,116	,200	2,519	,003
	<i>E-wom</i>	,456	,137	,345	3,338	,001

a. Dependent Variable: Customer Engagement

Source: Analysis Data of 2024

From the calculation of the above results, the regression equation is obtained as follows:

$$Y = 16.916 + 0.292 (X1) + 0.456 (X2)$$

1. The constant value of 16.916 means that if the variable brand love (X1), e-WOM (X2) is equal to zero, the customer engagement variable will remain at 16,916.
2. Regression coefficient (X1), equal to 0.292 means that if the value of the brand love variable (X1), increases by one unit, the value of customer engagement (Y) will decrease by 0.292 assuming the brand love variable (X1), is considered constant.
3. Regression coefficient (X2), amounting to 0.456, means that if the value of the e-WOM variable (X2) increases by one unit, the value of customer engagement (Y) will increase by 0.456, assuming the e-WOM variable (X2) is considered constant. The results of the research in the study that most dominantly affects the customer engagement variable (Y) is the e-WOM variable (X2) of 0.456.

Hypothesis Testing with T Test

To test the effect of the independent variables partially on the dependent variable, the t test can be seen in the table as follows:

Table 2 Hypothesis Testing Results with T Test Coefficients a

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,916	1,854		9,124	,000
	<i>Brand Love</i>	,292	,116	,200	2,519	,003
	<i>E-wom</i>	,456	,137	,345	3,338	,001

a. Dependent Variable: Customer Engagement

Source: Output SPSS 24

Through calculations carried out using the SPSS program, the ratio between the number of samples (n) = 65, the number of variables (k) = 3, df = (n-k) = 65 - 3 = 62 obtained t table = 1.66940. Each variable is as follows:

1. Brand love (X1), namely $t_{count} > t_{table}$ (2.519 > 1.66940) and (sig α = 0.003 < 0.005), this states that there is an influence of brand love (X1) on customer engagement on skintific products at tiktok shop.
2. E-WOM (X2), namely $t_{count} > t_{table}$ (3.338 > 1.66940) and (sig = 0.001 .000), this states that there is an influence of e-WOM (X2) on customer engagement on skintific products at tiktok shop.

Hypothesis Testing with F Test

In this study, hypothesis testing is intended to measure the effect of brand love (X1), e-WOM (X2) customer engagement on Elformula products at Shopee, so the f test is used. In this study, it is known that the number of samples (n) is 65 and the number of parameters (k) is 3 so that it is obtained, $df_1 = k - 1 = 3 - 1 = 2$, $df_2 = n - k = 65 - 3 = 62$. To test the effect of the independent variables partially on the dependent variable, the F test is used as follows:

Table 3 Hypothesis Testing Results with F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	153,823	3	51,274	8,333	,000 ^b
	Residual	1144,540	186	6,153		
	Total	1298,363	189			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), <i>Brand love</i> , <i>E-Wom</i>						

Source: Output SPSS 24

Based on the hypothesis testing table with the F test above, the Fcount is 8,333 with a Ftable value of 3.14, namely $(8,333 > 3.14)$ and $(\text{sig } \alpha = 0.000 < 0.050)$, so it can be concluded that H3 is accepted, meaning that simultaneously the variables brand love (X1) and e-WOM (X2) have a significant effect on customer engagement on Elformula products at Shopee.

Discussion

Based on the results of research and processing of raw data conducted on consumers through distributing questionnaires to 65 respondents who have been tested, it can be seen that the influence of brand love (X1) and e-wom (X2) has a significant effect on customer engagement on Elformula products at Shopee.

1. The Effect of Brand Love on Customer Engagement From the test results on the brand love variable, it shows $t_{\text{count}} > t_{\text{table}} (2.519 > 1.66940)$ and $(\text{sig } \alpha = 0.003 < 0.005)$, this states that there is a positive and significant influence of the brand love variable (X1) on customer engagement on Elformula products at Shopee.
2. The Effect of E-WOM on Customer Engagement From the test results on the e-WOM variable, it shows $t_{\text{count}} > t_{\text{table}} (3.338 > 1.66940)$ and $(\text{sig } \alpha = 0.001 < 0.005)$, this states that there is a positive and significant effect of the e-WOM variable (X2) on customer engagement on Elformula products at Shopee.

CONCLUSION

Based on the results of research that has been conducted on the exploratory study of brand love and e-wom and their influence on customer engagement on Elformula products at Shopee, it can be concluded as follows:

1. Brand love has a positive effect and on customer engagement on products Elformula on Shopee.
2. E-WOM has a positive and significant effect on customer engagement on Elformula products at Shopee
3. Together brand love and e-WOM have a positive and significant effect on customer engagement on Elformula products at Shopee

BIBLIOGRAPHY

- Apriastuti, D., Anggraini, P. N., & Ribek, P. K. (2022). *Pengaruh Brand Awareness Dan Electronic Word of Mouth (Ewom) Terhadap Keputusan Pembelian Di Situs Belanja Online Shopee Di Kota Denpasar*. 3.
- Ashari, R. M. H., & Sitorus, O. F. (2023). Pengaruh Content Marketing terhadap Customer Engagement Kenangan. *Jurnal EMT KITA*, 7(1), 38–46. <https://doi.org/10.35870/emt.v7i1.726>
- Balqis, P., Dharta, F. Y., & Oxygentri, O. (2024). Pengaruh e-WOM terhadap Minat Beli Produk Kecantikan (Studi Camille Beauty). *Dawatuna Journal of Communication and Islamic Broadcasting*, 4, 681–686. <https://doi.org/10.47476/dawatuna.v4i2.4856>
- Chandra, C. N., & Sari, W. P. (2021). Pengaruh Content Marketing terhadap Customer Engagement (Studi Pada Akun Instagram LazadaID). *Prologia*, 5(1), 191. <https://doi.org/10.24912/pr.v5i1.10116>
- Devismara, A. B., Batu, K. L., & Aryandika, A. A. (2024). *Analisis Endorse Attractiveness Dan Content Aesthetic Quality Terhadap Brand Loyalty Dan Brand Love Dengan Customer Engagement Sebagai Variabel (Survey Pada Pengguna Skincare Avoskin di Kota Semarang)*. 13, 1–12.
- Kurniawati, D., Handayani, W. P. P., & Joko Pitoyo, D. (2024). Pengaruh Brand Image, Brand Engagement, Brand Love terhadap Customer Loyalty. *Jimek: Jurnal Ilmiah Mahasiswa Ekonomi*, 7(1).
- Lestiyani, D. N., & Purwanto, S. (2023). Analisis Pengaruh Influencer Marketing dan Brand Love terhadap Keputusan Pembelian Produk Skincare Skintific. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(2), 886–898. <https://doi.org/10.47467/elmal.v5i2.5513>
- Limandono, J. A. D. D. (2018). Pengaruh Content Marketing Dan Event Marketing Terhadap Customer Engagement Dengan Sosial Media Marketing Sebagai Variabel Moderasi Di Pakuwon City. *Jurnal Strategi Pemasaran*, 5(1), 11.
- Mulyati, Y., Alfian, A., Idwar, I., & Putra, Y. B. (2024). A Study on Customer Engagement of Kopi Kenangan: Reviewed from a Social Media Marketing Perspective, Brand Image and Brand Love. *Journal of Economics, Finance And Management Studies*, 07(06), 3188–3202. <https://doi.org/10.47191/jefms/v7-i6-14>
- Octavian, V., & Sari, W. P. (2021). Pengaruh E-Wom Terhadap Customer Engagement Pelanggan Osbond Gym Bekasi Dalam Penerapan Protokol Kesehatan Covid-19. *Prologia*, 5(2), 405. <https://doi.org/10.24912/pr.v5i2.10243>
- Putri, A. N. A., Moniharapon, S., Rondonuwu, C. N., Putri, A. N. A., Moniharapon, S., & Rondonuwu, C. N. (2024). *Pengaruh Experiential Marketing Dan Brand Love Terhadap Repurchase Intention Pada H & M Manado Town Square The Effect Of Experiential Marketing And Brand Love On Repurchase Intention At H & M Manado Town Square*. 12(4), 76–87.
- Putu, N., & Wahyuni, E. (2024). *Pengaruh Kualitas Produk , Harga dan E-Wom Terhadap Keputusan Pembelian Barang Elektronik Melalui Platform Tokopedia*. 4(10), 1958–1970.
- Sa'idah, F., Artanti, Y., & Iriani, S. S. (2024). Pengaruh Value Congruity Dan Brand Love Terhadap Customer Loyalty Melalui Customer Engagement Sebagai Variabel Mediasi Studi Pada Pelanggan Spotify. *Journal of Economic, Bussines and Accounting*

- (*COSTING*), 7(5), 1085–1103. <https://doi.org/10.31539/costing.v7i5.11558>
- Schultz & Barnes. (2019). *Pengaruh Content Marketing Terhadap Customer Engagement Pada Instagram Seven Tanjungpinang*. 14–48.
- Sugiyono. (2022). *Metode Penelitian*. Alfabeta, Bandung, 27–44. <https://repository.unsri.ac.id/106058/>
- Vassey, J., Valente, T., Barker, J., Stanton, C., Li, D., Laestadius, L., Cruz, T. B., & Unger, J. B. (2022). The Influence of Social Media Marketing, Electronic Word of Mouth and Consumer Engagement to Brand. *Tobacco Control*, tobaccocontrol-2021-057053.
- Yudhi. (2019). *Social Media Marketing, Electronic Word Of Mouth Dan Customer Engagement*. 6.