

**Social Media Marketing and Brand Loyalty in the Indonesian Fashion Market:  
Mediating Role of Consumer Brand Engagement and Brand Awareness**

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**ABSTRACT**

**Purpose:** This study examines how social media marketing elements—entertainment, interaction, and electronic word-of-mouth (eWOM)—influence brand loyalty toward local Indonesian fashion brands. It explores both the direct and indirect effects, with consumer brand engagement and brand awareness acting as mediators.

**Method:** A quantitative research design was employed, involving 311 respondents aged 18–43 who are active social media users and have purchased local fashion products. Data were collected through an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

**Result:** The results indicate that entertainment, interaction, and eWOM significantly enhance consumer brand engagement and brand awareness. Both mediating variables were found to strengthen brand loyalty, demonstrating that a well-structured and engaging digital presence can foster emotional connections, trust, and long-term relationships between consumers and local brands.

**Practical Implications for Economic Growth and Development:** By enhancing their digital engagement strategies, local fashion brands can increase repeat purchases, generate sustainable revenue streams, and contribute to the growth of Indonesia's creative economy. These improvements also enhance the competitiveness of local brands in both domestic and global markets, supporting inclusive economic growth and industry resilience.

**Originality/Value:** This study integrates entertainment, interaction, and eWOM into a single model. It also highlights the mediating roles of consumer brand engagement and brand awareness, specifically within the context of local Indonesian fashion brands targeting Gen Z and millennial consumers.

**Keywords:** *Consumer Brand Engagement, Brand Awareness, Brand Loyalty, eWOM, Interaction, Entertainment*

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## INTRODUCTION

The Indonesian fashion industry has experienced remarkable growth in recent years. According to the Ministry of Trade (2022), apparel exports reached USD 9.58 billion in 2022, the highest figure since 2018, highlighting the sector's significant contribution to the national economy. Statista (2024) projects that the domestic fashion market will surpass USD 18 billion by 2025, with an annual growth rate of 5.5%. This growth is fueled by rising urban consumption, increasing purchasing power, and shifting lifestyles among younger generations, who are highly connected to digital technology. Millennials and Generation Z, in particular, dominate online shopping activities due to their impulsive buying tendencies and positive digital experiences (Isa et al., 2020). As a result, they represent a crucial segment for the expansion of the digital fashion sector.

The rapid advancement of technology and increasing internet penetration have reinforced these shifts. In 2023, 78.19% of Indonesia's population had internet access, with 72% using social media daily (APJII, 2023). Platforms such as Instagram, TikTok, and YouTube have become key spaces for interaction among Gen Z and millennials, who grew up in a digitalized environment (Christiarini & Rosha, 2022). In response, local fashion brands have increasingly adopted social media marketing strategies to build brand awareness and foster loyalty (Handayani, 2023). However, maintaining customer loyalty remains a significant challenge. Research indicates that 67% of Gen Z consumers are quick to switch brands due to trends, promotions, or social media recommendations (Lestari et al., 2023). Furthermore, while social media marketing increases engagement, not all forms of engagement lead to long-term loyalty (Rachmadhaniyati, 2021).

Previous studies have highlighted the roles of entertainment, interaction, and electronic word-of-mouth (eWOM) in shaping consumer engagement (Suryadiningrat et al., 2022). However, most have examined these factors separately or in limited contexts, offering only a partial understanding of their impact on loyalty. Additionally, the mediating roles of brand engagement and brand awareness remain underexplored, leading to inconsistent findings regarding the effectiveness of engagement in fostering long-term consumer relationships. Research in the Indonesian context is also limited, with few studies investigating the specific challenges faced by local fashion brands in cultivating loyalty among millennials and Gen Z, who are highly influenced by trends and social media but also prone to switching brands (Lestari et al., 2023).

To address these gaps, this study develops a comprehensive conceptual model that integrates entertainment, interaction, and eWOM as core elements of social media marketing, and examines their influence on brand loyalty through the dual mediating roles of brand engagement and brand awareness. By focusing on local Indonesian fashion brands and young, digitally active consumers, this study makes both theoretical and practical contributions. It advances the digital marketing literature by integrating multiple social media marketing dimensions into a single framework, while also providing actionable insights for local fashion brands to design more effective, measurable, and sustainable strategies for building consumer loyalty.

## Hypotheses Development

Entertainment in social media marketing provides consumers with enjoyable experiences that capture their attention and sustain their interest in brand content (Bilal et al., 2021). When consumers perceive content as entertaining, they are more likely to engage with it both emotionally and cognitively, which strengthens their connection with the brand (Lestari et al., 2023). Over time, such entertaining content fosters positive associations and repeated interactions, ultimately leading to stronger consumer brand engagement (Nelson et al., 2025). Similarly, two-way interaction on social media plays a crucial role in strengthening consumer-brand relationships. It encourages consumers to feel acknowledged by the brand, which in turn builds emotional trust and enhances their sense of connection (Halim, 2024). When brands actively listen and respond to consumers, it reduces the distance between them and

fosters closeness, motivating consumers to engage more frequently. Consistent responses, such as comments or direct messages, create a sense of community, reinforcing engagement (Hasan & Scorpianti, 2022). Moreover, sustained interaction allows consumers to better understand a brand's values, deepening both emotional and cognitive engagement over time (Rrustemi & Baca, 2021).

In addition to entertainment and interaction, electronic word-of-mouth (eWOM) plays a significant role in shaping consumer perceptions. eWOM provides authentic and credible information that stimulates consumers' willingness to engage with a brand (Azizan et al., 2023). When consumers encounter positive reviews and recommendations, their confidence in the brand increases, making them more likely to form a deeper connection (Gabriella et al., 2022). Continuous exposure to these positive messages strengthens emotional attachment, which over time contributes to higher levels of brand engagement (Srivastava & Sivaramakrishnan, 2021). Entertainment also influences brand awareness by attracting consumer attention, making brand messages easier to remember and recognize (Cheung et al., 2019). The memorable experiences created by entertaining content increase consumer recall and strengthen awareness (Sheak & Abdulrazak, 2023). Repeated exposure to such entertainment-oriented content ensures that the brand remains visible in consumers' minds, ultimately enhancing brand awareness (Thuy & Cuu, 2023).

Interactive communication on social media reinforces brand recognition by directly exposing consumers to brand attributes (Rrustemi & Baca, 2021). Responding to comments, questions, or feedback builds stronger impressions of the brand in consumers' minds (Hasan & Scorpianti, 2022). The consistent engagement through interactive activities ensures that the brand becomes more familiar and strengthens consumer awareness (Dwiputri & Riorini, 2023). Similarly, eWOM strengthens brand awareness by providing repeated exposure to brand-related messages across digital platforms (Daffa et al., 2023). Positive recommendations and peer communication increase brand visibility and make it easier for consumers to recall the brand (Gabriella et al., 2022). Over time, the accumulation of such consistent, credible messages builds familiarity, which naturally enhances brand awareness (Putri, 2022).

Consumer brand engagement reflects the emotional and cognitive bonds that drive long-term commitment and loyalty. Engaged consumers are more likely to maintain their relationships with brands through repeat purchases and advocacy (Margitarino et al., 2024). Strong engagement also fosters satisfaction and attachment, which ultimately supports brand loyalty (Susanti et al., 2021). Furthermore, brand awareness plays a vital role in reducing consumer uncertainty, facilitating brand recognition and recall during decision-making (Haribowo et al., 2022). This familiarity strengthens trust, promotes repeat purchases, and enhances long-term loyalty (Pasaribu & Silalahi, 2020). Strong brand awareness also deepens emotional connections, further supporting consumer loyalty (Swimbawa & Lemy, 2023). Entertaining content fosters consumer engagement by creating positive experiences that deepen emotional connections, which eventually translate into loyalty (Riskos et al., 2022; Wang et al., 2023). Consumer brand engagement thus acts as a mediator that channels the effect of entertainment on brand loyalty (Lady et al., 2025).

Frequent and meaningful interactions with brands enhance consumers' sense of recognition and value, strengthening their involvement in the brand relationship (Halim, 2024). These interactions build trust, generate emotional bonds, and motivate consumers to engage more deeply with the brand. As this engagement strengthens, it serves as the pathway through which interaction is transformed into long-term loyalty (Hasan & Scorpianti, 2022; Margitarino et al., 2024). Similarly, eWOM plays a critical role by providing authentic, credible messages that influence how consumers evaluate a brand. Positive recommendations from peers foster greater assurance and deepen consumers' emotional and cognitive involvement with the brand (Azizan et al., 2023; Srivastava & Sivaramakrishnan, 2021). As involvement grows, it strengthens engagement, which mediates the impact of eWOM by turning favorable impressions into long-term brand loyalty (Susanti et al., 2021).

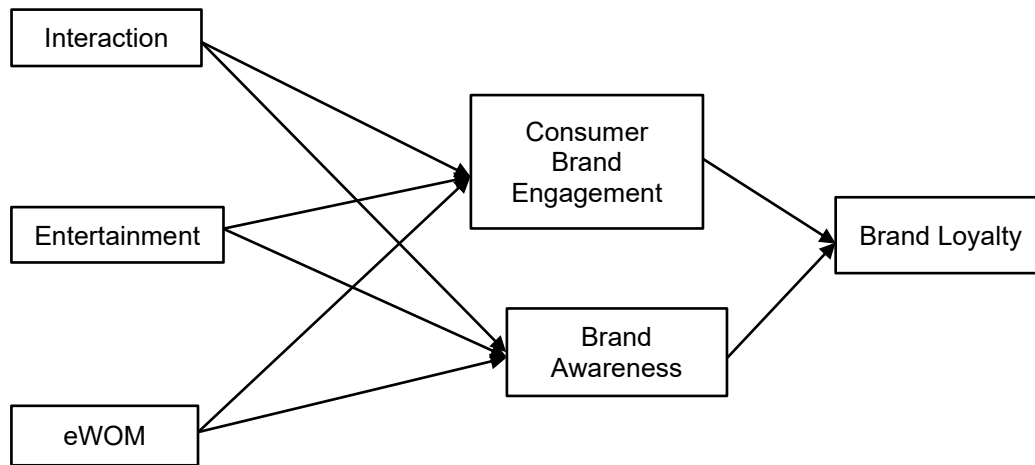
Brand awareness serves as a foundation for long-term loyalty, particularly when driven by entertaining and engaging social media content (Sheak & Abdulrazak, 2023; Thuy & Cuu, 2023). Creative formats such as interactive videos generate positive experiences that make the brand more memorable and strengthen brand recognition (Nugraha, 2021). As repeated exposure builds familiarity, emotional attachment develops, encouraging consumers to trust and remain loyal to the brand (Suntoro et al., 2020). Brand awareness also plays a key mediating role in the relationship between consumer interaction and brand loyalty. Meaningful digital interactions, such as comments and direct discussions, help consumers better understand brand attributes, reinforcing recognition and emotional bonds (Dwiputri & Riorini, 2023). Enhanced brand awareness, in turn, fosters loyalty (Hollebeek & Macky, 2019). Zia et al. (2021) argue that awareness amplifies the effect of interaction by reinforcing recall and recognition, while Rahmawati (2022) highlights that deep awareness of a brand's values builds trust and attachment, forming a solid foundation for long-term loyalty.

Finally, brand awareness mediates the relationship between eWOM and brand loyalty. Reviews, comments, and recommendations on social media quickly raise awareness, making consumers more likely to trust, recall, and stay loyal to the brand (Gabriella et al., 2022). Positive eWOM also builds emotional bonds, with awareness serving as the foundation for trust and preference (Srivastava & Sivaramakrishnan, 2021). High levels of brand awareness further deepen emotional connections, increasing the potential for long-term loyalty (Swimbawa & Lemy, 2023; Pasaribu & Silalahi, 2020). Therefore, brand awareness not only links eWOM to loyalty but also reinforces this connection through stronger recognition and engagement.

Based on the explanation above, we propose the following hypotheses:

- H1: Entertainment has a significant influence on consumer brand engagement.
- H2: Interaction has a significant influence on consumer brand engagement.
- H3: eWOM has a significant influence on consumer brand engagement.
- H4: Entertainment has a significant influence on brand awareness.
- H5: Interaction has a significant influence on brand awareness.
- H6: eWOM has a significant influence on brand awareness.
- H7: Consumer brand engagement has a significant influence on brand loyalty.
- H8: Brand awareness has a significant influence on brand loyalty.
- H9: Consumer brand engagement mediates the relationship between entertainment and brand loyalty.
- H10: Consumer brand engagement mediates the relationship between interaction and brand loyalty.
- H11: Consumer brand engagement mediates the relationship between eWOM and brand loyalty.
- H12: Brand awareness mediates the relationship between entertainment and brand loyalty.
- H13: Brand awareness mediates the relationship between interaction and brand loyalty.
- H14: Brand awareness mediates the relationship between eWOM and brand loyalty.

**Figure 1. Research Framework**



Source: Developed by the authors (2025)

## METHOD

This study employed a quantitative research design, using a survey as the primary method for data collection. The objective was to examine the influence of social media marketing elements—entertainment, interaction, and eWOM—on brand awareness and brand loyalty, with consumer brand engagement serving as a mediating variable. The target population consisted of consumers in Indonesia who actively engage with local clothing brands on social media. Participants were required to meet specific criteria: they must be aged between 18 and 43 years, have been active on social media within the past year, and have purchased local fashion products through digital platforms. Purposive sampling, a non-probability technique, was used to deliberately select participants based on these predetermined characteristics, ensuring that the data were relevant and aligned with the research objectives (Sugiyono, 2013).

The survey instrument included 28 closed-ended items, measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The constructs for entertainment, interaction, eWOM, brand awareness, and consumer brand engagement were adapted from Cheung et al. (2020), while the items for brand loyalty were based on the instrument developed by Fernandes & Moreira (2019). Following Hair et al. (2017), the minimum sample size for structural equation modeling (SEM) analysis was determined to be ten times the number of indicators. Therefore, at least 280 responses were required. In total, 311 valid responses were collected, exceeding the minimum threshold and ensuring robust statistical analysis. Data were analyzed using SmartPLS, a Partial Least Squares-based statistical tool commonly used in structural equation modeling to assess both measurement and structural models.

**Table 1. Operationalization of Research Variables**

Variable	Code	Indicator	Statement
Entertainment (Cheung et al., 2020)	E1	Enjoyment	I find the content on social media engaging.
	E2	Happiness	I feel happy when using social media.
	E3	Enjoyable Experience	Searching for information on social media feels enjoyable.
	E4	Ease of Use	Using social media feels easy for me.

Variable	Code	Indicator	Statement
	E5	Effortless Use	I find it effortless to spend time on social media.
Interaction (Cheung et al., 2020)	I1	Opinion Expression	It is easy for me to express opinions about local fashion products on social media.
	I2	Discussion	Social media allows me to discuss or share experiences with other users.
	I3	Two-way Interaction	I can engage in two-way interactions with other users about local fashion products on social media.
	I4	Information Sharing	I often share product information with others on social media.
eWOM (Cheung et al., 2020)	EW1	Information Sharing	I enjoy sharing information about local fashion brands with my friends on social media.
	EW2	Reposting	I tend to repost content from local fashion brand accounts on my personal social media (e.g., Instagram or Facebook).
	EW3	Opinion Giving	I enjoy giving my opinion about local fashion brands on social media.
Consumer Brand Engagement (Cognitive) (Cheung et al., 2020)	CBE_Cog1	Thinking	I frequently think about local fashion brands while using social media.
	CBE_Cog2	Curiosity	Interacting with local fashion brands on social media increases my curiosity to learn more.
	CBE_Cog3	Recall	I often recall local fashion brands because of social media use.
Consumer Brand Engagement (Affection) (Cheung et al., 2020)	CBE_Aff1	Positive Feelings	I feel positive when using local fashion brand products discovered through social media.
	CBE_Aff2	Happiness	Using local fashion brand products promoted on social media makes me feel happy.
	CBE_Aff3	Proud	I feel proud to use local fashion brands after discovering them through social media.
Consumer Brand Engagement (Activation) (Cheung et al., 2020)	CBE_Ac1	Times Spent	I spend more time using local fashion brands than other brands I see on social media.

Variable	Code	Indicator	Statement
	CBE_Ac2	Preference	When choosing clothing, I tend to prefer local brands because of social media content.
	CBE_Ac3	Usage Frequency	I use local brand products more frequently than others due to information from social media.
Brand Awareness (Cheung et al., 2020)	BA1	Awareness	I am always aware of the presence of local fashion brands.
	BA2	Recognition	I can easily recognize the logo or symbol of local fashion brands on social media.
	BA3	Recall	I can recall the unique characteristics of local fashion brands based on information found on social media.
Brand Loyalty (Fernandes & Moreira, 2019)	LB1	Recommendation	I would recommend local fashion brands to my friends.
	LB2	Repurchase Intention	I would repurchase products from local fashion brands.
	LB3	Preference	If available in stores, I prefer buying local fashion brands over others.
	LB4	Loyalty	I remain loyal to local fashion brands.
	LB5	Commitment	I am committed to supporting local fashion brands.

Source: Compiled by the authors (2025)

## RESULT AND DISCUSSION

### Demographic Characteristics of Respondents

Table 2 shows that 60.8% of respondents are female. This distribution aligns with findings indicating that female members of Generation Z are particularly active in seeking fashion content, sharing reviews, and engaging with digital campaigns—behaviors linked to stronger brand engagement and loyalty (Reni et al., 2025). Most respondents were aged 18–22 years (54%), followed by 23–32 years (36%), reflecting the demographic of Gen Z and young millennials who rely heavily on social media not only for entertainment but also for brand discovery and purchase decisions. Gen Z, in particular, responds well to concise, visually rich, trend-oriented content, which supports strategies based on entertainment, interaction, and eWOM (Christiarini & Rosha, 2022).

Regarding education, high school graduates (55%) and bachelor's degree holders (39.2%) predominated, suggesting a digitally literate audience capable of critically evaluating brand messages—skills essential for assessing brand awareness and consumer–brand engagement (Ninan et al., 2020). Platform usage was mainly concentrated on Instagram (31.5%) and TikTok (30.9%), which are well-suited for visual storytelling, real-time interaction,

and short-form video content that shapes perceptions and behavior (Ninan et al., 2020). The most frequently mentioned local brands were Colorbox (27%), Erigo (17.7%), and Executive (17.4%). Previous research shows that TikTok activity and peer communications significantly influence purchase decisions among female Gen-Z consumers, highlighting the strategic importance of maintaining a strong digital presence and engagement to foster brand loyalty (Reni et al., 2025).

**Table 2. Demographic Characteristics of Respondents**

Category	Subcategory	Frequency (n)	Percentage (%)
Gender	Male	122	39.2%
	Female	189	60.8%
Age	<18 years	14	4.5%
	18 – 22 years	168	54.0%
	23 – 32 years	112	36.0%
	33 – 42 years	15	4.8%
	>43 years	2	0.6%
Education	Elementary School	1	0.3%
	Junior High School	10	3.2%
	Senior High School or equivalent	171	55.0%
	Bachelor's Degree	122	39.2%
	Master's Degree	5	1.6%
	Doctoral Degree	2	0.6%
Social Media Platform	TikTok	96	30.9%
	WhatsApp	70	22.5%
	YouTube	17	5.5%
	Wechat	2	0.6%
	Instagram	98	31.5%
	Twitter (X)	27	8.7%
Local Fashion Brand	Colorbox	84	27.0%
	This is April	36	11.6%
	Executive	54	17.4%
	Erigo	55	17.7%
	Kremil	8	2.6%
	Cosmic	9	2.9%
	Eiger	29	9.3%
	Other brands	36	11.6%

Source: Processed data (2025)

### Outer Loading

Outer loading refers to an indicator that measures the extent to which each item represents the latent construct being assessed. As shown in Table 3, the test results indicate that all indicators for the variables—Brand Awareness (BA1–BA3), Brand Loyalty (BL1–BL5), Consumer Brand Engagement (Affection, Cognitive, Activation), eWOM, Entertainment, and Interaction—have outer loading values exceeding 0.60, with values ranging from 0.770 to 0.901. These values meet the validity criteria outlined by Hair et al. (2017), which state that an outer loading value greater than 0.60 signifies the consistency and validity of an indicator in reflecting its construct. The results confirm that all indicators in this study exhibit a high level of consistency and accuracy in measuring their respective variables. Therefore, the measurement model satisfies the standards for convergent validity and is appropriate for further analysis.

**Table 3. Outer Loading Result**

Constructs	Items	Loading	Conclusion
Brand Awareness	BA 1	0.853	Valid
	BA 2	0.892	Valid
	BA 3	0.870	Valid
Brand Loyalty	BL 1	0.791	Valid
	BL 2	0.790	Valid
	BL 3	0.819	Valid
	BL 4	0.792	Valid
	BL 5	0.770	Valid
Consumer Brand Engagement (Affection)	CBE_Aff	0.881	Valid
Consumer Brand Engagement (Cognitive)	CBE_Cog	0.862	Valid
Consumer Brand Engagement (Activation)	CBE_Ac	0.901	Valid
eWOM	EW1	0.878	Valid
	EW2	0.828	Valid
	EW3	0.849	Valid
Entertainment	E1	0.748	Valid
	E2	0.759	Valid
	E3	0.732	Valid
	E4	0.689	Valid
Interaction	I1	0.788	Valid
	I2	0.735	Valid
	I3	0.737	Valid
	I4	0.722	Valid

Source: Processed data (2025)

### Validity Test

As shown in Table 4, the results of the convergent validity test indicate that all core constructs in this study were measured consistently and reliably. After completing the initial measurement evaluation, the findings confirmed that constructs such as Brand Awareness, Consumer Brand Engagement, Entertainment, eWOM, Interaction, and Brand Loyalty were all accurately represented by their respective indicators. While some constructs had Average Variance Extracted (AVE) values close to the minimum threshold of 0.50, they still met the criteria for convergent validity. This demonstrates that each construct explained more than half of the variance in its indicators, thus confirming the adequacy of the measurement model.

**Table 4. Validity Test Result**

Variable	Average Variance Extracted (AVE)	Conclusion
Brand Awareness	0.760	Valid
Consumer Brand Engagement	0.777	Valid
Entertainment	0.537	Valid
eWOM	0.725	Valid
Interaction	0.556	Valid
Brand Loyalty	0.628	Valid

Source: Processed data (2025)

### Reliability Test

Table 5 presents the results of the reliability analysis, showing that all constructs met the acceptable threshold for internal consistency. Each of the six variables recorded Cronbach's Alpha values above the recommended benchmark of 0.70, with values ranging from 0.712 to 0.856. These findings confirm that the indicators consistently represented their respective

constructs, thereby enhancing the reliability of the measurement instrument and ensuring its suitability for further analysis.

**Table 5. Reliability Test Result**

Variable	Cronbach's Alpha	Conclusion
Brand Awareness	0.842	Reliable
Consumer Brand Engagement	0.856	Reliable
Entertainment	0.712	Reliable
eWOM	0.811	Reliable
Interaction	0.735	Reliable
Brand Loyalty	0.852	Reliable

Source: Processed data (2025)

### Fornell-Larcker Test

Based on Table 6, discriminant validity was assessed using the Fornell-Larcker criterion. In this method, the square root of each construct's AVE, shown on the main diagonal, is compared with the correlations between that construct and the others, which are displayed in the off-diagonal elements. The results indicate that the diagonal AVE values for all constructs are higher than their corresponding inter-construct correlations. This confirms that each construct shares more variance with its own indicators than with those of other constructs, thus meeting the discriminant validity requirement and demonstrating that the constructs are statistically distinct.

**Table 6. Fornell-Larcker Test Result**

Constructs	BA	CBE	E	eWOM	I	BL
BA	0.872					
CBE	0.796	0.881				
E	0.624	0.753	0.733			
eWOM	0.681	0.727	0.578	0.852		
I	0.667	0.718	0.633	0.641	0.746	
BL	0.794	0.855	0.649	0.671	0.644	0.793

Source: Processed data (2025)

### Adjusted R-Square Test

Table 7 presents the adjusted  $R^2$  values, which account for the penalty imposed by additional predictors, offering a more conservative estimate than the ordinary  $R^2$ . The results show that brand awareness has an adjusted  $R^2$  of 0.580, indicating that 58.0% of its variance is explained by the specified antecedents, reflecting a moderate level of explanatory adequacy. Brand loyalty shows an adjusted  $R^2$  of 0.721, suggesting that approximately 72.1% of its variance is accounted for by the model, also falling within the moderate range. Consumer brand engagement exhibits the highest adjusted  $R^2$  at 0.765, indicating strong predictive capacity. In summary, the adjusted  $R^2$  values, ranging from 0.580 to 0.765, demonstrate that the model is well-specified, with substantial explanatory power while minimizing the risk of overfitting.

**Table 7. Adjusted R-Square Test Result**

Variable	R-Square Adjusted	Conclusion
Brand Awareness	0.580	Moderate
Brand Loyalty	0.721	Moderate

Variable	R-Square Adjusted	Conclusion
Customer Brand Engagement	0.765	High

Source: Processed data (2025)

### Goodness of Fit (GoF) Test

Table 8 presents the results of the Goodness-of-Fit (GoF) assessment, showing that the proposed model demonstrates strong explanatory power in capturing the relationships among brand awareness, consumer brand engagement, and brand loyalty. The average  $R^2$  value of 0.685 indicates that approximately 68.5% of the variance across the three endogenous constructs is explained, underscoring the adequacy of the structural model. Additionally, the Average Variance Extracted (AVE) value of 0.722 exceeds the recommended threshold of 0.50, confirming the satisfactory convergent validity of the constructs. Together, these results highlight the robustness of the model in explaining variance and effectively representing consumer engagement with the brand.

**Table 8. Goodness of Fit (GoF) Test Result**

Average Variance Extracted (AVE)	R-Square Adjusted Average	Goodness of Fit (GoF) Value
0.722	0.685	0.703

Source: Processed data (2025)

### Hypotheses Testing

In hypothesis testing, the p-value serves as the primary criterion for determining whether to accept or reject each hypothesis. The analysis is conducted using the bootstrapping procedure. The results are then used to examine both the direct and indirect relationships between the variables.

Table 9 presents the results of the direct effect hypothesis testing, which was conducted using the bootstrapping procedure, with p-values serving as the criterion for acceptance. The findings indicate that all proposed paths are statistically significant, with p-values below the 0.05 threshold. Specifically, brand awareness (BA) has a significant positive effect on brand loyalty (BL) ( $p = 0.000$ ), and consumer brand engagement (CBE) also demonstrates a strong influence ( $p = 0.000$ ). Entertainment (E) significantly contributes to both BA and CBE ( $p = 0.000$ ), while electronic word of mouth (eWOM) and interaction (I) also have significant positive effects on these constructs ( $p = 0.000$ ). Collectively, these results emphasize that entertainment, eWOM, and interaction are critical drivers of consumer engagement and awareness, which, in turn, foster brand loyalty.

**Table 9. Direct Effect Test Result**

Hypothesized Path	Sample Mean (M)	T Statistics ( O/STDEV )	P-Values	Decision
BA → BL	0.312	5.043	0.000	Accepted
CBE → BL	0.607	9.773	0.000	Accepted
E → BA	0.233	3.852	0.000	Accepted
E → CBE	0.402	9.023	0.000	Accepted
eWOM → BA	0.362	5.726	0.000	Accepted
eWOM → CBE	0.335	6.777	0.000	Accepted
I → BA	0.288	3.934	0.000	Accepted
I → CBE	0.247	4.570	0.000	Accepted

Source: Processed data (2025)

The results presented in Table 10 show that all indirect hypotheses are statistically significant, with p-values less than 0.05, indicating that each proposed mediation is supported. Specifically, entertainment has a significant indirect effect on brand loyalty through both consumer brand engagement ( $p = 0.000$ ) and brand awareness ( $p = 0.003$ ). Similarly, electronic word-of-mouth (eWOM) exhibits a strong indirect influence on brand loyalty via consumer brand engagement ( $p = 0.000$ ) and brand awareness ( $p = 0.001$ ). Additionally, interaction significantly impacts brand loyalty indirectly through both consumer brand engagement ( $p = 0.000$ ) and brand awareness ( $p = 0.001$ ). These findings underscore the important mediating roles of consumer brand engagement and brand awareness, which enhance the effectiveness of entertainment, interaction, and eWOM as drivers of brand loyalty.

**Table 10. Indirect Effect Test Result**

Hypotheses	Sample Mean (M)	T Statistics ( O/STDEV )	P Values	Decision
E → CBE → BL	0.244	6.907	0.000	Accepted
E → BA → BL	0.073	2.993	0.003	Accepted
eWOM → CBE → BL	0.203	5.837	0.000	Accepted
eWOM → BA → BL	0.113	3.376	0.001	Accepted
I → CBE → BL	0.151	3.833	0.000	Accepted
I → BA → BL	0.090	3.225	0.001	Accepted

Source: Processed data (2025)

## Discussion

This study empirically tested fourteen hypotheses to evaluate how entertainment, interaction, and electronic word of mouth (eWOM) influence brand awareness, consumer brand engagement, and brand loyalty within the context of Indonesian local fashion brands. The findings demonstrate that all proposed relationships are significant, confirming the robustness of the model. The discussion below elaborates on each hypothesis, connecting the empirical evidence with contextual insights and previous studies.

Hypothesis 1 reveals that entertainment significantly enhances consumer brand engagement. Content on platforms like TikTok and Instagram, which combines humor, creativity, and lifestyle themes, often motivates Gen Z users to engage by commenting, sharing, or creating duets. This suggests that entertainment allows local brands to connect with consumers' daily digital culture, making engagement more organic. Bilal et al. (2021) similarly concluded that entertaining content fosters both emotional and cognitive involvement with brands. Hypothesis 2 indicates that interaction positively influences consumer brand engagement. Local fashion brands that actively respond to comments, create polls, or host TikTok Live sessions make their audiences feel recognized. This warm, personal approach builds authenticity and fosters closeness, helping local brands compete with global fashion players. Hasan & Scorpiani (2022) similarly emphasized that two-way interaction improves trust and motivates active participation.

Hypothesis 3 demonstrates that eWOM contributes to consumer brand engagement. Many respondents reported that peer recommendations on TikTok or Instagram stories encouraged them to follow and interact with local brands. In the Indonesian context, where peer influence is strong, eWOM acts as social validation, motivating deeper engagement. Srivastava & Sivaramakrishnan (2021) also found that credible eWOM strengthens brand involvement. As stated in Hypothesis 4, entertainment improves brand awareness. Campaigns that use humor, storytelling, or viral challenges make brands easier to recall, even for non-consumers. This highlights the role of entertainment in increasing brand visibility in a competitive market. Cheung et al. (2019) confirmed that entertaining content supports brand recognition and recall.

The results for Hypothesis 5 show that interaction has a positive effect on brand awareness. When brands regularly engage with their audiences through polls, Q&A features, or direct replies, consumers are repeatedly exposed to brand elements, increasing familiarity and recognition over time. Similar results were reported by Dwiputri & Riorini (2023), who found that interactive communication helps build brand awareness. Hypothesis 6 suggests that eWOM plays a crucial role in raising brand awareness. Peer discussions, online reviews, and user-generated content often serve as initial introductions to a brand. In Indonesia, where consumers heavily rely on social influence, eWOM ensures that brands are both visible and credible. Gabriella et al. (2022) also found that eWOM significantly boosts awareness through peer recommendations.

Hypothesis 7 demonstrates that consumer brand engagement strengthens brand loyalty. Active participation in campaigns, giveaways, or online communities creates emotional connections that reduce the likelihood of switching to other brands. This is especially crucial for local brands facing competition from international fast fashion. Susanti et al. (2021) similarly found that consumer engagement is a strong driver of loyalty. For Hypothesis 8, the findings indicate that brand awareness contributes to brand loyalty. Familiarity with local brands such as Erigo or Executive gives consumers greater confidence and encourages repeat purchases. Awareness provides the foundation for trust, which is crucial in crowded markets. Pasaribu & Silalahi (2020) also emphasized the importance of brand awareness in fostering loyalty.

The results for Hypothesis 9 show that entertainment affects loyalty indirectly through consumer brand engagement. Entertaining campaigns first attract attention, but loyalty emerges when audiences actively engage with the content. This suggests that engagement acts as a bridge between entertainment and loyalty. Riskos et al. (2022) explained that entertainment creates engagement, which then leads to loyalty. Hypothesis 10 indicates that interaction influences loyalty through consumer brand engagement. Direct responses, feedback sessions, and interactive content foster authenticity and closeness, which encourage stronger involvement. Over time, this involvement transforms into loyalty. Margitarino et al. (2024) also noted that interaction builds engagement, which contributes to loyalty.

The analysis of Hypothesis 11 reveals that eWOM contributes to loyalty through engagement. Exposure to positive peer messages motivates consumers to interact with brands, and this engagement later develops into long-term commitment. This pathway is particularly significant in Indonesia, where peer-driven culture shapes fashion consumption. Srivastava & Sivaramakrishnan (2021) confirmed that eWOM encourages engagement that supports loyalty. The findings for Hypothesis 12 show that entertainment influences loyalty through brand awareness. Creative and entertaining campaigns make brands more recognizable, which strengthens trust and encourages repeat purchases. This indicates that awareness developed through entertainment forms the foundation for loyalty. Thuy & Cuu (2023) also argued that entertaining content enhances awareness, which supports loyalty. Regarding Hypothesis 13, the results demonstrate that interaction influences loyalty indirectly through brand awareness. Interactive communication ensures repeated exposure, which builds familiarity and recognition. This recognition then evolves into stronger loyalty. Zia et al. (2021) similarly found that awareness reinforces the effect of interaction on consumer loyalty.

Finally, the analysis of Hypothesis 14 indicates that eWOM strengthens loyalty through brand awareness. Recommendations and reviews shared on social media platforms improve recognition and credibility, which create a foundation for long-term trust. In Indonesia, where consumer choices are often influenced by peer recommendations, this process is particularly significant. Gabriella et al. (2022) also reported that eWOM enhances awareness, which later develops into loyalty.

## CONCLUSION

The purpose of this study was to analyze the impact of entertainment, interaction, and electronic word-of-mouth (eWOM) on consumer brand engagement, brand awareness, and brand loyalty in Indonesian local fashion brands. The study also examined the mediating roles of engagement and awareness in strengthening the relationship between social media activities and consumer loyalty. The results reveal that entertainment, interaction, and eWOM each significantly influence consumer brand engagement and brand awareness, which, in turn, enhance brand loyalty. Both mediating variables were confirmed to play a crucial role in transforming social media activities into long-term consumer commitment. These findings underscore the importance of emotional connection, trust, and recognition in fostering loyalty, particularly among Gen Z and millennial consumers who are highly active on platforms like TikTok and Instagram.

For local fashion brands, the findings suggest that social media strategies should go beyond visual appeal to create interactive and participatory experiences. Initiatives such as quizzes, challenges, and live sessions can drive two-way engagement, while encouraging consumers to share personal testimonials or posts can amplify the impact of eWOM. Responsive and personalized communication was shown to strengthen emotional attachment, and collaborations with influencers who align with the brand's identity can increase reach and build trust among young consumers. Monitoring engagement metrics and collecting consumer feedback are essential to continuously refine strategies and stay aligned with dynamic digital trends. Future research could expand our understanding of loyalty drivers by exploring broader consumer segments, including various age groups, income levels, and geographic regions. It could also incorporate additional variables, such as perceived brand authenticity, social identity, and cultural influences. Longitudinal studies could examine changes in engagement and loyalty over time, while comparative studies between local and international fashion brands could offer valuable insights into variations in consumer responses and the effectiveness of digital marketing strategies.

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