

The Influence of Customer Engagement and Corporate Reputation on Customer Loyalty through Customer Satisfaction

*Influence of Customer
Engagement and
Corporate Reputation*

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ABSTRACT

This study examines customer loyalty in the Indonesian motorcycle spare parts market, focusing on motorcycle body parts, which saw declining sales and rising churn between 2022 and 2024. Although prior research highlights customer engagement, corporate reputation, and customer satisfaction, studies in Indonesia have mostly assessed them separately, limiting insight into their combined impact on customer loyalty. This study aims to analyze both the direct and indirect effects of customer engagement and corporate reputation on customer loyalty through the mediating role of customer satisfaction. A quantitative approach was employed, with data collected from 100 respondents in Cirebon using proportional stratified random sampling and analyzed using Partial Least Squares Structural Equation Modeling. The findings indicate that customer engagement and corporate reputation significantly enhance customer satisfaction, which in turn strengthens customer loyalty, confirming both direct and mediating relationships. These results highlight the central role of customer satisfaction in translating engagement and reputation into sustained loyalty, and provide a comprehensive framework for developing strategies that foster meaningful customer experiences, strengthen organizational credibility, and promote long-term customer loyalty. This study contributes by offering an integrated model that can guide practitioners in improving customer loyalty through a strategic focus on satisfaction.

Keywords: *Corporate Reputation, Customer Engagement, Customer Loyalty, Customer Satisfaction.*

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INTRODUCTION

The challenge of maintaining customer loyalty has reached a critical juncture in the modern business landscape, driven by digital transformation. With increasingly intense competition, companies are required to shift from mere transactions toward building meaningful long-term relationships with customers. In the Indonesian motorcycle spare parts market, the motorcycle body parts face significant retention challenges. Internal data from PT. Puri Wira Mahkota (2025) indicates a 22.9% decline in sales volume from 2022 to 2024, with sales dropping from 21,500 units to 16,850 units. This situation is exacerbated by an increase in the churn rate from 18 percent in 2022 to 29 percent in 2024, suggesting that nearly one-third of customers have switched to more competitive brands. These empirical data indicate a significant weakness in customer loyalty that requires in-depth investigation from a strategic marketing management perspective.

Previous research has employed various perspectives to examine determinants of loyalty. Customer engagement represents a crucial mechanism for enhancing both affective and cognitive dimensions that ultimately strengthen customer loyalty within the retail ecosystem (Hargyatni et al., 2022). Meanwhile, corporate reputation serves as an important trust signal to reduce customers' perceived risks, particularly for spare parts products whose quality is difficult to assess directly (Adisaputra et al., 2025). Nevertheless, researchers in Indonesia still tend to address these issues separately. Local

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studies generally focus on conventional factors such as price and service quality. Consequently, there remains a lack of research examining how engagement and reputation mechanisms operate within an integrative model to sustain loyalty in the automotive aftermarket industry (Ali, 2022).

Although many studies have emphasized the influence of customer engagement, corporate reputation, and customer satisfaction on customer loyalty, most research in Indonesia still examines these variables separately and relies on conventional approaches such as price and service quality (Hargyatni et al., 2022; Adisaputra et al., 2025). Research that integrates customer engagement and corporate reputation into a comprehensive model and analyzes the mediating role of customer satisfaction remains limited. This indicates a research gap in understanding the simultaneous mechanisms through which customer engagement and corporate reputation collectively shape loyalty via customer satisfaction in the automotive aftermarket industry, particularly for motorcycle spare parts. The novelty of this study lies in applying an integrative model linking customer engagement, corporate reputation, and customer satisfaction to explain customer loyalty more holistically, while employing a quantitative approach based on path analysis, which has been rarely conducted in the Indonesian market context (Colognesi & Suryani, 2015).

By employing customer satisfaction as a mediating variable, this study aims to address this research gap. Customer satisfaction is considered crucial because even if a company achieves high engagement and reputation levels, long-term loyalty is difficult to attain without deep satisfaction with products and services (Dimiyati & Subagio, 2016). This study examines the effects of customer engagement and corporate reputation on loyalty, both directly and indirectly through the mediating role of customer satisfaction, using a quantitative path analysis approach. This research contributes to the development of relationship marketing theory by integrating engagement and signaling concepts within the framework of expectancy disconfirmation theory (Colognesi & Suryani, 2015).

This study holds not only academic significance but also practical implications for industry management. It offers a more comprehensive integrative model for PT Puri Wira Mahkota to design effective marketing strategies by emphasizing the mediating role of satisfaction. The primary focus of the research is to examine whether customer engagement and corporate reputation can enhance customer satisfaction, which in turn drives customer loyalty for body parts motor. The findings are expected to assist branch management in Cirebon in addressing declining sales through the development of new policies and to serve as a strategic reference for academic institutions in expanding marketing management studies relevant to emerging markets.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect on Customer Loyalty

Customer loyalty has long been recognized as a critical strategic asset for organizations seeking long-term sustainability and continuous growth, as it reflects the depth of consumers' attachment to a brand. Loyalty extends beyond mere satisfaction, encompassing emotional dimensions such as trust, commitment, and a sense of personal connection derived from tailored customer experiences (Pereira et al., 2025). However, the formation of loyalty is complex and influenced by multiple antecedent variables (Arfiananda & Kuswinarno, 2024). Among these, Customer engagement has been widely acknowledged as a key determinant. As defined by Grewal et al. (2017) and Ng et al. (2020), customer engagement reflects interactive and relational dynamics that foster stronger bonds. Empirical studies have consistently demonstrated that sustained engagement enhances customer loyalty (Agyei et al., 2020; Bansal & Pruthi, 2021; Chen et al., 2023; Pranadetha et al., 2025; Utami et al., 2025).

In addition to engagement, corporate reputation also plays a crucial role in shaping customer loyalty. Corporate reputation represents a comprehensive evaluation of how a company is perceived by stakeholders, formed through accumulated experiences and interactions (Açikgöz et al., 2024). A positive reputation strengthens trust and reinforces customer commitment, thereby fostering loyalty (Eliyin et al., 2022; Abdi et al., 2023;

Mehnaz et al., 2024; Sugiati & Sudirman, 2024; Alfionita et al., 2025). Furthermore, Customer satisfaction has been consistently identified as a direct antecedent of customer loyalty, reflecting customers' evaluative judgments of their experiences (Camilleri, 2021; Zaato et al., 2023; Nashih et al., 2024; Sutriani et al., 2024; Wang et al., 2025). These findings highlight the integrated roles of customer engagement, corporate reputation, and customer satisfaction in shaping customer loyalty.

H1: Customer engagement has a positive and significant influence on customer loyalty.

H2: Customer satisfaction has a positive and significant influence on customer loyalty.

H3: Corporate reputation has a positive and significant influence on customer loyalty.

The Effect on Customer Satisfaction

Customer satisfaction represents a critical evaluative outcome reflecting how customers perceive and assess their experiences with products, services, or organizations (Yum & Kim, 2024). It is fundamentally shaped through a cognitive comparison between expected and actual performance, where satisfaction arises when perceived outcomes meet or exceed expectations (Dahlgard-Park, 2015). Within this framework, customer satisfaction serves as a central construct capturing customers' overall evaluation of value and experience. Prior literature has consistently identified satisfaction as a key outcome influenced by various antecedent factors, particularly customer engagement and corporate reputation.

Customer engagement plays a significant role in enhancing customer satisfaction, as active interaction and meaningful involvement strengthen customers' perceptions of value and emotional connection. Empirical evidence indicates that higher levels of engagement are associated with increased satisfaction (Tuti & Sulistia, 2022; Aldossary et al., 2024). Similarly, corporate reputation contributes to satisfaction by shaping customers' expectations and trust toward the organization (Kim & Kim, 2017). A strong and positive reputation enhances perceived reliability and credibility, which in turn improves satisfaction levels, although some findings suggest potential inconsistencies in certain contexts (Setiawan & Susanto, 2024). These relationships emphasize that both relational and perceptual factors significantly influence customer satisfaction as a key evaluative construct in the customer experience process.

H4: Customer engagement has a positive and significant influence on customer satisfaction.

H5: Corporate reputation has a positive and significant influence on customer satisfaction.

Customer Satisfaction as a Mediating Variable

Customer satisfaction plays a pivotal role as a mediating variable in the relationship between antecedent factors and customer loyalty. While customer engagement and corporate reputation directly influence customer loyalty, their effects are often mediated by customer satisfaction, an intermediate evaluative mechanism. This mediating role is grounded in the notion that customers' experiences and perceptions must first be evaluated positively before translating into long-term loyalty. Customer satisfaction thus acts as a cognitive and affective bridge linking customer engagement and corporate reputation with loyalty outcomes. Previous studies by Sehgal and Malik (2024) have demonstrated that satisfaction is a direct antecedent of customer loyalty, reinforcing its central role within relational marketing frameworks.

Empirical evidence further supports the mediating function of customer satisfaction in strengthening the effects of customer engagement and corporate reputation on customer loyalty. Research by Tuti and Sulistia (2022) and Solekhah and Marsasi (2025) confirms that satisfaction deepens the relationship between customer engagement and customer loyalty, indicating that engagement becomes more impactful when it leads to positive evaluations. This finding is supported by Sanjaya and Maradona (2025). In addition,

customer satisfaction has been shown to mediate the influence of corporate reputation on customer loyalty, as a favorable reputation enhances satisfaction, which subsequently drives loyalty formation (Sugiat & Sudirman, 2024). These findings collectively highlight that customer satisfaction serves as a crucial mechanism by which relational and perceptual factors translate into sustained customer loyalty.

H6: Customer satisfaction positively and significantly mediates the effect of customer engagement on customer loyalty.

H7: Customer satisfaction positively and significantly mediates the effect of corporate reputation on customer loyalty.

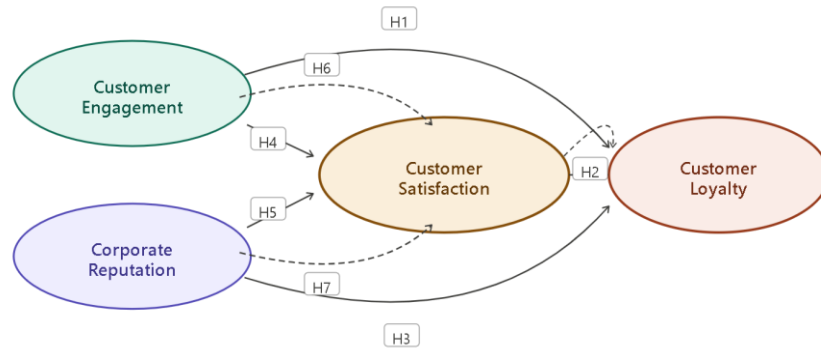


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of the study, showing the relationships among customer engagement, corporate reputation, customer satisfaction, and customer loyalty. The model proposes that customer engagement and corporate reputation have direct effects on customer loyalty (H1 and H3), as well as indirect effects through customer satisfaction (H6 and H7). In addition, customer engagement and corporate reputation are hypothesized to influence customer satisfaction (H4 and H5), while customer satisfaction directly affects customer loyalty (H2). This framework emphasizes both direct and indirect relationships, highlighting the mediating role of customer satisfaction in strengthening the impact of antecedent variables on customer loyalty.

RESEARCH METHODS

This study employs a causal quantitative approach to examine the mediating role of customer satisfaction in strengthening customer loyalty. The unit of analysis is individual consumers, and a proportional stratified random sampling technique was used to ensure that diverse demographic and geographic characteristics were proportionally represented within the 100 collected samples. This research design was chosen to enable robust testing of complex causal relationships, particularly for validating mediation models in contemporary marketing research.

The primary data collection process was conducted in November 2025 through an in-person survey at the Cirebon branch of PT Puri Wira Mahkota. A structured questionnaire was developed using a five-point Likert scale to capture nuanced customer perceptions of the latent variables under investigation. Customer engagement was measured by incorporating not only cognitive dimensions but also emotional attachment and active consumer behavior. Meanwhile, corporate reputation was assessed through the dimensions of public trust and perceived organizational performance, which were subsequently compared with customer satisfaction and loyalty indicators, including expectation confirmation and repurchase intention. Throughout the data collection process, strict adherence to research ethics was maintained by implementing informed consent procedures and ensuring the highest level of respondent confidentiality, thereby safeguarding data integrity.

Given that the research model incorporates a mediation pathway with a relatively limited sample size ($n = 100$), this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0 software. This technique is considered highly robust, as it does not require strict normality assumptions and remains stable in estimating mediation models (Ringle et al., 2023). The analysis was conducted in a sequential manner, beginning with the evaluation of the outer model to ensure convergent validity (factor loadings ≥ 0.70 ; AVE ≥ 0.50), reliability (Cronbach's alpha and composite reliability ≥ 0.70), and discriminant validity using the Fornell–Larcker criterion (Hair et al., 2021). Subsequently, hypothesis testing and mediation analysis were performed using a bootstrapping procedure with 5,000 resamples. This approach was adopted to minimize estimation bias and to provide robust empirical evidence through reliable t-statistics and p-values, thereby meeting the standards required for international scholarly publications.

RESULTS

The demographic characteristics of the respondents are presented in Table 1, offering a comprehensive overview of the sample composition in terms of gender, educational attainment, age, and occupation. This descriptive analysis is essential for ensuring that the sample appropriately represents the target population and for providing contextual support in interpreting the study's empirical findings.

Table 1. Respondent Characteristics

Respondent Characteristics	Category	Frequency	Percentage
Gender	Male	64	64.00%
	Female	36	36.00%
Highest Education Level	Senior High School / Equivalent	46	46.00%
	Diploma (D1–D3)	4	4.00%
	Bachelor's Degree / Equivalent	37	37.00%
	Others	13	13.00%
Age	17–25 years	45	45.00%
	26–35 years	55	55.00%
Occupation	Students	30	30.00%
	Private Employees / Civil Servants	25	25.00%
	Workshop Owners	12	12.00%
	Entrepreneurs	17	17.00%
	Others	16	16.00%
Total		100	100%

Table 1 presents the demographic characteristics of the respondents, indicating a relatively diverse yet balanced sample of 100 individuals. The majority of respondents are male (64%), while females account for 36%. In terms of age, most participants fall within the 26–35 years category (55%), followed by those aged 17–25 years (45%), suggesting that the sample is dominated by young adults. Regarding educational attainment, nearly half of the respondents (46%) have completed senior high school or its equivalent, while 37% hold a bachelor's degree, with smaller proportions having diploma qualifications (4%) or other educational backgrounds (13%). The occupational distribution is also varied, with students representing the largest group (30%), followed by private employees or civil servants (25%), entrepreneurs (17%), workshop owners (12%), and others (16%). These findings demonstrate that the sample reflects a broad range of demographic and professional backgrounds, thereby providing a comprehensive basis for analysis.

The PLS-SEM model assessment encompassed two key evaluations of instrument quality, namely validity (convergent and discriminant validity) and reliability. The evaluation criteria included outer loading values exceeding 0.70 by Avkiran (2018), Average Variance Extracted (AVE) greater than 0.50 by Hair et al. (2020), as well as Composite Reliability (CR) and Cronbach's Alpha values above 0.70 by Ringle et al. (2020) and Sarstedt et al. (2021). This stage was conducted to ensure that each

measurement indicator accurately and consistently represents its underlying theoretical construct. The results of the outer model assessment are presented in Table 2.

Table 2. Measurement Model Test Results

Variable	Indicator	Loading	Cronbach's Alpha	Composite Reliability	AVE	Interpretation
Customer Engagement (X1)	X1.1	0.871	0.895	0.927	0.759	Reliable & Valid
	X1.2	0.875				
	X1.3	0.843				
	X1.4	0.896				
Corporate Reputation (X2)	X2.1	0.904	0.886	0.922	0.747	Reliable & Valid
	X2.2	0.831				
	X2.3	0.822				
	X2.4	0.897				
Customer Satisfaction (Z)	Z.1	0.775	0.821	0.882	0.652	Reliable & Valid
	Z.2	0.792				
	Z.3	0.887				
	Z.4	0.770				
Customer Loyalty (Y)	Y.1	0.719	0.801	0.871	0.629	Reliable & Valid
	Y.2	0.813				
	Y.3	0.754				
	Y.4	0.876				

Table 2 presents the results of the measurement model assessment, demonstrating that all constructs meet the required criteria for validity and reliability. The outer loading values for all indicators exceed the recommended threshold of 0.70, indicating strong convergent validity and confirming that each indicator adequately represents its respective construct. Furthermore, the Average Variance Extracted (AVE) values range from 0.629 to 0.759, exceeding the minimum requirement of 0.50, indicating that each construct explains a substantial portion of the variance in its indicators. In terms of reliability, both Cronbach's Alpha and Composite Reliability (CR) values for all variables exceed 0.70, indicating high internal consistency. Specifically, customer engagement and corporate reputation exhibit particularly strong reliability and validity metrics, followed by customer satisfaction and customer loyalty, which also meet all acceptable standards. These results confirm that the measurement model is robust, with all constructs classified as reliable and valid for subsequent structural analysis.

Table 3. Fornell-Larcker Criterion (Assessment of Discriminant Validity)

Variable	Customer Engagement	Corporate Reputation	Customer Satisfaction	Customer Loyalty
Customer Engagement	0.871			
Corporate Reputation	0.469	0.864		
Customer Satisfaction	0.509	0.525	0.807	
Customer Loyalty	0.493	0.490	0.536	0.793

Table 3 presents the results of the discriminant validity assessment using the Fornell-Larcker criterion. The diagonal values, which represent the square roots of the AVE, are higher than the inter-construct correlations in the corresponding rows and columns. Customer engagement (0.871), corporate reputation (0.864), customer satisfaction (0.807), and customer loyalty (0.793) all exceed their correlations with other variables. This indicates that each construct shares greater variance with its own indicators than with other constructs in the model. Therefore, the results confirm that discriminant validity has been established, demonstrating that all variables are empirically distinct and adequately capture different conceptual dimensions within the model.

The evaluation of the structural model's explanatory power and predictive relevance, as presented in Table 4, provides important insights into the model's performance. The coefficient of determination (R^2) values indicate a moderate level of explained variance in the endogenous constructs. Specifically, customer engagement and corporate reputation

collectively account for 36.4% of the variance in customer satisfaction, while these variables, together with customer satisfaction, explain 38.6% of the variance in customer loyalty. Based on the benchmarks proposed by Hair et al. (2019), these R² values fall within the moderate range in behavioral research, suggesting that although the model captures meaningful relationships, additional factors beyond the scope of this study may also influence the outcomes. This is consistent with the nature of complex social phenomena, where individual attitudes and behaviors are shaped by multiple determinants.

Table 4. Coefficient of Determination (R²), Predictive Relevance (Q²), and Effect Size (f²)

Endogenous Variable	Predictor → Outcome	R ²	Q ²	f ²
Customer Satisfaction	Customer Engagement → Customer Satisfaction	0.364	0.609	0.140
	Corporate Reputation → Customer Satisfaction			0.165
Customer Loyalty	Customer Engagement → Customer Loyalty	0.386		0.062
	Corporate Reputation → Customer Loyalty			0.054
	Customer Satisfaction → Customer Loyalty			0.093

Further support for the robustness of the model is evidenced by the predictive relevance and effect size metrics. The Q² value for customer satisfaction (0.609) is substantially above zero, indicating strong predictive relevance based on the blindfolding procedure. This suggests that the model demonstrates a considerable ability to predict omitted data points. Moreover, the f² effect size analysis provides a more detailed understanding of each predictor's contribution. The effects of customer engagement (f² = 0.140) and corporate reputation (f² = 0.165) on customer satisfaction exceed the minimum threshold of 0.02, indicating small to moderate effects, with corporate reputation exhibiting a relatively stronger influence. In contrast, their direct effects on customer loyalty are relatively weak (0.062 and 0.054), implying that their influence on loyalty is primarily mediated through customer satisfaction, as proposed in the research model. These findings reinforce the theoretical validity of the proposed relationships within the research framework.

Table 5. Direct and Indirect Path Coefficient Results

Path	Original Sample	t-statistics	p-value	Result
Customer Engagement → Customer Loyalty	0.236	2.212	0.027	H1 Accepted
Customer Satisfaction → Customer Loyalty	0.300	4.502	0.000	H2 Accepted
Corporate Reputation → Customer Loyalty	0.222	2.302	0.022	H3 Accepted
Customer Engagement → Customer Satisfaction	0.337	4.859	0.000	H4 Accepted
Corporate Reputation → Customer Satisfaction	0.367	2.878	0.004	H5 Accepted
Customer Engagement → Customer Satisfaction → Customer Loyalty	0.101	2.893	0.004	H6 Accepted
Corporate Reputation → Customer Satisfaction → Customer Loyalty	0.110	3.337	0.020	H7 Accepted

Table 5 presents the results of hypothesis testing for both direct and indirect relationships within the structural model. All direct paths show positive and statistically significant effects, as indicated by p-values below 0.05. Customer engagement ($\beta = 0.236$; $p = 0.027$), customer satisfaction ($\beta = 0.300$; $p = 0.000$), and corporate reputation ($\beta = 0.222$; $p = 0.022$) each exert a positive effect on customer loyalty, supporting hypotheses 1, 2, and 3. In addition, customer engagement ($\beta = 0.337$; $p = 0.000$) and corporate reputation ($\beta = 0.367$; $p = 0.004$) influence customer satisfaction, confirming hypotheses 4 and 5. Among these relationships, customer satisfaction shows the strongest effect on customer loyalty, indicating its central role in shaping loyalty within the model.

The analysis of indirect effects confirms the presence of mediation through customer satisfaction. The path from customer engagement to customer loyalty through customer satisfaction ($\beta = 0.101$; $p = 0.004$) and the path from corporate reputation to customer

loyalty through customer satisfaction ($\beta = 0.110$; $p = 0.020$) both show meaningful effects, supporting hypotheses 6 and 7. These findings indicate that customer engagement and corporate reputation influence customer loyalty not only through direct paths but also through customer satisfaction as a mediating variable. The results provide strong empirical support for the proposed model and highlight the mediating role of customer satisfaction in strengthening the relationships between customer engagement, corporate reputation, and customer loyalty.

DISCUSSION

The findings of the structural model provide empirical evidence for the proposed relationships and offer a comprehensive understanding of how customer loyalty is formed, particularly in the context of PT Puri Wira Mahkota. All hypothesized relationships within the proposed framework received empirical support, thereby reinforcing the validity of the conceptual model. These findings indicate that the interplay among customer engagement, corporate reputation, and customer satisfaction constitutes a critical foundation for understanding customer loyalty. In this context, loyalty does not emerge instantaneously but develops through a process involving customer experiences, perceptions of the organization, and evaluative judgments of the value received.

From the perspective of direct effects, customer engagement and corporate reputation play important roles in shaping customer loyalty. This finding is consistent with prior studies such as Agyei et al. (2020), Chen et al. (2023), and Pranadetha et al. (2025), which emphasize that both variables are key determinants of loyalty. Customer engagement reflects the level of interaction and emotional connection between customers and the organization, fostering stronger and more enduring relationships, while corporate reputation represents customers' perceptions of credibility, reliability, and organizational quality that are essential for building trust.

These results are also in line with Kulikovskaja et al. (2023), Abdi et al. (2023), and Alfionita et al. (2025), who find that customer engagement contributes to the development of loyalty in a natural and sustainable manner. Furthermore, customer engagement and corporate reputation, as antecedents of customer satisfaction, demonstrate a substantial contribution to its formation. Both constructs act as primary drivers influencing how customers evaluate their overall experiences. This finding is consistent with Tuti and Sulistia (2022), Mehnaz et al. (2024), and Aldossary et al. (2024), who emphasize the importance of interaction quality and organizational reputation in shaping customer satisfaction.

Within the expectation-confirmation paradigm and cognitive-affective models, customer satisfaction arises from the comparison between customers' expectations and their actual experiences. In this context, the results are also in line with Sugiat et al. (2023), Sugiat and Sudirman (2024), and Pan et al. (2025), which identify customer satisfaction as a central cognitive mechanism that integrates various external stimuli. The role of customer satisfaction becomes more prominent as it not only acts as an outcome variable but also serves as a mediator linking customer engagement and corporate reputation to customer loyalty. The findings indicate that customer satisfaction represents the primary mechanism through which engagement and reputation are translated into loyalty. This is consistent with previous studies by Sanjaya and Maradona (2025) and Solekhah and Marsasi (2025), which emphasize that loyalty is shaped not only by direct experiences but also by cognitive and emotional evaluations formed through satisfaction. This process reflects a sequential psychological pathway in which satisfied customers are more likely to develop long-term commitment toward the organization. It also aligns with service-dominant logic, which highlights value co-creation as a foundation for building sustainable relationships between firms and customers (Tuti & Sulistia, 2022).

The implications of these findings suggest that organizations should adopt an integrated approach in fostering customer loyalty. Efforts to enhance customer engagement through more personalized and meaningful interactions, along with strengthening corporate reputation through consistent quality and transparency, should

be directed toward improving customer satisfaction as a key driver of loyalty. Accordingly, marketing strategies should not only focus on creating customer experiences but also on ensuring that these experiences are positively evaluated. Such an approach enables organizations to establish stronger, more sustainable, and value-driven relationships with their customers.

CONCLUSION

This study concludes that customer engagement and corporate reputation play essential roles in shaping customer loyalty, both directly and through customer satisfaction as a mediating mechanism. The findings indicate that loyalty is not formed solely through immediate interactions but emerges from a broader evaluative process in which customers assess their experiences and perceptions of the organization. Customer satisfaction functions as a central mechanism that translates engagement and reputation into sustained loyalty, highlighting the importance of delivering meaningful interactions and maintaining a credible organizational image. These results imply that organizations should adopt an integrated strategy that simultaneously enhances customer engagement and strengthens corporate reputation to foster satisfaction and long-term loyalty. Emphasis should be placed on creating consistent, high-quality customer experiences and ensuring that these experiences meet or exceed expectations.

Despite its contributions, this study has several limitations. The use of a relatively small sample size and a specific research setting may limit the generalizability of the findings to other contexts. In addition, the cross-sectional design restricts the ability to capture changes in customer perceptions over time. Future research is recommended to employ larger and more diverse samples across different industries and regions to enhance external validity. Longitudinal approaches could also provide deeper insights into the dynamic development of customer loyalty. Furthermore, incorporating additional variables such as service quality, perceived value, or digital experience may offer a more comprehensive understanding of the factors influencing customer loyalty in evolving market environments.

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