

## The Effect of Customer Brand Engagement, Customer Satisfaction and Brand Love, on Honda Customer-Based Brand Equity

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### Abstract

This study examine the effects of customer brand engagement on brand love, the effect of customer brand engagement on customer satisfaction, the impact of customer satisfaction on brand love, the effect of customer brand engagement on customer-based brand equity, the effect of customer satisfaction on customer based brand equity, and the influence of brand love on customer-based brand equity. The population of this study are the students of Faculty of Economics Universitas Negeri Padang who use Honda motorcycle. We collected the data from 300 respondents. We used survey with questionnaires as the data collection method. The data were analyzed by using Structural Equation Modeling (SEM) with Smart PLS 3.0. The results showed that 1) Customer brand engagement significant effect on brand love 2) Customer brand engagement significantly affects customer satisfaction, 3) Customer satisfaction significantly influences brand love, 4) Customer brand engagement has significant effect on customer-based brand equity, 5) Customer satisfaction significantly influences customer-based brand equity, and 6) brand love has a significant effect on customer based brand equity.

**Keywords:** Customer Brand Engagement, Customer Satisfaction, Brand Love, Customer-Based Brand Equity

### Introduction

As an emerging country, Indonesia has shown an increasing demand of goods and services. For example, the Indonesian people need more reliable private mode of transportation. Motorcycle is one of the most populars transportation modes in Indonesia. Honda as a brand of motorcycle is the market leader because it has the largest market share than competitors. So that the company can maintain its position as the market leader in Customer-Based Brand equity is an important key to gain market share, due to customer-based brand equity is a marketing strategy as an asset that creates value for customers by increasing satisfaction and appreciate the quality of a product brand. According to Nam et al (2011), Brand equity is a set of assets and liabilities associated with a brand name, and symbol that add value are given a product or service to the company and the customer. Chatzipanagiotou et al (2016), Stated CBBE is a set of perceptions, attitudes, knowledge and behavior, part of the consumer resulting in increased utility and allows a brand to gain a larger volume or greater margins of what can be done by a brand.

**Table 1 Top Brand Category Automotive (Motorcycles) 2017**

Brand	Types and kinds		Top Brand Index (TBI)	Top
Honda	Metic	Beat	29.9%	Top
	Duck	supra	35.1%	Top
	Sport	CBR	13.2%	Top
Yamaha	Metic	Mio	32.1%	Top
	Duck	Jupiter	14.1%	Top
	Sport	V-Ixion	29.9%	Top

source: [www.topbrand-award.com](http://www.topbrand-award.com)

PT. Astra Honda Motor (AHM) is a company which has synergy benefits of technology and marketing network in Indonesia. Where one of the main goals of PT AHM is to be market leader

(enterprise industry recognized as a leader) means more superior than any other company. In Table 1 displays "TOP Brand" Automotive 2017.

Table 1 shows that the motorcycle model Honda managed to grab the top Top Brand Award 2017. Other models are successfully finished top Yamaha mio which topped metric bike segment. It needs to be watched because it could have automatic category which has been the mainstay of the Honda could be displaced by automatic Yamaha's dominance continues to launch new products. The data also showed that customer satisfaction (customer satisfaction) brand of Honda products are getting down which resulted in a decrease in the level of customer-based brand equity. Besides competitive field of business two-wheeled vehicles (motorcycles) in Indonesia is dominated by Honda, Yamaha, Suzuki and Kawasaki. A serious problem for a company that is how to increase sales of products of the company. Not least in the brand Honda motor company, was not immune from the problems of the company. This is evident from the National Motor Sales data Year 2014-2017 below this:

**Table 2 of the National Motor Sales Data Years 2014-2017**

No.	Brand	2014	2015	2016	2017
1	Honda	5.051.100	4.453.888	4.380.888	4.385.888
2	Yamaha	2.371.082	1.798.630	1.394.078	1.348.211
3	Suzuki	275.067	109.882	56.824	72.191
4	Kawasaki	165.371	115.008	97.622	78.637
<b>Total</b>		<b>7.862.620</b>	<b>6.447.408</b>	<b>5.929.412</b>	<b>5.884.927</b>

Source: [www.triatmonowordpres.com](http://www.triatmonowordpres.com)

Table 2 national motorcycle sales data, it can be explained that the sales of Honda motorcycles fluctuate, even the intensity of the sales decline more or more often than the increase in purchases. Can be seen from 2014 to 2017, Honda sales rate decreased three times, namely in 2015, 2016 and 2017 in total sales in 2014 sebelumnya 5,051,100. The data shows that the still low level of customer engagement on a brand which will impact on the level of customer satisfaction and customer love a product brand that customer-based brand equity will decline. According to, (César et al 2018) customer-based brand equity, customer brand engagement, Customer satisfaction and brand love belongs to the theory of consumer behavior (behavioral theory), in line Aaker (1991), stating the theory of equity brand is based on the assumption that the brand has equity-based strong customer if: (1) there is a broad awareness and acceptance of the brand on consumer (2) the consumer is assured of the quality of the product (3) consumers can associate the brand with the advantages of positive over the competition through the media and other sources of information (4) consumers show strong loyalty to the brand and (5) the brand has a special claim (of property rights patent), which distinguishes it from other brands on the market.

According to César et al (2018), Factors influencing customer-based brand equity, namely customer brand engagement and brand love. While Iglesias et al (2018) reveal customer satisfaction is the key to building brand equity. According to, Wallace et al (2014) consumers who engage with a brand-level brands have a higher love. In addition customer brand engagement where the effect on customer satisfaction Hollebeek (2014), Showed the better the relationship that exists between customer engagement then consumers will be more satisfied. In addition to affecting consumer involvement in brand love, Unal & Ayd (2013) Satisfaction level form the basis for creating brand love. As more consumers are satisfied on a brand then indirectly will create a sense of love for the brand in the study Albert & Dwight Merunka Noël (2008) expressed satisfaction is a critical part of the process in which customers love the brand (brand love). From these studies indicate that the brand love is created when customers engage in a brand that will create a nice view or bad for the brand when customers feel the brand is good, then the customer will be satisfied with the brand and indirectly affect the love of customers in these brands so that the company's goal in creating a customer base of high brand equity can be achieved.

### **Customer-Based Brand Equity**

In the study Raithel et al (2016), The concept of customer-based brand equity is rooted in the idea that the strength of the brand comes from the consumer's mind and what they have experienced and learned about the brand over time. In this case can be interpreted as the concept of customer-based brand equity is used to measure how consumers assess an overall brand. According to, Loureiro (2012) expressed Brand love is one of the important factors that strengthen CBBE, directing consumers to a more open, accepting and buy back a brand. Khan et al (2016), suggests that brand equity has a dominant influence on customer satisfaction (customer satisfaction), the development of brand equity is very important for building customer satisfaction. César et al (2018) stating findings show that by implanting the brand equity that will enhance the consumer affective (Brand love) and responses consumer behavior, namely (Customer Brand Engagement) for a brand. The higher consumer engagement and customer satisfaction then the resulting taste consumers love toward a brand that will have an impact on improving CBBE. It can be concluded that the Customer-Based Brand Equity have been affected by several factors such as customer satisfaction, customer brand engagement and brand love. Where these factors directly contribute to enhancing the brand value of products to customers.

### **Brand Love**

According to, Kang (2015) brand love can be described as the level of emotional attachment that your customers satisfied on a product brand. Theoretically, it is defined as the level of excitement, emotional attachment consumers are satisfied with the products that have the name of a particular trademark. The concept of brand love has prompted many marketing experts to study the customers love the brand. According to, Unal & Ayd (2013) brand love is an intense relationship between the customer and the product is consumed as interpersonal love. Brand love mostly expressed in a way that is oriented towards themselves, where consumers are concerned with what can brands do to them, not what they can do for the brand, love the brand as the level of emotional attachment that your customers are satisfied with the particular trademark ,Of the several theories described above, in this study of brand love is defined as consumer perspective or assumption regarding customers love towards a brand an important factor in the success of a company, It is necessary to identify the factors that influence brand love. Where the factors that influence and support the creation of brand love in the company, among others. According to,Unal & Ayd (2013) Satisfaction level form the basis for creating brand love. Therefore it is important to create a brand that expresses the love that goes beyond emotional ties to a customer's satisfaction. Vernuccio et al (2015) also shows that customer brand engagement impact on brand love, highlighting that consumers are likely to develop a stronger emotional bond with a brand that encourages interaction and consumer participation in the brand.

### **Customer Brand Engagement**

Customer brand engagement defined as a cognitive activity, emotional and positive behavior experienced by consumers during the linked and interact on a brand (Hollebeek, 2014), Doorn et al (2010), Customer engagement states refers to the behavior that go beyond transaction and can be specifically defined as the embodiment of customer behavior toward a brand or focus on the company's products. From some of the above it can be concluded that the customer brand engagement is a form of consumer behavior toward a brand that gives experience to the consumer causing consumers' assessment of a brand whether good or bad.

### **Customer Satisfaction**

According to, Hansemark & Albinsson (2004), Customer satisfaction as a feeling or attitude of customers towards a product or service after use. According to, Gummerus et al (2014) Customer satisfaction is observed as a measure of the quality of relationships between customers and brands of the company. According to, Shahroudi & Naimi (2014) Consumer satisfaction an attitude, emotional response assessment indicated by the consumer after the purchase process. Of the several theories described above, in this study is defined as customer satisfaction the views or feelings of consumers are

satisfied in using a product brand of a company after going through the buying process in this case is a brand experience after using the product.

### **Theoretical Background and Hypotheses**

#### ***Customer Brand Engagement to Brand Love***

According to, Wallace et al (2014) consumers engage with brands have a brand level higher love. While the research conducted by Chantamas (2017) engagement has a positive influence on brand love. In line with research conducted by César et al (2018) the result is that the customer brand engagement (CBE) Have a positive relationship to the brand love. Vernuccio et al (2015) also shows that CBE positive effect on BL, highlighting that consumers are likely to develop a stronger emotional bond with a brand that encourages interaction and participation of consumers in a product brand.

From the above-mentioned research that customer brand engagement is the deciding factor consumers love toward a brand. Because of the involvement of customers in a brand will generate knowledge and information for consumers is sourced from the company. So will lead to the love of a brand. Based on the above theory, the researchers assume:

H1: customer brand engagement has a positive effect on Brand love.

#### ***Customer Brand Engagement to Customer Satisfaction***

Based on research explorative Brodie et al (2013) customer engagement process that consists of sub-processes, reflecting the interactive experience based online customer interaction with the brand (company) is able to trigger a sense of satisfaction for customers. Consistent findings Hollebeek (2014), Showed the better the relationship that exists between customer engagement then consumers will be more satisfied. Gummerus et al (2014), Shows that CBE positive effect on customer satisfaction. Powered by Rahmawati & Sanaji (2015) that showed that customer engagement significant effect on customer satisfaction (CS).

Then Customer can conclude brand engagement intense affect customer satisfaction, based on the level of interaction and emotional ties perceived customer. Consumer involvement in the company to learn how the openness of a brand in the sharing of knowledge and information to customers which will have an impact on customer satisfaction. Based on the above theory, the researchers assume:

H2: Customer Brand Engagement has a positive effect on Customer Satisfaction.

#### ***Customer Satisfaction to Brand Love***

Albert & Dwight Merunka Noël (2008) expressed satisfaction is a critical part of the process in which customers love the brand (brand love). According to, Unal & Ayd (2013) Satisfaction level form the basis for creating brand love. In line with the research Sallam (2014) that suggests customer satisfaction (CS) and the identification of the brand plays an important role in building customer brand love, which leads to a form of loyalty to the company and its brand and it is reflected in the results of brand equity. According to, Drennan et al (2018) Customer satisfaction Customer satisfaction build an important role in love with the brand when the customer is satisfied with a brand then customers will love for the brand. based on the above theory, the researchers assume:

H3: Customer Satisfaction has a positive effect on Brand Love

#### ***Customer Brand Engagement to Customer-Based Brand Equity***

Brodie et al (2013) explore the involvement of consumers in the brand community, and also found the involvement of consumers showed loyalty, satisfaction, connection, high trust and commitment. More recently, research on the impact of brand communications on brand equity has shown that social media brand communications at Facebook either created or generated by the user has a positive effect on brand equity (Dabrowski, 2015), In line with research conducted César et al (2018) customer brand engagement has a positive relationship to the customer based brand equity. In accordance with the results of previous studies we can conclude Customer brand engagement plays an important role in improving the customer based brand equity. Companies that have a good CBE will have the ability to

achieve company goals for CBE a focused marketing activities and psychological behavior of customers which can indirectly increase customer-based brand equity. Based on the above theory, the researchers assume:

H4: Customer Brand Engagement has a positive effect on customer based brand equity.

**Customer Satisfaction to Customer-Based Brand Equity**

According to, Ha et al (2010) research highlighted that customer satisfaction is very important and has a strong and positive influence on brand equity. Torres & Tribo (2011) found that customer satisfaction has a major positive impact on brand equity. Bettis-outland & Bettis-outland (2012) proposes that customer satisfaction with the service improve service brand equity. in step Hsu (2012) stated that customer satisfaction plays a central role in the industry and have a positive effect on brand equity. Iglesias et al (2018) stated that the results obtained customer satisfaction is very important and has a positive influence in affecting brand equity. Then Customer satisfaction has an influence on Customer-Based Brand Equity, where brand equity is a marketing strategy as an asset that creates value for customers by improving customer satisfaction. Customer Satisfaction reflect how a company can create a brand that enhance customer satisfaction through customer-based brand equity. Based on the above theory, the researchers assume:

H5: Customer satisfaction has a positive effect on customer based brand equity.

**Brand Love to Customer-Based Brand Equity**

According to, Bergkvist & Bech-larsen (2010) brand love is able to fortify the bond between consumers and brands, to maintain the relationship and to reinforce confidence in the brand. Further research conducted César et al (2018) proposed brand love one component of brand equity so that the obtained results that brand love has a positive influence on customer-based brand equity (CBBE). Brand love played a key role in creating a customer base of high brand equity. Because love the brand is the effect of long-term customer relationships with the brand. Companies are making improvements to the product will enhance the customer-based brand equity. The strength of a brand is derived from the consumer's mind and what they have experienced and learned about a product brand. Based on the above theory, the researchers assume:

H6: brand love has a positive effect on customer based brand equity.

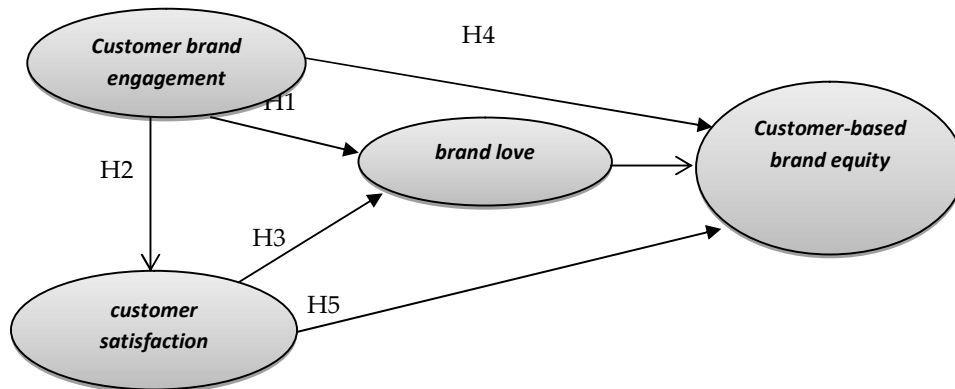


Figure 1 Conceptual framework

**Methods**

This type of research used in this research is descriptive associative. This research was conducted in Padang State University economics faculty in 2019. The sampling technique in this research is purposive sampling of 300 respondents were consumers honda motorcycle brand which consists of the male gender 56% and 44% of women between the ages of 16-20 for 26%, 72% 21-25 and those aged 26-30

only 2% whereas for the type of motor used in the type of 18% moped, motorcycle metik75% and 7% of sport respnden majority in this study is pick a profession as a student 93%, private sector employees and the self-employed 3,7% 2,7%. Technique collecting data in this study is the use of questionnaires which contains the questions of the indicators of the variables measured using a Likert scale of five. Data were analyzed using descriptive analysis and inductive use analysis tools Structural Equation Modeling (SEM) with a smart PLS 3.0.

## Results and Discussion

### Validity test

#### convergent Validity

Table 3 shows the value of each outer loading on the variable indicator. The results shown by the table, it can be declared to have convergent validity for each of the indicators have been eligible outer loading values > 0.50 (Ghozali. I, 2008: 13). Table 3 shows that all variables have the AVE value greater than 0.5 (Ghozali. I, 2008: 13). It can be concluded that all variables in this study may explain the average - average more than half of the variance of each - each indicator has a good convergent validity.

Table 1 results of validity and reliability

Constructs	Items	mean	Std. Dev	Loading	A	CR	AVE			
<i>Customer Based Brand Equity</i>										
	If other brands have the same features with this brand, then rather buy this brand.	3.90	0.020	0.819	0.795	0.880	0.710			
	If you had to choose between the various brands that offer the same kind of service, then it will definitely choose this brand.	3.88	0.015	0.861						
	If other brands have the same price with this brand, it still will buy this brand	3.83	0.017	0.847						
<i>Customer Brand Engagement</i>										
<i>Affective</i>										
<i>enthusiasm</i>	I feel passionate about this brand	3.76	0.025	0.755	0.954	0.958	0.507			
	I am interested in anything about this brand	3.73	0.024	0.747						
	I find it interesting brands	3.80	0.025	0.727						
<i>Enjoyment</i>	When interacting with this brand, I feel happy	3.79	0.027	0.720						
	I enjoy the interaction with this brand	3.79	0.029	0.700						
	Interacting with this brand is fun for me	3.74	0.030	0.681						
<i>Behavioral</i>										
<i>Sharing</i>	I shared my idea with this brand	3.62	0.027	0.732						
	I share interesting content with this brand	3.57	0.029	0.708						
	I helped provide information with this brand	3.66	0.030	0.711						
<i>Learning</i>	I asked about information about this brand	3.79	0.031	0.687						
	I'm looking for ideas or information about this brand	3.75	0.035	0.632						
	I seek the help of information from this brand	3.77	0.031	0.686						
<i>endorsing</i>	I promote this brand	3.65	0.032	0.689						
	I'm trying to attract other consumers to this brand	3.64	0.036	0.678						
	If anyone criticizes me defend this brand	3.67	0.030	0.699						
<i>Cognitive</i>										
<i>Attention</i>	I spent a lot of time thinking about this brand	3.59	0.029	0.726						
	I take the time to think about this brand	3.65	0.029	0.720						
	When interacting with this brand I forget everything else around me	3.51	0.032	0.694						
<i>Absorption</i>	Time flies when I interact with this brand	3.55	0.036	0.671						
	When I interact with this brand, I feel involved	3.54	0.025	0.775						
	When interacting with this brand, I found it difficult to escape	3.52	0.023	0.797						
<i>Customer</i>					0.789	0.876	0.703			

Table Cont ...

<b>Satisfaction</b>							
	Overall satisfaction with a product brand	3.66	0.023	0.821			
	Satisfaction through quality that meets customer expectations against this type of a product brand	3.60	0.020	0.858			
	Satisfaction with the performance of a brand has met the expectations of customers	3.73	0.017	0.854			
<b>brand Love</b>					<b>0.849</b>	<b>0.892</b>	<b>0.624</b>
	Brand awesome	3.76	0.020	0.807			
	Brands that make customers feel comfortable	3.86	0.021	0.807			
	Brands that make customers feel happy	3.69	0.026	0.754			
	Very pleasant brand	3.80	0.024	0.772			
	Brands that have an affinity	3.99	0.022	0.809			

Source: 2019 Primary Data (Processed)

**Discriminant Validity**

**Table 2 Roots Average Variance Extracted (AVE) and the correlation among constructs**

	<b>Brand Love (X3)</b>	<b>Customer-Based Brand Equity (Y)</b>	<b>Based Customer Engagement (X1)</b>	<b>Customer Satisfaction(X2)</b>
BL	<b>0.790</b>			
CBBE	0.656	<b>0.842</b>		
CBE	0.702	0.632	<b>0.712</b>	
CS	0.604	0.540	0.597	<b>0.838</b>

Source: Primary Data 2019 (processed)

From the output results shown in Table 2, the diagonal is the square root value AVE and the value of the underlying is a correlation between the constructs. So it appears that the value of the square root of AVE is higher than the value of the correlation. Through this, it can be concluded that the model estimated valid because it has met the criteria discriminant validity.

**Test Reliability**

From processing the data shows that the value of composite reliability and Cronbach's alpha of each construct exceed 0.7. When referring to the rule of thumb composite value reliability and Cronbach's alpha that each value must be greater than 0.7 (> 0.7) (Ghozali, I, 2008).

**Structural Test Model (Inner Model)**

**Table 3 R-Square**

<b>Variables</b>	<b>R-Square</b>
<i>brand Love (X3)</i>	0.546
<i>Customer-Based Brand Equity (Y)</i>	0.500
<i>Customer Satisfaction (X2)</i>	0.356

Source: Primary Data 2019 (processed)

Table 3 it can be seen that the R-square value of the variable of brand love (X3) showed the number of 0.546. This shows that customer satisfaction to contribute to brand love as much as 54.6%. The rest is influenced by other variables outside the model of this study.

Likewise, the variable customer-based brand equity can be seen in Table 3. R-Square value of 0.500. This illustrates that the variable customer brand engagement (X1), customer satisfaction (X2) and brand love (X3) contributed 0.5% to the customer based brand equity (Y). The rest is influenced by other variables outside the model of this study. And to variable customer satisfaction (X2) shown in the above table R-Square value of 0.356. This illustrates that the customer brand engagement (X1)

contributed 35.6% to the customer satisfaction (X2) the rest influenced by other variables outside the research.

From the output result seen the influence of variable customer brand engagement (X1) to customer satisfaction (X2) This is indicated by the level of significance of 0.000 <0.050, in other words the value of eligible significant P value on the value of 5%. The results obtained showed that H1 is accepted. While the influence of brand engagement, customer variables (X1) on brand love (X3) This is indicated by the level of significance of 0.000 <0.050, in other words the value of eligible significant P value on the value of 5%. The results obtained showed that the H2 is accepted, Then the effect of variable customer satisfaction (X2) on brand love (X3) This is indicated by the level of significance of 0.000 <0.050, in other words the value of eligible significant P value on the value of 5%. The results obtained showed that the H3 is accepted, Further seen in customer brand engagement variable (X1) effect on customer-based brand equity (Y) This is indicated by the level of significance of 0.000 <0.050, in other words the value of eligible significant P value on the value of 5%. The results indicate that the H4 is accepted, Then the effect of variable customer satisfaction (X2) to the customer based brand equity (Y) This is shown with a significance level of 0.019 <0.050, in other words the value of eligible significant P value on the value of 5%. The results obtained showed that the H5 accepted then the effect of variable brand love (X3) against the customer based brand equity (Y) This is indicated by the level of significance of 0.000 <0.050, in other words the value of eligible significant P value on the value of 5%. The results obtained indicate that H6 is received.

**Table 4 Path Coefficient**

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (  O / STDEV  )	P Values	hypothesis Overview
Customer Brand Engagement -> Customer Satisfaction	0.597	0.047	12.584	0.000	Supported
Customer Brand Engagement -> Brand Love	0.531	0.057	9.332	0.000	Supported
Customer Satisfaction -> Brand Love	0.287	0.058	4.921	0.000	Supported
Customer Brand Engagement -> Customer-Based Brand Equity	0.288	0.060	4.806	0.000	Supported
Customer Satisfaction -> Customer-Based Brand Engagement	0.149	0.064	2.339	0.019	Supported
Brand Love -> Customer-Based Brand Equity	0.364	0.069	5.296	0.000	Supported

Source: Primary Data 2019 (processed)

**Customer brand engagement (CBE) to brand love (BL) on consumer Honda motorcycles.**

This study finds that there is a significant influence on the customer brand engagement (CBE) on brand love (BL) on the consumer brand motorcycle honda at the economic faculty of the state university field. Customer brand engagement is the deciding factor consumers love toward a brand. Because of the involvement of customers in a brand will generate knowledge and information for consumers is sourced from the company. The results are consistent with research History done by Chantamas (2017) and César et al (2018) namely customer brand engagement has a significant and positive effect on brand love.

**Customer brand engagement (CBE) to customer satisfaction (CS) on consumer Honda motorcycles.**

This study finds that there is a significant influence on the customer brand engagement (CBE) on customer satisfaction (CS) on consumer Honda motorcycles. Customer satisfaction, based on the level of interaction and emotional ties perceived customer. Consumer involvement in the company to learn how the openness of a brand in the sharing of knowledge and information to customers. The results are consistent with the results of research conducted by Brodie et al (2013) and Hollebeek (2014) where the



customer brand engagement consisting of customer interactive experience in interacting with a brand products have a significant impact on customer satisfaction (customer satisfaction).

**Customer satisfaction (CS) to brand love (BL) on consumer Honda motorcycles.**

This study found that customer satisfaction (CS) have a significant influence on brand love (BL) on consumers of Honda motorcycles, The results are consistent with the results of research conducted by Drennan et al (2018) shows that customer satisfaction (CS) has a positive influence on brand love (BL). Whereby, Unal & Ayd (2013) satisfaction levels form the basis for creating a love brand (brand love). The higher the customer satisfaction with a brand will increase the love of consumers to a product brand.

**Customer brand engagement (CBE) to customer based brand equity (CBBE) on consumer Honda motorcycles.**

This study finds that there is a significant influence on the customer brand engagement (CBE) against the customer based brand equity (CBBE) on consumer Honda motorcycles. Customer brand engagement plays an important role in improving the customer based brand equity. Companies that have a good CBE will have the ability to achieve company goals for CBE a focused marketing activities and psychological behavior of customers which can indirectly increase customer-based brand equity. The results are consistent with the results of research conducted by César et al (2018) that is customer brand engagement (CBE) has a positive and significant relationship to the customer based brand equity (CBBE).

**Customer satisfaction (CS) to the customer based brand equity (CBBE) on consumer Honda motorcycles.**

This study finds that there is a significant influence on customer satisfaction (CS) to the customer based brand equity (CBBE) on consumer Honda motorcycles. Customer satisfaction has an influence on Customer-Based Brand Equity, where brand equity is a marketing strategy as an asset that creates value for customers by improving customer satisfaction. Customer Satisfaction reflect how a company can create a brand that enhance customer satisfaction through customer-based brand equity. The results are consistent with the results of research conducted by Ha et al (2010) stated that customer satisfaction is very important and has a positive influence on brand equity and in accordance with, Iglesias et al (2018) suggests that customer satisfaction have a positive influence in affecting brand equity.

**Brand love (BL) to the customer based brand equity (CBBE) on consumer Honda motorcycles.**

This study finds that there is significant influence of brand love (BL) to the customer based brand equity (CBBE) on consumer Honda motorcycles. Brand love played a key role in creating a customer base of high brand equity. Because love the brand is the effect of long-term customer relationships with the brand. Companies are making improvements to the product will enhance the customer-based brand equity. The results are consistent with the results of research conducted by Bergkvist & Bechlarsen (2010) and César et al (2018) namely brand love (BL) has a significant and positive effect on customer-based brand equity (CBBE).

**Conclusion**

From the results of the processing and discussion of this study produced several important implications which are the answers to the problems discussed in this study, namely Customer brand engagement (CBE) has a significant effect on customer satisfaction (CS). Customer brand engagement (CBE) has a significant effect on brand love (BL). The form of the influence of CBE variables on BL is positive. Customer satisfaction (CS) has a significant effect on brand love (BL). The form of influence of CS variable on BL is positive. Customer brand engagement (CBE) has a significant effect on customer-based brand equity (CBBE). The form of the influence of CBE variables on CBBE is positive. Customer

satisfaction (CS) has a significant effect on customer-based brand equity (CBBE). The form of the influence of the CS variable on CBBE is positive. Brand love (BL) has a significant effect on customer-based brand equity (CBBE). The form of the influence of the BL variable on CBBE is positive. Then the right marketing strategy is one of the supporting factors in advancing a company where the form of consumer behavior will affect the continuity and objectives to be achieved by the company so that this study shows that customer brand engagement, customer satisfaction and Brand love will increase customer based brand equity of a company perceived by consumers of Honda brand motorcycles. The suggestion dos this research are :

a. for distributors

Improving Customer brand engagement, through give a positive impression to consumers by the campaign and the auto show that consumers know good motors Honda brands so consumers will indirectly involved. Increase the Love Band, through give a positive image to consumers so that consumers awe in using motorcycle brand Honda. Increase customer satisfaction, through providing a good service to the consumer products so that consumers are satisfied with the Honda brand motorcycle products.

b. Researchers future

Add a number of new variables that also affect customer-based brand equity such as, Brand Sensory Experience The suggestions and Affective Commitment is important in trying to improve the precision and accuracy of the results obtained in the future. Increase the size or number of samples that will be used, namely by extending the observation area of research. It is important to encourage the increased accuracy of the results obtained. The results of this research can be used as a reference for further research.

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