

The Effect of Customer Engagement on Customer Equity and Repurchase Intention in Mobile Shopping Applications

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Abstract. *The Covid-19 pandemic that has hit since 2020 has limited people's mobility. This has an impact on increasing online transactions. The increasing attention paid to digital marketing to facilitate customer engagement with brands, research on mobile app customer engagement and its consequences is still waiting to be developed. This study, thus, explores how mobile app customers engage with three dimensions (cognitive, emotional, and behavioral) through various social media communities affect customer equity (brand, value, and relationship equity) and repurchase intentions. This study uses structural equation modeling to test the hypothesis. Empirical findings show that mobile shopping app customer engagement (via cognitive, emotional, and behavioral dimensions) positively affects customer equity, which further increases the repurchase intention of existing customers. The findings of this study reveal that customer engagement has a direct effect on repurchase intention and is partially mediated by customer equity. This suggests that the accumulation of customer engagement on brand, value, and relationship equity partially mediates the positive impact of repurchase intentions on mobile shopping applications.*

Keywords: *customer engagement; customer equity; repurchase intention; mobile shopping application; Ecommerce*

1. INTRODUCTION

The shift in digitization through mobile applications and customer engagement through various social media platforms has created attractive channels for companies to offer effective marketing communications as a result of better and easier user/customer data acquisition, and increased efficiency in customer service, virtual teamwork, and online transaction processing. Smartphone applications are, in most cases, the mobile versions of online sites, and companies usually design and launch applications that are similar to their online sites while expanding their business to a mobile platform (Bang et al. 2013).

According to a report from Hootsuite We Are Social about cell phone use in Indonesia (2021), the total value of online shopping in Indonesia through 2020 is \$30.31 billion, or around Rp.441.6 trillion. In 2019, this figure increased by 49%. Of the total online shopping carried out by Indonesians, the largest amount was in the fashion and beauty category, namely \$9.8 billion or around Rp142.8 trillion throughout 2020 (We Are Social, 2021). According to We Are Social data, online shopping interest in fashion and beauty products in Indonesia will reach 50.7% by 2021.

The Covid-19 pandemic that has hit since the beginning of 2020 is also one of the main reasons for the increase in online transactions. With limited mobility, many people have switched to shopping online via mobile applications from their cell phones or smart

devices, either using marketplace shopping applications (Tokopedia, Shopee, Bukalapak) or applications made directly by the brand/company. The leading fashion retail company, Zara, even closed its 1,200 stores worldwide due to the Covid-19 pandemic and decided to focus more on online sales. The company develops a mobile application so that customers can have a pleasant shopping experience and buy the products they want on the application. Some brands even sometimes provide offers and promos through mobile shopping applications that are not available when customers buy at the store.

In response to this phenomenal trend, companies are now using their resources to be able to market their products online. Service-oriented companies have recognized the value of mobile applications as a primary marketing vehicle for building customer engagement with their brands (Alalwan et al., 2020; Watson, McCarthy, & Rowley, 2013).

Apart from the development of mobile devices and the increasing attention to social media marketing to facilitate customer engagement with brands (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020; Liu, Shin, & Burns, 2019; Kim et al., 2013), empirical research on this new form of customer engagement via mobile applications is limited (Arora et al., 2017; Dinsmore et al., 2017).

Previous studies conducted by Chung & Ho (2020) examined the effect of customer engagement built by brands/companies on social media on customer equity and repurchase intention. However, this study did not examine the dimensions of customer engagement. Hollebeek et al. (2014) view that customer engagement is a multi-dimensional concept consisting of cognitive, emotional, and behavioural dimensions. For this reason, in this study the authors seek to investigate how branded products and service providers use mobile applications to continuously stimulate customer engagement through cognitive, emotional, and behavioural dimensions to increase customer equity towards repurchase intention. Based on the description above, the author's aim in conducting this research is to find out three things. First, the factors that most shape customer engagement. The second is the direct effect of customer engagement on repurchase intention, and the third is the effect of customer engagement on repurchase intention through value equity, brand equity, and relationship equity.

This study offers guidance on how companies should consider appropriate social media marketing programs through mobile applications to increase customer value, brand and relationship management as this increase will increase the repurchase intention of existing customers (Arora et al., 2017; Dinsmore et al., 2017; Simon, 2016). This study is also expected to contribute to the mobile application literature by exploring the full mediating effect of customer equity in linking customer engagement with repurchase intention. In addition to personal traits (Dinsmore et al., 2017) which focus on individual customer preferences for branded mobile applications, this study highlights the importance of customer engagement through mobile applications and its positive effect on customer equity through aspects of value, brand, and relationships, and its influence on repurchase intention.

2. LITERATURE REVIEW

2.1 Mobile Shopping Application

A mobile application is defined as an end-user software application designed for smartphone operating systems where the application extends the capabilities of a cell

phone by allowing users to perform certain tasks, such as information retrieval and social networking (Kim, Lin, & Sung, 2013; Purcell, Entner & Henderson, 2010). Mobile apps (mobile apps) can also be described as compact programs developed to work on smart phones, tablets, and medium-sized mobile phones (Flora, Wang & Chande, 2014).

The prevalence of smartphones offers a third shopping channel, apart from offline and online channels, is through mobile shopping apps. Kim, Choi, & Trivedi (2017) define a mobile shopping application as an application that allows users to make "shopping" transactions via their smartphone. They define shopping applications from both industry and consumer perspectives. Consumers can make purchases using various applications such as portal applications and games applications. However, industry practice does not classify them into the shopping category. In addition, consumers will see different categories of applications based on the main purpose of their use, in addition to additional functions. So, the definition of a shopping application according to Kim, Choi & Trivedi (2017) follows the category definition in the Android Market and includes the major players in the retail industry.

2.2 Dimensions of Customer Engagement

"Engagement," widely used in psychological, sociological, political, and organizational behavior research, describes specific states of participation, connection, attachment, and emotional engagement. With the gradual advancement of new media technology, the concept of engagement has emerged in the marketing field.

Van Doorn et al. (2010) conceptualize customer engagement as a unidimensional construct from a behavioural perspective and state that customer engagement reflects a manifestation of customer behaviour towards a brand or company that goes beyond purchasing behaviour, including word of mouth propaganda, product recommendations, and so on. In contrast, Mollen and Wilson (2010) adopt a two-dimensional view that focuses on psychological processes and defines customer engagement as a customer's cognitive and affective commitment to an active relationship with a brand.

However, most of the research on customer engagement is based on a three-dimensional conceptualization that includes cognitive, emotional, and behavioural components. Among them, an overarching definition is provided by Hollebeek et al. (2014), which views customer engagement as an experience with customers in a dynamic and repetitive interactive process in certain situations, and clearly shows that customer engagement is a multi-dimensional concept consisting of cognitive, emotional, and behavioural dimensions. Cognitive engagement refers to customer focus and interest. Emotional engagement is a state that is felt when interacting with a brand's social media platforms. And behavioural engagement refers to the efforts of customers and the energy invested in accessing mobile shopping app services. These three dimensions, if fulfilled, will form strong customer engagement.

2.3 Dimensions of Customer Equity

Because the service's dominant logic emphasizes the value created by multi-actors in the context of service exchange (Vargo & Lusch, 2017), the concept of customer lifetime value (CLV) has been applied in the marketing literature recently. CLV has become a practical tool for measuring marketing performance and business success (Gupta et al., 2006). As a critical extension of the CLV concept, customer equity is defined as the discounted age value of all customers (Rust et al., 2000), and

comprises value equity, brand equity, and relationship equity (Kim, Kim, & Hwang, 2020). Customer equity has been conceptualized as a strategic framework that connects customers and businesses, creating new revenue sources as an alternative to emerging strategic guidelines for better marketing performance (Lemon, Rust, & Zeithaml, 2001).

In today's competitive business environment, including e-commerce or mobile commerce, where customer involvement has become the norm in the marketing process, customer equity certainly plays an important role in determining the viability of a company (Kim et al., 2020). The authors propose customer equity as the main mediator of mobile application customer engagement in influencing repurchase intention.

In this study, the authors applied the conceptualization of customer equity by Lemon et al. (2001) and classified them into the dimensions of value, brand, and relationship. Value equity is an objective assessment of a brand, including recognition of price, quality, and convenience (Kim et al., 2020). Brand equity, on the other hand, is concerned with the subjective assessment of brands, including brand awareness and attitudes toward brands (Aaker, 1991; Keller, 1993, 2003). Relationship equity, as the third leg of the customer equity concept, includes special relationship elements that connect brands and customers (Rust et al., 2004).

2.3 Repurchase Intention

Repurchase intention "is an individual's assessment of purchasing a re-selected product or service from the same company taking into account its current situation and possible circumstances" (Hellier, Geursen, Carr, & Rickard, 2003).

The impact of customer engagement on customer repurchase intention is emphasized by Vivek who analyzes various studies under this topic and suggests that there are two explanation perspectives, the first perspective is from a practical point of view (Vivek, 2012). The view that defines customer engagement as a group of activities that increase repurchase behavior and strengthen customer relationships and commitment to a company, and the second perspective is from an academic point of view that considers customer engagement as a measure of the strength of customer engagement with the company in the process of sharing knowledge.

3. RESEARCH METHODS/METHODOLOGY

This study relies on customer perception and experience of online mobile shopping through mobile shopping applications in Indonesia. The data to be collected in this research is primary and secondary data. Primary data will be collected directly by the researcher using a survey method, where the researcher will provide written questions that have been compiled into a questionnaire. This study used five-point Likert-scale survey research (1 = strongly disagree; 5 = strongly agree) to examine the underlying measures of the proposed constructs. The questionnaire given will be in the form of an intercept/self-administered survey in which the respondents fill out the questionnaire themselves without any influence from the researcher. Secondary data is data collected by researchers in support of primary data, which can be in the form of books, journals, newspaper articles, or other research related to the topics discussed in this study (Cooper & Schindler, 2014). Data processing was carried out using Structural Equation Modeling (SEM) software. SEM is mainly used as a confirmation technique. Therefore, it is very important that the SEM model is theory-based because all relationships must be determined before the SEM model can be estimated (Maholtra, 2010). In this study, researchers will use the PLS (Partial Least

Square) method.

Sashi (2012) adds that customer engagement refers to experiences that help companies to create stronger and more sustainable long-term relationships between the company and the customer. The existence of a strong relationship between the brand/company and customers will affect the customer's decision to repurchase products/services from the brand/company through the mobile shopping application. Hence, the authors hypothesize:

H1: Customer engagement has a direct effect on repurchase intentions on mobile shopping applications.

Given the multi-dimensional accessibility of customers, companies often face basic challenges on how to acquire and retain customers, especially those involved in mobile commerce (Ho & Chung, 2020). With increasing social media customer engagement via mobile apps, brands/companies and customers work together to create new products, services, business models, and value. This two-way mobile marketing communication is increasingly becoming an indispensable resource for customer decision making. This has strengthened the brand-customer relationship. Through mobile app customer engagement across various social media platforms, customer value equity will increase.

H2: Value equity as a mediator of customer engagement has a positive effect on repurchase intention.

Brand equity is concerned with the subjective and intangible assessment of customers of brands (Lemon et al., 2001). Organizations can retain existing customers by reminding them of the company's products and services and creating emotional bonds with the company (Lemon et al., 2001). When a brand uses social media marketing via mobile applications to connect with its customers, a brand community alignment on mobile media is formed (Zaglia, 2013; Zhou, Zhang, Su, & Zhou, 2012). Therefore, a hypothesis is formulated:

H3: Brand equity as a mediator of customer engagement has a positive effect on repurchase intention.

Relationship equity represents the tendency of customers to stick to the brand, above and beyond the customer's objective and subjective assessment of the brand (Lemon et al., 2001). Given the significant shifts in the new economy-from goods to services, from transactions to relationships, large value equity and brand equity may not be sufficient to retain customers (Lemon et al., 2001). Customer engagement on mobile shopping apps can not only amplify the emotions that customers associate with a particular brand (for example, enabling customers to empathize with celebrity endorsers), but also increase brand value by creating a broad platform for users to exchange ideas and information. All of this is reflected in increased relationship equity. Thus, a hypothesis is formulated:

H4: Relationship equity as a mediator of customer engagement has a positive effect on repurchase intention.

Based on these hypotheses, the conceptual model is compiled, as shown in Figure 1.

4. RESULTS AND DISCUSSION

The respondents who are the object of this study are those who have the criteria of having shopping for fashion products in the last 6 (six) months using a mobile shopping application. The respondents taken as a sample were 300 people. The validity and reliability criteria in this study can be seen from the reliability value of a construct and the Average Variance Extracted (AVE) value of each construct. This construct is said to have high reliability if the value is above 0.70 and the AVE is above 0.50. As presented in Table 1, the statistical results exhibited robust composite reliability and convergent validity, because all measures possessed significant factor loadings ($p > .5$) related to their underlying constructs, with the Composite Reliability values ranging from 0.86 to 0.97, and the Average Variance Extracted (AVE) values higher than the threshold value of 0.5.

Based on the data shown in Table 2, it can be seen that all variables in the first order, namely Cognitive Engagement, Emotional Engagement, and Behavioral Engagement, have a positive path coefficient value, supported by a T value above 1.96 and a P value below 0.05, which shows a significant relationship with the second order. This proves that each variable in the first order has a positive and significant relationship with the second order variable (Customer Engagement).

Measurement of Direct and Indirect Effect measurements using PLS software is carried out to determine the direct effect of the Customer Engagement variable on Repurchase Intention. Based on Table 4.15, the path coefficient value from Customer Engagement to Repurchase Intention is 0.201 with a T value above 1.96 and a significant P value. These results support the hypothesis H1: Customer engagement has a direct influence on repurchase intention on mobile shopping applications.

The results of data processing in Table 3 show that the influence of the customer engagement variable on value equity, brand equity and relationship equity shows a positive path coefficient value with a T value > 1.96 and a significant P value. These results mean that customer engagement has a positive and significant effect on value equity, brand equity and relationship equity. The values of the specific indirect effects of the Value Equity, Brand Equity and Relationship Equity variables shown in Table 4 are all positive. These results support H2, H3 and H4.

CONCLUSION

Based on the results of the analysis and discussion conducted in the previous chapters, a number of research conclusions can be drawn up. First, the cognitive aspect (cognitive) is the aspect that most shapes customer engagement compared to the other two aspects, namely emotional and behavioral aspects, in mobile shopping applications. Although the cognitive aspect is the aspect that most shapes customer engagement, customer engagement must be treated as a multidimensional construct that can be grouped into three main dimensions (cognitive, emotional, and behavioral) in accordance with previous research suggestions by Macey and Schneider (Macey & Schneider, 2008), and Brodie et al. (2011). Based on Brodie et al. (2011), the consequences of customer involvement can be customer perceived value, satisfaction, trust, commitment, and loyalty. These are all key measures of a sustainable customer relationship.

Second, customer engagement has a direct influence on the desire to repurchase (repurchase intention) on mobile shopping applications. Previous research by Chung & Ho (2020) did not examine the direct effect of customer engagement on the desire to repurchase (repurchase intention). Third, aspects of value equity, brand equity and relationship equity of mobile shopping applications one by one mediate the effect of customer engagement on repurchase intention. This result is in line with previous research by Chung & Ho (2020), where the empirical findings in the study indicate that

mobile app customer engagement positively affects customer equity, which further increases the repurchase intention of existing customers.

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Table 1. Confirmatory factor analysis on measures

Construct/Measures	Composite Reliability	T Values	AVE
Customer Engagement	0,977		0,828
Cognitive Engagement	0,966		0,905
CE1 Using the mobile shopping application stimulates my desire to know more about the brand		66,176	
CE2 The content presented in the mobile shopping application is the latest information		106,353	
CE3 Whatever is in the mobile shopping application related to the brand caught my attention.		126,843	
Emotional Engagement	0,952		0,869
CE4 I feel trendy when using the mobile shopping app		48,603	
CE5 I could spend a long time browsing using the mobile shopping application		100,165	
CE6 I feel happy using the mobile shopping application		92,913	
Behavioral Engagement	0,942		0,845
CE7 I engage in physical action and activity when I use the brand		84,323	
CE8 I often use the mobile shopping app		57,111	
CE9 I want to tell other people about the brand and products of the mobile shopping application		50,167	
Customer Equity			
Value Equity	0,952		0,834

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VE1	The mobile shopping app increases my knowledge of certain products		77,232	
VE2	The mobile shopping application helps me in finding the products I need		67,435	
VE3	The information in the mobile shopping application suits my needs		68,030	
VE4	The content in the mobile shopping app helps me make good buying decisions		44,175	
	Relationship Equity	0,972		0,874
RE1	I can make friends with people who have the same interests as me on the mobile shopping app		84,466	
RE2	The mobile shopping application strengthens my connection with other users		78,146	
RE3	I can expand my social network by participating in the mobile shopping application		91,507	
RE4	I can interact closely and intensively with other users of the mobile shopping application		49,609	
RE5	I can help other users in the mobile shopping application activities held by the brand		53,838	
	Brand Equity	0,861		0,609
BE1	I realized that the brand is a leading brand in the fashion industry.		20,311	
BE2	I have a clear picture of the type of customer who will buy products from that brand		39,299	
BE3	I realized that the brand has its own personality.		30,392	
BE4	The brand is a brand that is my preference		25,977	
	Repurchase Intention	0,957		0,849
RI1	I intend to buy products from that brand on the future		123,608	
RI2	I would like to recommend products from that brand to others, even if they are an existing customer		241,279	
RI3	I look forward to the launch of a new product by the brand (brand) and its associated suppliers.		21,625	
RI4	I want to be the first to know about the brand's newest product		241,924	

Table 2. Second Order Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Cognitive -> Customer Engagement</i>	0.348	0.348	0.013	27.154	0.000
<i>Emotional -> Customer Engagement</i>	0.342	0.342	0.012	28.070	0.000
<i>Behavioral -> Customer Engagement</i>	0.336	0.335	0.010	33.541	0.000

Table 3. PLS Calculation Result

Hypotheses	Path	Path Coefficient	T Value	P Value	Result
H1	Customer Engagement ->	0,201	3,346	0,001	Supported

	Repurchase Intention				
H2	Customer Engagement -> Value Equity	0,462	9,115	0,000	Supported
	Value Equity-> Repurchase Intention	0,137	2,475	0,014	Supported
	Customer Engagement -> Value Equity->Repurchase Intention	0,063	2,375	0,018	Supported
H3	Customer Engagement -> Brand Equity	0,483	11,713	0,000	Supported
	Brand Equity-> Repurchase Intention	0,247	3,832	0,000	Supported
	Customer Engagement -> Brand Equity->Repurchase Intention	0,119	3,470	0,001	Supported
H4	Customer Engagement -> Relationship Equity	0,371	6,530	0,000	Supported
	Relationship Equity-> Repurchase Intention	0,140	2,556	0,011	Supported
	Customer Engagement -> Relationship Equity->Repurchase Intention	0,052	2,427	0,016	Supported

Table 4. Direct and Indirect Effect Measurement

	Indirect Effect		Direct Effect	
	Original Sample (O)	P Values	Original Sample (O)	P Values
Customer Engagement ->Repurchase Intention			0.201	0.001
Customer Engagement ->Value Equity	0.063	0.018	0.483	0.000
Customer Engagement ->Brand Equity	0.119	0.001	0.371	0.000
Customer Engagement ->Relationship Equity	0.052	0.016	0.462	0.000

Figure 1. Conceptual Model

