

Enhancing Loyalty through E-Service Quality and Brand Experience: The Role of Customer Satisfaction in Nike's Indonesian Market

Havana^[1], Sabrina Oktaria Sihombing^[2]

^{[1][2]} Master of Management Faculty of Economics and Business, Pelita Harapan University, Jakarta, Indonesia.

Email: ^[1]01619230026@student.uph.edu, ^[2]Sabrina.sihombing@uph.edu

Orchid Id number: ¹0009-0005-9420-047X-, ²0000-0001-6942-9807

Corresponding Author*: Havana

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ABSTRACT

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The rapid expansion of digital commerce has significantly elevated part of electronic service quality (e-service quality) and brand experience in influencing competitive strategies, especially for global brands like Nike. As a dominant force in the sportswear industry, Nike has continually adapted to meet its customers' evolving needs, not only by offering innovative products but also by delivering high-quality digital experiences. This study specifically examines Nike's Indonesian market, exploring the effects of e-service quality and brand experience on brand loyalty, with customer satisfaction acting as a mediating variable. There was utilization of a quantitative research design and information was gathered through Google Forms using purposive non-probability sampling, resulting in a total of 207 respondents. The information was examined using Structured Equation Modelling-Partial Least Square (PLS-SEM) to investigate the connections between the variables. The outcomes show that e-service quality has a substantial beneficial result for both customer satisfaction and brand loyalty, indicating that a strong digital service environment is essential to fostering loyalty. Additionally, brand experience constructive effects customer satisfaction, though it doesn't directly impact brand loyalty. Customer satisfaction was found to mediate the relationship between e-service quality and brand loyalty, underscoring its crucial role in maintaining customer loyalty. However, the data did not support customer satisfaction as a mediator between brand experience and brand loyalty. These results offer valuable insights for global brands like Nike, highlighting the direct influence of e-service quality on brand loyalty. This underscores the importance of prioritizing customer satisfaction and enhancing the overall digital service experience to remain competitive in the market.

Keywords: e-service quality, brand Experience, customer satisfaction, brand loyalty, Nike Brand

1. INTRODUCTION

As human civilization continues to advance, one particularly competitive industry in Indonesia is the sportswear industry. This competitiveness is evident through the wide variety of sportswear from both international and domestic brands available in the Indonesian market. Many companies, both foreign and local, are active in this market. Foreign companies such as Nike, Converse, Rebook, Adidas, New Balance, Puma, and Vans are prominent players. Similarly, local companies like Specs, League, MBB, Calci, Ardiles, and Diadora also compete in this sector.

Nike is a well-known brand that specializes in sportswear and apparel, such as hats, shoes, clothes, and other athletic accessories. Since its 1988 debut on the Indonesian market, Nike has grown in popularity and repute among Indonesian customers. "Nike Air Jordan" sneakers, which have captured the attention of consumers everywhere, including Indonesia, are one of the company's items that have successfully entered the Indonesian market.



Figure 1. Top Brand Index Nike Sportswear in Indonesia 2020-2023

Source: www.topbrand-awards (2024)

Despite its strong market presence, Nike experienced a continuous decline in its percentage on the Top Brand Index from 2020 to 2023, as shown in figure 1. TBI (Top Brand Index) for Nike shoes was 19.10% in 2020, 17.10% in 2021, 16.70% in 2022, and 16.20% in 2023. This downward trend indicates challenges in maintaining brand loyalty among Indonesian consumers.

The Top Brand Index, which is derived from consumer surveys analyzing a company's degree of client loyalty can be determined using Top of Market Share, Top of Commitment Share and Top of Mind Share are the three criteria. These parameters collectively represent customer loyalty to a brand. However, the decline in Nike's Top Brand Index percentage from 2020 to 2023 suggests a need to examine the factors influencing this trend.

Nike is one of the global brands with a significant influence in the sports and fashion industries. In Indonesia, Nike's popularity is driven not only by the quality of its products but also by its ability to adapt to technological advancements and consumer trends. In the current digital era, consumer interactions with brands increasingly occur through online platforms, making e-service quality an important element in determining how customers view a brand [1].

Moreover, brand experience is another essential element that influences consumer loyalty. Positive experiences that consumers have when interacting with the brand, both online and offline, can strengthen the sentimental connection between the brand and its customers [2]. For Nike, the experience provided to consumers through innovative products, inspirational marketing campaigns, and personalized digital interactions has been a cornerstone in building brand loyalty.

This study's objective is to comprehend how e-service quality and brand experience impact Nike's brand loyalty in Indonesia. It investigates the role that mediates between customer satisfaction in this relationship. Considering the circumstances of increasingly fierce competition in the Indonesian market, It is imperative that Nike consistently assesses and improves the quality of services and experiences offered to consumers. Thus, it is anticipated that this study will provide valuable insights for creating marketing plans that are more successful, particularly in maintaining and enhancing consumer loyalty to the Nike brand.

2. LITERATURE REVIEW

2.1 Brand Loyalty

Brand loyalty is refers to a strong dedication from consumers to remain loyal to a particular brand's products and services. This loyalty influences their decision to purchase items again in the future, despite the presence of situational factors or market conditions that might otherwise encourage changes in consumer behavior [3]. In [4] claims that when making a long-term subscription to or purchase from a business in the future, brand loyalty is a very strong agreement. To survive in highly competitive and unstable marketplaces, marketers must consistently cultivate and preserve their relationships with customers based on brand loyalty [5].

Businesses commonly employ a range of strategies to develop and maintain consumer loyalty, including member discounts, coupons, redeemable points, consumer brand loyalty programs, and special services that are only

accessible to members of loyalty programs [6]. Prior research has highlighted that brand experience serves as a significant catalyst for cultivating a desire for a brand, thereby fostering a propensity for brand loyalty [7].

2.2 E-Service Quality

E-service quality is the point that an online successfully and effectively enables the method of ordering, creating purchases, and receiving goods and services stated by Parasuraman in [8]. Thus, information technology plays a major role in online service activities, especially when it comes to security, speed, and dependability. The quality of services rendered to customers through interactive information technology based on websites is generally referred to as e-service quality. Building stronger relationships between service providers (businesses) and consumers is the goal of this service's interactive format.

As stated by [9], e-service quality broadly refers to how well a website can facilitate efficient and effective shopping or transactional activities. Zeithaml as stated in [11], describe e-service quality as the capability of an e-commerce site to effectively and efficiently serve customers and support online ordering, delivery, and shopping for goods and services. Similarly, [12] explains that e-service quality is the overall assessment by customers based on their experiences while using or transacting through an online shopping site.

2.3 Brand Experience

Brand experience is the outcome of the customer incitement and motivates individuals to engage with a brand, leading to frequent usage and continued purchases [6]. However, studies by [13] and [14] suggest that brand experience does not significantly impact brand loyalty. The inconsistency between brand experience and brand loyalty presents a research gap, prompting further investigation. In this research, the scholars introduced customer satisfaction as mediating variables to better understand the relation between brand experience and brand loyalty, thereby addressing the gaps identified in earlier research.

Customers' perceptions and insights following their interactions with a brand are known as "brand experience." [15]. Previous research indicates that a range of visual cues, including designs, logos, forms, colors, and other characteristics of brands, can influence consumers [7]. For this reason, brand experience is a complex concept with many facets that requires a comprehensive approach to fully comprehend.

2.4 Customer Satisfaction

Customer satisfaction reflects a customer's feelings toward a business following the use of its goods or services. When a business produces better products than its rivals, happy customers are more likely to stick with the company and make more purchases [16]. Additionally, customer satisfaction is identified as the client's final assessment of the product or service following a comparison of their expectations and actual experiences [17]. This concept is supported by research from [18] and [19], which suggests customer satisfaction significantly impacts improving brand loyalty.

Brand loyalty is created when they accept the company's offer; satisfaction is produced when this step is finished [20]. Customer happiness, which is influenced by prior use of high-quality services, predicts customer loyalty [21]. The first step in creating customer loyalty is customer satisfaction mediation. From there, long-term connections are formed, and the organization's reputation is enhanced [22].

2.5 Relationship among variables

2.5.1 E-Service Quality and Customer Satisfaction

E-service quality has a favorable effect on Customer Satisfaction, according to research studies findings demonstrating when the immediate effects of e-service quality on customer satisfaction is examined and the hypothesis is confirmed. The study's findings are consistent with past studies on the impact of e-service Quality on customer satisfaction carried out by [23] that says the quality of e-Service has a positive impact on customer satisfaction. Customer satisfaction is positively connected with the level of excellence of an e-service provided by a corporation, and this correlation may only grow as the quality of the service improves. Additionally, this was said by [24] that significant effects on customer satisfaction are caused by service quality. Enhancing the quality attained will promote client pleasure when utilizing services. Additional evidence in favor of this theory comes from earlier studies by [25], [26], [27], [28], [29], [30], [31], and [32]. Considering the preceding explanation, the first hypothesis is expressed as follows:

H1: E-Service Quality positively affects customer satisfaction

2.5.2 E-Service Quality and Brand Loyalty

E-service quality has a connection to producing as well as raising brand loyalty. Brand loyalty will rise when they receive excellent service from a website and have a positive transaction experience. When a business provides excellent customer service, its consumers will stick with their decision and encourage reciprocal behavior that is, the actions of devoted patrons. These results align with the research [33], [34], [28], [35], [36], [27], [29], and [30]. Moreover, it asserts that the loyalty variable can be positively and strongly impacted by the e-service quality variable. This outcome is consistent with earlier studies by [37] and [38] it was declared that happy customers are more likely to employ the same services and make more purchases should their demands recur in the future. The analysis's findings lead to the conclusion that e-service quality positively impacts customer loyalty and has a substantial influence on brand loyalty. Considering the preceding an explanation, the second hypothesis is expressed as follows:

H2: E-Service Quality positively affects brand loyalty

2.5.3 Brand Experience and Customer Satisfaction

Customer satisfaction is profoundly affected by brand experience, according to study by [39]. Consumer perceptions of brands can be positive, negative, or neutral, and they have an influence on customer satisfaction. In this process, brand experience is important. If a customer has a positive brand experience, they'll have higher levels of brand satisfaction. Customer satisfaction affects how consumers view a brand and how they feel about it. Analyzing the relationship between the customer satisfaction and brand experience [40]. This study's objective is to offer fresh perspectives on the connection between experience and brand satisfaction. Brand experience is a very powerful tool for raising consumer happiness. Research carried out by [41] investigated how consumer pleasure is affected by brand experience. The collection of favorable components that support brand satisfaction reactions is greatly aided by brand experience. Further study executed by [42], [43], [44], [45], [46], and [13] discovered a crucial connection between brand experience and customer satisfaction. Considering the preceding an explanation, the third hypothesis is expressed as follows:

H3: Brand experience positively affects customer satisfaction

2.5.4 Brand Experience and Brand Loyalty

Brand experience has an advantageous impact on brand loyalty, according to studies findings demonstrating when the immediate impact of brand experience on brand loyalty is investigated, this theory is validated. Brand experience outcomes of consumer interactions with a brand, which can encourage repeated usage and ongoing purchases [6]. Consequently, customers are less inclined to buy from rival brands and more likely to repurchase items from this brand [47]. Moreover, [48] declared that building a strong connection to customers and attaining and maintaining business success depend heavily on a company's brand experience. [49] found that brand experience has a strong and positive impact on brand loyalty, a conclusion supported by studies from [50], [51], [52], [53], [54], and [55]. Considering the preceding an explanation, the following fourth hypotheses is:

H4: Brand experience positively affects brand loyalty

2.5.5 Customer Satisfaction and Brand Loyalty

Customer satisfaction positively affects brand loyalty, based on studies findings demonstrating when the direct influence of customer satisfaction on brand loyalty is investigated, and this theory is validated. Customer satisfaction reflects the extent of a client's emotions subsequent to using a business's goods or services. Customers are more inclined to become devoted when they are satisfied and make repeat purchases, especially if they perceive the product quality to be superior to that of competitors [16]. One of the most important things that managers need to focus on is customer happiness. Being capable of better fulfill and exceed the wants as well as the objectives of customers than rivals gives a business a competitive edge [56]. Research conducted by [57] demonstrated a favorable correlation between brand loyalty and consumer satisfaction. As per previous research [58], [59], [60], [44], [61], [45], and [13]. Considering the preceding an explanation, the following fifth hypotheses is:

H5: Customer Satisfaction positively affects brand loyalty

2.5.6 E-Service Quality and brand loyalty through customer satisfaction

Customer satisfaction has a moderating impact upon the connection between e-service quality and brand loyalty, according to studies findings demonstrating when the direct influence of e-service quality and brand loyalty has mediating effect on customer satisfaction is investigated, and this theory is validated. Consumers switching behavior is one specific type of intention in behavior that is influenced by e-quality and satisfaction [62] and [63]. There is conflicting data supporting the idea that e-service quality, satisfaction, and loyalty are related to some research, [64], [65], [32], [28], [29], [30], [66], [27], [33], and [67] explains that the quality of online have a good impact customer loyalty by enhancing satisfaction. Loyal clients are more likely to stay satisfied, there are cases where customers continue to be loyal even without experiencing full satisfaction. Considering the preceding an explanation, the following sixth hypotheses is:

H6: Customer Satisfaction has a moderating influence on the connection between E-Service Quality and Brand Loyalty

2.5.7 Brand experience and brand loyalty through customer satisfaction

Customer satisfaction has a moderating influence on the connection between brand experience and brand loyalty, according to studies findings demonstrating when the direct influence of brand experience and brand loyalty has mediating influence on customer satisfaction is investigated, and this theory is validated. The first stage in building consumer loyalty is client satisfaction mediation, which opens the door to long-term collaborations and improved brand recognition for businesses [3]. Customer contentment appears to result from a brand experience that makes the consumer feel good and gives them a fulfilling encounter. This finding is validated by research that has been done by [43], [44], [61], [45], [50], [51], and [52]. The investigation discovered that the connection between brand experience and brand loyalty is through the mediation of customer satisfaction. Considering the preceding an explanation, the following seventh hypotheses is:

H7: Customer Satisfaction has a moderating influence on the connection between Brand Experience and Brand Loyalty

The following will provide an explanation of the study's research framework, drawing from previously conducted research and the theoretical aspects that have been discussed:

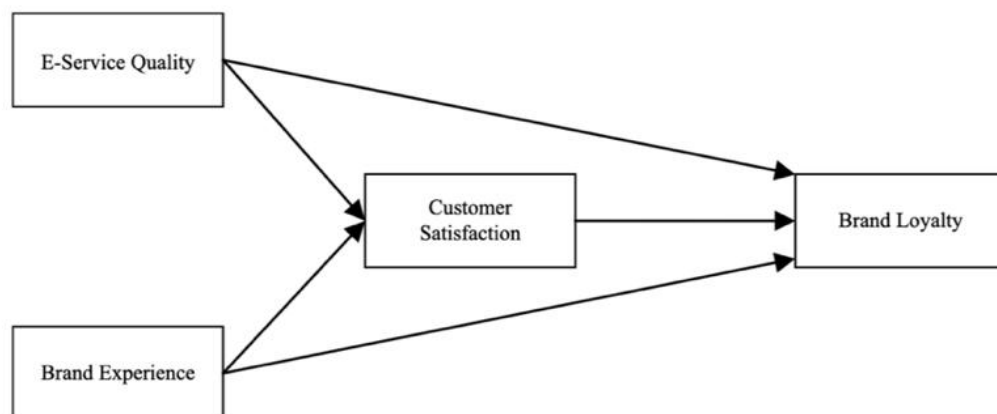


Figure 2. Research Framework

H1: E-Service Quality positively affects customer satisfaction

H2: E-Service Quality positively affects brand loyalty

H3: Brand experience positively affects customer satisfaction

H4: Brand experience positively affects brand loyalty

H5: Customer Satisfaction positively affects brand loyalty

H6: Customer Satisfaction has a moderating influence on the connection between E-Service Quality and Brand Loyalty

H7: Customer Satisfaction has a has a moderating influence on the connection between Brand Experience and Brand Loyalty

2.6 Research Method

This studies use a cross sectional data technique combined utilizing a quantitative survey method to address the study questions [68]. Google Forms was used to create a survey conducted online that was used to gather the primary data, targeting consumers of Nike products in Indonesia.

The constructs throughout this study e-service quality, brand experience, customer satisfaction, and brand loyalty were measured using a structured questionnaire. Each construct was operationalized based on validated scales from previous studies, with necessary modifications to fit the context of Nike in Indonesia. With a Likert scale of five: 1 for strongly disagreeing and 5 for strongly agreeing, was applied in the questionnaire.

PLS-SEM (Partial Least Squares Structural Equation Modeling) was applied to the data interpretation because of its capacity to manage intricate models and comparatively small sample sizes [69]. PLS-SEM is in particular suitable for this study because It makes it possible to evaluate the structural model (inner model) and the measurement model (outer model) at the same time. The analysis was conducted using SmartPLS Version 4.1 software, which offers robust tools for testing the importance of the connections inside the model, including bootstrapping techniques.

To make certain the reliability of the measurement instruments, we tested the reliability of the system utilizing Cronbach's Alpha and Composite Reliability. Both measures were expected to exceed the threshold value of 0.7, demonstrating the items internal consistency measuring each construct [68].

A validity assessment was conducted for the constructs through convergent and discriminant validity tests. Convergent validity was evaluated using the Average Variance Extracted (AVE), where values above 0.5 were considered satisfactory [68]. To assess the discriminant validity, the Fornell-Larcker criterion, ensuring that the constructs were distinct and not overly correlated with one another [68].

The structural model (inner model) was assessed using R-Square values, which indicate the t-statistics, which assess the significance of the proposed correlations, and the proportion of variance accounted for by the independent variables. A higher t-value indicates a stronger significance of the relationships within the model [68].

3 RESULT

Data analysis may be done on 207 out of the 211 questionnaires that respondents responded. This study uses a few criteria drawn from 207 surveys to categorize the respondents. These groups are based on factors including age, gender, how often a person buys Nike shoes, and how much money they spend. The profile of the research participants is displayed in Table 1.

Table 1. Respondent Profile

Demographic Variables	Categories	Total	Percentage
Gender	Male	114	54%
	Female	93	44%
Age	< 20 years old	12	6%
	20 - 29 years old	72	34%
	30 - 39 years old	62	29%
	40 - 49 years old	48	23%
	> 50 years old	13	6%
The total cost incurred to purchase a Nike brand	>Rp 1.000.000	22	10%
	Rp 1.000.000 - Rp 3.000.000	86	41%
	Rp 3.000.001 - Rp 5.000.000	55	26%
	Rp 5.000.001 - Rp 7.000.000	35	17%
	Rp 7.000.001	8	4%

The information below displays the outcomes of the PLS Measurement Outer Model for the variables E-Service Quality, Brand Experience, Customer Satisfaction, and Brand Loyalty. The reliability test, which is determined by the Cronbach Alpha value, the validity test, which determines the outer loading value, and the correlation test, which meets the Fornell-Lacker criterion, make up the model. The Cronbach's Alpha value for every variable is displayed in Table 2. Cronbach's Alpha must have a value of at least 0.700. According to the table, every variable satisfies the required value.

Table 2. Reliability Test

Variables	<i>Cronbach's Alpha Coefficient</i>	<i>Average Variance Extracted (AVE)</i>	<i>Composite Reliability (CR)</i>
Brand Experience	0.747	0.568	0.757
Brand Loyalty	0.853	0.693	0.859
Customer Satisfaction	0.829	0.658	0.846
E-Service Quality	0.860	0.643	0.863

The value of all qualifying indicators outer loadings is displayed in Table 3. For the indication to be considered legitimate, the outer loading requirement value must be greater than 0.700. Additionally, the outcomes of each variable's correlation test are displayed in Table 4. Every variable must have a value greater than the others, each with its own construct.

Table 3. Validity Test Result

Constructs and Scale Items	Brand Experience	Brand Loyalty	Customer Satisfaction	E-Service Quality
BE1	0.742			
BE2	0.706			
BE3	0.779			
BE4	0.786			
BL1		0.828		
BL2		0.863		
BL3		0.824		
BL4		0.814		
CS1			0.789	
CS2			0.821	
CS3			0.850	
CS4			0.783	
ESQ1				0.784
ESQ2				0.766
ESQ3				0.764
ESQ4				0.852
ESQ5				0.839

A correlation test can be used to test discriminant validity. The outcomes of correlation testing with Fornell-Lacker criterion are displayed in Table 4. Using this method, the correlation of latent constructs is compared with the square root of the average variance extracted (AVE). Compared in comparison to other latent constructs' variance, a latent construct ought to be more capable of explaining the variance of its indicator. The square root of each construct, therefore, is AVE should be bigger than the ways in which it is correlated with other latent constructs.

Table 4. Correlation Test

Variables	Brand Experience	Brand Loyalty	Brand Satisfaction	E-Service Quality
Brand Experience	0.754			
Brand Loyalty	0.308	0.833		
Brand Satisfaction	0.481	0.323	0.811	
E-Service Quality	0.268	0.521	0.280	0.802

According to the tables, every requirement of the outer model has been satisfied based on the series of tests. Inner model analysis, also known as hypothesis testing, comes next after the outer model test (Table 5).

Table 5. Hypothesis Test Result

		Original Sample	T Statics	P Values	Conclusion
H1	E-Service Quality -> Customer Satisfaction	0.152	2.135	0.033	Supported
H2	E-Service Quality -> Brand Loyalty	0.450	6.958	0.000	Supported
H3	Brand Experience -> Customer Satisfaction	0.441	7.418	0.000	Supported
H4	Brand Experience -> Brand Loyalty	0.118	1.643	0.100	Unsupported
H5	Customer Satisfaction -> Brand Loyalty	0.145	2.034	0.042	Supported
H6	E-Service Quality -> Customer Satisfaction -> Brand Loyalty	0.022	1.691	0.106	Unsupported
H7	Brand Experience -> Customer Satisfaction -> Brand Loyalty	0.064	1.810	0.070	Unsupported

Using the PLS software, the model of the structure was investigated to be able to test research hypotheses. Table 5 presents the outcomes of every research hypothesis. Table 5 presents four hypotheses that are supported and three that are unsupported. T-statistics and P-value provide a signal as to whether or not the thesis is supported. If the p-value is fewer than 0.05 and the t-statistics value is fewer than 1.96, the hypothesis is considered supported. It is evident from the outcome that H4, H6, and H7 are the unsubstantiated hypotheses.

According to Hypothesis 1, there's a substantial association between the Nike brand satisfaction and the quality of its e-services. The aforementioned hypothesis finds support in prior research by [27], [28], [29], which discovered a favorable connection between e-service quality and client satisfaction. These investigations also demonstrated connection between e-service quality and customer satisfaction with an initial sample value of 0,152, 2,135 (t-statistic), and 0,033 (p-value), the first hypothesis is evaluated.

The second hypothesis demonstrates that brand loyalty and e-service quality are significantly correlated. These findings demonstrate the connection between brand loyalty and e-service quality. This claims that as the community's digitalization process advances, according to studies from [34] and [36] who claimed that brand loyalty is a function of e-service quality and that the two concepts must be positively correlated. With an initial sample value of 0,450, 6,958 (t-statistic), and a 0.000 (p-value), the second hypothesis is evaluated.

Testing Hypothesis 3 aims to determine whether positive brand experiences boost customer satisfaction. This is consistent with research findings completed by [42] and [70] They also discovered evidence in favor of the third hypothesis. This indicates that Nike's customers' long-term loyalty to the brand is influenced by their level of satisfaction. With an initial sample value of 0,441, 7,418 (t-statistic) and 0.000 (p-value), the third hypothesis is evaluated.

The negligible correlation hypothesis 4 between brand experience and brand loyalty is illustrated. Additionally, Nike buyers aren't all that eager to experiment with this brand. It is possible to conclude from statistical data results that brand experience has no bearing on brand loyalty. Consumers focus more on other elements, such the caliber of the e-service. Teenagers made up the majority of respondents in this survey, indicating that consumers are not very eager to learn about the brand experience. Additionally, there is no evidence to support this idea in earlier studies conducted by [52], [50], [51]. With an initial sample value of 0,118, 1,643 (t-statistic), and 0.100 (p-value), the fourth hypothesis is evaluated.

According to hypothesis 5, brand loyalty and consumer satisfaction are significantly correlated. These findings suggest that lifestyle compatibility and customer satisfaction are related, greater customer satisfaction with the Nike

brand, the greater possibility that they are to remain devoted customers. Similar findings have been made by [44], [61], [45] regarding the support for this hypothesis. With an initial sample value of 0,145, 2,034 (t-statistic), and 0.042 (p-value), the fifth hypothesis is evaluated.

Hypothesis 6 illustrates the little effects of e-service quality, which includes customer satisfaction, on brand loyalty. Because brand loyalty, which is determined by customer happiness, is unrelated to e-service quality, the sixth hypothesis within this study is not supported. Additionally, the research of [29], [66], [30] does not support this idea. The t-statistic for the sixth hypothesis is 1,691, 0.106 (p-value), and the original sample value was 0,022.

Hypothesis 7 demonstrates the negligible impact of consumer pleasure and brand experience on brand loyalty. Consequently, the study's seventh hypothesis is unsupported since customer satisfaction, which is a component of brand loyalty, has nothing to do with brand experience. Additionally, the research conducted in the past by [43], [44], [61] does not support this idea. The initial sample value for the seventh hypothesis was 0,064, with 1,810 (t-statistic) and 0.070 (p-value).

4 DISCUSSION

The outcomes of this study offer significant perceptions of the interplay between e-service quality, brand experience, customer satisfaction, and brand loyalty in the context of the Nike brand. The results confirm the essential part of e-service quality in influencing customer satisfaction and, consequently, brand loyalty. Hypothesis 1 highlights a strong connection between e-service quality and customer satisfaction, a finding consistent with earlier study by [28] and [27]. This suggests that Nike's emphasis on high-quality digital services is a crucial element in maintaining customer satisfaction. As customers continue to interact with brands predominantly through digital channels, ensuring the reliability and efficiency of these services becomes increasingly important.

In support of Hypothesis 2, the study finds a significant correlation between e-service quality and brand loyalty. The finding is consistent with the digital marketing trends observed by [34] and [36], which emphasize the significance of e-service quality in cultivating brand loyalty. For Nike, this underscores the need to continually invest in and enhance its digital service platforms to foster long-term loyalty among its customers. The connection between loyalty and the quality of e-services suggests that digital experiences are a decisive factor in how consumers perceive and commit to the brand.

However, the study also uncovers some complexities, particularly regarding the role of brand experience. Hypothesis 4 indicates that there is not a substantial direct connection between brand experience and brand loyalty, a finding that diverges from the traditional view of brand experience as a primary driver of loyalty this finding aligns with studies by [50], [51], and [52]. This could be attributed to the younger demographic of the respondents, who may prioritize other factors such as e-service quality over brand experience. This insight suggests that Nike should reconsider its strategy regarding brand experiences, possibly by integrating them more closely with other loyalty-building initiatives, such as personalized marketing or customer rewards programs.

Despite this, Hypothesis 3 supports the idea that a positive brand experience significantly enhances customer satisfaction, which thus supports brand loyalty. This finding aligns with studies by [42] and [70], which express the opinion that while brand experience might not directly influence loyalty, it plays an essential role in shaping customer satisfaction—a key precursor to loyalty. Therefore, Nike should focus on creating memorable brand experiences that not only satisfy customers but also strengthen their emotional connection to the brand, leading to increased loyalty over time.

The study further confirms through Hypothesis 5 that customer satisfaction is an essential factor of brand loyalty. This finding, supported [44], [61], and [45] highlights the significance of having or exceeding the expectations of the customer to ensure their continued loyalty. For Nike, this means that every interaction, whether digital or physical, should aim to maximize customer satisfaction. By doing so, the brand can build a devoted following of consumers that is less most likely to be swayed by competitors.

Interestingly, Hypotheses 6 and 7 reveal that neither e-service quality nor brand experience, when mediated by customer satisfaction, significantly influences brand loyalty. This finding aligns with studies by [29], [30], [66], [43], and [44]. This suggests that while these factors are important, they must be part of a broader, more integrated strategy to effectively drive loyalty. For Nike, this means that merely improving e-service quality or creating positive

brand experiences is not enough, these efforts must be complemented by strategies that directly engage and emotionally connect with customers.

5 CONCLUSION

This study has uncovered several important findings regarding e-service quality, brand experience, customer satisfaction, and brand loyalty under the framework of the Nike brand in Indonesian market. The results point out a strong positive correlation between e-service quality and customer satisfaction, indicating that increased e-service quality significantly improves customer satisfaction. Additionally, the research found a substantial association between e-service quality and brand loyalty, indicating that better e-services can directly increase customer loyalty to the brand.

However, the findings also demonstrate that brand experience does not have a significant correlation with brand loyalty, meaning that brand experience alone does not play a crucial part in determining customer loyalty. Instead, customer satisfaction plays a more critical role, with pleased clients are more inclined to remain loyal to the brand. This highlights the significance of maintaining customer satisfaction as a key element in construction brand loyalty.

The research additionally revealed that the mediating relationship between consumer satisfaction and e-service quality and brand loyalty, as well as between brand experience and brand loyalty, did not demonstrate statistical significance. This suggests that while customer satisfaction is important, e-service quality and brand experience need to be managed directly to improve brand loyalty.

However, this research has some limitations that should be noted. One of the main limitations is the sample size of only 207 respondents, which could have an impact on generalizability of the results of the research. Increasing the quantity of participants could lead to more representative results and offer a more thorough comprehension of the subject. Additionally, the study was constrained by a limited timeframe, which may have restricted the depth of analysis conducted.

Given these limitations, future research is advised to be conducted with a greater sample size and over a longer period to obtain more accurate and in-depth results. Researchers are also encouraged to explore other variables that may influence brand loyalty and to consider various cultural contexts to make sure the external the study's validity findings.

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Data Availability

No new data were created or analyzed in this study. Data sharing is not applicable to this article.

Conflict of interest

There are no financial conflicts of interest or competing interests that the authors of reports.

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