The influence of brand experience, brand trust, and brand awareness on e-WoM through customer satisfaction

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Abstract

Digital transformation has revolutionized consumer-brand communication, making Electronic Word-of-Mouth (e-WoM) a vital component in building brand reputation in the digital age. This study examines the influence of brand experience, brand trust, and brand awareness on e-WoM, with customer satisfaction serving as a mediating variable. Using a quantitative approach, data were collected from 230 digitally active respondents in Indonesia through online questionnaires. The results, analyzed using multiple linear regression and mediation tests with SPSS, reveal that brand trust and brand awareness significantly affect both customer satisfaction and e-WoM, while brand experience shows no significant impact. Furthermore, customer satisfaction mediates the relationship between brand trust and brand awareness with e-WoM. These findings highlight that trust and awareness are key drivers of satisfaction and online advocacy, whereas brand experience alone may be insufficient without emotional connection or uniqueness. This study contributes to digital marketing literature by emphasizing the importance of fostering trust and enhancing brand visibility to strengthen customer engagement in increasingly competitive digital environments.

Keywords: *brand experience, brand trust, brand awareness, customer satisfaction, electronic word of mouth*

Introduction

In the digital age, electronic word of mouth (e-WoM) has emerged as a crucial factor influencing consumer purchasing decisions. Consumers are increasingly relying on online reviews rather than traditional advertisements, making e-WoM a valuable strategic asset for brands. This study focuses on the consumer electronics category, where competition is intense, and consumer decisions are heavily influenced by peer opinions and shared experiences. Within this category, e-WoM is a pivotal tool for building brand reputation, increasing consumer trust, and driving purchase intentions. Several key factors impacting e-WoM include brand experience (BE), brand trust (BT), and brand awareness (BA) (Liu & Yan, 2022). A positive BE can encourage consumers to share their experiences, while trust in the brand fosters a sense of security in recommending it. Additionally, BA enhances the likelihood that consumers will engage in conversations about the brand on digital platforms. However, the influence of these variables on e-WoM is often mediated by customer satisfaction (CS), as satisfied customers are more likely to share positive experiences (Rahmat & Kurniawati, 2022).

Despite the recognized importance of BE, BT, and BA in shaping e-WoM, the precise relationships between these variables remain ambiguous, particularly within the consumer

electronics sector. While previous studies highlight the individual impact of each factor on e-WoM, the interconnected influence of BE, BT, and BA through CS as a mediating variable remains underexplored. This research aims to address these gaps by investigating how BE, BT, and BA interact with CS to influence e-WoM specifically in the Indonesian digital market. The Indonesian context presents a unique research opportunity due to its rapidly growing digital economy, extensive use of social media, and high internet penetration rates. These characteristics create an environment where understanding e-WoM dynamics is crucial for brands seeking to strengthen customer relationships and improve competitive advantage (Dewi & Kuswati, 2024).

The increasing digitalization of consumer communication has transformed how brands interact with their audiences. Social media platforms enable consumers to share their product experiences, whether positive or negative, with a wide audience. This shift provides brands with opportunities to foster customer loyalty through positive digital interactions. As communication patterns evolve, brands must focus on delivering consistent and engaging experiences to drive e-WoM. Electronic word of mouth refers to consumer-generated communication through online channels, such as reviews and social media comments. Research by Supriadi et al. (2021) emphasizes the significant influence of e-WoM on consumer decision-making processes, as consumers perceive peer reviews as more credible than corporate advertising. This positions e-WoM as a strategic lever for enhancing brand credibility and gaining a competitive edge in the digital market.

Brand experience encompasses the sensory, affective, intellectual, and behavioral responses elicited by a brand through direct or indirect interactions (Parapaga, 2024). These dimensions are designed to create deep emotional connections and foster long-term customer loyalty. Positive BEs encourage consumers to engage with the brand and share their experiences, contributing to e-WoM. Brand trust refers to the consumer's confidence in a brand's reliability and integrity, which is built through consistent positive experiences (Prayoga & Pohan, 2022). Consumers with strong trust in a brand are more likely to share their satisfaction through e-WoM and actively defend the brand's reputation online. Thus, cultivating BT is essential for maintaining a loyal customer base and enhancing brand advocacy (Simangunsong & Putri, 2025).

Brand awareness reflects the extent to which consumers recognize and recall a brand among competitors. According to Swimbawa & Lemy (2023), the widespread use of social media significantly enhances BA. This heightened awareness increases consumer engagement and the likelihood of sharing experiences digitally. For consumer electronics, where product differentiation is challenging, strong BA is vital to capture consumer attention and foster e-WoM. Customer satisfaction results from a positive evaluation of a brand's ability to meet consumer expectations. As supported by Elalfy et al., (2024) satisfied customers are more likely to engage in positive e-WoM, thereby reinforcing brand credibility and customer loyalty. Within the consumer electronics market, CS is critical in shaping consumer perceptions and encouraging public endorsements through digital channels.

Despite the growing body of research, there remains a significant gap in understanding how CS mediates the relationship between BE, BT, BA, and e-WoM, particularly in the Indonesian consumer electronics market. This research aims to fill that gap by providing a comprehensive analysis of these relationships. By understanding the mediating role of CS,

brands can refine their strategies to deliver superior experiences, build stronger consumer trust, and enhance brand visibility. This study contributes to the literature by offering empirical evidence on the dynamic interplay between these variables and their collective impact on e-WoM within a rapidly evolving digital economy (Rahmat & Kurniawati, 2022).

The study conducted by Elalfy et al. (2024) in the context of organic cosmetics in Egypt revealed BE significantly and directly influences both brand love (BL) and e-WoM. Furthermore, BL serves as a mediator in the relationship between BE and e-WoM. This research suggests that BE, through sensory, affective, intellectual, and behavioral experiences, can enhance consumers' emotional engagement, leading to long-term relationships with the brand. This finding is particularly relevant to the consumer electronics sector, where experiential marketing strategies play a crucial role in influencing customer perceptions and behaviors. While Elalfy et al. emphasized BL as the primary mediator, the proposed study extends this framework by incorporating CS as an additional mediator. In the context of consumer electronics, delivering a positive BE is critical, as these experiences often translate into customer loyalty and the willingness to share positive reviews online.

In contrast, the research by Poetry and Halim (2022) in the tourism sector highlights the critical roles of BA and positive emotional experiences in fostering CS and encouraging e-WoM. Their study found that strong BA, particularly in tourist destinations like Kelimutu National Park, increases visitors' willingness to leave positive online reviews. This aligns with the consumer electronics market, where a brand's visibility on digital platforms increases consumer engagement and the likelihood of sharing experiences. While their research focuses on a specific geographical and industry context, the principles of BA remain applicable to consumer electronics. By increasing BA through consistent digital communication and social media presence, brands can strengthen consumer perceptions, ultimately fostering greater CS and driving e-WoM. However, their study did not examine the interaction between BE and BT, which the present study aims to address.

Additionally, Chalke et al. (2024) in their research on the luxury hotel industry underscored how BT is influenced by effective social media narratives, which subsequently enhance consumers' intention to engage in e-WoM. Their findings suggest that narratives fostering authenticity and transparency build BT and encourage customers to share their experiences. In the consumer electronics sector, where perceived product quality and reliable after-sales service are paramount, cultivating BT is vital. This research aligns with the proposed study by emphasizing BT as a key driver of e-WoM. However, Chalke et al. focused on narrative marketing, while this study investigates the combined effects of BE, BT, and BA on e-WoM through CS as a mediator. Moreover, their study does not address the unique characteristics of the Indonesian digital market, which is a key focus of this research.

Building upon these previous studies, the current research investigates the interplay between BE, BT, and BA and their collective influence on e-WoM through the mediating role of CS. The study specifically examines the consumer electronics market in Indonesia, with a focus on prominent brands such as Samsung, Apple, and Xiaomi. These brands were chosen due to their significant market presence, extensive customer bases, and active engagement on digital platforms. The research framework is built on the assumption that enhancing BE, BT, and BA not only fosters CS but also stimulates positive e-WoM. Furthermore, understanding these relationships can help brands refine their marketing strategies to

optimize customer experiences and leverage digital word-of-mouth communication.

This study adopts Susan Fournier's Brand Relationship Theory as the basic framework to examine the relationship between consumers and brands in the context of e-WoM. Fournier's Brand Relationship Theory conceptualizes consumer-brand interactions as complex and multidimensional, akin to interpersonal relationships. These relationships are characterized by emotional connections, trust, and long-term engagement, which are essential for fostering consumer loyalty and encouraging positive communication behaviors. In her seminal work "Consumers and Their Brands: Developing Relationship Theory in Consumer Research", Fournier outlines how consumers form and maintain relationships with brands similar to the way they engage in human relationships. While this study differs from Fournier's original qualitative approach, it draws upon her theoretical foundation to quantitatively analyze how BE, BT, and BA influence e-WoM through CS as a mediating factor (Elalfy et al., 2024).

Brand Relationship Theory identifies six dimensions of consumer-brand relationships, including intimacy, commitment, self-connection, interdependence, love/passion, and brand partner quality. For this research, BE, BT, and BA are positioned as critical components contributing to these relational dimensions. BE enhances emotional engagement by delivering sensory and affective experiences that create memorable brand encounters (Wayan et al., 2025). BT fosters consumer confidence and long-term commitment, which are essential for sustaining positive brand relationships. BA, on the other hand, functions as the gateway to relationship formation by increasing consumer recognition and facilitating initial brand interactions. Applying Fournier's Brand Relationship Theory to the context of consumer electronics, this study posits that brands fostering meaningful consumer relationships are more likely to stimulate positive e-WoM. In the highly competitive digital marketplace, where consumer trust and brand perception play a significant role, the ability to establish and nurture strong emotional and cognitive bonds with consumers is critical. By integrating this theoretical framework, the study aims to provide a deeper understanding of how BE, BT, and BA collectively drive customer satisfaction and, in turn, influence consumers' willingness to share positive experiences online (Elalfy et al., 2024).

BE refers to a series of sensory, emotional, cognitive, and behavioral responses that emerge from consumer interactions with brand-related elements, triggered by various stimuli such as product design, marketing communication, and the brand environment, which together form unique perceptions that differentiate one brand from another (Supriadi et al., 2021). BE is considered the initial step in establishing strong consumer–brand relationships, aiming to leave a lasting impression. Its dimensions—sensory, affective, intellectual, and behavioural work synergistically to create meaningful interactions: sensory experience stimulates the senses, affective experience evokes emotions, intellectual experience engages the mind, and behavioral experience encourages brand-related actions (Soinbala & Bessie, 2020). When well-designed, these experiences significantly enhance CS by offering valuable and emotionally resonant interactions. Customers feel appreciated when brands deliver rich sensory and emotional experiences, which increase their loyalty and perceived value. Studies have shown that affective experiences, such as happiness or joy, contribute to long-term satisfaction and strengthen the emotional bond between customers and brands (Elalfy et al., 2024).

CS plays an important role in mediating the relationship between BE and e-WoM. Positive experiences that customers feel when interacting with brands are able to create

high levels of satisfaction. This satisfaction encourages customers to share these experiences digitally through reviews or social media. By sharing positive experiences, customers strengthen brand reputation in the digital world through e-WoM. This effect shows that customer satisfaction is a significant link between brand experience and online recommendation activities (Elalfy et al., 2024).

H₁: Brand experience positively influences customer satisfaction
H₂: Customer satisfaction mediates the effect between brand experience and e-WoM

BT refers to consumers' confidence in a brand's ability to consistently fulfill its promises and deliver quality products or services. As noted by Chaudhuri and Holbrook, BT represents the brand's reliability, forming a strong emotional foundation that fosters customer loyalty (Parapaga, 2024). Trust is cultivated through the consistent delivery of value, positive past experiences, strong reputation, and transparent communication, all of which are critical in building consumer confidence (Soinbala & Bessie, 2020). Brands that demonstrate integrity and maintain consistency in their offerings are more likely to earn and sustain trust over time. High levels of trust reduce consumer uncertainty during the decision-making process, providing a sense of comfort and assurance. This, in turn, enhances CS, as expectations are met or exceeded, and leads to increased loyalty (Sari & Teddy Oswari, 2020).

CT in the brand is also mediated by the level of satisfaction in relation to e-WoM. When customers feel that the brand is reliable, the trust built creates a stronger sense of satisfaction. This sense of satisfaction becomes the basis that encourages customers to share their experiences online. Positive reviews published by customers often increase other potential customers' trust in the brand. In this case, CS acts as a link between brand trust and online recommendation activity. This relationship shows that trust in the brand can be strengthened through satisfaction that drives e-WoM. Thus, brand trust provides a significant indirect effect through customer satisfaction in influencing e-WoM (Sofa & Parmariza, 2023).

H₃: Brand trust positively influences customer satisfaction
H₄: Customer satisfaction mediates the effect between brand trust and e-WoM

BA refers to the extent to which consumers can recall or recognize a brand among various available options, and it plays a fundamental role in building BE by enabling consumers to associate the brand with specific experiences or attributes (Poetry & Halim, 2022). BA is often established through visual recognition, memorable slogans, and consistent marketing messages across diverse media channels, especially digital platforms like social media. Increased BA not only enhances trust and engagement but also simplifies the decision-making process, as consumers are more likely to choose brands they recognize and perceive as reliable (Sinen & Zainuddin, 2021). Strong BA provides customers with clearer expectations about product or service quality, which fosters confidence and satisfaction in their choices. By making brands easier to recall and compare, BA reduces uncertainty and strengthens customer confidence. Consequently, effective BA becomes a key driver in delivering satisfying customer experiences and maintaining competitive market presence (Ririn & Alfitri, 2022).

BA plays a vital role in encouraging consumers to actively share their experiences through digital media, as customers who recognize a brand are more inclined to post positive reviews and comments within their communities, thereby enhancing the brand's visibility and reach in the digital landscape (Swimbawa & Lemy, 2023). Furthermore, BA contributes to the growth of e-WoM through the mediating role of CS. When consumers

possess high awareness of a brand, their expectations are more likely to be fulfilled, leading to increased satisfaction. This satisfaction, in turn, motivates them to share their positive experiences on various digital platforms, amplifying the impact of e-WoM. In this dynamic, CS acts as a crucial link between brand awareness and online recommendation behavior. Therefore, building strong BA that fosters satisfaction is essential for maximizing the effectiveness of e-WoM, as widely recognized brands have a greater opportunity to leverage CS in driving positive digital advocacy (Poetry & Halim, 2022).

H$_5$: Brand awareness positively influences customer satisfaction

H$_6$: Customer satisfaction mediates the effect between brand awareness and e-WoM

CS refers to the extent to which customers feel content after receiving a product or service that aligns with their expectations, often assessed as a post-purchase evaluation comparing outcomes with prior expectations (Chalke et al., 2024). Satisfied customers tend to develop stronger emotional connections with a brand, reflecting the brand's effectiveness in fulfilling consumer needs and fostering loyalty. CS is shaped by various factors such as service quality, product quality, and overall brand experience; when customers perceive added value, they feel appreciated and are more likely to maintain a positive relationship with the brand (Akbar & Haryoko, 2020). Consistency in delivering meaningful experiences enhances consumer perceptions and contributes to a brand's competitive advantage. Moreover, high levels of satisfaction often lead customers to share their positive experiences through digital platforms, generating e-WoM. These shared experiences through social media, reviews, or online forums not only expand the brand's reach but also significantly boost its reputation and influence among potential customers (Elalfy et al., 2024).

H$_7$: Customer Satisfaction Positively Influences e-WoM
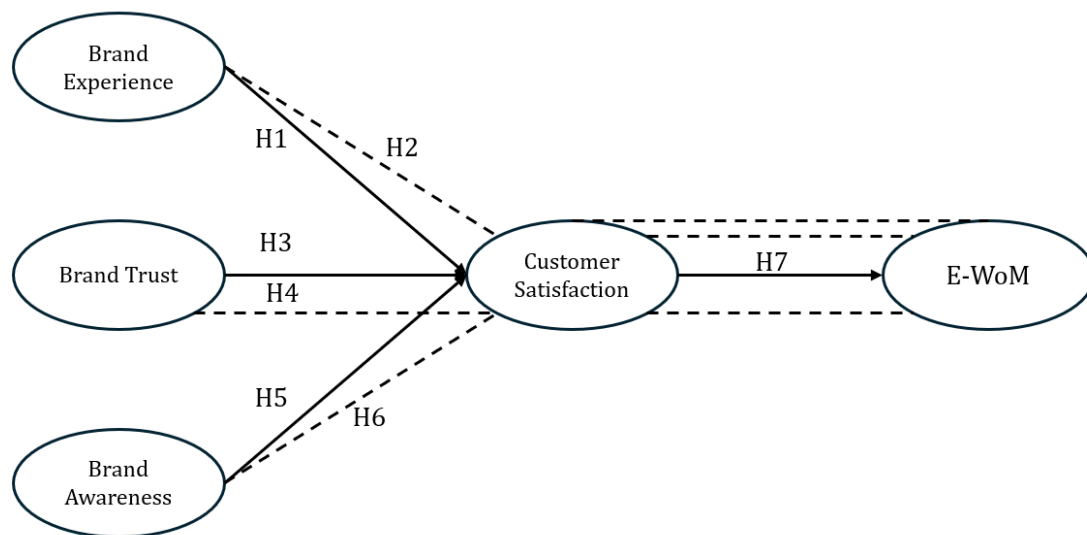
Figure 1. Research Framework

Methods

This study investigates the impact of BE, BT, and BA on electronic e-WoM, with CS serving as a mediating variable. The research is grounded in Brand Relationship Theory, which emphasizes the emotional and behavioral connections consumers develop with brands. This theoretical framework supports the study's hypothesis that BE, BT, and BA

directly influence e-WoM, while CS mediates these relationships. By applying this theory, the research aims to deepen the understanding of how consumer-brand relationships manifest in the digital communication environment.

The study utilizes both primary and secondary data to ensure a comprehensive analysis. Primary data is collected through structured online questionnaires, which measure BE, BT, BA, CS, and e-WoM using a 5-point Likert scale ranging from "strongly disagree" to "strongly agree." The sample consists of digitally active consumers in Indonesia, particularly from major urban areas such as Jakarta, Surabaya, Bandung, and Medan, which represent the nation's digital consumer landscape. Respondents are selected through a purposive sampling method, with criteria including prior experience with the brands under investigation and active participation in online platforms, such as social media and e-commerce review sections.

Secondary data is sourced from industry reports, digital marketing publications, and academic studies. These data sources provide contextual insights into consumer behavior trends and support the development and justification of the study's hypotheses. Specifically, market research reports on brand performance in Indonesia supplement the empirical findings by contextualizing the impact of BE, BT, and BA on consumer engagement. Content analysis of these secondary sources is conducted to identify patterns aligning with the proposed conceptual model, reinforcing the relationships examined in the quantitative analysis.

Quantitative analysis methods are applied to evaluate the collected data. Instrument testing ensures measurement reliability and validity. Validity is assessed through item-total correlation coefficients, with a threshold of 0.3 indicating acceptable validity. Reliability is measured using Cronbach's Alpha, where values above 0.7 confirm internal consistency. Descriptive statistics, including mean values, standard deviation, and frequency distributions, summarize respondent characteristics and key variable tendencies.

To test the study's hypotheses, multiple linear regression and mediation analysis are performed using SPSS version 25 (Sekaran & Bougie, 2020). The mediation effect of CS is examined using the Hair et al., (2020) approach, complemented by the Sobel test to confirm the significance of the indirect effects. This analytical framework allows for assessing both direct and indirect relationships between BE, BT, BA, and e-WoM, providing insights into how CS mediates these interactions. By adopting this rigorous analytical approach, the study bridges the theoretical framework of Brand Relationship Theory with empirical evidence, offering a holistic understanding of consumer behavior in the digital era.

The target population comprises Indonesian consumers who actively engage with digital platforms and possess firsthand brand experiences. Respondents must be at least 18 years old and demonstrate familiarity with online communication. Online surveys distributed via Google Forms facilitate efficient data collection across diverse geographic areas. The findings from this study provide practical insights for brands to optimize their digital marketing strategies, emphasizing the importance of enhancing BE, fostering trust, and increasing brand awareness to drive customer satisfaction and encourage positive e-WoM.

By integrating both primary and secondary data, this research contributes to the literature on consumer-brand relationships and provides empirical support for the mediating role of CS. The study also extends the application of Fournier's Brand Relationship Theory by quantifying the emotional and behavioral dynamics that drive

consumer communication in digital contexts. This comprehensive approach ensures that the analysis is not only empirically robust but also theoretically grounded, offering actionable insights for brands operating in competitive digital marketplaces.

Results And Discussion
**Table 1. Descriptive Analysis of Research Variables**

No	Description	Mean	Standard Deviation
X1.1	A brand leaves a strong impression on my sense of sight.	3.519	0.772
X1.2	This brand influences my senses.	3.972	0.803
X1.3	This brand is appealing.	4.299	0.817
X1.4	I perform physical actions (touching/testing/smelling) when purchasing this brand.	4.033	0.799
X1.5	I have a strong feeling toward this brand.	4.023	0.883
X2.1	This brand can be trusted.	3.720	0.727
X2.2	This brand has credibility.	4.107	0.850
X2.3	I trust this brand.	4.252	0.718
X2.4	This brand gives a reliable impression.	4.061	0.704
X2.5	This brand provides a good impression.	4.047	0.772
X3.1	I am well-acquainted with this brand.	3.640	0.740
X3.2	This brand is well-known.	4.098	0.834
X3.3	This brand has characteristics that come to mind quickly.	4.299	0.782
X3.4	I see a lot of publicity about this brand.	4.136	0.645
Z.1	I made the right decision by choosing this brand.	3.743	0.788
Z.2	I feel happy using or interacting with this brand.	4.178	0.789
Z.3	I am satisfied with my experience using this brand.	4.285	0.748
Z.4	This brand meets my needs in the product or service category it offers.	4.084	0.636
Y.1	I would be happy to comment on social media that I have used or visited this brand.	3.799	0.750
Y.2	I would write positive comments about this brand on social media.	4.084	0.882
Y.3	I would post positive reviews about this brand on websites or review sites.	4.145	0.855
Y.4	I would upload photos and/or videos on social media about my experience with this brand.	4.121	0.788
Y.5	I would recommend this brand on social media.	4.103	0.853
Y.6	I would recommend this brand to my friends and family through social media.	3.949	0.763

Based on Table 1, it is evident that, in general, users provided positive responses to the questionnaire. The majority of statements received an average score above 4, indicating a relatively high level of agreement from users regarding the evaluated aspects (Said et al., 2022). Based on the analysis results shown in Figure 2, it can be observed that out of the 22 indicators across all variables, 10 indicators have values above 0.7, while the remaining 12 indicators fall below 0.7. Factor loading values range between 0 and 1, and the higher the factor loading value of an item, the better it represents its construct.

The calculations in Table 2 indicate that the correlations of some constructs are higher than those of others. To demonstrate optimal or good discriminant validity, the Fornell-Larcker Criterion value for each construct must be higher than the correlation values of other constructs or greater than 0.7 for each variable (Setiaman, 2020). In Table 3, Cronbach's Alpha and composite reliability values for all constructs are found to exceed 0.70. A construct is deemed reliable if its Cronbach's Alpha value is above 0.6 and its

composite reliability value surpasses 0.7 (Hair et al., 2020). These results confirm that good reliability is exhibited by all constructs, and the relevant standards or thresholds are met.
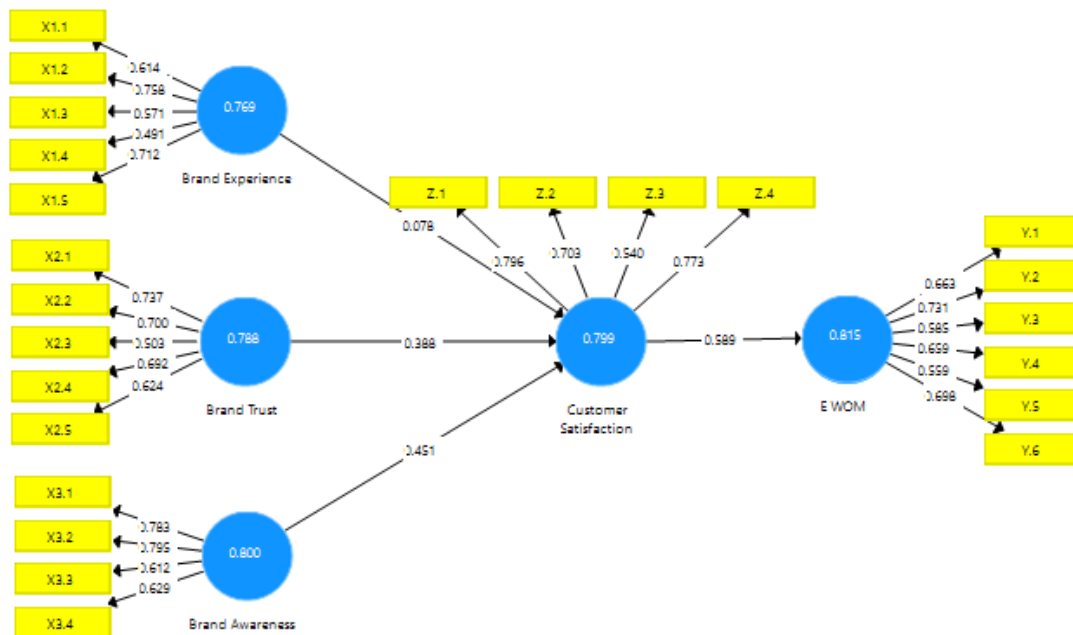
Figure 2. Outer Model Test Results

Table 2. Fornell-Lacker Table

Variable	Brand Awareness	Brand Experience	Brand Trust	Customer Satisfaction	E-WoM
Brand Awareness	0.710				
Brand Experience	0.659	0.637			
Brand Trust	0.675	0.703	0.656		
Customer Satisfaction	0.765	0.649	0.748	0.710	
E-WoM	0.588	0.506	0.651	0.589	0.652

Table 4 shows that the variable e-WoM has an R-Square value of 0.347, which translates to 34.7% when converted to a percentage. This means that the variables BE, BT, BA, and CS collectively influence e-WoM by 34.7%, while the remaining 65.3% is influenced by other variables not examined in this study. The variable CS has an R-Square value of 0.686, equivalent to 68.6% when converted to a percentage. This indicates that the variables BE, BT, and BA influence CS by 68.6%, while the remaining 31.4% is influenced by other variables not included in this research.

Table 3. Reliability Test Results

Variable	Composite Reliability	Cronbachs Alpha	Criteria
Brand Awareness	0.800	0.667	Reliable
Brand Experience	0.769	0.629	Reliable
Brand Trust	0.788	0.662	Reliable
Customer Satisfaction	0.799	0.664	Reliable
E-WoM	0.815	0.728	Reliable

Table 4. R-Square

Variabel	R Square	R Square Adjusted
Customer Satisfaction	0.686	0.681
E-WoM	0.347	0.344

Table 5. Q-Square

Variabel	SSO	SSE	Q Square
Brand Awareness	856.000	856.000	
Brand Experience	1.070.000	1.070.000	
Brand Trust	1.070.000	1.070.000	
Customer Satisfaction	856.000	576.185	0.327
E-WoM	1.284.000	1.111.657	0.134

Based on Table 5, it can be concluded that this research model has good predictive capabilities for e-WoM (Y), as evidenced by a Q-Square value of 0.134. This indicates that the model has high predictive relevance for the e-WoM variable, meaning the model effectively predicts e-WoM. Additionally, the predictive capability for the variable CS (Z), with a Q-Square value of 0.327, also demonstrates predictive relevance for CS. Values between 0.8 and 0.9 indicate that the model has good fit, while values between 0.7 and 0.8 indicate an acceptable fit. Conversely, an NFI value below 0.7 indicates poor model fit, necessitating revisions or improvements.

Table 6. Normed Fit Index

Criteria	Saturated Model	Estimated Model
Normed Fit Index	0.552	0.540

Hypothesis 1 reveals a T-Statistic value of 1.242 and a P-Value of 0.856, leading to the rejection of the hypothesis. This implies that CS is not significantly influenced by BE. A T-Statistic value of 1.240 and a P-Value of 0.216 are found in Hypothesis 2, which also results in the rejection of the hypothesis, indicating that BE does not have a significant impact on e-WoM. For Hypothesis 3, the T-Statistic value of 4.829 and P-Value of 0.000 suggest the acceptance of the hypothesis, demonstrating that BT has a positive and significant effect on CS. Similarly, Hypothesis 4 shows a T-Statistic value of 4.734 and a P-Value of 0.000, confirming that BT has a positive and significant influence on e-WoM. Hypothesis 5, with a T-Statistic value of 5.439 and a P-Value of 0.000, is also accepted, indicating that BA positively and significantly affects CS. A T-Statistic value of 4.433 and P-Value of 0.000 in Hypothesis 6 results in the acceptance of the hypothesis, highlighting that BA positively and significantly influences e-WoM. Finally, Hypothesis 7, showing a T-Statistic value of 8.107 and a P-Value of 0.000, leads to the acceptance of the hypothesis, demonstrating that CS has a positive and significant impact on e-WoM.

Based on the criteria outlined in Table 7 for data to support hypotheses in path coefficients testing—T-Statistics > 1.96 and P-Values < 0.05—the following conclusions are drawn: Hypothesis 8 presents a T-Statistic value of 1.240 and a P-Value of 0.216, leading to the rejection of the hypothesis. This suggests that CS does not mediate the relationship between BE and e-WoM. In contrast, Hypothesis 9 has a T-Statistic value of 3.734 and a P-Value of 0.000, resulting in the acceptance of the hypothesis. This indicates that CS mediates

the relationship between BT and e-WoM. Finally, Hypothesis 10, with a T-Statistic value of 4.433 and a P-Value of 0.000, is accepted, confirming that CS mediates the relationship between BA and e-WoM.

Table 7. Path Coefficient

Hyphotesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Brand Awareness -> Customer Satisfaction	0.451	0.444	0.083	5.439	0.000
Brand Awareness -> e-WoM	0.266	0.266	0.060	4.433	0.000
Brand Experience -> Customer Satisfaction	0.078	0.085	0.063	1.242	0.215
Brand Experience -> e-WoM	0.046	0.050	0.037	1.240	0.216
Brand Trust -> Customer Satisfaction	0.388	0.389	0.080	4.829	0.000
Brand Trust -> e-WoM	0.229	0.234	0.061	3.734	0.000
Customer Satisfaction -> e-WoM	0.589	0.599	0.073	8.107	0.000

Table 8. Path Coefficients Test Results for Indirect Effects

Hyphotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness -> Customer Satisfaction -> e-WoM	0.266	0.266	0.060	4.433	0.000
Brand Experience-> Customer Satisfaction -> e-WoM	0.046	0.050	0.037	1.240	0.216
Brand Trust -> Customer Satisfaction -> e-WoM	0.229	0.234	0.061	3.734	0.000

Discussion

Based on hypothesis testing, it can be concluded that BE has no significant effect on CS. Therefore, Hypothesis H1 is not supported (rejected). This conclusion contradicts the findings of research conducted by Elalfy et al. (2024). This suggests that the BE perceived by consumers is not strong enough to influence their level of satisfaction. Although BE may be relevant in some cases, it may not significantly affect satisfaction when other aspects, such as price, product quality, or service, play a more dominant role in shaping consumer perceptions. Therefore, consumers' experience with brands may not always be the main factor in creating satisfaction, especially in highly competitive markets. As a result, companies need to re-evaluate the elements of BE provided to better match CS.

Based on the results of hypothesis testing, it can be concluded that BT has a positive and significant effect on CS, therefore Hypothesis H2 is supported (accepted). This conclusion is in line with the findings of research conducted by Sari & Teddy Oswari (2020). This shows that trust in a brand plays an important role in creating CS. When consumers believe that a brand can keep its promises and consistently deliver quality, they tend to feel satisfied with the product or service provided. This trust gives consumers a sense of security and comfort, which is an important element in building loyalty. This positive influence also highlights the importance of transparency, integrity and brand reputation in building solid relationships

with consumers. In a competitive market, brands that maintain consumer trust are more likely to create sustainable positive experiences. Therefore, companies should continue to strengthen the element of trust through honest communication and reliable service.

Based on the results of hypothesis testing, it can be concluded that BA has a positive and significant effect on CS, thus Hypothesis H3 is supported (accepted). This conclusion is in line with the findings of research conducted by Swimbawa & Lemy (2023). This shows that the level of consumer awareness of a brand has a significant correlation with the creation of satisfaction. When consumers are aware and have knowledge about a brand, they tend to feel comfortable and confident in using the brand's products or services. BA also strengthens consumer perceptions of brand quality and credibility. Therefore, companies must continue to build and improve BA through effective marketing strategies.

Based on the hypothesis testing, it can be concluded that CS has a positive influence on e-WoM, therefore Hypothesis H4 is supported (accepted). This conclusion is in line with the findings of research conducted by Akbar & Haryoko (2020), which shows that CS is an important factor in encouraging consumers to share their experiences online. Satisfied consumers are more likely to recommend a brand to others as a form of appreciation. Therefore, companies must continue to strive to optimize CS through quality service and product innovation to support positive e-WoM activities.

Based on hypothesis testing, it can be concluded that the CS mediation variable does not significantly mediate the relationship between BE and e-WoM, therefore, Hypothesis H5 is not supported (rejected). This conclusion is in line with the findings of research conducted by Elalfy et al., (2024). This study highlights that although BE can contribute to satisfaction, this contribution is not enough to translate into online sharing activities through e-WoM. Consumer BE tends to have an insignificant impact unless accompanied by stronger factors such as emotional value or brand uniqueness. Therefore, companies should focus on improving the elements of BE that can directly drive e-WoM activities without relying solely on CS levels.

The results showed that CS significantly mediates the relationship between BT and e-WoM thus, Hypothesis H6 is supported (accepted). This conclusion is in line with the findings of research conducted by Sofa & Parmariza (2023). This suggests that strong BT can optimize CS, which in turn encourages them to share positive experiences online. Trust in a brand fosters strong relationships with consumers, which results in emotional satisfaction and loyalty. Companies should strengthen consumers' trust in their brands through consistent product and service quality to encourage higher e-WoM activity.

Hypothesis testing shows that CS significantly mediates the relationship between BA and e-WoM, thus Hypothesis H7 is supported (accepted). This conclusion is in line with the findings of research conducted by Poetry & Halim (2022). This suggests that consumers' level of awareness of a brand can increase their satisfaction, which in turn encourages them to share their experiences online. When customers have strong brand recall and recognition, they tend to feel more confident and satisfied in using the brand's products or services. This mediation also shows that improving BA is not only important to attract consumer attention but also to create a positive relationship through satisfaction. Therefore, companies should continue to develop effective communication strategies to increase BA while providing consumers with a satisfying experience.

Conclusions

Based on the research findings related to the influence of BE, BT, and BA on e-WoM, with CS as a mediating variable, it can be concluded that BE does not significantly influence CS. This indicates that the BE perceived by consumers is not always a determining factor for CS, particularly in the context of digital media. Consumers' BEs are insufficiently impactful to influence their level of satisfaction, especially in highly competitive markets where factors like product quality, pricing, and service often take precedence. Furthermore, BE was found not to significantly affect e-WoM, suggesting that consumer experiences with a brand are not strong enough to motivate them to share reviews or recommendations online. A BE, unless accompanied by other more substantial factors like emotional value or brand uniqueness, may not generate enough emotional engagement for consumers to participate in e-WoM.

On the other hand, BT was found to have a positive and significant impact on CS, confirming that trust in a brand plays a crucial role in enhancing CS. When consumers trust a brand to deliver on its promises and maintain consistent quality, they are more likely to feel satisfied with the products or services provided. This sense of trust creates security and comfort for consumers, which are key components in building long-term loyalty. Additionally, BT was found to positively and significantly influence E-WoM, meaning that consumers who trust a brand are more likely to share their positive experiences online. This is because trust builds a sense of responsibility and loyalty, prompting consumers to actively engage with and recommend the brand to others.

Moreover, BA was found to positively and significantly influence CS. High levels of BA help create a stronger connection between consumers and the brand, leading to increased confidence and satisfaction when using the brand's products or services. This, in turn, enhances the overall consumer experience. BA also has a positive and significant effect on e-WoM, as consumers with greater awareness of a brand are more inclined to share their experiences and information about the brand with others. As such, increasing brand visibility is not only important for capturing consumer attention but also for fostering positive relationships through satisfaction, which drives e-WoM.

CS has been found to have a positive and significant impact on e-WoM, as satisfied customers are more inclined to share their experiences on digital platforms as a form of appreciation and recommendation. However, CS does not mediate the relationship between BE and e-WoM, suggesting that while BE may directly influence e-WoM, it does not do so through the satisfaction pathway. In contrast, CS successfully mediates the relationships between BT and e-WoM, as well as BA and e-WoM, highlighting the importance of trust and awareness in enhancing satisfaction and stimulating consumer advocacy. Based on these findings, companies are advised to strengthen BT by ensuring transparency, delivering consistent product quality, and offering excellent customer service. Simultaneously, increasing BA through creative digital campaigns, social media engagement, and influencer marketing can foster stronger consumer relationships. Moreover, enhancing personalized and responsive brand experiences is essential for cultivating satisfaction and loyalty. As CS plays a critical role in generating organic e-WoM, companies should continuously monitor online feedback, respond promptly to consumer input, and invest in loyalty programs to reinforce both trust and awareness, ultimately driving greater e-WoM engagement.

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