

Analysis of the Influence of Social Media Engagement, Personalization Quality, and Service Quality on Digital Brand Loyalty of Online Retail Customers

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Abstrak

Tujuan utama penelitian ini adalah untuk mengukur bagaimana komunikasi melalui media sosial, tingkat personalisasi, dan layanan yang diberikan melalui internet memengaruhi loyalitas pelanggan terhadap merek dalam konteks loyalitas digital ritel online, bersama dengan interaksi pelanggan dan kualitas personalisasi. Lokasi penelitian dipilih berdasarkan persaingan ketat antar peritel online dan pentingnya loyalitas merek sebagai faktor penentu kelangsungan hidup perusahaan digital. Desain penelitian kuantitatif eksploratif diterapkan dengan 250 responden pelanggan ritel online yang dipilih melalui metode pengambilan sampel bertujuan. Pengumpulan data dilakukan menggunakan kuesioner berbasis skala Likert lima poin dan regresi linier berganda metode yang digunakan untuk menganalisis data. Temuan penelitian menegaskan bahwa interaksi media sosial, kualitas personalisasi, dan layanan memiliki pengaruh positif yang signifikan terhadap loyalitas merek digital pelanggan. Namun, penelitian ini memberikan peluang bagi sektor ritel online untuk memperoleh keunggulan strategis dalam pemasaran, personalisasi layanan, dan peningkatan kualitas untuk membangun loyalitas merek yang tahan lama.

Kata Kunci: Keterlibatan Media Sosial; Kualitas Personalisasi; Kualitas Layanan; Loyalitas Merek Digital.

Abstract

The primary aim of the research is to measure how the communication via social media, the degree of personalization, and the service rendered through the internet affect the customers' loyalty toward the brand in the context of online retail digital loyalty, along with the customer interaction and personalization quality. The site of the study is selected based on the cutting-edge rivalry among online retailers and the necessity for brand loyalty to be a decisive factor in the digital companies' survival. A quantitative explanatory research design has been applied with 250 online retail customer respondents who are selected through purposive sampling method. The data gathering is carried out using a questionnaire based on a five-point Likert scale and multiple linear regression is the method used for analyzing the data. The study findings confirm that social media interactions, personalization quality, and service have a significantly large positive effect on digital brand loyalty of the customers. The research, however, presents the online retail sector with an opportunity for a strategic advantage in marketing, service personalization, and quality improvements for building up a long-lasting brand loyalty.

Keyword: Social Media Engagement; Personalization Quality; Service Quality; Digital Brand Loyalty.

1. Introduction

The ulremit competition in the online retail sector has all but ensured that companies will need to direct their efforts towards the acquisition of new customers as well as the development of loyalty among existing ones (Haribowo *et al.*, 2022). Loyalty in the digital age is not regarded only as a customer making repeated purchases, but also through the customer's emotional attachment, brand preference, and even the customer's allegiance to a certain platform. Retailers view loyalty to digital brands as an asset since it practically guarantees the sustainability of revenue for the company, the company will have to incur lesser marketing costs, and it can even operate based on long-term sustainable practices (Pramudito *et al.*, 2023). Often, loyal customers are quite tolerant in cases of price rises; additionally, they will be more inclined to do word-of-mouth advertising for the brand and they will trust the brand the most. On the other hand, it is often a piece of cake to migrate from one platform to another and the variety of online retail stores available complicates it further for any brand to possess loyalty through digital means (Ali *et al.*, 2019). Thus, it is the corporations' responsibility to realize the present-day digital factors that might promote digital brand loyalty among online retail customers. Social media engagement shows how much interaction the customers have with the brand and it is in the form of likes, comments, shares, and digital campaigns. Social media is the main place for brands to meet their customers in the e-commerce world (Ariyono *et al.*, 2023). The very high engagement shows that customers are already connected to the brand in both emotional and intellectual ways. The very deep and significant interactions through social media between the customers and the brands would not only build trust and intimacy but even cause them to exist (Agustina *et al.*, 2018). When customers notice the brand's engagement and worth, they are more likely to develop good impressions and stay loyal to the brand for a longer period of time (Sriyanti *et al.*, 2023). In this highly informative digital environment, it is the personalization feature that enables customers to not only cut off their search efforts but also make their decisions very fast (Siahaan *et al.*, 2023).

Customers are more likely to feel brand loyalty and trust when they think a brand knows them well enough and this will in turn connect them emotionally and make them loyal to the brand. On the other hand, wrong or bad personalization may cause the user to have a negative experience and lose their loyalty, hence it is the personalization quality that stands as the most important factor in the online retailers' digital brand loyalty (Solehati *et al.*, 2022). Retail online service quality encompasses the following dimensions: reliability, responsiveness, facilitating transactions, and proper resolution of the complaints by the customers (Fitri *et al.*, 2023). It is also by giving high-quality service that pleasant shopping experience and higher customer satisfaction accrue (Sudirjo *et al.*, 2023). In the era of digitization, quality service means not only face-to-face interactions but also system efficiency, security of transactions, and consistency of service (Metris *et al.*, 2024). Through social media customer engagement, personalization quality, and service quality, this research study intends to comprehend the interrelations of these three in total and the loyalty of digital brand online retail customers to the brand. From a theoretical perspective, this research paper will provide a proposition to the ongoing discussion by tying the three distinct facets of digital marketing interaction, personalization, and service quality in a single case to illustrate the customers' loyalty to the brand. Furthermore, the study backs the continuous transformation of the digital brand loyalty conceptual framework for the online retail sector. It will be a considerably impactful study to the online retail industry as it pairs with the evolution of the marketing and service strategies that are both efficient and effective. The research results can be employed for the improvement of customer engagement, personalization, digital service quality, and thus, the establishment and retention of brand loyalty.

2. Literatur Review

Digital brand loyalty refers to a customer's commitment to continue choosing, trusting, and recommending a brand in a digital environment. In the context of online retail, brand loyalty is no longer limited to repeat purchases, but also includes emotional attachment, positive attitudes, and a strong preference for a particular platform or seller. Haribowo *et al.* (2022) explain that in increasingly competitive digital markets, customer loyalty becomes a valuable strategic asset because it contributes to sustainable revenue and reduces the cost of attracting new customers. Likewise, Pramudito *et al.* (2023) emphasize that digital platforms must maintain user satisfaction and trust to achieve long-term success, indicating that loyalty is closely related to the quality of digital experience offered by a company. Social media engagement is considered one of the major drivers of digital brand loyalty because it allows brands to build direct and continuous interaction with consumers. Through social media, customers can like, comment on, share, and respond to brand content, creating a more personal and interactive relationship. Ariyono *et al.* (2023) highlight that digital communication through social media significantly shapes consumer responses and influences purchasing behavior. In addition, Agustina *et al.* (2018) show that communication quality, promotional activity, and responsiveness can affect consumer decisions and perceptions of a brand. Therefore, strong social media engagement can increase trust, strengthen emotional bonds, and encourage customers to remain loyal to online retail brands.

Personalization quality also plays an important role in strengthening digital brand loyalty. In online retail, personalization refers to the ability of a brand or platform to provide relevant product recommendations, customized content, and shopping experiences that match individual customer preferences. Siahaan *et al.* (2023) explain that digital marketing and product-related information that align with customer needs can increase purchase intention and customer attachment. When customers feel that a brand understands their preferences and provides relevant recommendations, they are more likely to develop trust and satisfaction. On the contrary, poor or irrelevant personalization may reduce user comfort and weaken loyalty. Solehati *et al.* (2022) also show that service-related quality and customer experience can shape brand preference, indicating that personalization quality contributes to how customers evaluate and remain attached to a brand. Service quality is another essential factor influencing digital brand loyalty in online retail. In the digital context, service quality includes responsiveness, reliability, transaction security, complaint handling, and overall convenience during the shopping process. Fitri *et al.* (2023) state that digital value and online service quality are closely related to customer satisfaction, which is one of the foundations of loyalty. Furthermore, Sudirjo *et al.* (2023) find that product attributes, consumer behavior, and brand image are strongly influenced by how customers perceive the service provided by a company. Sriyanti *et al.* (2023) also confirm that service quality has a positive effect on customer loyalty through customer satisfaction. This suggests that when online retailers deliver fast, reliable, and professional service, customers are more likely to trust the brand and continue using it. Based on these studies, it can be understood that social media engagement, personalization quality, and service quality are closely connected to the formation of digital brand loyalty. Each variable contributes to customer satisfaction, trust, and emotional attachment from a different perspective. Social media engagement strengthens interaction and communication, personalization quality improves relevance and customer experience, while service quality ensures reliability and satisfaction throughout the purchasing process. Therefore, these three variables are highly relevant to be examined simultaneously in explaining digital brand loyalty among online retail customers.

3. Research Methodology

The quantitative research method is the basis of the study, which deals with the subject of online retail consumers' digital brand loyalty. The researchers are particularly interested in the effects of social media involvement, the personalization level, and the service quality on loyalty. The researchers used a

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structured questionnaire as data collection that an online retail consumer was invited to complete. This questionnaire was administered online and it had a five-point Likert scale. The sampling technique was purposive sampling that involved the following requirements from the respondents: (1) they are active customers of online shops for the last six months at the most, (2) they have interacted with the retail brands through social media, (3) they are the ones who have been given personal product or content recommendations, and (4) they have used online retail customer service for purchasing purposes. The researcher considered the 250 respondents for the study sample which is suitable for subjecting to multiple linear regression analysis. The survey quality was tested through validity testing, where item-total correlation with a coefficient value above 0.30 and a significance level below 0.05 were applied, and through reliability testing using Cronbach's Alpha with a value exceeding 0.70 being an indicator of internal consistency. The data was also subjected to a series of classical assumption tests such as normality test, multicollinearity test (tolerance value > 0.10 and VIF < 10), and heteroscedasticity test, each aimed at confirming the regression model. The main analysis was conducted using multiple linear regression to examine the partial and simultaneous effects of independent variables on digital brand loyalty, with the assistance of SPSS statistical software.

4. Results and Discussion

4.1 Results

The F-test results showed that the entire regression model is significant at the 0.000 level, which, naturally, is still less than 0.05. Hence, we can say that the combination of social media engagement, personalization quality, and service quality has a very strong effect on the online retail customer's digital brand loyalty. An R^2 of 0.72 implies that the research model with these three independent variables has the ability to explain 72% of the digital brand loyalty variance. The other 28% is attributed to other influences not included in this study. The t-tests showed that all the independent variables have a positive effect on the other hand and their significance levels are less than 0.05, which implies that the whole research hypotheses are affirmed. The study revealed that the interaction via social media was the main factor that resulted in the digital loyalty of retail customers and was, moreover, a very beneficial factor. Additionally, the researchers mentioned that the extent to which customers engaged with the brands through social media was the most influential factor in the development of brands' digital loyalty. Customers' daily activities with the brands on social media through commenting, sharing and even competing create an emotional connection between the customers and the brands.

Good communication or rather frequent communication leads to the development of trust in the brand and feeling of closeness. It is likely that customers will be more satisfied and will be more loyal because of the friendly communication, which is two-way. Social media is considered to be a tool not only for marketing but also to create the long-term relationships. Hence, social media engagement is the vital factor in the digital loyalty of online retail customers, which is a strategic issue that cannot be ignored. The findings of the research reveal that high-quality personalization is a necessary and beneficial factor in the development of digital brand loyalty among customers of online retailers. This means that a company's ability to deliver to the customer the most relevant content, product suggestions, and even shopping experiences customized to his or her likes can ultimately lead to brand loyalty. The right and important personalization makes the customers think that the brand is actually taking care of their individual needs. Conclusively, the clientele is more satisfied and starts to trust the business more which subsequently results in loyalty for longer periods. Irrelevant personalization, on the other hand, could cause a drop in user experience and even play a part in customer turnover. The research underlined that personalization needs to take place at the center of a digital marketing strategy rather than just as an extra attribute. Thus, the improvement of the personalization quality is a great step for e-commerce to win and retain for all time the loyalty of digital brands. The outcomes reveal that the service quality positively influences and considerably affects the digital brand loyalty of online retail clients. The service not only can be prompt replies, reliable systems, efficient monetary transactions together with handling complaints but also can be

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the overall good experience that customers expect while shopping. If customers receive professional and courteous treatment, they will consider the brand to be professional and trustworthy. Thus, the top-notch service is deemed the most crucial factor for securing loyalty from the customers to the digital market. Besides, customers who are delighted are not only more likely to repurchase the product but also to recommend it to others. Conversely, one unpleasant incident can quickly cease the customer's trust and loyalty. So, it is the quality of service through which the digital brand loyalty of online retail customers is sustained and even enhanced.

4.2 Discussion

The results of this study indicate that social media engagement has a positive and significant effect on digital brand loyalty among online retail customers. This finding suggests that the higher the level of customer engagement with a brand through social media, such as commenting, sharing content, participating in digital campaigns, and interacting actively with brand accounts, the stronger the customer's loyalty to the brand will be. Engagement on social media does not merely create communication between companies and consumers, but also builds emotional closeness, trust, and positive perceptions of the brand. In the context of online retail, social media has become an important space for companies to maintain long-term relationships with customers. This result is consistent with the study of Ariyono *et al.* (2023), which found that digital promotion and communication activities are able to influence consumer responses, and it is also in line with Agustina *et al.* (2018), who stated that promotion and the quality of interaction with customers contribute to shaping consumer decisions and perceptions of a brand. Therefore, social media engagement can be regarded as a strategic element in strengthening digital brand loyalty. Furthermore, this study also proves that personalization quality has a positive and significant effect on digital brand loyalty. This means that a company's ability to provide product recommendations, content, and shopping experiences that match customers' needs and preferences can increase customer satisfaction and attachment to the brand. Appropriate personalization makes customers feel understood on an individual level, which encourages a sense of comfort, trust, and stronger loyalty. On the other hand, irrelevant personalization may make customers feel disturbed and eventually reduce their interest in the brand. The result of this study is consistent with the research of Siahaan *et al.* (2023), which showed that digital marketing and product information that are relevant to consumer needs can increase customer interest and attachment to products. In addition, this finding is also in line with Solehati *et al.* (2022), who emphasized that the quality of customer experience influences brand preference. Thus, personalization quality is one of the important factors that online retail companies must consider in building brand loyalty in the digital era.

This study also found that service quality has a positive and significant effect on digital brand loyalty. This means that the better the quality of service provided by a company, the higher the level of customer loyalty to the digital brand. In online retail business, service quality is reflected in responsiveness, system reliability, transaction security, ease of the purchasing process, and the company's ability to handle customer complaints. Customers who receive fast, professional, and satisfactory service tend to have greater trust in the brand, which encourages them to make repeat purchases and recommend the brand to others. This result is consistent with the study of Sriyanti *et al.* (2023), which stated that service quality has a positive effect on customer loyalty through customer satisfaction. This finding is also in line with Fitri *et al.* (2023), who showed that digital value quality and online purchasing decisions are closely related to consumer satisfaction, and it is further supported by Solehati *et al.* (2022), who confirmed that service quality affects brand preference. Therefore, service quality remains a major foundation in creating and maintaining customer loyalty in online retail. Overall, the results of this study show that social media engagement, personalization quality, and service quality are three important factors that collectively explain the formation of digital brand loyalty among online retail customers. These three variables complement one another in building long-term relationships between customers and brands. Social media engagement strengthens interaction and emotional closeness, personalization quality improves the relevance of customer experiences, while service quality ensures customer satisfaction through reliable and professional service. These findings reinforce the view that brand loyalty in the digital era is not only

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shaped by product quality, but also by the quality of relationships, experiences, and services perceived by customers during their interactions with a brand. Therefore, the results of this study are consistent with Pramudito *et al.* (2023), who emphasized the importance of user experience quality in supporting the success of digital platforms, and they also support the view of Haribowo *et al.* (2022) that digital marketing-related factors play an important role in encouraging customer decisions and attachment to brands. For this reason, online retail companies should integrate social media, personalization, and service strategies simultaneously in order to create strong and sustainable brand loyalty.

5. Conclusion

The research indicates very clearly that social media interaction, personalization offered to the customer, and quality of service are factors that positively and significantly influence the digital loyalty of online buyers. The findings indicate that the notion of brand loyalty in the digital era is no longer just a matter of product or service attributes; it also depends on the customer's interaction quality, the customer's view of service relevance, and the uniformity of service delivery. Interaction via social media brings customers emotionally nearer and helps to create a bond that lasts between the customers and the brands. High-quality personalization makes the customer feel more valuable and delights him/her through relevant and unique interactions. Nonetheless, at the same time, the main factor in winning over customer trust and brand loyalty is the service quality. Thus, it would not be an exaggeration to consider these three factors as the unearthing of enormous digital brand loyalty creation and hence, a unified digital marketing strategy is a must for them. The researchers recommend that the whole online retailing business should manage its social media interactions very skillfully such that the marketing practice consists of constant two-way communications, customer interactive content, and quick responses as its main elements. Moreover, online retailers should not only be talking about customer data but rather an ethical approach of customers with relevant recommendations and personalized shopping experiences that would improve the quality of the personalization, which is the main point of concern. In addition to customer service quality, system reliability, service speed, and complaint management should be the ones to receive priority. The digital brand loyalty created through these three factors will be robust, and thus, the online retailing industry will be more competitive in terms of market share. If companies follow the right path, they will be able to create long-lasting customer relationships that are digital-age-friendly and mutually beneficial.

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