Influence of Brand Equity on Electronic-Word of Mouth Mediated by Brand Love on Shopee E-commerce

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Abstract

This study aims to explore the impact of Brand Equation on E-Word of Mouth E-commerce in Indonesia. In addition, brand love was studied as a mediator of Brand Equity and E-Word of Mouth activities. Data was collected from a total of 160 Shopee E-commerce users in Indonesia through a structured questionnaire and hypotheses were examined using the PLS model. The results validate that Brand Equity activities have a significant influence on Brand Love directly. E-Word of Mouth is directly influenced by Brand Love. In addition, Brand Love completely mediates the relationship between Brand Equity activities and E-word of mouth has an indirect influence. First, the sample size was limited to 160 respondents, most of whom came from Jabodetabek, Indonesia. It is recommended that future research use larger sample sizes and include individuals from various industry scenarios. Second, this research only focuses on brand equity, e-word of mouth through the mediation of brand love in the e-commerce retail industry. These research suggestions will help the e-commerce retail sector build consumer trust, which will grow Shopee's user base and enable it to better understand its customers' needs through several improvements that will increase customer engagement. Apart from that, it also increases the level of customer involvement itself by creating games, or vision and mission which can later be exchanged for various kinds of promotions tailored to user needs.

Keywords: Brand Equity, Brand Love, E-Word of Mouth, E-Commerce

Introduction

Technological developments continue to develop, digitalization is proof of the development of the world of technology. Therefore, the collection and dissemination of information has become easier with the rapid development of digitalization. In the 2022–2023

period, the number of Internet users in Indonesia will reach 215.63 million people or 78.19% of Indonesia's 275 million population. This means that the number of online internet users increased by almost 6 million people from the previous 210.03 million people to 215.63 million people or an increase of 2.67 million people (BPS, 2023). Indonesia is now ranked fourth in the world in terms of Internet users, after the US, China and India, thanks to its very large number of users. In addition, Jakarta, with 86.96% of its users, has the highest percentage of Internet users in Indonesia. This shows how new technologies and advances and technological evolution are accepted in the information society (BPS, 2023). Along with the increasingly rapid development of the internet, a lot of e-commerce has been created or entered Indonesia. The author chose Shopee, an online retailer based in Singapore, for this research because according to Similar Web data, it is the online retailer with the most site visits and currently holds the top position in Indonesia. In the first quarter of 2023, Shopee's website recorded an average of 157.9 million visits per month, an increase of 10%, leaving behind its rivals. Interest in online shopping in Indonesia is considered quite large, the COVID-19 epidemic has accelerated digital transformation which is changing the consumption habits of Indonesian people. This puts pressure on e-commerce to offer the best online purchasing experience without requiring in-person interaction.

With the arrival of the Industrial Era 4.0, modern technological advances and Indonesian society coexist and cannot be separated. Modern technology provides comfort in all aspects. People currently enjoy the convenience of buying products without physically meeting somewhere; instead, transactions can be completed online. Additionally, some people have developed the habit of buying online because of the services offered, and many people believe that online shopping is the best approach to find out what customers need. Therefore, researchers are interested in knowing the consumer's basis for choosing Shopee, by examining the extent to which the relationship between brand equity has a relationship with brand love and E-word of mouth. Considered an important asset for a company, brand equity is an important component of the marketing mix (Florenzia Extefani Esperansa Tanamal, Diana Fajarwati, & Dwi Putranto Hadi, 2022). (Kuvykaite & Piligrimiene, 2014). This shows that brand equity will grow and consumer purchasing intentions will increase if customers participate in value creation to build brand equity. Before making a purchase, consumers should look for information about the goods, customer reviews, product ratings, and purchase amount to reduce their perception of risk during the decision-making process (e-Word of Mouth). E-WOM in this case can be used to see ratings ranging from one to five stars. Customers can check Shopee's rating function before making a purchase. Customers also consider the opinions of other customers. Positive evaluations and five or four stars indicate that the product meets most customer expectations (Nur Safa, Pratikto, & Shinta Dhewi, 2023). (Harisandi & Purwanto, 2023). Implying that purchase intention is significantly influenced by price and brand image. Thanks to the intermediary variable e-Word of Mouth. So that the e-Commerce application (Tiktok) can answer consumer questions and problems, simplify and improve daily purchases. Currently, people need an easy way to shop, with appropriate prices and products to save time and additional costs. To become a leader, Shopee must be able to develop by expanding promotions in the form of free shipping, discounts and flash sale items that are more arousing to buyers (Sampetua Hariandja & Theresia Suryanto, 2021)

Research conducted by (Sampetua Hariandja & Theresia Suryanto, 2021) in Indonesia aims to find out why Shopee is the most popular e-commerce site in Indonesia among customers, by

looking at the level of relationship between the two. Brand trust, brand love, and respect for brands can influence customer loyalty and brand value. The research results show that there are two hypotheses that are supported theoretically but are not statistically significant, in particular, brand loyalty and trust. Lastly, it can be said that if customers like, respect and appreciate a brand, they will stick with it. However, just because a client trusts a particular market does not guarantee that they will remain loyal to that market.

A study conducted by (Liu & Yan, 2022) in Korea aims to study the relationship between brand personality, brand love and electronic e-Word of Mouth promotion in the context of payment knowledge and explore the boundary conditions of shared brand experience by implementing a survey. The main research findings show that Brand Love is positively and significantly influenced by Brand Personality. Second, electronic promotion of e-Word of Mouth is also positively influenced by brand love. Third, sharing Brand Personality plays a positive role in managing Brand Love and E-Word of Mouth information. The research conducted promotes E-Marketing by focusing on Brand Love, Brand Personality, E-Word Of Mouth, and other perspectives to improve business operations, user experience, and engagement, providing customized products or services to the customer base for profit. As the market develops, knowledge payments will attract the participation of many knowledge services companies.

Other research conducted (DAM, 2020) analyzed research data from 267 consumers in electronics stores in Ho Chi Minh City, Vietnam, with the aim of objectively testing the impact of brand image and brand love on brand engagement and good e-Word of Mouth promotion. Research findings show that brand image significantly increases brand love. Additionally, research shows a favorable correlation between brand engagement and brand image. The findings of this research also show a positive correlation between positive e-Word of Mouth promotion and brand image. Likewise, research shows that e-Word of Mouth promotion and online brand engagement are positively influenced by brand love. Additionally, the findings of this study support the idea that e-Word of Mouth promotion and brand engagement are positively correlated.

Another study by (Akgözlü & Kılıç, 2021) which aims to test whether brand love has the ability to mediate the relationship between brand equity and brand experience. Based on research findings, it was determined that four dimensions of brand experience (sensory, emotional, intellectual and behavioral) have a positive effect on two dimensions of brand love (affection, passion) and four dimensions of brand equity (brand awareness, brand association, perceived quality, brand loyalty) . However, it is concluded that brand love does not have a mediating effect on the relationship between brand experience and brand equity.

Comments made about a product by past, present, or potential consumers are referred to as "e-Word of Mouth"(Kotler, 2016) This also includes data sent online to individuals or businesses. On the other hand, comments made regarding a product by past, present, or prospective clients are referred to as "e-Word to Mouth." Information provided to individuals or organizations via the internet is also included (Samudro & Hamdan, 2021). Any informal interaction with a customer that is enabled by internet technology and connected to the use of a particular service or feature provided by a supplier or customer is referred to as "E-Word of Mouth" marketing, according to Litvin et al (Harisandi & Purwanto, 2023). Further investigation revealed that e-Word of Mouth has a large and beneficial impact on purchase intention (I

Komang Wiramas Prayoga & Ni Nyoman Kerti Yasa, 2023). Additional studies show that Electronic Word of Mouth (e-WOM) significantly and positively influences customer purchasing decisions (Samudro & Hamdan, 2021). Additional studies show that e-WOM and purchase intentions among generation Y and Z TikTok store consumers in East Java are positively and significantly correlated. Furthermore, it seems that the substance, intensity, and positive and negative opinions can influence repurchase intentions based on customer comments from the TikTok store. This is consistent with research (Agung Agus Juliana Saputra & Made Wardana, 2020) they found that repurchase intention was significantly influenced by the quality and reliability of E-WOM.

Based on research conducted by (Sampetua Hariandja & Theresia Suryanto, 2021)(DAM, 2020) dan (Akgözlü & Kılıç, 2021), there are different results reported regarding the influence of brand relationships. Love. and brand value variables. On the other hand, the results of research conducted by (Liu & Yan, 2022; Sampetua Hariandja & Theresia Suryanto, 2021) and shows that brand equity is significantly positively influenced by the brand love variable. Therefore, the aim of this study was to fill the research gaps found in the four evaluations. This research is a research revision (Sampetua Hariandja & Theresia Suryanto, 2021). The main difference is that previous research tested the variables Brand Love, Brand Respect, Brand Trust, Brand Equity and Brand Loyalty in e-commerce in Indonesia. In this research, the brand loyalty variable is replaced by electronic word of mouth. As well as eliminating the variable of brand trust and respect in e-commerce in Indonesia. This research has several benefits for academia and the Internet marketing industry. First, contribute to existing knowledge by providing valuable insights into the impact of brand love and brand equity. Understanding the specific aspects of brand equity that significantly influence the electronic promotion of e-Word of Mouth is critical for e-commerce to increase credibility and more easily meet consumer expectations in a highly competitive technical.Digital context.

Second, this research highlights the relationship between brand equity and brand love, explaining how positive brand love can increase electronic promotion of e-Word of Mouth. This understanding is very important for e-commerce who want to build long-term relationships with their consumers. This research serves as a valuable literature reference for future research investigating brand equity and brand love towards e-word of mouth, in online marketing / E-commerce. This provides a basis for researchers to expand and dig deeper into the complexity of brand equity and brand love in e-word of mouth.

Lastly, the findings of this research can help e-commerce in Indonesia, in understanding the factors that contribute to positive e-word of mouth. By gaining insight into these factors, e-commerce can make informed decisions and adapt their services to meet customer expectations, ultimately fostering good customer relationships in the long term.

Literature Review

Brand Equity

Brand equity is a marketing concept that has attracted the attention of business leaders and academics since recent years (Park, Jaworski, & MacInnis, 1986). This shows the importance of focusing on the long-term relationship between customers and brands in brand management (Resnick, Foster, & Woodall, 2014). It is often defined as "the perception of the brand as an entity that can be

converted into money in terms of management" (Akgözlü & Kılıç, 2021). Although there is no complete consensus regarding the meaning of brand equity, there are generally two different approaches. The first approach is financial-based brand equity, which reflects the economic value of the brand. Another approach is consumer-based brand equity, which takes into account factors such as brand awareness, brand loyalty and perceived equity. Consumer-based methods measure consumers' thoughts, feelings and expectations towards a brand. In measuring brand equity in consumers, consumers' perceptions, knowledge and behavior towards the brand are considered (Keller, 2003).

Measuring the brand equity creation process for marketers from the consumer's perspective can help understand the brand's position in consumers' minds and design effective marketing programs to create appropriate brand equity. The model developed by (Aaker, 1996) is the most widely used model in measuring consumer-based brand equity in the literature. Defining brand equity based on memory-based brand associations in brand research. Brand equity is a multidimensional construct that includes aspects of brand awareness, brand associations, perceived quality, and brand loyalty (Yoo, 2009) .

Brand awareness is the first step in creating brand value and provides the basis for brand associations, perceived quality, and brand loyalty in the process of creating brand value (Joshi & Garg, 2022). (Aaker, 1991) defines brand associations as "everything that is associated with the brand in mind". According to (Keller, 2003), brand associations contain "brand meaning" for consumers. The main role of brand associations is to create brand meaning in the minds of consumers (Zhou et al., 2021).

In marketing terms, quality refers to the ability of a product to satisfy the needs and desires of target audiences or meet their expectations (Rehman, Rasool, Ramzan, Iftikhar, & Ahmad, 2023). Therefore, perceived quality is defined as "a consumer's assessment of the overall merit or superiority of a product" (Alfin, Aida, Pengajar Prodi Manajemen, & Gempol Pasuruan, 2022). According to (Yoo, 2009), brand loyalty comes from consumers' intention to buy the brand, is the preferred choice and the tendency to be loyal to the brand (Ding, Gao, & Liu, 2022). Brand loyalty can also prevent consumers from switching to other brands, because purchasing a particular brand becomes a buying habit over time (Yoo, 2009).

Brand Love

Brand love is defined by (Carroll & Ahuvia, 2006) as the level of dependence that satisfied customers desire on a particular business name. However, consistent with research on interpersonal love, we find that brand love, as experienced by consumers, is best expressed as a high-level construct that encompasses a variety of cognitions, emotions, and behaviors that consumers organize into mental archetypes. This includes, but goes beyond, brand attachment (Park et al., 1986) and connection to the brand itself (Markides, 2006). Therefore, based on this definition (Batra, Ahuvia, & Bagozzi, 2012) This study considers brand love as a vague archetype and construct with multiple cognitive and emotional dimensions. Since its introduction by (Shim, 2012), brand love has become a topic that attracts the attention of brand managers. Customers can view brands as individuals, so they can love the brand as they love a person (Tiwari, 2019).Based on the tripartite concept of interpersonal love, it conceptualizes the relationship between consumers and brands in three dimensions: interest, desire, and decision/commitment, according to the components Intimacy, passion, and commitment are the determining factors of interpersonal love. Liking and wanting each represent feelings of intimacy and passion towards a brand. Similarly, at the cognitive level, decisions refer to individuals' perceptions

regarding their attachment and desirability to a brand in the short term; while engagement is reflected in repeat purchases of the same brand over a certain period of time.

Electronic Word of Mouth

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The Influence of Brand Equity on Brand Love

The additional value that consumers' words, ideas and actions provide to a product is known as brand equity (Keller, 2003) Another way to identify it is through differences in preferences and reactions to marketing efforts that the product receives after brand introduction (Rehman, Rasool, Ramzan, Iftikhar, & Ahmad, 2023). The brand value perceived by customers is known as brand equity. Perceived quality is a bigger factor for technology items (Allaway, Huddleston, Whipple, & Ellinger, 2011). Brand love is an intense emotion that consumers feel towards a company (Albert & Merunka, 2013) and satisfied consumers usually like the brand (Carroll & Ahuvia, 2006). These associations include behavior, emotions, and mental processes in addition to inanimate objects and brands (Batra et al., 2012) A strong emotional base that gives rise to passion, desire, addiction and belonging is at the heart of all brand relationships. It serves as a reminder of what it means to fall in love in the interpersonal sphere. Brand love consists of flawed components (Fournier 1998). Therefore, this study proposes that brand equity

H1: Brand equity has a significant effect on Brand Love

The Influence of Brand Love on E-Word of Mouth

It is often said that marketing in e-commerce is generally difficult due to the unique characteristics of online purchases as well as the influence of trust and quality of experience. (Audi, Ali, & Roussel, 2021; Bruwer & Kelley, 2015; Le, Carrel, & Shah, 2002). In these cases, brands and their equity can play an important role in mitigating risk; this helps consumers become more confident in their choices and expands trust. (Audi, Sadiq, Ali, & Roussel, 2021;

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Baek, Kim, & Yu, n.d.; Erdem & Swait, 2004; Mourad, Ennew, & Kortam, 2011). Brands provide an indication or assurance to consumers about the organization they wish to convey, thereby reducing certain issues related to quality of experience and trust. (Audi, Sadiq, et al., 2021; De Chernatony & McDonald, 1998; Vukasovic, 2016) In addition to being a risk mitigation tool, brands are a source of data, can also act as a separator and facilitate the consumer decision-making process by making distinctions. (Audi & Ali, 2016; Mboya, 2015; Resnick et al., 2014)   In addition, brand value is increasingly considered a decisive factor in consumer decisions (Echchakoui, 2015; Vukasovic, 2015). The literature shows how brand equity increases the likelihood of successful brand extension development. Similarly, (Echchakoui, 2015) explains how advances in brand orientation influence the formation of the most influential brand... However, the literature needs to provide more evidence on the role of brand equity in shaping online consumers' evaluations of specific brands... Researchers argue that online reviews have a positive and significant influence in shaping consumers' attitudes towards well-known brands and helping them in the final stages of purchasing a product or service. (Edeling & Fischer, 2016). In general, social media activity and online review presence increase brand value (Lee & Hsieh, 2022a). In general, social media activity and online review presence increase brand value (Alzate, Arce-Urriza, & Cebollada, 2022; Ding et al., 2022; Ordabayeva, Cavanaugh, & Dahl, 2022) The effect of online consumer reviews on increasing a brand's sales the relationship between brand equity and online review writing. (Rose, Hair, & Clark, 2011) A sense of belonging, brand reputation, and complementary behaviors help encourage consumers to write positive online reviews (Lee & Hsieh, 2022a) Brands with the highest brand equity always have stronger emotional attachment, emotion and loyalty. (Keller, 2003) For example, the effect of brand equity on online poetry review writing is good and substantial. In this case, the underlying reasons may lead to differences in consumer responses... Emotional attachments, such as brand love, can be a potential reason, among others, for writing positive online reviews about a brand... Therefore, in the following section, brand love is proposed as a potential mediator between brand equity and online brand evaluation... In particular, in recent decades, marketing practice and marketing research have paid attention to the procedures involved in fostering lasting relationships between companies and customers and it is often said that Brand is an important resource for any organization (Aaker, 1991); Brand love is characterized by the strong affection or deep and enthusiastic connection that customers have towards a particular brand. (Albert & Merunka, 2013; Albert & Valette-Florence, 2010; Batra et al., 2012; Bauer, Heinrich, & Albrecht, 2009; Carroll & Ahuvia, 2006; Cho, 2011). Customers find brands key to their liking and feel stressed when they withdraw

According to (Albert & Merunka, 2013), Positive word of Mouth will increase if consumers have a positive attitude towards the brand.... In addition, the likelihood of the brand being recommended to friends, family, and acquaintances also increases (Batra et al., 2012)This scenario is based on the definition of WOM by Westbrook 1987, which defines WOM as a stream of communication initiated by a consumer when expressing his or her opinion about a product or service.... Keeping all this in mind, the hypothesis mentioned below is proposed.

H2: Brand love mediates between brand equity and online brand reviews.

The Influence of Brand Equity on E-Word of Mouth Mediated Brand Love

(Batra et al., 2012) shows how positive e-Word of Mouth promotion is influenced by brand love. (Dhewi & Kurnianto, 2023) shows that a person's willingness to spend more is positively influenced by brand loyalty. (Albert & Merunka, 2013) shows a positive impact on brand engagement, positive word of mouth, and the tendency to pay more for a brand. (Severi, Choon Ling, & Nasermoadeli, 2014) also shows the positive impact of brand love on positive e-Word of Mouth and brand acceptance. (Lee & Hsieh, 2022b) menunjukkan bahwa dampak dari kesadaran diri konsumen terhadap niat berperilaku mereka dipengaruhi oleh peran mediasi dari kecintaan terhadap merek. (Hanaysha, 2016) explored the mediating effect of brand love based on research conducted on Portuguese consumers. (Liu & Yan, 2022) examines that sophistication, competence, and strength of brand personality have a positive impact on consumers' willingness to accept WOM. Its sophistication relies entirely on brand love to influence the promotion of e-Word of Mouth. The relationship between brand, personality, and competence is mediated by brand love, and the communication of e-Word of Mouth can be positively affected by persistence. In other words, positive word-of-mouth communication is influenced by brand love. Thus, H3 is concluded as follows:

H3: Brand love mediates the relationship between brand equity and electronic word of mouth

Figure 1. The conceptual research framework
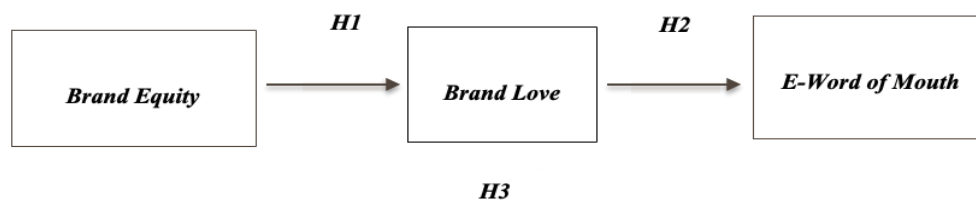
Research Method

Since this research uses surveys to obtain quantifiable data, it falls into the quantitative research category. The sample of this study consists of people who regularly use e-commerce Shopee and have done so many times in the previous month. According to (Hair, Black, Babin, & Anderson, 2018), The minimum sample size that can be used is at least five to ten times the number of indicators or questions in the questionnaire. In this study there were a total of 16 indicator questions, so the required sample size was 160 respondents. The number of participants who completed the questionnaire for this study was 210 responses. An online questionnaire was distributed as part of the survey to collect data for this study, using Google Forms to find out how the respondents' experience while using e-commerce services regarding brand equity, brand love and e-word of mout. There were three variables in this study that were used and each was measured using three items developed by (Liu & Yan, 2022; Sampetua Hariandja & Theresia Suryanto, 2021) with modifications, Brand equity measurement items consisting of 4 dimensions, namely brand awareness, perceived quality, brand association, brand loyalty, with 16 indicators measurement with a 1-5 Likert scale measurement with details: 1 strongly disagree, 2 disagree, 3 undecided, 4 agree, 5 strongly agree.

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Results

In this study, it was found that all variable measurements were considered reliable. Each indication of the variables used in the study has a Pearson correlation value greater than 0.5 and a significance level lower than 0.05 as shown in Table 4. Furthermore, it was found that each variable namely reliability, privacy and security, customer service and support, responsiveness, customer satisfaction, and customer loyalty can be considered reliable as they have Cronbach's alpha values greater than 0.6. The findings from the overall validity and reliability tests indicate that the measuring instruments intended to test the hypotheses meet the criteria, and the questionnaire can collect data from participants.

Table 1

Indicator Loadings and Latent Variable Coefficient

Item	Factor Loading	*P Value*	Cronbach's Alpha	Composite Reliability
BE1	0.962	<0.001	0.973	0.980
BE2	0.947	<0.001		
BE3	0.973	<0.001		
BE4	0.967	<0.001		
BL1	0.779	<0.001		
BL2	0.833	<0.001	0.902	0.924
BL3	0.785	<0.001		
BL4	0.865	<0.001		
BL5	0.794	<0.001		
BL6	0.853	<0.001		
EWM1	0.876	<0.001		
EWM2	0.828	<0.001	0.863	0.907
EMW3	0.833	<0.001		
EWM4	0.779	<0.001		

The results of the brand love test are shown in Table 3 and have an R square value of 0.920 according to the dependency indicator, while the brand equity test has an R square value of 0.888 which is quite strong because it is greater than 0.2 and the indicator sign is significant based on the hypothesis.

Table 2

Model Testing Index

Endogenous Variabel	Cut of Value	Result	Evaluation Model
R2			
Brand Love	≥ 0,20	0,920	FIT
E-WOM	≥ 0,20	0,888	FIT

Partial Least Squares Predict Test

Figure 2 illustrates the conceptual framework based on the relationship between variables in SmartPLS 3 for Windows.

Figure 2
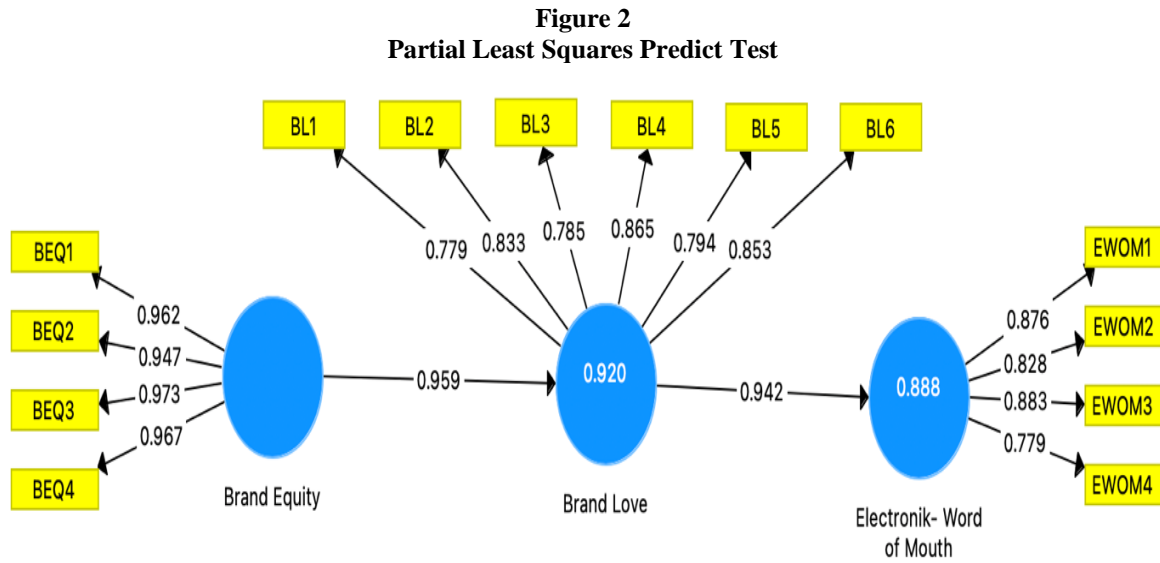**Partial Least Squares Predict Test**

Figure 2 displays the test findings for estimating the relationship between indicators and variables. Each indication helps to form the corresponding variable. Brand Equity is mainly measured by indicators BE1-BEQ1-BEQ4, Brand Love is mainly measured by indicators BL1-BL6 and E-Word Of Mouth is mainly measured by indicators EWOM1-EWOM4.

Table 3

Table Estimation

Site	Type	Std Estimation	P-Value	Conclusion
BE-BL	Direct	0.959	0.000	Significant
BL-EWOM	Direct	0,942	0.000	Significant
BE-BL-EWOM	Indirect	0,905	0.000	Significant

The standardized estimation findings are shown in Table 6, where each variable has a direct and indirect impact. In addition, the indirect impact of brand equity on promotion from e-Word of Mouth varies and is mediated by brand love. Brand equity has a direct effect on brand love, and brand love has a direct effect on e-word of mouth

Discussion

The aim of this research is to examine the influence of brand equity on electronic word of mouth which is mediated by brand love on Shopee e-commerce.

Effect of the Brand Equity on Brand Love

The substantial correlation between brand equity and brand love is intended to be demonstrated by the findings of the first hypothesis test (H1). From the analysis, there is a

correlation of 0.959 between brand equity and brand love, which indicates that if brand equity increases by one unit, brand love may increase by 95.9%. This effect is very favorable. Due to the substantial statistical difference (P value of 0.000 < 0.05), the hypothesis that there is a direct relationship between brand equity and brand love is accepted. This result confirms the support for H1. The conclusion of this study is consistent with previous research conducted by (DAM, 2020) and (Sampetua Hariandja & Theresia Suryanto, 2021) which also supports the first hypothesis. This indicates a relationship between brand equity and brand love. Shopee can increase customer loyalty to its brand by offering bigger discounts, free shipping, and attractive flash sales. Shopee is a great place to buy women's goods, ranging from clothing, accessories, to makeup components, according to the author's experience and research. The author claims that the 220 questionnaire respondents 44% of whom were male were able to gain more views because of the customers' love for Shopee.

Effect of Brand Love on Electronic Word Of Mouth

The findings from testing the second hypothesis (H2) are intended to show that brand love and E-word of Mouth are significantly correlated. From the analysis, there is a correlation of 0.942 between brand love and E-Word of Mouth, which indicates that if brand love increases by one unit, E-Word of Mouth may increase by 94.2%. This effect is very favorable. With a P value of 0.000 < 0.05, it accepts H2, which indicates that the direct impact of brand love on the promotion of e-Word of Mouth is substantial or statistically significant. This finding validates the support of H2. The conclusion of this study is consistent with previous research conducted by (Liu & Yan, 2022) which also supports the second hypothesis. This shows that research has shown that the act of spreading brand experience plays an important role in the way brand love spreads electronically. This study proves that brand variables such as brand personality and brand love play an important role even in Internet knowledge-paying brands. As long as it has a distinctive personality, an electronic brand will still make consumers feel a deep connection. Due to the characteristics of this industry, the brand information dissemination of e-Word of Mouth has changed from traditional methods to electronic methods, making the electronic dissemination of e-Word of Mouth information easy and wide-ranging, and brand love on the Internet can also affect the electronic promotion of e-Word of Mouth. The results are also in line with previous research conducted by (DAM, 2020) where promotion of e-Word of Mouth (WOM) and brand image/love/commitment are examined in this study. Therefore, managers should create marketing strategies that increase consumers' opinion of the brand, their brand love for the brand, their devotion to the brand, and good e-Word of Mouth promotion. This study guides managers to identify the importance of brand image to brand love, brand commitment, and positive WOM. Therefore, managers should build marketing programs to improve brand image (such as advertising through social media, promotional activities, etc., and other marketing means). If customers have a positive brand image, then customers will continue to have a positive tendency on brand love, commitment to the brand, and positive WOM.

Effect of Brand Equity on Electronic Word of Mouth Mediated Brand Love

The findings of the third hypothesis evaluation (H3) are intended to show that brand love acts as a mediating factor in the important relationship that exists between brand equity and the pro-motion of e-Word of Mouth. The results of the analysis show that brand equity and

e-word of mouth have a relationship of 0.904 which is mediated by brand love. This means that a one-unit increase in brand love can result in a 90.4% increase in information from e-Word of Mouth. This is a very positive consequence. Given that brand love has a substantial and statistically significant direct impact on the promotion of e-Word of Mouth, H3 is accepted as its P-value is 0.000. This finding lends credence to H3, or the idea that brand equity indirectly affects the promotion of e-Word of Mouth through brand love. The conclusion of this study is consistent with previous research conducted by (Noman Yaseen et al., n.d.) which also supports the third hypothesis. The results suggest that brand love plays a mediating role in the relationship between brand equity and intention to write positive reviews. This finding is consistent with previous research (Ahmad & Guzmán, 2020; Chakraborty & Bhat, 2018) which examines the relationship between brand equity and online reviews across different marketing strategies. In addition, brands with high brand equity will encourage consumers to leave online reviews about the brand; this can lead to an increase in online reviews through the indirect effect of brand love, which in turn leads to an increase in the importance of reviews through a brand's online platform. Emotionally invested customers are more likely to use online review platforms to express their opinions about a business and encourage others to do the same. In addition, consumers' preference for a brand plays a greater role in posting comments and writing reviews about the brand, as does the intention to write positive reviews to tell others about the brand.

Conclusion

In the e-commerce retail sector, the aim of this study is to ascertain how brand eq-uity and e-word-of-mouth relate through the mediation of brand love. Nonetheless, this study has a number of shortcomings that may be addressed with further research. Firstly, the sample size was limited to 160 respondents who were mainly from Jabodetabek, Indonesia. Future researchers are urged to involve participants from various industry situations and use a larger sample size. Second, this study only focuses on brand equity, e-word of mouth through the mediation of brand love in the e-commerce retail industry. Future researchers can explore more specific variables to assess service quality in the e-commerce retail industry such as ease of use of the application, transaction speed, and quality of application features. In addition, future studies may consider adding some additional variables that can influence e-word of mouth in increasing customer satisfaction and loyalty, such as brand reputation and price, promotion Furthermore, research can be extended to other banking or financial sectors to compare the impact of service quality variables on customer satisfaction and loyalty.

Declaration of conflicting interest

These research suggestions will help the e-commerce retail sector build consumer trust, which will grow Shopee's user base and enable it to better understand its customers' needs through several improvements that will increase customer engagement. Apart from that, it also increases the level of customer involvement itself by creating games, or vision and mission which can later be exchanged for various kinds of promotions tailored to user needs.

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