



The Effect of Customer Engagement on Loyalty Through Trust and Brand Love for The Toyota Innova Brand in The Tegal City Area

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Abstract

Introduction/Main Objectives: This study investigates the influence of customer engagement on brand trust, brand love, and brand loyalty for the Toyota Innova brand, focusing on the mediating roles of brand trust and brand love.

Background Problems: Understanding the factors that influence brand loyalty is crucial in the competitive automotive industry. Previous research has emphasized the importance of customer engagement, but its impact on brand trust, brand love, and loyalty remains unclear.

Research Methods: The research uses a quantitative approach with data collected via an online questionnaire distributed to Toyota Innova consumers in Tegal City, Central Java, using purposive sampling. Data were gathered during November 1–30, 2025, and both primary and secondary data were used for analysis.

Finding/Results: The results show that customer engagement significantly impacts brand trust but does not affect brand love. Brand trust enhances brand loyalty, while brand love does not significantly affect loyalty. Additionally, brand trust positively influences brand love, indicating that trust may be the foundation for emotional connection.

Conclusion: Customer engagement indirectly influences brand loyalty through brand trust, while brand love does not serve as a significant mediator. This highlights the crucial role of trust in fostering loyalty in the automotive sector.

Keywords: customer engagement, brand trust, brand love, brand loyalty, Toyota Innova.



Introduction

The automotive world continues to evolve, and technological advancements are driving increasingly fierce competition in the automotive business. Technological advancements in marketed automotive products are not solely the primary focus; marketing strategies to meet consumer needs are also crucial for winning market competition. Furthermore, brand image and a trusted brand are also key factors in consumers' choice of products. A brand is a set of promises about trust and consistency, thus providing the power to demonstrate a product's value (Khan & Khattak, 2017).

Brand loyalty is defined as a favorable attitude toward a brand, reflected in consistent purchases of that brand over time (Setiadi, 2005). However, the question is how consumers become loyal to a brand. Loyalty naturally occurs because of the reciprocal relationship between the consumer and the product itself. This consumer loyalty leads to the product becoming a preferred and sought-after brand, also known as brand trust.

Brand trust is the ability of a brand to be relied upon, based on customer confidence that the product will deliver on its promised value and prioritize customers (So et al., 2014). When consumers gain trust based on past actions, this trust is reinforced through positive reflections on what they receive.

In business relationships, companies must first earn customers' trust if they want them to be loyal (Rauyruen and Miller, 2007). Trust is considered the most important way to build and maintain long-term customer relationships (Naumann et al., 2017). In addition to trust, customer loyalty is also formed through strong consumer affection for a brand (brand love).

Brand love is the emotional passion of consumer satisfaction with a particular product. Consumer trust in a particular product leads to purchase and satisfaction with the product, which ultimately fosters a love for the product. Brand love influences brand loyalty and positive word of mouth among consumers (Carroll and Ahuvia, 2006).

The research object used in this study is the Toyota Innova. Toyota is a fairly popular and beloved vehicle manufacturer in Indonesia, having been a market leader in the Indonesian automotive industry for many years.

Toyota's early history in Indonesia dates back to the 1960s, when the automobile industry was still a luxury item. At that time, PT Toyota-Astra Motor (TAM) was officially established in 1971. This company was born from a collaboration between Toyota Motor Corporation and PT Astra International Tbk. Initially, TAM served solely as an importer and distributor of Toyota vehicles. However, the Indonesian government issued regulations requiring every car manufacturer to have an authorized distributor (ATPM) to officially market their products. This provided momentum for Toyota to strengthen its position in Indonesia. TAM then expanded its activities by establishing the PT Multi Astra assembly plant in 1973. This move was taken to meet growing market demand and to better control quality. In response to government policies requiring the use of local components, Toyota established PT Toyota Mobilindo in 1976. This company focuses on producing body components for Toyota commercial vehicles. In 1977, the Toyota Kijang was born, the first car produced in Indonesia. The Kijang was specifically designed to meet the transportation needs of Indonesians who desired a robust and economical family vehicle. The Kijang's success made it an iconic family car in Indonesia, and it was even exported to neighboring countries starting in 1987. (Caroline.id Available at: <https://www.caroline.id/blog/article/sejarah-mobil-toyota-di-indonesia>. Accessed: October 15, 2025).

Furthermore, our Toyota Innova research focused on the Tegal City area. This area encompasses Tegal City, Slawi Regency, and Brebes Regency. In this area, Toyota also dominates car sales as the market leader. The following is data on car sales in the Tegal City area from 2020 to 2025. Toyota's market share has been increasing year over year.

In this study, the respondent segment was selected based on consumers who had direct experience using the Toyota Innova in the Tegal City area. This segment selection is based on the fact that the Toyota Innova occupies a strategic position in the mid-to-upper MPV market, which is highly sought after by families and businesspeople seeking a comfortable, spacious vehicle with a strong reputation for quality and durability. Consumers tend to choose the Innova due to its functional values, such as cabin capacity, safety features, and reliable engine performance, as well as Toyota's inherent brand image as a symbol of trust and quality.

On the competitive side, the Toyota Innova competes with several other MPV brands, such as the Mitsubishi Xpander, Honda Mobilio, and Suzuki Ertiga. Although these products offer more affordable prices and attractive designs, the Innova's positioning remains superior through perceived quality, comfort, and high resale value. Toyota Innova's positioning strategy, which emphasizes a combination of reliability, comfort, and prestige, leads consumers in this segment to choose the Innova over competitors, as brand consistency and a positive ownership experience contribute to building long-term loyalty and trust.

Researchers added the variables of brand trust and brand love. Brand trust is important because consumers tend to be loyal to brands perceived as reliable, consistent, and safe from quality and service risks. In the context of the Toyota Innova, trust in vehicle quality, after-sales service, and brand reputation significantly influence consumers' decisions to continue choosing the Innova over competitors. Meanwhile, Brand Love was chosen because loyalty is also influenced by emotional attachment. Consumers who have an emotional bond with the brand, for example, feel proud, comfortable, and psychologically satisfied when using the Toyota Innova, tend to show higher loyalty behavior, including recommendations to others. By adding these two variables, the study can more comprehensively explain the mechanism of how customer engagement contributes to loyalty, both through rational channels (trust) and emotional channels (love), thereby providing a deeper understanding of the Toyota Innova marketing strategy in Tegal City.

Research Methods

The approach used in this research is a quantitative approach. According to Sugiyono (2022), quantitative research is a method based on concrete data and is applied in conducting sample and population research. The research data is in the form of numbers that can be calculated using statistical analysis as a calculation tool aimed at testing the hypothesis. In this study, an associative research strategy was used to identify the extent of the influence of variable X (the independent variable) on variable Y, both partially and simultaneously.

Research Location and Time

This research will be conducted in Tegal City, Central Java. Data collection will be conducted through social media using a Google Form. The Google Form will be distributed from November 1, 2025, to November 30, 2025.

Population and Sample

A sample is a subset of the population and its characteristics. Sample size is the process of determining the sample size selected for a study (Sugiyono, 2022).

The sample selection technique used in this study was non-probability sampling through a purposive sampling approach. According to Sugiyono (2022), non-probability sampling is a sampling technique that does not provide equal opportunities for each element and member of the population selected to be sampled. Furthermore, according to Sugiyono (2022), the purposive sampling approach is a technique for selecting samples based on consideration. Therefore, the respondent criteria for this study were:

1. Toyota Innova consumers residing in the Tegal City area.
2. Consumers who have used the Toyota Innova brand for at least three years.
3. Consumers who have previously owned a Toyota vehicle.
4. Consumers who are willing to participate as respondents.

The sample size for this study was determined using the Lemeshow (1997) formula, which is used to determine the size of an unseen or infinite population, as follows:

$$n = \frac{Z^2 - \alpha/2(1 - P)}{d^2} \quad \dots \dots \dots \quad (1)$$

Where :

n = Number of samples

$Z^2 - \alpha/2 = Z$ score at $1-\alpha/2$, 95% confidence level = 1.96

p = maximum estimate = 0.5

d = alpha (0.10) or sampling error = 10%

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01^2}$$

$$n = \frac{0,9604}{0,01^2}$$

$n = 96.04$

Based on the calculation using the formula above, the minimum sample size for this study is 96 respondents.

Method of collecting data

In this study, the data sources used were primary and secondary data. According to Sugiyono (2022), primary data are direct sources that provide data to researchers, such as interviews and questionnaires. This data is obtained directly from respondents through online questionnaire distribution. Secondary data, on the other hand, are indirect sources that provide data to researchers. This data is obtained from sources that can support the research, such as literature and documentation. Researchers obtain secondary data from previous research, articles, journals and books, websites, and other information related to the research.

Data Collection Techniques

The data collection method used in this study was questionnaire distribution. According to Sugiyono (2022), a questionnaire is a data collection technique that involves answering a series of written questions or statements. Questionnaires can be in the form of open-ended or closed-ended statements or questions. The technique used by the researchers was online questionnaire distribution through social media and to Toyota Inovva consumers residing in the Tegal City area and having used the Toyota Inovva brand for at least three years.

Data Analysis Method

In this study, the researchers used the Partial Least Squares (PLS) analysis technique using SmartPLS software version 4.0. According to Hair et al. (2021), PLS is an influential analysis design because it can be applied to various data scales and also provides more adaptive hypothesis requirements. This method is designed to address assumptions, identify variables used in estimating results, and describe construct relationships and focus definitions around relationship values.

Partial least squares (PLS) is used to estimate partial least squares regression models, also known as projections onto latent structures. According to Marlana (2019), the use of PLS-SEM does not require normal data because PLS transforms the data using the central limit theorem. PLS-SEM analysis allows for non-normally distributed data to be used in the analysis because it aims to maximize the explained variance of endogenous (dependent) latent variables. This contrasts with CB-SEM analysis, which requires normally distributed data because it aims to reproduce a theory-based covariance matrix without focusing on explained variance.

In PLS-SEM, there are two types of relationships between indicators and latent variables: reflective models and formative models. The reflective model reflects that each indicator is a measurement of the error imposed on the latent variable. Validity and reliability tests use measurement models. Meanwhile, structural models are used to test hypotheses with predictive models, commonly referred to as causality tests (Hair et al., 2021). According to Ghozali & Latan (2021), there are three measurement models in SmartPLS in research:

1. Outer model analysis (measurement model analysis)
2. Inner model analysis (structural model analysis)
3. Hypothesis testing.

Result

Respondent Description

In this study, the researcher will use a sample of Toyota Innova consumers residing in the Tegal City area, who have used the Toyota Innova for at least three years, and who have previously owned a Toyota vehicle.

Table 1. Respondent Profile Based on Innova Vehicles Owned

Type Innova	Amount	Percentage
Innova Reborn	59	57.8
Innova Zenix	43	42.2
Total	102	100.0

Source: Processed Primary Data (2025)

Regarding the respondent profile based on the type of Toyota Innova they own, it can be seen that of the 102 respondents, the majority are Toyota Innova Reborn users. Fifty-nine respondents, or 57.8%, use the Innova Reborn. Meanwhile, 43 respondents, or 42.2%, use the Innova Zenix.

Respondent profile based on gender shows that the majority of respondents in this study were male, with 73 respondents, or 71.6% of the total 102 respondents. Meanwhile, 29 respondents were female, or 28.4%.

Table 2. Respondent Profile by Gender

Gender	Amount	Percentage
Male	73	71.6
Female	29	28.4
Total	102	100.0

Source: Processed Primary Data (2025)

Respondents in this study were within the productive age range. The 35–45 age group was the most dominant, with 46 respondents (45.1%), followed by the 46–55 age group with 43 respondents (42.2%).

Table 3. Respondent Profile by Age

Age	Amount	Percentage
< 25 Tahun	1	1.0
> 55 Tahun	8	7.8
25 - 35 Tahun	4	3.9
35 - 45 Tahun	46	45.1
46 - 55 Tahun	43	42.2
Total	102	100.0

Source: Processed Primary Data (2025)

The study respondents were self-employed individuals, representing 70 individuals, or 68.6% of the total 102 respondents. This indicates that Toyota Innova users in Tegal City are predominantly self-employed, with high mobility and a need for a comfortable and large-capacity vehicle. Additionally, 8 respondents (7.8%) were self-employed, and 9 respondents (8.8%) were civil servants. The remaining respondents came from various professions, including employees (6.9%), police officers (2%), and professionals such as midwives, doctors, council members, Islamic boarding school leaders, entrepreneurs, and rice suppliers, each representing 1%.

Table 4. Respondent Profile by Occupation

Work	Amount	Percentage
Etc	3	2.9
Government employees	11	10.8
Private employees	8	7.8
Businessman	80	78.4
Total	102	100.0

Source: Processed Primary Data (2025)

Based on the respondent profile based on income level, it can be seen that the majority of respondents in this study have an income of more than Rp 15,000,000 per month, namely 83 people (81.4%). Furthermore, respondents with incomes in the range of Rp 10,000,000 to Rp 15,000,000 numbered 15 people (14.7%). Meanwhile, respondents with incomes of Rp 5,000,000 to Rp 10,000,000 are the group with the smallest number, namely 4 people (3.9%).

Measurement Model Test Results (Outer Model)

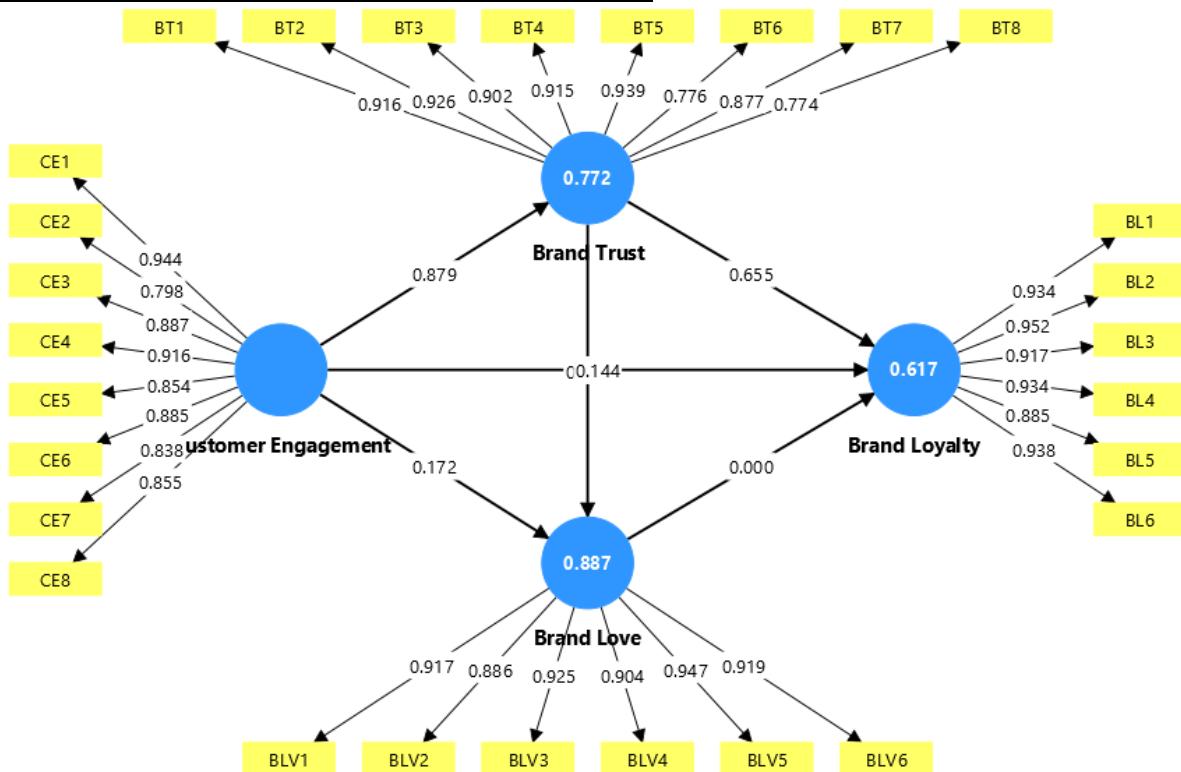


Figure 1 Actual Test Path Model

Source: SmartPLS Data Processing Results (2025)

Frequency Distribution Descriptive Analysis

Descriptive analysis is an analytical process aimed at obtaining a descriptive picture of the respondents being studied, specifically regarding the variables in the study. Index analysis, an analytical technique that demonstrates the respondents' perceptions of the items being studied, is the analytical technique used.

The average index value of the Brand Loyalty variable is in the high category, namely 97.23. The highest index value is in indicator BL2 with the statement "I feel comfortable every time I use the Toyota Innova because of the positive experience I felt," with an average value of 98.40 in the high category. Meanwhile, the lowest index value is in indicator BL1 with the statement "I feel a strong emotional attachment to the Toyota Innova brand," with an average value of 96.20 in the high category as well.

The average value of the Brand Trust variable index is in the high category, namely 96.65. The highest index value is in the BT1 indicator with the statement "I believe that the information provided by the Toyota Innova brand is in accordance with the actual product quality" with an average value of 98.00 in the high category. While the lowest index value is in the BT8 indicator with the statement "I am willing to pay more for the Toyota Innova because of its good reputation" with an average value of 91.20 in the high category as well.

The average index value of the Brand Love variable is in the high category, namely 97.03. The highest index value is in the BLV4 indicator with the statement "I always want to find out more about the latest products from Toyota Innova," namely with an average value of 98.20 in the high category. While the lowest index value is in the BLV5 indicator with the statement "I feel I have a deep emotional bond with the Toyota Innova brand," namely with an average value of 96.20 in the high category as well.

The average index value of the Customer Engagement variable is in the high category, namely 96.48. The highest index value is in the CE6 indicator with the statement "I am interested in the design offered by Toyota Innova because it provides a pleasant experience," namely with an average value of 97.40 in the high category. While the lowest index value is in the CE7 indicator with the statement "I actively participate in Toyota Innova activities," namely with an average value of 95.00 in the high category as well.

Inferential Statistics

The inferential statistical analysis in this study aims to test two types of models: the measurement model (outer model) and the structural model (inner model).

Validitas Konvergen (Convergen Validity)

Table 5. Loading Factor Test Results

	Brand Love	Brand Loyalty	Brand Trust	Customer Engagement
BLV1	0,917			
BLV2	0,886			
BLV3	0,925			
BLV4	0,904			
BLV5	0,947			
BLV6	0,919			
BL1		0,934		
BL2		0,952		
BL3		0,916		
BL4		0,934		
BL5		0,885		
BL6		0,939		
BT1			0,916	
BT2			0,926	
BT3			0,902	
BT4			0,915	
BT5			0,939	
BT6			0,776	
BT7			0,877	
BT8			0,774	
CE1				0,944
CE2				0,800
CE3				0,886
CE4				0,915
CE5				0,852
CE6				0,886
CE7				0,839
CE8				0,857

Source: SmartPLS Data Processing Results (2025)

Based on Table 5.10, the outer loading test found that all indicators in this study had an outer loading value > 0.7 , meaning all indicator items in this study can be declared valid.

Table 11. AVE Table

Variabel	AVE	Hasil
Brand Love	0,840	Valid
Brand Loyalty	0,859	Valid
Brand Trust	0,775	Valid
Customer Engagement	0,763	Valid

Source: SmartPLS Data Processing Results (2025)

Based on Table 5.11, all variables in this study have an AVE value > 0.5 , meaning each variable can be considered convergently valid.

Discriminant Validity

The following are the results of the discriminant validity test in this study:

Table 12. Discriminant Validity HTMT

Variabel	<i>Brand Love</i>	<i>Brand Loyalty</i>	<i>Brand Trust</i>	<i>Customer Engagement</i>
Brand Love				
Brand Loyalty	0,761			
Brand Trust	0,876	0,807		
Customer Engagement	0,899	0,745	0,816	

Source: SmartPLS Data Processing Results (2025)

Based on the results in Table 5.12, it is known that all variables in this study have HTMT values < 0.9 . Therefore, discriminant validity can be established.

Reliability Test Results

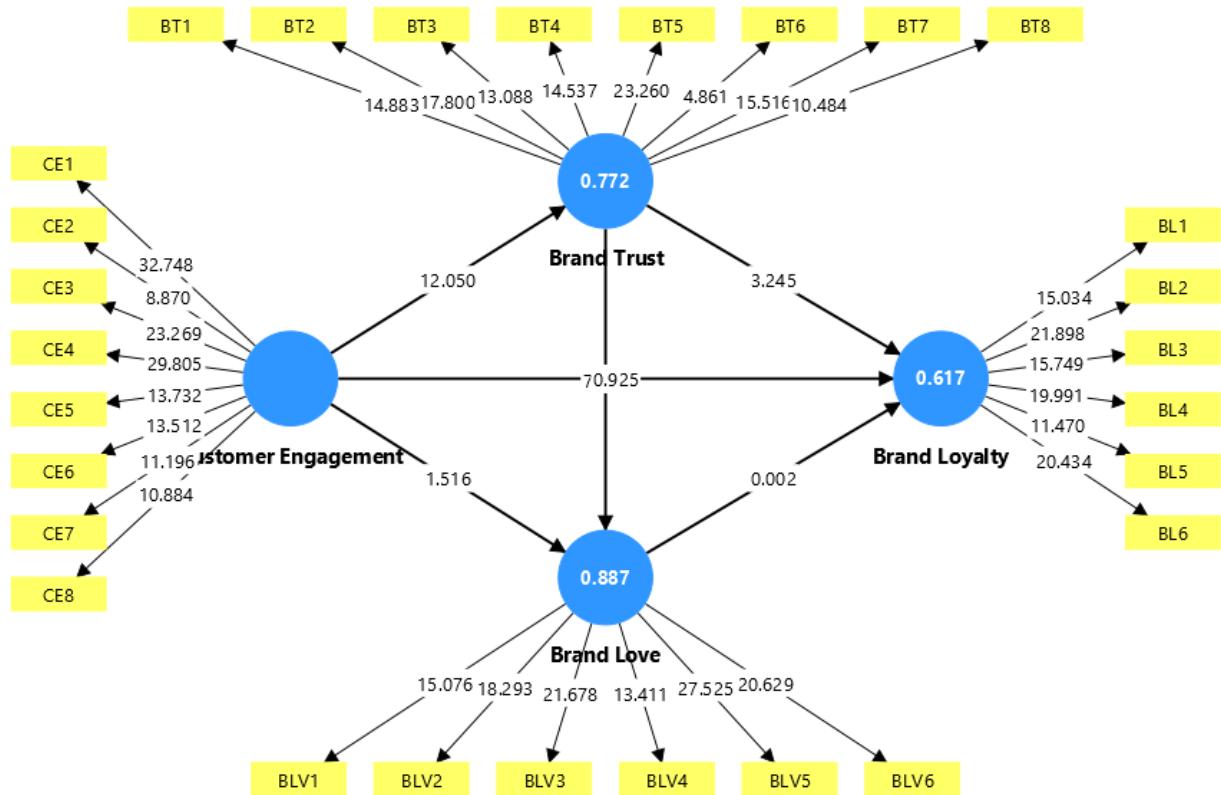
Reliability testing is a research procedure used to ensure the consistency, accuracy, and reliability of an instrument in measuring a construct through reflective indicators. One measure used in this test is Composite Reliability (CR), with a value range of 0 to 1. A CR value above 0.7 indicates adequate reliability of the instrument, therefore, the use of Composite Reliability is recommended (Ghozali, 2021).

Table 13. Hasil Reliabilitas

Variabel	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Results
Brand Love	0,962	0,969	Reliabel
Brand Loyalty	0,967	0,973	Reliabel
Brand Trust	0,958	0,965	Reliabel
Customer Engagement	0,955	0,962	Reliabel

Source: SmartPLS Data Processing Results (2025)

Based on Table 5.13, the Chronbach's Alpha and Composite Reliability values for all variables are > 0.7 . Therefore, all variables in this study are considered reliable as they meet the reliability test requirements.

**Figure 2 Path model (Bootstrapping)**

Source: SmartPLS Data Processing Results (2025)

Multicollinearity Test**Table 14. VIF Table Inner**

Variabel	Brand Love	Brand Loyalty	Brand Trust	Customer Engagement
Brand Love		4,385		
Brand Loyalty			4,385	
Brand Trust	4,401			
Customer Engagement	4,401		1,000	

Source: SmartPLS Data Processing Results (2025)

Table 5.14 shows that the VIF values for all indicators are below 5, the threshold indicating no multicollinearity. Therefore, it can be concluded that the data in this study are free from multicollinearity.

Coefficient of Determination Test (R2)**Table 15 Values R-Square (R²)**

Variabel	R ²
Brand Love	0,887
Brand Loyalty	0,612
Brand Trust	0,773

Source: SmartPLS Data Processing Results (2025)

Based on Table 5.11, the Brand Love variable has an R2 value of 0.887, meaning that 88.7% of the Brand Love variable can be predicted by the Customer Engagement variable, with the remainder influenced by other variables not tested in this study.

Hypothesis Testing Results

Based on Figure 5.2 above, it can be seen that the hypothesis testing was conducted using the t-statistic value and probability value. The hypothesis testing was conducted using the t-statistic value and probability value. Hypothesis testing for the statistical value for alpha was 5% or (p-values <0.05), and the value for the t-statistic used was 1.645. The hypothesis criteria will be declared rejected or accepted if the t-statistic is >1.645 .

Table 16. Structural Model Results (Path Coefficient)

H	Relationship of variables	Path Coefficient	t-statistics	P-Value	Conclusion
H ₁	Customer Engagement on Brand Trust in the Toyota Innova Product Brand.	0,879	12,050	0,000	Supported
H ₂	Customer Engagement Towards Brand Love for the Toyota Innova Product Brand	0,172	1,516	0,130	Not Supported
H ₃	Brand Trust and Brand Loyalty for the Toyota Innova Product Brand	0,655	3,245	0,001	Supported
H ₄	Brand Love Towards Brand Loyalty Towards the Toyota Innova Product Brand	0,000	0,002	0,998	Not Supported
H ₅	Brand Trust and Brand Love for the Toyota Innova Product Brand	0,788	7,057	0,000	Supported
H ₆	Customer Engagement Towards Brand Loyalty of the Toyota Innova Product Brand.	0,144	0,925	0,355	Not Supported
H ₇	Customer Engagement Towards Brand Loyalty Through Brand Trust in the Toyota Innova Product Brand	0,576	3,016	0,003	Supported
H ₈	Customer Engagement Towards Brand Loyalty Through Brand Love for the Toyota Innova Product Brand	0,000	0,002	0,999	Not Supported

Source: Processed Primary Data (2025)

Hypothesis 1 states that Customer Engagement influences Brand Trust for the Toyota Innova brand, with a path coefficient of 0.879, a t-statistic of 12.050 >1.645 , and a p-value of 0.000 <0.05 . Therefore, it can be concluded that H1 is supported.

Hypothesis 2 states that Customer Engagement influences Brand Love for the Toyota Innova brand, with a path coefficient of 0.172, a t-statistic of 1.516 <1.645 , and a p-value of 0.130 >0.05 . Therefore, it can be concluded that H2 is not supported. Hypothesis 3 states that Brand Trust influences Brand Loyalty for the Toyota Innova brand, with a path coefficient of 0.655, a t-statistic of 3.245 >1.645 , and a p-value of 0.001 <0.05 . Therefore, it can be concluded that H3 is supported.

Hypothesis 4 states that Brand Love influences Brand Loyalty for the Toyota Innova brand, with a path coefficient of 0.000, a t-statistic of 0.002 <1.645 , and a p-value of 0.998 >0.05 . Therefore, it can be concluded that H4 is not supported.

Hypothesis 5 states that Brand Trust influences Brand Love for the Toyota Innova brand, with a path coefficient of 0.788, a t-statistic of 7.057 > 1.645 , and a p-value of 0.000 <0.05 . Therefore, it can be concluded that H5 is supported.

Hypothesis 6 states that Customer Engagement influences Brand Loyalty for the Toyota Innova brand, with a path coefficient of 0.144, a t-statistic of 0.925 <1.645 , and a p-value of 0.355 >0.05 . Therefore, it can be concluded that H6 is not supported.

Hypothesis 7 states that Customer Engagement influences Brand Loyalty through Brand Trust for the Toyota Innova product brand, with a path coefficient of 0.576, a t-statistic of $3.016 > 1.645$, and a p-value of $0.003 < 0.05$. Therefore, it can be concluded that H7 is supported.

Hypothesis 8 states that Customer Engagement influences Brand Loyalty through Brand Love for the Toyota Innova product brand, with a path coefficient of 0.000, a t-statistic of $0.002 < 1.645$, and a p-value of $0.999 > 0.05$. Therefore, it can be concluded that H8 is not supported.

Discussion

Customer Engagement influences Brand Trust in the Toyota Innova brand

Customer engagement influences brand trust in the Toyota Innova product brand. The higher the customer engagement, whether through positive user experiences, social media interactions, involvement in user communities, or participation in brand activities, the stronger the brand trust formed. This occurs because intense engagement makes customers feel closer to the brand, understands the quality and consistency of the product, and ultimately increases confidence in Toyota's reliability and commitment to meeting their needs. Customer engagement can build trust directly and indirectly. The direct pathway occurs because interactive touchpoints allow the brand to demonstrate its capabilities and concern in a tangible way, while the indirect pathway arises through increased customer satisfaction and engagement, which further strengthens trust in the brand (Chairunnisa and Ruswanti, 2023). Mechanistically, content that encourages participation (such as comments, user-generated content, or contests) and personalized interactions (such as responsive service and tailored recommendations) can increase perceived value and interpersonal closeness with the brand, which ultimately predicts higher levels of trust (Dionaldo and Engriani, 2021).

The Influence of Customer Engagement on Brand Love in the Toyota Innova Brand

The study found that customer engagement has no effect on brand love for the Toyota Innova product brand, indicating that high customer engagement with the Toyota Innova brand does not necessarily foster brand love. This means that even though customers frequently interact with Toyota, for example through after-sales service, user communities, social media, or user experiences, these interactions are not strong enough to create a deep emotional impact that creates brand love. This may occur because the engagement formed is functional, not emotional; customers may only engage for utilitarian needs such as reliability, efficiency, and comfort, rather than because of an affective closeness to the brand. Furthermore, the Toyota Innova is a product that tends to be chosen based on rational considerations (capacity, durability, operational costs), so even if customers are actively engaged, they do not automatically develop emotional love. Thus, high engagement is not a primary trigger for brand love, resulting in an insignificant effect. Loyalty and attachment to a car brand are often mediated by factors such as brand image, satisfaction, and trust, so customer engagement may have an indirect effect (mediating or moderating), or its effect may become insignificant when these variables are already dominant (Putri and Mulyati, 2024). The cultural context and utilitarian values in Indonesia make many car consumers evaluate brands based on functional aspects (resale value, service, repair shop network) where brand love grows more from functional satisfaction than interactive activities (Elistia et al., 2023).

The Influence of Brand Trust on Brand Loyalty in the Toyota Innova Brand

Brand Trust Influences Brand Loyalty for the Toyota Innova Brand. This means that consumers' level of trust in the Toyota Innova plays a crucial role in shaping their loyalty to the brand. The higher consumer confidence in the quality, reliability, and consistent performance of the Toyota Innova, the greater the likelihood that consumers will continue to choose, use, and recommend this vehicle in the future. Strong trust makes consumers feel secure and confident that the product they choose will meet their expectations, thus fostering long-term commitment. Therefore, increased brand trust directly increases brand loyalty, both in the form of repurchase intentions and loyalty to the Toyota Innova brand. Furthermore, the loyalty born of this trust also drives consumer advocacy behavior, such as word-of-mouth promotion and long-term preference for the Toyota Innova (Mahardika & Setyawan, 2024). Thus, brand trust serves as an emotional and cognitive foundation that enables the formation of stable and sustainable brand loyalty. Without trust, consumer loyalty is difficult to achieve, so building and maintaining trust through product quality, integrity, and service is a crucial strategy for strengthening the Toyota Innova's position in the market.

The Influence of Brand Love on Brand Loyalty in the Toyota Innova Brand

The lack of Brand Love on Brand Loyalty for the Toyota Innova indicates that consumer brand loyalty does not automatically motivate them to remain loyal to the product. This resistance can be explained through several logical and contextual considerations. Consumer decisions when choosing a car, including the Toyota Innova, tend to be more rational and consider functional factors such as durability, fuel efficiency, price, maintenance costs, and after-sales service availability. In the context of high-value automotive products, emotional aspects such as brand love are not always the primary determinant. In other words, although consumers like the Toyota brand, their loyalty decisions are more influenced by practical considerations than emotional ties. The Toyota Innova is positioned as a family car that prioritizes utility, comfort, and reliability, so consumers' emotional connection to the brand is less dominant than perceived quality or trust in the brand. This makes brand love insufficient to significantly increase loyalty. The role of after-sales experience and dealer relationships is crucial for vehicles; poor service experiences or perceived high maintenance costs can counteract the effect of brand love. Owners may retain symbolic brand love but choose to replace their car during the next car replacement period (Risal et al., 2024). Thus, in the case of Toyota Innova, the lack of influence of brand love on brand loyalty can be explained by the dominance of functional considerations, the mediating role of satisfaction/trust variables, and after-sales service experience that determine consumer loyalty behavior.

The Influence of Brand Trust on Brand Love for the Toyota Innova

Brand Trust influences Brand Love for the Toyota Innova product brand. This means that the level of consumer confidence in the quality, reliability, and consistent performance of the Toyota Innova will determine the extent of the emotional attachment (brand love) formed. This means that the higher consumer trust in the Toyota Innova, for example due to a satisfying user experience, good after-sales service, and a positive brand reputation, the stronger their liking, emotional closeness, and affective loyalty to the brand. Conversely, if consumer trust is low, the potential for brand love will also decrease because consumers do not feel safe or confident in building an emotional connection with the product. Thus, brand trust is a crucial foundation for building brand love among Toyota Innova users. Brand trust plays a central role in shaping brand love for the Toyota Innova product because it is the foundation for creating a stable and sustainable emotional relationship between consumers and the brand. Brand trust reflects consumers' belief that the Toyota Innova will consistently provide reliable quality, keep its promises, and act with integrity. When consumers have a

high level of trust in Toyota Innova, they tend to develop positive feelings such as attachment, affection, and admiration for the brand, which is the essence of brand love (Atulkar, 2020).

The Influence of Customer Engagement on Brand Loyalty for the Toyota Innova

Customer Engagement Has No Effect on Brand Loyalty for the Toyota Innova Brand. The finding that customer engagement has no effect on brand loyalty for the Toyota Innova brand means that the level of customer engagement, such as how actively they interact with the brand, follow product information, or show emotional interest, does not automatically increase their loyalty to the Toyota Innova. In other words, even though customer engagement is higher, it does not automatically make customers more loyal, does not guarantee that they will make repeat purchases, recommend the Innova, or continue to choose the Innova over other brands. Logically, higher customer engagement should increase brand loyalty, because engaged consumers usually feel closer to and trust the brand. However, in the context of the Toyota Innova, the results of the study show that this pattern does not occur. Customers may still choose the Innova not because of emotional engagement or interaction with the brand, but rather because of other factors such as functional needs, family comfort, vehicle performance, Toyota's reputation, or consideration of resale value. This suggests that in the MPV segment like the Innova, loyalty is driven more by utilitarian benefits and user experience, rather than by the level of engagement with the brand. Customer engagement does not always result in increased brand loyalty, and this phenomenon may occur in the Toyota Innova product brand for several contextual and methodological reasons. In the automotive segment, especially for upper-middle class family vehicles like the Toyota Innova, purchasing decisions are heavily influenced by long-term functional factors such as product quality, technical reliability, and after-sales service. Therefore, emotional engagement or digital interactions alone may not be enough to drive repeat purchase behavior or recommendations. This is in line with research findings showing that aspects of marketing experience, brand equity, and service quality are often more dominant in shaping automotive customer loyalty (Ilham et al., 2024).

The Influence of Customer Engagement on Brand Loyalty Through Brand Trust for the Toyota Innova.

Customer Engagement Influences Brand Loyalty Through Brand Trust for the Toyota Innova Product Brand. This means that customer involvement in interacting with the brand, whether through user experience, communication, or emotional connection, can increase customer loyalty if it first builds trust in the brand. The higher the customer engagement—the more frequently and positively customers engage with the Toyota Innova, such as by expressing satisfaction with the car's performance, actively seeking information, or participating in user communities—the higher the brand trust. Customers become more confident in Toyota's quality, reliability, and commitment. Furthermore, the higher the brand trust, the stronger the brand loyalty formed. For example, customers are more likely to choose the Toyota Innova, not switch to other brands, and even recommend it to others. Thus, brand trust acts as a bridge explaining how increased customer engagement with the Toyota Innova can drive increased brand loyalty. Customer engagement reflects the level of active interaction, participation, and emotional connection consumers have with the Toyota Innova, both through direct experiences and digital channels. Consumers who are actively involved, for example by providing feedback, participating in user communities, or sharing positive experiences, tend to develop a deep sense of belonging and attachment to the brand, which is the basis for loyalty (Hafidz & Astuti, 2023; Chodriyah et al., 2023; Nugroho & Suprapti, 2022).

The Influence of Customer Engagement on Brand Loyalty Through Brand Trust for the Toyota Innova.

Customer Engagement Has No Effect on Brand Loyalty Through Brand Love for the Toyota Innova Product Brand. This means that customer involvement in interacting with the brand, such as communicating with dealers, following product information, or participating in communities, does not automatically increase customer loyalty when the bridging variable is brand love. Even if customer engagement increases, such as customers actively using or following developments in the Toyota Innova, this does not automatically increase brand love (emotional affection for the brand). Because brand love does not increase, there is no significant influence path to brand loyalty through this emotional mechanism. This means that Toyota Innova consumers may be engaged with the brand but not feel emotionally "in love" with the brand, so their loyalty is not influenced by that love. In other words, customer engagement is not sufficient to foster loyalty without a strong emotional attachment to the brand. In the context of the Toyota Innova car brand, the finding that customer engagement does not influence brand loyalty through brand love can be explained by several conceptual and empirical reasons. Car purchases are high-risk and low-frequency decisions, so consumer loyalty is shaped more by satisfaction with product performance, corporate reputation, and brand trust than by the brief emotional interactions measured as customer engagement. Research on automotive products shows that functional factors (satisfaction, trust, brand equity) play a dominant role in the loyalty of Toyota Innova owners (Noorsanti and Avriyanti, 2020).

Conclusion

Based on the results of the study on the Influence of Customer Engagement on Loyalty through Trust and Brand Love for the Toyota Innova Brand in the Tegal City Area, several conclusions were drawn:

1. Customer Engagement influences Brand Trust for the Toyota Innova Brand, indicating that the higher the consumer engagement with the Toyota Innova brand, the greater their trust in the brand.
2. Customer Engagement does not influence Brand Love for the Toyota Innova Brand, indicating that consumer engagement is not capable of fostering love or an emotional bond with the brand.
3. Brand Trust influences Brand Loyalty for the Toyota Innova Brand, indicating that the higher the level of consumer trust, the stronger their loyalty.
4. Brand Love does not influence Brand Loyalty for the Toyota Innova Brand, indicating that brand love is not a primary factor in creating loyalty in the automotive product category.
5. Brand Trust influences Brand Love for the Toyota Innova Brand.
6. Customer Engagement does not influence Brand Loyalty for the Toyota Innova Brand.
7. Customer Engagement influences Brand Loyalty through Brand Trust for the Toyota Innova Brand.
8. Customer Engagement does not affect Brand Loyalty Through Brand Love for the Toyota Innova Product Brand

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