

**MEDIATION OF CUSTOMER EXPERIENCE IN THE INFLUENCE OF
CUSTOMER ENGAGEMENT ON BEHAVIORAL INTENTION OF HNI
CONSUMERS IN BENGKULU CITY**

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ABSTRACT

By understanding how customer experience mediates the influence of customer engagement on consumer behavioral intention, insights can be gained into how companies can enhance consumer experience and engagement to address price perception issues and enhance consumer trust in products. The importance of customer experience is by understanding how consumer experience plays a mediating role between customer engagement and behavioral intention. This can provide deep insights into how companies can design effective marketing strategies based on positive consumer experiences. Consumer engagement and behavioral intentions, through this research, will reveal how the level of consumer engagement is related to consumer behavioral intentions towards Halal Network International products. Thus, this research will provide a better understanding of the factors influencing consumer decisions in choosing and using Halal Network International products. This type of research is quantitative descriptive research. The population in the study consisted of 1400 people, with a sample size of 210 people. This study uses the Partial Least Square Software (PLS) method using SmartPLS Software. PLS. The results of the hypothesis testing conducted state that H1 in this study is accepted with a coefficient value of 0.226, p-values of $0.012 < 0.05$, and a t-statistic of $2.520 > 1.960$, meaning that it is proven that the customer engagement variable has a positive and significant effect on behavioral intention. The results of the hypothesis testing conducted state that H2 in this study is accepted, showing a coefficient value of 0.530, p-values of $0.000 < 0.05$, and a t-statistic of $6.940 > 1.960$, meaning customer engagement has a positive and significant effect on customer experience. The results of the hypothesis testing conducted state that H3 in this study is accepted, showing a coefficient value of 0.774, p-values of $0.000 < 0.05$, and a t-statistic of $8.537 > 1.960$, meaning customer experience has a positive and significant effect on behavioral intention. The results of the hypothesis testing conducted state that H4 in this study is accepted, showing a coefficient value of 0.410, p-values of $0.000 < 0.05$, and a t-statistic of $4.589 > 1.960$, meaning customer engagement has an effect on behavioral intention mediated by customer experience.

Keywords: Customer Experience, Customer Engagement, Behavioral Intention

1) Student

2) Supervisors

