

ABSTRACT

The Impact of Website Quality on Brand Loyalty: The Mediating Role of Customer Engagement Behavior

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This study aims to analyze the effect of website quality on brand loyalty, with customer engagement behavior as a mediating variable at Merapi Merbabu Hotel Yogyakarta. The phenomenon of customers remaining loyal despite not using digital reservation channels highlights the importance of website quality and digital interaction in building long-term customer relationships. A quantitative approach was employed through a survey method involving hotel guests who stayed for at least two times between April 2024 and April 2025. Data were collected using a five-point Likert scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS software. The results show that website quality has a significant positive effect on brand loyalty, both directly and indirectly through the mediation of customer engagement behavior. These findings emphasize that improving digital service quality and encouraging active customer engagement are crucial strategies for strengthening brand loyalty. Future research is recommended to consider customer satisfaction as an additional mediating variable to gain a more comprehensive understanding of consumer behavior in the hospitality industry.

Keywords : *Website Quality, Brand Loyalty, Customer Engagement Behavior, Hotel*