Article

Mediation of Customer Experience in the Influence of Customer Engagement on Consumer Behavioral Intention of Halal Network International Products in Bengkulu City

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Abstract: Currently, many people are highlighting PT. HNI with the view that the products are too expensive and difficult to reach for the general public. However, many have also experienced the benefits of these products due to their extensive uses and benefits. PT. HNI is known for products that have various properties that are beneficial for health and fitness. Even though the price may be considered high by some people, HNI products are recognized as having significant added value in maintaining health and quality of life. This reflects the challenge of providing high quality products that are widely accessible to the public while maintaining company standards and reputation. Therefore, the aim of this research is to determine the influence of Customer Engagement on Behavioral Intention, Customer Experience, Consumers of International Network Halal Products Customer experience towards Behavioral intention and Customer Engagement towards Customer Intention mediated by Customer Experience in Bengkulu City. This research refers to a type of quantitative descriptive-based research, which refers to data analysis methods for organizing, parsing and synthesizing information. These findings indicate that Customer Engagement has a significant and positive influence on Behavior Intention and Customer Engagement plays a positive and significant role on Customer Experience. Customer Experience has a very strong and significant influence on Behavior Intention, Customer Engagement has a significant influence on Behavior Intention, and this influence is mediated by Customer Experience. This can be accepted based on these findings.

Keywords: Customer Experience, Customer Engagement, Consumer Behavioral Intention, Mediation.

1. Introduction

One strategy to compete in the business world is to adopt the green marketing

concept which focuses on environmental sustainability. By building and maintaining a high perception of quality, as well as paying attention to lifestyle and product brand image, companies can influence consumer decisions. Appropriate implementation of green marketing not only illustrates a commitment to the environment, but can also increase the added value of products in the view of consumers who are increasingly concerned about the environmental impact of their purchases[1]. In addition, building a strong brand image that suits the target market's lifestyle will help the product remain relevant and in demand in a competitive market[2].

With business expansion spread evenly across various cities, Halal Network International (HNI) not only relies on the hard work of partners in building business networks, but has also succeeded in expanding its partnerships to the city of Bengkulu. Even though the socio-cultural conditions in Bengkulu are very diverse, this does not hinder the growth of the HNI network in the city[3]. The community of HNI enthusiasts

in Bengkulu is dominated by housewives and students, who are interested in both the business opportunities offered and the benefits of Halal Network International (HNI) products[4].

To reduce the negative impact of business development, focusing on customer experience is an effective strategy. The meaning of customer experience refers to perceptions or experiences that influence customer motivation cognitively [1] . In the research context, customer experience includes all experiences that customers experience when interacting with a company, both positive and negative. Customer experience has a significant impact on loyalty, both directly on loyalty attitudes and behavior and indirectly through the emotional experiences created [2].

However, a very crucial aspect in achieving higher company performance, including sales growth, is interactive customer engagement, especially in a dynamic business context. Customer engagement refers to a series of customer behavioral activities that are closely related to their response to the marketing strategy implemented by the company [3]. Customer Engagement is fundamental in the experience provided by companies to customers, which involves deep, meaningful and ongoing interactions with customers and stakeholders [4]. Recent research results show that social media is an effective tool in building customer engagement today. Basically, the existence of social media itself is not only involved in the interests of providing basic facilities for the community to provide information and interact, but also to socialize regarding the sale of Halal Network International (HNI) products in Bengkulu City. This finding is in line with the impact of customer experience and customer involvement on behavioral intentions, showing that customer involvement positively influences behavioral intentions even when faced with competitive choices [5].

Information technology behavioral intentions, which are often referred to as behavioral intentions, are defined as how willing users are to continue using technology systems assuming they have access to the necessary information. This theory, is considered the most reliable predictor of the factual behavior that a person will carry out [6]. Meanwhile[5], behavioral intention seeks to measure the probability that consumers will continue to take specific actions in the future, for example making repeat purchases or it can also be related to conveying recommendations to people they know for given free recommendations [7]. This highlights the importance of behavioral intentions in understanding and predicting how individuals will interact with technology and products in an increasingly digitally connected environment. In line with the experience aspect on the part of the customer brings about a kind of effect or influence whose nature is more inclined to the positive realm with a degree of significantly related to behavioral intentions [8]. Apart from that, this aspect also has a positive and significant influence regarding the respective hedonic and utilitarian values. Hedonic value positively and significantly predicts behavioral intentions while utilitarian value is negatively but significantly related to behavioral intentions[6].

Therefore, by understanding how customer experience mediates the influence of[7] customer engagement on consumer behavioral intention, it can provide insight into how companies can improve consumer experience and consumer engagement to overcome perception problems and increase consumer trust in products and understand how consumer experience acts as a mediator between Customer Engagement and Behavioral Intention can provide in-depth insight into how related corporations want to design strategic mechanisms for effective marketing purposes based on positive consumer experiences and how the level of customer engagement is related to consumer behavioral intentions towards Halal Network International products[8]

Thus, the choice of the title of this research is not only relevant to the actual phenomena that occur, but is also important for exploring the relationship between

customer experience, customer engagement, and consumer behavioral intention in the context of Halal Network International products in Bengkulu City[9].

2. Materials and Methods

This research refers to a type of quantitative descriptive-based research, which refers to data analysis methods for organizing, parsing and synthesizing information. This approach allows researchers to organize data into discrete units, identify significant patterns, and extract conclusions that can be explained to others. In this study, the population consisted of 1400 herbal product users who were customers of PT. HNI BC Bengkulu Raya in Bengkulu City[10]. The sample in this study used 1400 x 15% = 210 people. So the research sample was taken from the branch office of PT. HNI BC Bengkulu Raya Bengkulu City will be taken by 210 customers in 2023/2024. The main technique used is a questionnaire. In this research, the data analysis method used is Partial Least Square (PLS) with the help of SmartPLS software. The results of this research will be tested using the T-test using the bootstrapping method. Apart from that, validity, reliability and mediation effect tests were also carried out in this research[11].

3. Results

An indicator is considered valid if the loading factor is positive and exceeds 0.7, and the AVE value is greater than 0.5. Loading factor reflects the measurement strength of each indicator or item on the variable being measured. An indicator with a high loading factor indicates that the indicator is dominant as a measure of that variable[12]. The following can be observed regarding the loading factor values in the table below[13]:

Table 1. Convergent Validity Test

Variable	Item	Loading Factor	AVE	Information
Costumer Engagement	Ab1	0.907	0.814	Valid
	Ab2	0.894		Valid
	At1	0.892		Valid
	At2	0.913		Valid
	E1	0.896		Valid
	E2	0.904		Valid
	Id1	0.900		Valid
	Id2	0.901		Valid
	In1	0.898		Valid
	In2	0.916		Valid
Customer Experience	ACE1	0.908	0.829	Valid
	ACE2	0.909		Valid
	FCE1	0.921		Valid
	FCE2	0.907		Valid
	RCE1	0.908		Valid
	RCE2	0.924		Valid
	SCE1	0.912		Valid
	SCE2	0.895		Valid
	TCE1	0.911		Valid
	TCE2	0.911		Valid
Behavior Intention	L1	0.921	0.824	Valid
	L2	0.896		Valid
	L3	0.918		Valid
	WTP1	0.899		Valid

WTP2	0.907		Valid
WTP3	0.914		Valid
WTS1	0.899		Valid
WTS2	0.911		Valid
WTS3	0.908		Valid
WTS4	0.906		Valid

From the table provided, it can be seen that each indicator has a loading factor above 0.7 and its AVE value also exceeds 0.5. This shows that all indicators have been tested for their validity as measuring tools for the latent variable in question[14].

Table 2. Cross loading values

Item	*Behavior Intention*	*Customer Engagement*	*Customer Experience*
ACE1	0.815	0.532	0.908
ACE2	0.824	0.486	0.909
Ab1	0.555	0.907	0.449
Ab2	0.572	0.894	0.495
At1	0.596	0.892	0.504
At2	0.582	0.913	0.488
E1	0.581	0.896	0.507
E2	0.559	0.904	0.459
FCE1	0.812	0.498	0.921
FCE2	0.817	0.492	0.907
Id1	0.572	0.900	0.456
Id2	0.562	0.901	0.491
In1	0.593	0.898	0.469
In2	0.565	0.916	0.469
L1	0.921	0.568	0.828
L2	0.896	0.565	0.796
L3	0.918	0.571	0.831
RCE1	0.796	0.470	0.908
RCE2	0.821	0.473	0.924
SCE1	0.816	0.499	0.912
SCE2	0.801	0.437	0.895
TCE1	0.829	0.481	0.911
TCE2	0.800	0.461	0.911
WTP1	0.899	0.604	0.820
WTP2	0.907	0.572	0.807
WTP3	0.914	0.525	0.825
WTS1	0.899	0.620	0.771
WTS2	0.911	0.578	0.801
WTS3	0.908	0.604	0.819
WTS4	0.906	0.570	0.811

Based on this table, the cross loading value for each item shows a value > 0.70, and the highest value when connected to their own latent variable compared to other latent variables. This indicates that each variable in this study succeeded in accurately describing

their respective latent variables, and thus validating the discriminant validity of all items[15].

The final validity test is through the Heterotrait-Monotrait Ratio (HTMT) value. The HTMT requirement is that it must be less than 1 to ensure that discriminant validity is met.

Table 3. HTMT test

Variable	Behavior Intention	Customer Engagement	Costumers Experience
Behavior Intention			
Custumer Engagement	0.652		
Custumer Experience	0.915	0.544	

From the Heterotrait-Monotrait Ratio (HTMT) values in the table above, none exceeds 1. This shows that the research model formed from these four variables can be considered valid[16].

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Behavior Intention	0.976	0.979
Custumer Engagement	0.975	0.978
Custumer Experience	0.977	0.980

Based on this table, it was found that all research variables had Composite Reliability and Cronbach's Alpha values greater than 0.7. These findings indicate that each variable achieved an adequate level of reliability. Thus, it can be concluded that all the variables in this model have a high level of reliability. Further analysis can be carried out by evaluating the suitability of the model through checking the goodness of fit of the inner model[17].

After completing testing on the outer model, the next step is to carry out testing on the inner model or structural model. This test aims to evaluate the relationship between constructs, measure the statistical significance of this relationship, and calculate the R-square value of the research model. Evaluation of the PLS structural model begins by examining the R-square value of each dependent latent variable, as seen in the estimated table of R-square results involving PLS[18].

Table 5. R Square Test Results

Variable	R-Square	R-Square Adjusted
Behavior Intention	0.835	0.833
Custumer Experience	0.281	0.278

Based on this table, the Behavior Intention variable has an R-Square value of 0.835, which indicates that 83.5% of the variation in Behavior Intention can be explained by the independent variables in this model. Meanwhile, the Customer Experience variable has an R-Square value of 0.281, which indicates that 28.1% of the variation in Customer Experience can be explained by the independent variables in this model, while the remaining 71.9% may be influenced by other factors not included in the research[19].

Table 6. Predictive Relevance

Variable	Q² (=1-SSE/SSO)	Information
Behavior Intention	0.679	Has predictive relevance value
Custumer Experience	0.229	Has predictive relevance value

From the data in the table presented, it can be seen that the Q-square value for the dependent variable is greater than 0. Based on this value, it can be concluded that this research has a good level of prediction because Q-square > 0.

Table 7. VIF value

Item	VIF
ACE1	2.319
ACE2	2.319
Ab1	2.252
Ab2	2.252
At1	2.424
At2	2.424
E1	2.606
E2	2.606
FCE1	2.542
FCE2	2.542
Id1	2.736
Id2	2.736
In1	3.024
In2	3.024
L1	3.484
L2	3.222
L3	3.470
RCE1	2.671
RCE2	2.671
SCE1	2.806
SCE2	2.806
TCE1	2.396
TCE2	2.396
WTP1	3.316
WTP2	3.148
WTP3	4.262
WTS1	3.756
WTS2	3.493
WTS3	3.539
WTS4	3.713

Based on the VIF values in the table, all VIF values are below 5. Thus, it can be concluded that the data does not show significant collinearity. This shows that the variables used in the analysis will not produce problems in assessing significance and estimating weights.

Table 8. Hypothesis Testing

Variable	Original Sample (O)	T Statistics (I O/STDEV I)	P Values
Custumer Engagement -> Behavior Intention	0.226	2.520	0.012
Custumer Engagement -> Custumer Experience	0.530	6.940	0.000
Custumer Experience -> Behavior Intention	0.774	8.537	0.000
Custumer Engagement -> Custumer Experience -> Behavior Intention	0.410	4.589	0.000

In PLS (Partial Least Squares), statistical testing for each proposed relationship is carried out through simulation, especially with the bootstrap method on data samples. The bootstrap method is used to produce a sampling distribution of parameter estimates and to calculate confidence intervals and statistical significance of path coefficients. This allows a more robust analysis of the reliability of the results and the interpretation of the models built. The following are the results of the PLS bootstrapping analysis including[20]:

A. The Influence of Customer Engagement on Behavioral Intention

Based on the results of testing the first hypothesis, which tested the influence of Customer Engagement on Behavior Intention, it was found that the path coefficient was 0.226. The p-values obtained are 0.012, which is smaller than the specified significance level (0.05), and the T-statistic value is 2.520, which exceeds the critical value of 1.960 for a 5% significance level. These findings indicate that Customer Engagement has a significant and positive influence on Behavior Intention. Thus, the hypothesis which states that Customer Engagement contributes positively and significantly to Behavior Intention can be accepted based on the test results[21].

B. The Influence of Customer Engagement on Customer Experience

Findings from testing the second hypothesis show that the path coefficient between Customer Engagement and Customer Experience is 0.530. The statistical results show that the p-values are 0.000, which is much smaller than the specified significance level (0.05), and the T-statistic value is 6.940, which significantly exceeds the critical value of 1.960 for a 5% significance level. These results confirm that Customer Engagement has a strong and significant influence on Customer Experience. Thus, the hypothesis which states that Customer Engagement plays a positive and significant role in Customer Experience can be accepted based on these findings[22].

C. The Influence of Customer Experience on Behavioral Intention

Based on the results of testing the third hypothesis, the path coefficient between Customer Experience and Behavior Intention is 0.774. The statistical findings show that the p-values are 0.000, which is much lower than the established significance level (0.05), and the T-statistic value is 8.537, exceeding the critical value of 1.960 for a 5% significance level. Thus, these results indicate that Customer Experience has a very strong and significant influence on Behavioral Intention. Therefore, the hypothesis which states that Customer Experience has a positive and significant effect on Behavior Intention can be accepted based on these findings[23].

D. The Influence of Customer Engagement on Behavioral Intention Mediated by Customer Experience

Based on the results of testing the fourth hypothesis, it was found that the path coefficient between Customer Engagement and Behavior Intention which is mediated by Customer Experience is 0.410. The statistical results show that the p-values are 0.000, which is smaller than the established significance level (0.05), and the T-statistic value is 4.589, exceeding the critical value of 1.960 for a 5% significance level. These findings confirm that Customer Engagement has a significant influence on Behavior Intention, and this influence is mediated by Customer Experience. Therefore, the hypothesis which states that Customer Experience is able to mediate the influence of Customer Engagement on Behavior Intention can be accepted based on the results of this test[24].

4. Discussion

Aims to reveal various solutions to the problems described previously. Apart from that, the discussion provides answers to problems which will ultimately lead to conclusions that can be drawn from this research regarding "Mediation of Customer Experience in the Influence of Customer Engagement on Behavioral Intention of Consumers of Halal Network International Products in Bengkulu City", namely:

A. The Influence of Customer Engagement on Behavioral Intention

Based on the results of hypothesis testing, H1 from this research is accepted with strong significance. The coefficient value of 0.226 indicates that Customer Engagement has a positive and significant influence on Behavior Intention[31], with a p-value of 0.012 which is smaller than the significance level of 0.05, and a T-statistic value of 2.520 which exceeds the critical value of 1.960 for a significance level of 5 %. Thus, these findings indicate that the level of customer involvement has a positive impact on customer responses to services or products provided by Halal Network International in Bengkulu City. The higher the level of customer involvement, the better the response given by customers to the company[30].

B. The Influence of Customer Engagement on Customer Experience

The results of the hypothesis testing that has been carried out state that H2 in this study is accepted, showing a coefficient value of 0.530, a p-value of 0.000 < 0.05 and a t-statistic of 6,940 > 1.960, meaning that Customer Engagement brings about an influence that is both positive and positive. significant degree related to Customer Experience[32]. This reality explains that customer involvement has an influence related to the perception of stimulating customer motivation for Halal Network International products in Bengkulu City[24].

C. The influence of customer experience on behavioral intention

The results of the hypothesis testing that has been carried out state that H3 in this study is accepted, showing a coefficient value of 0.774, a p-value of 0.000 < 0.05 and a t-statistic of 8.537 > 1.960, meaning that Customer Experience has a positive influence at the same time. significant degree related to Behavior Intention. This shows that cognitive or perceptual recognition stimulates customer motivation which is the best way to predict customer behavior[25].

Thus, people engaging in a particular behavior may reflect an individual's willingness to perform the behavior. Simply put, a strong intention to carry out a behavior is highly predictive that the behavior will actually be executed[26], such as buying the Halal Network International product in Bengkulu City again or recommending it to a friend[27].

D. The Influence of Customer Engagement on Behavior Intention Mediated by Customer Experience

The results of hypothesis testing that have been carried out state that H4 in this study is accepted, showing a coefficient value of 0.410, a p-value of 0.000 < 0.05 and a t-statistic of 4,589 > 1.960[28], meaning that Customer Engagement has an influence

related to Behavior Intention. Mediated by Customer Experience. So the hypothesis states that Customer Experience is Able to Mediate the Influence of Customer Engagement on Behavior Intention[29].

5. Conclusion

The research results show that the Customer Engagement variable has a positive influence as well as a significant degree related to Behavior Intention. Apart from that, the Customer Engagement variable has a positive influence as well as a significant degree regarding Customer Experience. Furthermore, the Customer Experience variable has a positive influence as well as a significant degree related to Behavior Intention. Lastly, the Customer Engagement variable has an influence related to Behavior Intention, mediated by Customer Experience.

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