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# Brand Awareness and Sustainability in Shaping Promotion Strategies in Indonesia

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**Abstract**

**Research Aims:** This study aims to investigate the impact of service quality, brand awareness, consumer experience, and environmental sustainability on brand image and brand advocacy in Indonesia. It seeks to determine the extent to which these factors influence brand image and how brand image mediates their effect on brand advocacy.

**Design/Methodology/Approach:** A quantitative research methodology was adopted, involving the collection of data from 300 respondents in Indonesia. Structural Equation Modeling-Partial Least Squares (SEM-PLS 3) was employed to analyze the relationships between the variables.

**Research Findings:** The findings reveal that service quality, brand awareness, consumer experience, and environmental sustainability significantly influence brand image, which in turn strongly impacts brand advocacy. Consumer experience has the greatest effect, followed by service quality, brand awareness, and environmental sustainability. While these insights are valuable for the Indonesian market, expanding the study's geographic or sectoral scope could provide a broader understanding of brand perception and advocacy across diverse cultural and economic contexts, enhancing its global applicability.

**Theoretical Contribution/Originality:** This research contributes to the literature on branding by offering empirical evidence on the combined impact of service quality, brand awareness, consumer experience, and environmental sustainability on brand image and advocacy in the Indonesian context. It underscores the mediating role of brand image in strengthening consumer advocacy.

**Practitioners/Policy Implications:** For practitioners, the study provides practical insights into how companies can enhance brand image and foster consumer advocacy by improving service quality, raising brand awareness, enhancing consumer experience, and promoting environmental sustainability. This is particularly relevant for businesses in Indonesia aiming to build strong brands and loyal customer base.

**Research Limitations/Implications:** The study is limited to a single country (Indonesia) and specific sectors, which may limit the generalizability of the findings to other regions or industries. Future research could explore additional variables or investigate the effects in other cultural or geographical settings.

**Keywords:** Service Quality; Brand Awareness; Consumer Experience; Environmental Sustainability; Brand Advocacy

## Introduction

In a competitive market, establishing a robust brand image is essential for securing client loyalty. An impactful brand image enhances consumer happiness and loyalty, which is essential for competitive advantage

(Muis et al., 2023). Environmental, Social, and Governance (ESG) policies significantly contribute to the establishment of brand reputation and consumer loyalty, as there is a growing preference for socially responsible firms among consumers (Singh et al., 2024). Moreover, product quality and brand trust significantly impact customer happiness and loyalty, thereby enhancing brand image and driving sales (Khan et al., 2024). Furthermore, due to the increasing significance of environmental issues, corporations are using sustainability strategies to improve their reputation and attract socially conscious consumers.

The brand image in the Indonesian market is shaped by service quality, brand awareness, consumer experience, and environmental sustainability. Service quality significantly influences the brand image and customer happiness, with superior service enhancing brand perception and fostering loyalty (Alfikry et al., 2024). In Indonesia, service quality exerts a greater influence on consumer purchasing decisions than brand image directly, with customer happiness serving as a mediating factor. Brand awareness, frequently propelled by advertising and social media marketing, influences consumers' impression of the brand, with good advertising techniques capable of enhancing sustainable brand perception and affecting purchasing behavior. Furthermore, customer experiences, including store ambiance, impact brand image, albeit not always in a direct manner (Depari & Jocellyn, 2024). Eco-marketing and sustainable practices have become crucial in cultivating a favorable brand image, as consumers increasingly prefer brands dedicated to environmental responsibility (Eyada, 2024; Johan et al., 2024).

Service quality, brand awareness, consumer experience, and environmental sustainability significantly influence consumer satisfaction, loyalty, and advocacy. Superior service enhances satisfaction, fostering loyalty and generating word-of-mouth referrals (Sutriani et al., 2024). Brand knowledge enhances the image, affecting customer advocacy behavior, while favorable experiences at each engagement foster trust and emotional ties that facilitate brand recommendations (Chen et al., 2024). Environmental sustainability is becoming increasingly significant, particularly in Indonesia, because it enhances brand impression and advocacy among environmentally conscious consumers (Muniroh et al., 2021). In the public sector, service quality, encompassing interactions, outcomes, and the physical environment, affects student loyalty via satisfaction (Ur Rahman et al., 2024), while in the restaurant industry, quality service cultivates good feeling that result in satisfaction and loyalty (Andriyani, 2024).

Brand awareness greatly influences consumer views and behavior, with a robust brand image frequently bolstered by service quality and green marketing, thereby impacting customer happiness considerably (Johan et al., 2024). In the energy sector, favorable brand valuation is directly linked to consumer adoption behavior, highlighting the significance of brand perception in decision-making. In the healthcare business, a robust brand image strongly impacts patient loyalty, underscoring the necessity for effective brand communication (Nurfitriani, 2023).

Favorable consumer experiences at all brand interaction points are crucial for establishing trust and emotional ties, which greatly affect views and loyalty, particularly regarding sustainability (Ünal et al., 2024). Enhancing service quality and customer experience in the hotel sector is essential for sustaining satisfaction and loyalty. Moreover, environmental sustainability significantly influences brand views, as brands that advocate for sustainability are regarded more positively and foster consumer advocacy (Eyada, 2024). In Indonesia, green marketing enhances brand image and consumer pleasure, indicating an increasing interest in environmental responsibility (Johan et al., 2024). In the dairy business of Ho Chi Minh City, perceived environmental responsibility affected customer happiness, however, its influence on loyalty was negligible (Vuong & Bui, 2023). In a period of escalating market rivalry, companies must persist in innovating and upholding their brand image to remain pertinent and appealing to consumers. In Indonesia, as consumers increasingly recognize the importance of service quality and environmental concerns, enterprises must confront the dual challenge of delivering superior services while also advocating for sustainable practices (Oktavianti et al., 2024; Rahmat & Erdiansyah, 2024; Sudirjo et al., 2024; Utama & Ambarwati, 2022). Moreover, the growing prevalence of digital and social media renders pleasant consumer experiences and brand awareness increasingly vital in establishing a robust brand image (Agu et al., 2024; Mishra, 2023). Although numerous studies, including (Wilijaya & Andrew, 2024; Saraswati, 2024), have acknowledged the significance of service quality, brand awareness, consumer experience, and environmental sustainability in shaping brand image, there remains a deficiency in comprehending how these factors collectively impact brand advocacy in the Indonesian market. Research also suggests that consumer experience significantly influences brand image (Sudirjo et al., 2024) yet the impact of environmental sustainability on overall brand impression remains ambiguous. This research aims to thoroughly examine the correlation between service quality, brand awareness, consumer experience, and environmental sustainability on brand image and brand advocacy, specifically in Indonesia, which possesses distinct market and consumer traits.

## **Literature Review and Hypotheses Development**

### **Service Quality**

The quality of service is crucial for brand reputation and client fidelity, particularly in service sectors like hospitality and retail. High-quality service enhances satisfaction and fosters brand advocacy via word-of-mouth promotion. In Indonesia, direct client engagement renders service quality paramount. Furthermore, service quality substantially influences brand equity and affection, and in the banking industry reliable service fosters loyalty and advocacy (Aspizain, 2016). Factors including reliability and empathy are essential in fulfilling client expectations, while competent human resources also significantly contribute. Exceptional service fosters positive word of mouth (Okan & Ağaç, 2023) and confers a competitive edge in the tourism sector via favorable client experiences (Jocić et al., 2024; Musthaq & Jegadeeshwaran, 2021).

### **Brand Awareness**

Enhancing brand awareness in the Indonesian market is essential for firms to distinguish themselves, particularly via digital marketing and social media. Brand awareness cultivates trust and emotional connections, establishing the basis for brand equity and advocacy (Utami et al., 2024). Platforms like Instagram and Facebook are efficient for directly engaging consumers at a low cost (Gisellim & Yoedtadi, 2024). In the food service industry, social media marketing enhances brand exposure, while product quality continues to influence consumer opinions (Adelia et al., 2024). The integration of digital marketing with promotional methods enhances brand recognition and impacts purchasing decisions and customer loyalty (Gisellim & Yoedtadi, 2024; Utami et al., 2024). Brand awareness fosters consumer trust and loyalty that are crucial for sustained success (Anwer, 2024), while social media marketing enhances repurchase intentions via brand awareness and image (Kumar & Devi, 2024).

### **Consumer Experience**

The consumer experience is a complex element that significantly impacts brand management, particularly in the burgeoning Indonesian market. The concept of the 'experience economy' articulated by Pine and Gilmore underscores the significance of crafting memorable experiences to influence brand perception and loyalty, with favorable experiences fostering advocacy (Suchánek & Činčalová, 2024). The influence of consumer experiences on purchasing behavior is substantial, highlighting the necessity of customizing experiences for various sectors (Klaus et al., 2023). Conventional value-based brand experiences, including quality and integrity, significantly influence purchasing decisions (Mesfar & Ltifi, 2023), whereas emotional and sensory factors enhance customer loyalty (De Jesus et al., 2023). Research in the banking sector indicates that customer experiences encompassing service and emotional dimensions are essential for sustained marketing success (Nuri & Khalil, 2022).

### **Environmental Sustainability**

Environmental sustainability significantly impacts brand perception, particularly as consumer awareness rises. Brands that adopt sustainable practices frequently see improved reputation and increased loyalty, particularly in Indonesia, where eco-friendly initiatives bolster consumer ties (Antony et al., 2024). Sustainable business practices enhance trust, confer a competitive advantage, and facilitate long-term profitability (Agu et al., 2024). Notwithstanding their significance, numerous consumers continue to overlook environmental consequences until prompted by indicators, such as eco-labels (Elmor et al., 2024). Environmental brand activity also impacts employees' pro-environmental views and enhances organizational affiliation (Miguel & Miranda, 2024). Eco-friendly packaging enhances customer views, particularly via social media, despite obstacles like cost and awareness that impede general use (Isaacs, 2015).

### **Brand Image**

A favorable brand image is crucial in Indonesia's service sector because escalating consumer expectations influence customer happiness, loyalty, and advocacy. Service quality significantly influences brand image, as seen in PT Asuransi Jasindo Syariah (Alfikry et al., 2024). The SERVQUAL model facilitates the correlation between service quality and customer loyalty within the hospitality sector (Almasarweh et al., 2024). Brand awareness and customer experience are significant factors, as demonstrated by Uniqlo Ho Chi Minh City (Aspizain, 2016), while product quality and brand trust bolster image and loyalty, as evidenced by Beijing Competitor Sports (Mabkhot et al., 2017). Customer satisfaction frequently influences the connection between service quality and loyalty, however, it does not consistently do so between brand image and loyalty (Supriyanto & Dahlan, 2024). The interplay among the three is crucial for sustained performance (Alfikry et al., 2024).

### **Brand Advocacy**

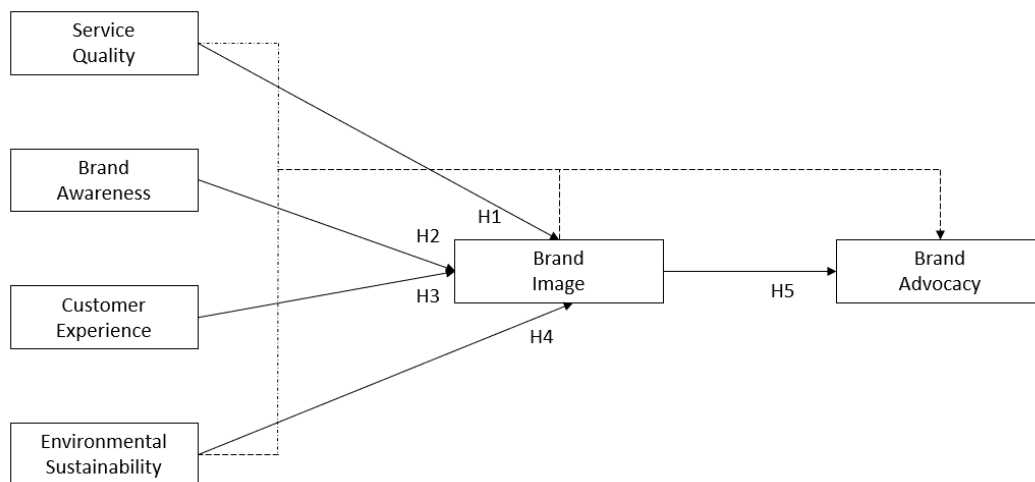
Brand advocacy in Indonesia is shaped by the proliferation of social media, where customers engage actively in word-of-mouth marketing. Brand activism, which entails public positions on social problems, enhances this effect by shaping consumer views and behaviors. Brand activism can enhance consumer support, particularly when there exists a robust brand-self connection (Edelblum et al., 2024). Consumers exhibit a more favorable response to genuine brands, exhibit quantifiable acts, and maintain consistency in their activism (Lou et al., 2024). Virtual influencers enhance advocacy by their appeal and capacity to engage audiences (Jhawar et al., 2023). Employee advocacy on social media platforms, particularly LinkedIn, might influence favorable brand impressions via parasocial ties (Venciute et al., 2023). Consumers currently anticipate genuine dedication from brands toward the social objectives they endorse (Lewis & Vredenburg, 2023).

### **Conceptual Framework**

The literature review examines the key factors shaping brand image and advocacy, namely service quality, brand awareness, consumer experience, and environmental sustainability. While recent studies affirm the influence of these variables, incorporating seminal works and contrasting perspectives can provide a more comprehensive theoretical foundation. For instance, foundational branding theories (e.g., Aaker, 1991; Keller, 1993) offer valuable insights into brand equity and consumer perception, which could strengthen the discussion on brand awareness and advocacy. Additionally, studies on service quality (Parasuraman et al., 1988) and customer experience management (Schmitt, 1999) provide critical frameworks that support the empirical findings. To enhance depth, integrating recent studies on emerging digital marketing trends, sustainability-driven consumer behavior, and cross-cultural brand perception would further contextualize the study within the evolving branding landscape. By incorporating both classical and contemporary perspectives, this review offers a more robust theoretical framework for understanding brand development in competitive markets. While these recent studies reinforce the impact of service quality, brand awareness, consumer

experience, and environmental sustainability on brand advocacy, **further exploration across different market segments and cultural contexts** is needed. Future research could integrate **neuroscience-based branding studies** to understand subconscious consumer decision-making, or examine the **role of AI in shaping automated brand interactions** (Chen et al., 2024). By incorporating these contemporary perspectives, this study builds a more dynamic framework for understanding branding strategies in an evolving digital and sustainability-driven marketplace.

This study provides a fresh analysis of the impact of service quality, brand awareness, consumer experience, and environmental sustainability on brand image and advocacy within the Indonesian market. While prior studies have examined each variable individually, a research gap persists concerning the impact of their combination on overall brand advocacy in Indonesia, especially about the growing significance of environmental sustainability practices for consumers. Prior research has highlighted the significance of service quality and consumer experience about customer happiness (Pramudya & Akbar, 2024; Supriyanto & Dahlan, 2024; Widyastuti et al., 2024); nevertheless, the combined effect of these elements on brand advocacy, considering environmental sustainability, remains unexamined. This study aims to fill this vacuum and contribute to the literature on brand strategy in competitive markets, as illustrated by the presented hypotheses in Figure 1.



**Figure 1** Conceptual Framework

This framework shows the relationship between service quality, brand awareness, consumer experience, and environmental sustainability to brand image, which then influences brand advocacy. These relationships include both direct and indirect effects, as explained below.

**H<sub>1</sub>:** *Service quality has a positive influence on brand image.*

The basic theory that supports this relationship is the SERVQUAL Model (Parasuraman et al., 1988), which states that good service quality increases customer satisfaction and positive perceptions of the brand. In this context, consistent, fast, and empathetic service can form a positive brand image in the minds of customers (Alfikry et al., 2024). In addition, previous research shows that in the service industry, service quality is often a major factor in shaping brand image (Jocić et al., 2024).

*H<sub>2</sub>: Brand awareness has a positive influence on brand image.*

The Brand Equity Model theory (Aaker, 1991) states that the more recognized a brand is, the more likely are consumers to have a positive perception of it. Brand awareness helps build positive associations in consumers' minds through advertising, social media, and other marketing strategies (Utami et al., 2024). Previous research found that high brand awareness can improve brand image, especially in the retail and e-commerce industries (Gisellim & Yoedtadi, 2024).

*H<sub>3</sub>: Consumer experience has a positive influence on brand image.*

According to Customer Experience Management theory (Schmitt, 1999), a comprehensive customer experience from before to after purchase affects brand image. Positive experiences in interaction with the brand, whether in terms of service, product, or store atmosphere, can increase trust and positive perceptions of the brand (Klaus et al., 2023). Previous studies show that pleasant customer experiences have a major impact on brand image in the hospitality and retail industries (Melinia et al., 2024).

*H<sub>4</sub>: Environmental sustainability has a positive influence on brand image.*

The Triple Bottom Line Theory (Elkington, 1997) states that sustainability-oriented companies not only gain financial benefits but also build a good reputation in the eyes of consumers. Research shows that brands that implement environmentally friendly practices are more valued by consumers and are considered to have a more positive brand image (Leonidou & Leonidou, 2011). In the Indonesian context, sustainability issues are increasingly becoming a major factor in consumer preferences (Eyada, 2024).

*H<sub>5</sub>: Brand image has a positive influence on brand advocacy.*

According to the Brand Resonance Model theory (Keller, 1993), when consumers have a strong and positive brand image, they tend to become brand advocates by recommending products or services to others. Fullerton (2011) also showed that a positive brand image can encourage advocacy behavior through word-of-mouth communication and social media engagement. Other research in the energy and healthcare industries shows that a strong brand image contributes to customer loyalty and advocacy (Nurfitriani, 2023).

## Research Methods

### Research Design

This study employs a quantitative research approach to examine the relationship between exogenous variables (service quality, brand awareness, consumer experience, and environmental sustainability) and endogenous variables (brand image and brand advocacy). The quantitative methodology is suitable for this research because it facilitates the gathering and examining of numerical data to discern patterns, correlations, and effects among variables (Creswell & Creswell, 2017).

### Data Collection

The data for this study was gathered via a standardized questionnaire administered to respondents in Indonesia. The questionnaire had closed-ended questions to assess consumer views of service quality, brand awareness, consumer experience, environmental sustainability, brand image, and brand advocacy. A five-point Likert scale was employed for all inquiries, allowing respondents to evaluate their agreement with the claims.

**Table 1** Research Questionnaire Items

| Variable                 | Code | Definition and Question  |
|--------------------------|------|--|
| Service Quality          | SQ   | The extent to which the service provided meets customer expectations and needs (Jocić et al., 2024; Musthaq & Jegadeeshwaran, 2021).                     |
| Reliability              | SQ.1 | The service I receive always matches what was promised.  |
| Responsiveness           | SQ.2 | The service provider is always quick to respond to my requests or complaints.  |
| Assurance                | SQ.3 | I feel confident in the service provider's ability to serve me well.   |
| Empathy                  | SQ.4 | The service provider always pays attention to my needs as a consumer.  |
| Tangibility              | SQ.5 | The physical facilities and appearance of the service provider are excellent.  |
| Brand Awareness          | BA   | The degree to which consumers recognize or recall a brand when considering related products or services (Gisellim & Yoedtadi, 2024; Utami et al., 2024). |
| Brand Recall             | BA.1 | I can recall this brand when thinking of related products or services.   |
| Brand Recognition        | BA.2 | I easily recognize this brand compared to others.  |
| Brand Familiarity        | BA.3 | I am very familiar with this brand.  |
| Consumer Experience      | CE   | The overall perception of consumers regarding their interaction with a brand, from pre- to post-purchase (Mesfar & Ltifi, 2023).                         |
| Pre-purchase Experience  | CE.1 | I always receive complete information before making a purchase.  |
| Purchase Experience      | CE.2 | The purchasing process with this brand is very comfortable and easy.   |
| Post-purchase Experience | CE.3 | I always receive good service after making a purchase.   |

**Table 1** Research Questionnaire Items (cont')

| Variable                     | Code | Definition and Question  |
|------------------------------|------|--|
| Environmental Sustainability | ES   | The brand's commitment to eco-friendly practices and the sustainable use of resources (Isaacs, 2015).                                      |
| Eco-friendly Practices       | ES.1 | This brand is committed to implementing environmentally friendly practices.  |
| Sustainable Resource Use     | ES.2 | This brand uses sustainable resources in its products.   |
| Environmental Commitment     | ES.3 | This brand actively supports environmental preservation initiatives.   |
| Brand Image                  | BI   | Consumers' perceptions and evaluations of a brand's reputation and quality, including emotional connection (Alfikry et al., 2024).         |
| Positive Perception          | BI.1 | I have a positive perception of this brand.  |
| Emotional Connection         | BI.2 | I feel a strong emotional connection with this brand.  |
| Brand Reputation             | BI.3 | Overall, this brand has an outstanding reputation.   |
| Brand Advocacy               | BD   | Customers' actions in promoting and recommending a brand voluntarily, including word-of-mouth and social media (Lewis & Vredenburg, 2023). |
| Word-of-mouth Promotion      | BD.1 | I often recommend this brand to others.  |
| Active Recommendation        | BD.2 | I am happy to recommend this brand to family or friends.   |
| Social Media Engagement      | BD.3 | I actively share my experiences with this brand on social media.   |

### Sampling Method

Three hundred respondents were chosen utilizing non-probability sampling methods. The sample was obtained from customers having prior experience with brands that actively participate in environmental sustainability, service quality enhancement, and consumer experience improvement in Indonesia. The purposive sample strategy was selected to guarantee that respondents had pertinent exposure to the brands being examined, facilitating more precise and significant responses concerning brand image and advocacy. The sample size of 300 respondents was adequate for SEM-PLS analysis, surpassing the minimal recommended threshold for reliable results (Hair et al., 2011).

### Data Analysis

The gathered data were analyzed utilizing Structural Equation Modeling-Partial Least Squares (SEM-PLS 3), a method commonly employed to examine intricate interactions among latent variables. SEM-PLS is appropriate for this investigation as it accommodates both reflective and formative assessment approaches and demonstrates resilience to breaches of normalcy assumptions (Hair et al., 2019). The data analysis was performed in two phases. Measurement Model Assessment entails the evaluation of reliability and construct validity through Cronbach's alpha and composite reliability to ascertain internal consistency (Henseler et al., 2015). Convergent validity was assessed by average variance

extracted (AVE), with a threshold of 0.50 or greater signifying adequacy. Discriminant validity was evaluated to confirm distinctions between constructs (Henseler et al., 2015). The Structural Model Assessment concentrated on hypothesis testing and analyzing the link between independent and dependent variables (Hair et al., 2019). Path coefficients were examined to assess the strength and importance of these relationships, utilizing p-values to evaluate the significance of each path (Hair et al., 2019).

## Results and Discussion

### Demographic Characteristics of the Sample

The demographic information obtained from the respondents is displayed in Table 2. The sample comprises a heterogeneous set of respondents, exhibiting variances in gender, age, educational attainment, occupation, and monthly income.

**Table 2** Demographic Profile of Respondents

| Demographics    |                            | n   | %     |
|-----------------|----------------------------|-----|-------|
| Gender          | Male                       | 142 | 47.3% |
|                 | Female                     | 158 | 52.7% |
| Age             | 18-25 years                | 85  | 28.3% |
|                 | 26-35 years                | 110 | 36.7% |
|                 | 36-45 years                | 68  | 22.7% |
|                 | 46 years and above         | 37  | 12.3% |
| Education Level | High school diploma        | 68  | 22.7% |
|                 | Bachelor's degree          | 155 | 51.7% |
|                 | Master's degree or higher  | 77  | 25.6% |
| Occupation      | Student                    | 49  | 16.3% |
|                 | Private sector employee    | 122 | 40.7% |
|                 | Government employee        | 61  | 20.3% |
|                 | Entrepreneur/self-employed | 38  | 12.7% |
|                 | Other                      | 30  | 10.0% |
| Monthly Income  | Below IDR 5 million        | 103 | 34.3% |
|                 | IDR 5-10 million           | 129 | 43.0% |
|                 | Above IDR 10 million       | 68  | 22.7% |

The sample exhibited an equitable gender distribution, with 47.3% male and 52.7% female responses, suggesting a small female predominance that may mirror the demographic profile of consumers interacting with the brands analyzed. The age distribution indicates that the predominant responses are within the 18-25 years (28.3%) and 26-35 years (36.7%) age brackets, collectively comprising 65% of the entire sample, signifying a substantial representation of younger customers. Majority of the respondents possessed a bachelor's degree (51.7%), followed by individuals with a master's degree or above (25.6%), and those with a high school diploma (22.7%), reflecting a well-educated population. The predominant occupational group was private employees (40.7%), followed by government employees (20.3%), students (16.3%), self-employed individuals (12.7%), and others (10.0%), illustrating the varied economic positions of consumers. Majority of the respondents reported a monthly income between IDR 5-10 million

(43.0%), followed by those earning below IDR 5 million (34.3%) and those earning above IDR 10 million (22.7%), reflecting a varied spectrum of economic backgrounds.

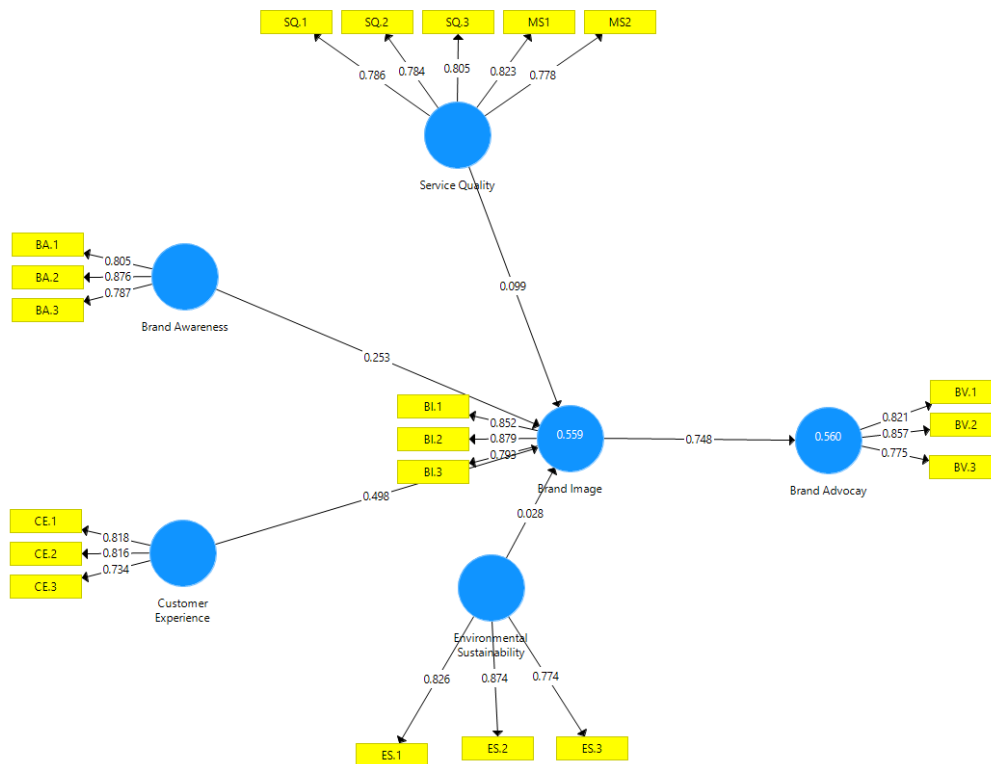
## **Assessment of the Measurement Model**

### **Internal Consistency Reliability**

Internal consistency reliability denotes the degree to which signs of a concept are coherent, typically evaluated by Cronbach's Alpha and Composite Reliability (CR). A Cronbach's Alpha exceeding 0.70 and a Composite Reliability (CR) value above 0.70 signify robust internal consistency reliability (Hair et al., 2011; Henseler et al., 2015). Cronbach's Alpha for Service Quality is 0.824, and the Composite Reliability (CR) is 0.874. The Brand Awareness construct exhibits a Cronbach's Alpha of 0.792 and a Composite Reliability (CR) of 0.856. The Consumer Experience demonstrated a Cronbach's Alpha of 0.845 and a Composite Reliability (CR) of 0.899. Environmental Sustainability exhibited a Cronbach's Alpha of 0.819 and a Composite Reliability (CR) of 0.887. The Brand Image had a Cronbach's Alpha of 0.856 and a Composite Reliability (CR) of 0.905, whilst Brand Advocacy demonstrated a Cronbach's Alpha of 0.832 and a CR of 0.883.

### **Convergent Validity**

Convergent validity evaluates the degree to which indicators of a construct are positively associated, assessed using the Average Variance Extracted (AVE) for each construct. An AVE score of 0.50 signifies that the construct accounts for over half of the variation of its indicators, hence demonstrating sufficient convergent validity (Fornell & Larcker, 1981; Henseler et al., 2015). The AVE values for all constructs above the 0.5 threshold: Service Quality at 0.611, Brand Awareness at 0.594, Consumer Experience at 0.646, Environmental Sustainability at 0.603, Brand Image at 0.664, and Brand Advocacy at 0.626. These values affirm that all constructs demonstrate sufficient convergent validity, indicating that each construct accounts for majority of the variance in its indicators. Moreover, convergent validity evaluates the loading factor of each indicator and questionnaire item; Hair et al (2019) assert that a loading factor meeting the criterion is over 0.70. Figure 2 presents the loading factor data that satisfy the criteria.



**Figure 2** Measurement Model Assessment

The coefficient of determination ( $R^2$ ) evaluates the model's explanatory power, indicating the proportion of variance in the dependent variable accounted for by the independent variables. This study calculated  $R^2$  values for the dependent variables: brand image and brand advocacy.  $R^2$  values span from 0 to 1, where elevated values suggest superior explanatory capability. (Hair et al., 2019) categorized  $R^2$  values of 0.26, 0.13, and 0.02 as substantial, moderate, and weak, respectively. The  $R^2$  value for brand image, which is affected by service quality, brand awareness, consumer experience, and environmental sustainability, is 0.547, signifying that 54.7% of the variance in brand image is accounted for by these independent variables, demonstrating considerable explanatory strength. The  $R^2$  value for brand advocacy, influenced by brand image and the indirect effects of the independent variables, is 0.451, indicating that 45.1% of the variance in brand advocacy is explicable. It demonstrates significant explanatory power, underscoring the substantial influence of brand image and other variables in cultivating brand advocacy.

### Discriminant Validity

The Heterotrait-Monotrait ratio (HTMT) was computed to evaluate discriminant validity. HTMT is a more stringent approach for evaluating discriminant validity, especially in variance-based structural equation modeling, such as SEM-PLS. An HTMT score under 0.85 signifies that discriminant validity has been achieved among the constructs (Henseler et al., 2015).

**Table 3** Discriminant Validity

| Construct                    | SQ    | BA    | CE    | ES    | BI    | BD |
|------------------------------|-------|-------|-------|-------|-------|----|
| Service Quality              |       |       |       |       |       |    |
| Brand Awareness              | 0.716 |       |       |       |       |    |
| Consumer Experience          | 0.683 | 0.733 |       |       |       |    |
| Environmental Sustainability | 0.658 | 0.695 | 0.747 |       |       |    |
| Brand Image                  | 0.724 | 0.767 | 0.794 | 0.717 |       |    |
| Brand Advocacy               | 0.677 | 0.723 | 0.779 | 0.694 | 0.823 |    |

The HTMT values among the constructs vary from 0.658 to 0.823, all remaining below the threshold of 0.85. This signifies that discriminant validity has been confirmed, as the constructs are adequately differentiated from one another.

### Assessment of Model Fit

Evaluating model fit is crucial to confirm that the structural equation model effectively reflects the data, utilizing important indicators such as Standardized Root Mean Square Residual (SRMR), Normed Fit Index (NFI), and Chi-Square for assessment. SRMR quantifies the discrepancy between observed and anticipated correlations, with values under 0.08 signifying a favorable match (Hu & Bentler, 1999). The SRMR value in this model was 0.046, indicating a satisfactory fit, signifying that the correlations predicted by the model aligned with the actual data. The Normed Fit Index (NFI) compares the chi-square value of a model to that of a baseline model, with a range from 0 to 1; values approaching 1 signify a superior fit, and NFI values exceeding 0.90 are typically deemed acceptable (Bentler & Bonett, 1980). The model's NFI score was 0.912, beyond the 0.90 criterion, signifying a robust fit relative to the null model. The Chi-Square statistic, which evaluates the discrepancy between observed data and the model's anticipated values, was 525.84 for this model, a standard result for a sample size of 300. Despite the Chi-Square's sensitivity to sample size, the acceptable SRMR and NFI values of this model indicate a strong overall fit, with diminished reliance on the Chi-Square test in SEM-PLS owing to its adaptable distributional assumptions.

### Structural Model Assessment

#### Hypothesis Testing

The route coefficient denotes the magnitude and orientation of the relationship among variables. T-values and p-values were employed to evaluate the statistical significance of these connections, with t-values exceeding 1.96 signifying significance at the 5% level ( $p < 0.05$ ) (Hair et al., 2019).

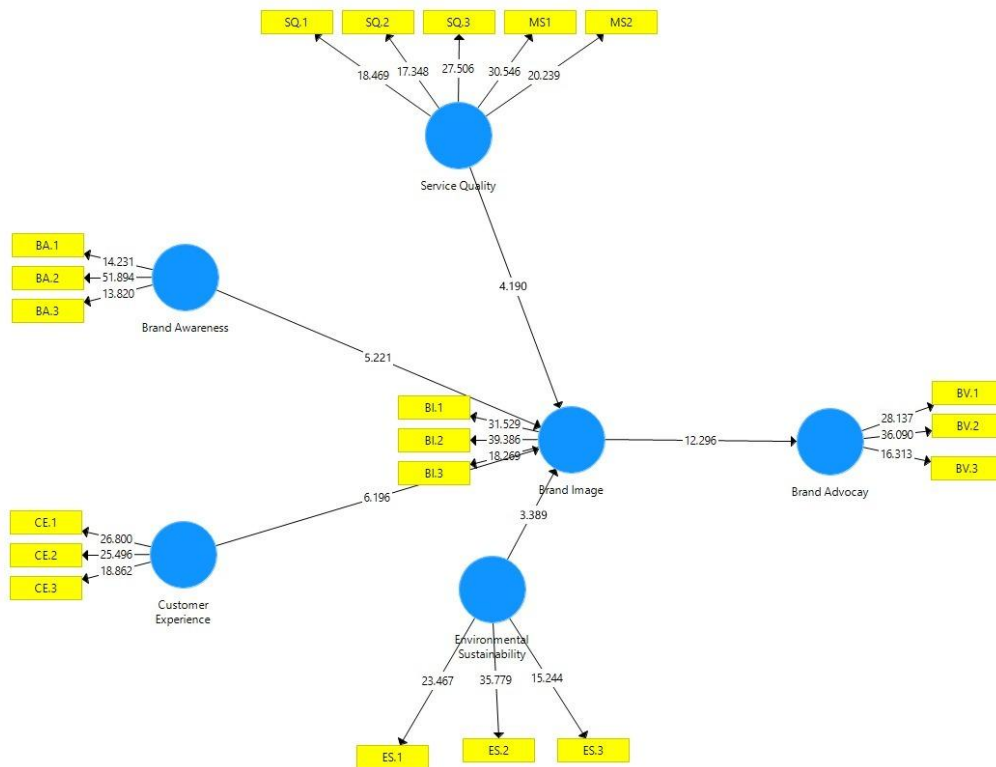


Figure 3 PLS Bootstrapping

The study's hypotheses demonstrate the substantial impact of several elements on brand image and advocacy. Hypothesis 1 indicates that service quality positively influences brand image (OS = 0.312,  $t = 4.190$ ,  $p < 0.001$ ). H2 indicates that brand awareness positively influences brand image (OS = 0.376,  $t = 5.221$ ,  $p < 0.001$ ). H3 emphasizes consumer experience as the most significant influencing element (OS = 0.429,  $t = 6.196$ ,  $p = 0.000$ ). H4 indicates that environmental sustainability has a substantial impact on the brand image (OS = 0.249,  $t = 3.389$ ,  $p = 0.003$ ). Ultimately, H5 establishes that a robust brand image significantly influences brand advocacy (OS = 0.781,  $t = 12.296$ ,  $p < 0.000$ ). All hypotheses were validated, affirming the role of each independent variable in shaping brand image, which subsequently influences brand advocacy.

### Indirect Effect Results

Indirect effects were computed utilizing bootstrapping in SEM-PLS. Table 12 summarizes the route coefficients, t-values, and p-values for the indirect effects.

Table 4 Indirect Effects

| Hypothesis       | Original Sample (OS) | t-Value | p-Value |
|------------------|----------------------|---------|---------|
| H6: SQ → BI → BD | 0.150                | 3.402   | 0.001   |
| H7: BA → BI → BD | 0.133                | 3.053   | 0.002   |
| H8: CE → BI → BD | 0.158                | 3.685   | 0.000   |
| H9: ES → BI → BD | 0.120                | 2.883   | 0.004   |

This study's findings indicate substantial indirect effects of multiple factors on brand advocacy via brand image. H6 indicates that service quality influences brand advocacy indirectly via brand image ( $OS = 0.150$ ,  $t = 3.402$ ,  $p < 0.001$ ). H7 indicates that brand awareness exerts an indirect influence on advocacy via a brand image ( $OS = 0.133$ ,  $t = 3.053$ ,  $p = 0.002$ ). H8 emphasizes consumer experience as the variable exerting the most significant indirect effect ( $OS = 0.158$ ,  $t = 3.685$ ,  $p = 0.000$ ). H9 posits that environmental sustainability affects brand advocacy via a brand image ( $OS = 0.120$ ,  $t = 2.883$ ,  $p = 0.004$ ).

This study's results offer significant insights into the determinants of brand image and brand advocacy in Indonesia. Service quality, brand awareness, and consumer experience exert a substantial beneficial impact on brand image. Dependable and prompt service quality reinforce a robust brand image, aligning with earlier research (Alfikry et al., 2024; Maranatha et al., 2023). In Indonesia, amidst intense competition and escalating consumer demands, enterprises that prioritize quality service can elevate their brand reputation. Furthermore, brand awareness exerts a beneficial influence, as indicated in (Depari & Jocellyn, 2024), suggesting that enterprises in Indonesia ought to prioritize brand exposure via digital marketing techniques, including social media engagement and influencer collaborations to enhance customer trust and brand reputation. Consumer experience emerged as the paramount aspect in enhancing brand image, with companies who invest in memorable and personalized experiences fostering greater emotional ties with consumers, and this corroborates previous research (Ardhiyansyah & Jaman, 2023; Winarno & Dewi, 2023).

The combination of these three characteristics enhances brand advocacy; thus, enterprises in Indonesia must maintain their emphasis on service quality, brand awareness, and outstanding consumer experiences, particularly in the competitive Indonesian market. The quality of service significantly influences happiness and brand image, as demonstrated in the study on the Lazada marketplace in Bandung (Pramudya & Akbar, 2024), despite findings from another study on PT Berjaya. Sally Ceria demonstrated that the influence of service quality may be mediated by consumer experience (Depari & Jocellyn, 2024). Brand awareness enhances brand equity, as evidenced by a study of Cinema XXI in Jakarta (Wiljaya & Andrew, 2024), and digital marketing has demonstrated efficacy in augmenting brand awareness (Utami et al., 2024). The consumer experience is the paramount aspect of establishing a robust brand image (Melinia et al., 2024; Pramudya & Akbar, 2024).

Environmental sustainability markedly enhances brand image, as evidenced by a study from Leonidou & Leonidou (2011), indicating that consumers increasingly choose brands that adopt sustainable practices. In Indonesia, organizations that implement sustainable practices generally possess a more robust brand image, particularly in the context of environmental challenges like deforestation and plastic pollution. This underscores the necessity for incorporating sustainability into corporate operations and marketing strategies to meet the demand for eco-friendly products. This study demonstrates that a positive brand image significantly influences brand advocacy. Consumers with a favorable opinion of the brand are inclined to engage in advocacy by endorsing and promoting it. In line with Fullerton's (2011) findings, a robust brand image is a major catalyst for brand

advocacy. In Indonesia, where social media significantly influences consumer opinions, organizations should prioritize cultivating a favorable brand image to enhance brand advocacy.

Environmental sustainability is particularly critical in Indonesia as deforestation and plastic waste are the prevalent challenges. Organizations that adopt sustainable practices enhance their brand image and foster brand advocacy, leading customers to be more inclined to suggest favorable businesses. Social media effectively conveys sustainability initiatives, with brand-generated material being more impactful than that from influencers (Silveira et al., 2024). Sustainable practices are crucial for cultivating brand loyalty (Agu et al., 2024), and green brand activism affects employees' pro-environmental sentiments (Miguel & Miranda, 2024b). Eco-friendly packaging and sustainability-oriented advertising significantly influence consumer perceptions and purchasing inclinations (Eyada, 2024).

The indirect impacts of service quality, brand awareness, consumer experience, and environmental sustainability on brand advocacy, mediated by brand image, are substantial. The most significant influence arises from consumer experience, indicating that a favorable experience greatly enhances brand advocacy via improving brand image. These findings underscore the significance of brand image in connecting these variables to advocacy, enabling organizations to enhance consumer advocacy by elevating service quality, brand awareness, experience, and sustainability.

This study's results possess practical relevance for enterprises in Indonesia. Organizations must prioritize service excellence, as it immediately enhances brand reputation and indirectly fosters brand advocacy. Marketing initiatives that enhance brand recognition are essential for establishing a robust image, particularly in the digital era. Delivering unique and personalized consumer experiences is essential for cultivating a positive brand image and transforming customers into brand advocates. Moreover, adopting environmental sustainability can enhance brand reputation in the wake of increasing customer knowledge regarding ecological concerns. An impactful brand image will ultimately foster advocacy via social media and word-of-mouth, facilitating organic business growth.

This study enhances the body of knowledge on brand management by offering empirical data from the Indonesian market. The research confirms the role of service quality, brand awareness, consumer experience, and environmental sustainability in shaping brand image, and highlights the importance of brand image as a mediator to drive brand advocacy. The results offer significant insights for scholars and professionals in comprehending the intricacies of brand development in a swiftly changing market.

The findings of this study provide actionable insights for businesses seeking to strengthen their brand image and advocacy. Companies can implement these insights by enhancing customer experiences through personalized service, interactive digital engagement, and omnichannel marketing strategies. For instance, brands can leverage AI-driven customer relationship management (CRM) systems to tailor interactions based on individual

preferences, improving service quality and customer satisfaction. In terms of brand awareness, businesses should prioritize social media strategies, influencer partnerships, and content marketing to ensure sustained engagement. A practical example is Nike's sustainability campaigns, which integrate environmental responsibility into their branding through storytelling and transparency, enhancing consumer trust and loyalty. Similarly, businesses in Indonesia can adopt green marketing initiatives, such as eco-friendly packaging and carbon-neutral operations, to align with increasing consumer demand for sustainable products.

Beyond practical applications, these findings align with established branding models such as Aaker's Brand Equity Model (1991), which underscores the importance of perceived quality and brand associations in fostering loyalty. The results also support Keller's (1993) Brand Resonance Model, where consumer experiences and emotional connections play a crucial role in advocacy. From a sustainability perspective, this study reinforces the Triple Bottom Line (Elkington, 1997) approach, which suggests that brands prioritizing environmental and social responsibility gain competitive advantages. Future research could further explore how digital transformation and AI-driven branding influence sustainability-driven consumer behavior. By integrating these theoretical perspectives with real-world applications, businesses can develop more effective brand management strategies that balance profitability with long-term consumer trust and advocacy.

## **Conclusion**

This research shows that service quality, brand awareness, consumer experience and environmental sustainability significantly influence brand image, which in turn impacts brand advocacy in Indonesia. Of the four factors, consumer experience has the most influence on brand image. This emphasizes the importance of providing memorable and positive experiences to customers, thus creating a strong emotional connection between consumers and brands. In addition, environmental sustainability is becoming increasingly relevant in shaping consumer perceptions of brands, especially in the context of increasing awareness of environmental issues.

In terms of practical implications, companies in Indonesia are advised to prioritize service excellence, increase brand awareness through digital marketing strategies, and provide personalized and memorable customer experiences. The adoption of environmental sustainability practices is also important to strengthen brand reputation and encourage consumer advocacy. In the policy realm, organizations need to integrate sustainability strategies in their operations and marketing to meet consumer expectations for environmentally friendly products.

This study is not without limitations, and opens up several avenues for future research. The study is limited to the Indonesian context and specific sectors, so the results may not be generalizable to other regions or industries. Future research can use similar methods to ascertain the study's reliability as well as expand the study's geographic or sectoral scope to provide a broader understanding of brand perception and advocacy across

diverse cultural and economic contexts. The approach that this study uses also limits in-depth exploration of more complex consumer motivations and behaviors. Future research, therefore, could use a qualitative approach to deepen the understanding in this regard. Future research could also add variables such as product innovation or social media influence to complement these findings and broaden the scope of analysis.

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