

ABSTRACT

This study aims to examine the antecedents of green brand loyalty in the car detailing industry in Semarang, Central Jawa, Indonesia, by integrating the Stimulus-Organism-Response (SOR) framework and the Technology Acceptance Model (TAM). The research model investigates the effects of digital experience quality, social media marketing activity, and brand trust on customer engagement and customer commitment, as well as the effects of value congruence on customer commitment and green brand loyalty. A quantitative approach with purposive sampling employed. Primary data were collected questioners (google form) from 200 customers who had used car detailing service in Semarang at least once within the previous six months and had interacted with the service providers through digital platform or social media. The data were analyzed using Structural Equation Model (SEM) with AMOS.

The results reveal that digital experience quality has a significant but negative effect on customer engagement, whereas social media marketing activity and brand trust have positive and significant effects on customer engagement. Brand trust does not significantly affect customer commitment, while customer engagement and value congruence have positive and significant effects on customer commitment. Furthermore, customer engagement and value congruence do not directly have significant effects on green brand loyalty, whereas customer commitment positively and significantly affects green brand loyalty. The mediation analysis indicates the effects of digital experience quality, social media marketing activity, and brand trust on customer commitment, while customer commitment mediates the effects of customer engagement on green brand loyalty

The findings demonstrate that green brand loyalty is shaped not only by digital marketing stimuli but also, and more importantly, through customer's psychological and relational mechanisms. Customer commitment emerges as an important factor in developing loyalty, while the negative relationship between digital experience quality and customer engagement highlight the distinctive characteristics on high-contact service industry. Theoretically, this study extends the application of SOR and TAM to automotive service and sustainable marketing. Managerially, car detailing businesses should integrate social media activities, trust building, customer engagement, value congruence, and customer commitment to strengthen sustainable green brand loyalty

Keyword: Brand Trust, Carwash Industry, Customer Commitment, Customer Engagement, Digital Experience Quality, Green Brand Loyalty, Social Media Marketing Activity, Value Congruence,.