

Mediation of Customer Engagement: Creating Convenience and Perceived Quality on Customer Satisfaction at the Distributors of Rice in Indonesia

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Abstract. By investigating the impact of convenience and high-quality service on customer satisfaction at rice agents in West Java, this study seeks to analyze and elucidate the significance of customer engagement. The research population for this quantitative study is rice agents in West Java (Cirebon Region). The survey included 130 respondents who had worked as rice agents for four years as the sample. Questionnaires were used to collect data, which were then analyzed using AMOS software and the structural equation model approach. The analysis's findings demonstrate that consumer involvement is positively and significantly impacted by perceived quality and ease. Additionally, the happiness of rice agents in West Java is positively impacted by the mediating role of customer involvement between convenience and quality. The convenience factor in developing and raising the pleasure of rice agents is where the study's innovative findings reside. Furthermore, customer involvement plays a crucial role in hastening the rise in rice agents' contentment in West Java, and prior research on the subject of customer engagement and rice agents' satisfaction in West Java has been conducted.

Keywords: Customer engagement, Convenience, Service quality, Rice agent satisfaction in West Java.

1 Introduction

One of the staple foods in Asian countries, especially Indonesia, is rice. [1] research results show that Indonesia is the country with the third largest rice agricultural output in the world. In 2022, Indonesia's rice production will reach 32.01 million tons of milled dry grain, placing it as the third largest country in the world. Due to the increasing amount of rice, there is increasingly competitive market competition, so the right strategy is needed to adapt to this situation. The daily lives of Indonesian people are very dependent on rice, one of the main food sources. Rice consumption in Indonesia, as the country with the fourth largest population in the world, is closely related to culture, economics and society. Over the past few decades, things like population growth, urbanization, and changing consumption patterns have influenced these changes. According to data from the Central Statistics Agency (BPS), per capita rice consumption in Indonesia tends to increase every year, although there are variations over the

period of time. This shows that although Indonesian people's consumption patterns are changing due to the influx of imported food and other processed products, rice remains an important component of people's daily diet.

In the era of globalization and advances in information technology, consumer needs for quality and satisfaction with products are increasing [2]. This also applies to rice products, one of the main food commodities in Indonesia [3]. Along with the development of industry and agriculture in the country, consumer expectations regarding the quality, price and availability of rice have become more complex and diverse [4]. Rice is a basic need of Indonesian people and an expression of their social values, culture and traditions. Therefore, the phenomenon of customer satisfaction or customer satisfaction with rice products is very important to understand and analyze. Knowing the extent to which customers are satisfied with the quality and service associated with rice will provide a clear picture of how manufacturers, distributors and retailers can improve their products and services to meet or even exceed customer expectations. rice quality, price, brand and physical quality of rice are several factors that influence consumer satisfaction with rice products; Technological advances also influence the way consumers obtain information and make purchasing decisions, which in turn can influence their level of satisfaction with the rice products they purchase.

Engagement or consumer involvement is the main key in understanding and responding to people's needs and preferences for a commodity amidst the dynamics of the food industry which continues to develop [5]. One commodity that has received special attention in this case is rice, which is a staple food source for the majority Indonesian population. The complex interaction between producers, distributors and consumers reflects the phenomenon of customer involvement in rice consumption in Indonesia, which mutually influences consumption patterns, loyalty and perceptions of product quality [6]. The phenomenon of consumers interacting with rice commodities has changed as a result of increasing access to information and digital technology. Applications such as social media, e-commerce platforms, and other digital applications enable consumers to share experiences, review products, and obtain information about quality, price, and other aspects related to rice [7]. As a result, customer engagement is no longer limited to buying and selling transactions; their interactions now include talking, interacting, and interacting with each other. However, despite its positive potential, the phenomenon of customer engagement in rice consumption also faces a number of challenges. For example, issues related to food safety, product counterfeiting, and lack of consumer education about the importance of choosing quality and sustainable rice [8]. Therefore, a deep understanding of the dynamics of consumer involvement in rice consumption is very important to help industry stakeholders, both producers and distributors, in developing more effective marketing and business strategies [9].

Customer engagement is a strategy to ensure that customers remain in contact with the corporation, therefore they are not only consumers but are actually marketers [10]. Customer Engagement is a step in marketing activities that is based on behavior and psychology [11]. For this reason, the role of Customer Engagement is considered important because the more involvement consumers have in marketing activities, the more they are known and always remembered by consumers [12]. Several previous literature examined the role of Customer Engagement for companies and found that [13] Customer engagement is an aspect of marketing that is often mentioned in the literature as a factor that can increase sales. Findings [14] found that empirically customer engagement has a positive effect on customer loyalty. Perceived quality is the preference of customers who have certain references to the exclusivity of goods or services that are the same as the intended purpose. This is one way that can increase customer

engagement. Quality is very important to maintain customer satisfaction because good service can attract customer attention. Service quality can be interpreted as pro-social and customer-oriented behavior demonstrated by a company, which increases the level of customer commitment and influences customer attitudes towards the company.

Good service quality has a very important role in improving the relationship between businesses and consumers. When a business is able to provide high-quality service to its consumers, this not only creates satisfaction for consumers but also builds trust, loyalty and long-term relationships between the business and its consumers. The following is a long narrative regarding this matter: Service quality has become one of the important components that differentiates a business from its competitors in the era of globalization and increasingly fierce business competition. Good service means meeting and exceeding customer expectations and needs by providing a satisfying and memorable customer experience. When consumers are satisfied with the services provided by a business, they are more likely to return for future transactions. Additionally, satisfied consumers are also more likely to recommend a business

Long-term relationships between companies and customers based on good service can also provide additional benefits, such as valuable feedback, opportunities to improve products or services, and collaboration to create new innovations. If customers feel valued and listened to by the company, they will be better prepared to provide their criticism, suggestions and opinions that can help the company continue to develop and improve their services. Providing high-quality services is not an option but a necessity in today's digital era, where information is easily accessible and consumers have many choices. If businesses cannot meet customer service expectations, they can easily be abandoned and forgotten. Therefore, developing service quality must be a top priority for every company that wants to succeed and survive. As a comprehensive conclusion, good service is very important to improve the relationship between business and customers. Good treatment from a business will have an impact on creating satisfaction and loyalty as well as lifelong closeness between the company and customers. Ultimately, this will help the company achieve sustainable success and growth.

Service quality is considered an important factor in a company's relationship with its customers and their experience. The extent to which an entity meets the needs of its users is called quality. Much previous scientific literature has focused on the relationship between service quality and customer satisfaction, perceived value, and customer engagement. Apart from quality, service convenience is very important because it is part of the customer relationship [15]. Service convenience indicates the intrinsic value that consumers obtain from spending time and effort during the pre-consumption, consumption, and consumption stages. This study looks at the role of customer involvement in important marketing elements, from quality and convenience to customer satisfaction with rice agems in West Java [16].

Literature Review

Service Quality

The level of satisfaction or adequacy of services provided by an organization or individual to customers or users is referred to as service quality [17]. This quality is very important to influence customer perceptions of a business or service provider because it can influence customer loyalty, reputation and long-term success of an organization [18]. One of the most

valuable assets of a company is its reputation, which can influence its success and growth in the long term. High service quality can increase customer satisfaction, which in turn can influence the company's positive reputation. Satisfied customers tend to leave good reviews, recommend the company to others, and become loyal customers.

Additionally, loyal customers are more likely to purchase products or services again, which results in consistent and ongoing revenue. A business with a good reputation can also influence how prospective employees view the company. Companies with a good reputation are more likely to attract and retain the best talent in the industry, which can help the company innovate and develop [19]. By maintaining high service quality, companies can build and maintain a positive reputation, which is the key to achieving long-term success, growth and sustainability. Service quality is very important for customer satisfaction. Service quality can influence customer satisfaction in several ways. If the service exceeds or at least meets customer expectations, then the customer is likely to be satisfied. Conversely, if service does not meet expectations, customers may be disappointed. As a result, customers expect consistent and reliable service from companies. Clients tend to be more satisfied when quality services are consistent. Although services are abstract, physical aspects such as facilities, equipment, and employee presentation can also influence perceived quality and customer satisfaction. The quality of interactions between service providers and customers, including verbal and non-verbal communication, can also influence how customers assess service quality and feel satisfied with the services they receive [20].

Customer Engagement

One important component that can influence customer satisfaction in various industries is customer engagement. The relationship between brands and customers is increasingly complex and dynamic in today's digital era [21]. Therefore, to gain competitive advantage and increase customer loyalty, companies must understand how customer involvement affects customer satisfaction [22]. A consumer's ongoing interaction with a brand or business is known as consumer engagement. This interaction includes all types of involvement, from purchasing goods or services, participating in loyalty programs, to communicating via social media [23]. Customer interactions are more than just commercial transactions; it involves the emotions, values, and experiences that customers experience when interacting with a brand [24].

In the modern business world, where intense competition and changing consumer behavior require companies to take ownership of consumers, customer engagement is becoming increasingly important [25]. This interaction process between the company and customers includes active customer involvement in various activities and interactions with the brand, product or service offered by the Company [26]. Customer satisfaction is an important component of customer engagement. Customer satisfaction refers to the level of customer satisfaction, loyalty and trust in a company's goods, services or brand [27]. These two factors are interconnected and influence each other in various ways, and both can help improve company performance and create long-term value. When businesses can build strong customer engagement, they can increase customer satisfaction. This is because companies can better understand what customers want and expect from the products or services they offer and can use this information to develop and improve products, services and customer experiences so that they meet or even exceed efficiency. Customers who are actively involved with a company and are satisfied with the products or services provided are more likely to leave positive reviews

and recommend the company to others [28]. Positive reviews and recommendations from satisfied customers can enhance a company's reputation, improve brand image, and attract new customers. Effective customer engagement can help reduce customer churn rates or customer switching to competitors. Companies can reduce the risk of losing customers and maintain stable revenues by building strong and sustainable relationships with customers. Customer engagement in today's digital era has also become more complex with the existence of social media, online platforms, and other digital technologies that allow customers to interact and engage in a variety of new ways [29]. Companies must wisely utilize this media and technology if they want to increase customer satisfaction and build and maintain effective engagement.

Overall, two important elements in a company's business strategy are customer engagement and customer satisfaction. By understanding and developing strong customer engagement and prioritizing customer satisfaction, businesses can create additional value for customers, increase loyalty, reduce loss, and achieve long-term growth and success.

Customer satisfaction is greatly influenced by customer engagement. By understanding and exploiting the potential of consumer engagement well, businesses can maintain long-term success and business sustainability by increasing consumer retention, reducing loss rates, and increasing loyalty.

Consumer Satisfaction

Customer satisfaction is one of the main indicators of business success, and is an important component that influences customer retention, loyalty and repeat purchases. In today's era of globalization and increasingly fierce competition, it is very important for businesses to maintain and increase their market share by understanding and fulfilling consumer needs and expectations [30]. In this story, ideas about customer satisfaction, the factors that influence it, and how important customer satisfaction is to business strategy. When a product or service meets or exceeds consumers' expectations, they tend to feel satisfied and loyal to the brand or company. Consumer satisfaction includes the overall quality of the product or service and the experience provided by the Company [31].

High customer satisfaction has the potential to increase customer retention and loyalty. Satisfied customers are more likely to purchase a product or service again and recommend the business to others [32]. By increasing customer satisfaction, businesses can reduce the costs of acquiring new customers and focus efforts on maintaining and improving relationships with existing customers. High customer satisfaction can also improve a company's reputation and brand image. Positive reviews, recommendations, and testimonials from satisfied customers can improve a company's reputation and encourage new customers to come in [33].

In a competitive market, customer satisfaction can be the main factor that differentiates a business from its competitors. Companies that have high levels of customer satisfaction are more likely to achieve and maintain competitive advantage [34]. Understanding consumer needs, wants and problems can help companies develop products or services that are better suited to the market [35]. Therefore, customer satisfaction is an important component of a company's long-term success and growth [36]. Focusing on consumer satisfaction and placing it as a top priority in business strategy can help companies to build strong relationships, increase customer retention, strengthen brand reputation, and achieve competitive advantage [37]. By

focusing on consumer satisfaction, companies can create added value for customers, increase loyalty, and achieve long-term success in an increasingly dynamic business world [38].

Service Quality and Customer Engagement

To fulfill customer desires and provide services quickly and on time to meet customer expectations is the definition of service quality. [39] states that service quality can be defined as the level of excellence that is expected in controlling excellence to fulfill customer desires. Two main components, namely expected (expected) service and perceived (perceived) service, influence service quality. The level of importance of service dimensions and the way customers evaluate them are two factors that determine service quality [40]. Several previous studies found that quality is a driving force in generating all forms of positive customer engagement. The higher the quality perceived by customers, the higher all forms of Customer Engagement will be.

Service Convenience and Customer Engagement

According to [41], service convenience is defined as a measure of the time and effort spent to obtain or use a service. This concept describes time and effort as a burden or gain from inconvenience (saving time and effort) or convenience (saving time and effort). Since customers are unlikely to engage in other activities, time and effort will be wasted. Three main components influence service convenience: service features, company-related elements, and individual consumer differences. According to several studies, ease of service influences customer perceptions of services, including customer satisfaction, perceived service quality, and fairness. The findings of identified five types of service convenience dimensions, namely decision convenience, access convenience, transaction convenience, benefit convenience, and postbenefit convenience. Each of these types of convenience reflects stages of consumer activity related to purchasing or using a service.

According to research conducted by [42], there is a relationship between service convenience and customer engagement; Customer engagement is a function of customer time and effort related to that effectiveness. Quality is considered as pro-social or customer-oriented behavior demonstrated by a business, which increases customer commitment and influences customer attitudes towards the company.

Mediation of Customer Engagement and Consumer Satisfaction (agent)

According to [43], Customer Engagement can be used to increase company value through direct or indirect contributions from customers. Customer purchases are examples of direct contributions, while customer feedback and suggestions, social media conversations, and referral initiatives are indirect contributions. A customer can be considered engaged with a company when he is satisfied with his relationship with the company and has an emotional bond with it. According to [44], The marketing strategy known as Customer Engagement focuses on customer behavior and psychology. This can be seen from customer interactions with companies or other customers in forums to obtain information about products or estimate the risks they will

face if they use these products. In addition, it was also found that analysis of five dimensions - Enthusiasm, Attention, Absorption, Interaction, and Identification - can be used to measure customer engagement. namely Enthusiasm, Attention, Absorption, Interaction, Identification.

2. Method

This quantitative study involved consumers of rice agents in West Java (Cirebon area). To represent the research population, 130 respondents were selected as samples through random sampling techniques. Data was collected through creating and distributing questionnaires and analyzed using the AMOS 22 program for the structural equation modeling method. This research looks at five variables: service quality, customer engagement and customer satisfaction. The service comfort variable is taken from. measured by Decision, Access, Transaction. Benefit, Postbenefit, benefit stage, and hedonic services). Service quality was adopted from Parassuraman with five indicators: Tangibles, Reliability. Responsiveness, Assurance, Empathy. Customer egg segment is adopted from with three indicators 1. Enthusiasm, 2 Attention, 3 Absorption. Consumer satisfaction is adopted from [45] with three indicators (1) In line with consumer expectations, (2) Satisfaction with the products sold, (3) Satisfaction with the services provided.

3. Result and Discussion

3.1 Respondent Characteristics

Gender, age, and education are some of the criteria used to describe the characteristics of respondents in this research. The following is an explanation of the characteristics of the respondents.

Table 1. Respondents' Characteristic

Gender	Frequency
Male	60
Female	70
Age	
15-30 years old	45
31-40 years old	30
41-50 years old	55
Education	
Elementary School	0
Junior High School	11
Senior High School	27
Bachelor	92
Total Respondent	130

3.2 Normality Test and Outlier

The normality test determines whether the data is normally distributed. Multivariate CR values are considered normal if they are in the range ± 2.58 . The normality test results of this research are shown in table 2.

Table 2. Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
x12	2,000	5,000	-,378	-1,761	-,630	-1,465
x11	2,000	5,000	-,229	-1,068	-,703	-1,636
x7	2,000	5,000	-,351	-1,635	-,802	-1,867
x6	2,000	5,000	-,125	-,580	-,720	-1,676
x5	2,000	5,000	-,446	-2,077	-,102	-,236
x4	2,000	5,000	-,010	-,047	-,766	-1,783
x8	2,000	5,000	-,152	-,707	-,676	-1,574
x9	1,000	5,000	-,467	-2,175	-,184	-,427
x10	2,000	5,000	-,119	-,554	-,697	-1,621
x1	2,000	5,000	-,368	-1,715	-,498	-1,158
x2	2,000	5,000	-,240	-1,118	-,751	-1,747
x3	2,000	6,000	-,014	-,065	-,233	-,541
y1	1,000	5,000	-,340	-1,582	-,350	-,815
y2	2,000	5,000	-,185	-,859	-,812	-1,891
y3	2,000	6,000	-,089	-,416	-,555	-1,291
y6	2,000	5,000	-,462	-2,151	-,330	-,768
y5	2,000	5,000	-,317	-1,474	-,551	-1,283
y4	2,000	5,000	-,296	-1,378	-,543	-1,264
Multivariate					11,366	2,415

The multivariate CR value is 2.415, which means it is still in the range of ± 2.58 , which shows that the data in this study are normally distributed, as shown by the normality test results in table 2. On the other hand, the Mahalanobis Distance benchmark value is used to test outliers. . The chi-square value with a degree of freedom of 19 indicators at the p level of 0.001 is 36.19, which indicates that in situations where the mahalanobis value does not exceed the chi-square value, the data does not contain outliers. Table 3 displays the results of the outlier test.

Table 3. Outlier Test

Observation number	Mahalanobis d-squared	p1	p2
155	35,942	,011	,363
74	34,551	,016	,389
102	33,701	,020	,368

Observation number	Mahalanobis d-squared	p1	p2
134	32,308	,029	,519
69	30,867	,042	,733

As a result of the analysis carried out in table 3, it was found that the mahalanobis distance value in this study was 35.942, and there were no values that exceeded 36.19, so it can be concluded that the research data does not contain outliers.

3.3 Confirmatory Analysis

As a result of the analysis carried out in table 3, it was found that the mahalanobis distance value in this study was 35.942, and there were no values that exceeded 36.19, so it can be concluded that the research data does not contain outliers.

Table 4. Value of Loading Factors

			Estimate
y4	<---	Customer_Engagement	,831
y5	<---	Customer_Engagement	,775
y6	<---	Customer_Engagement	,856
y3	<---	Consumer_Satisfaction	,879
y2	<---	Consumer_Satisfaction	,829
y1	<---	Consumer_Satisfaction	,835
x3	<---	Comfort	,851
x2	<---	Comfort	,820
x1	<---	Comfort	,848
x10	<---	Service_Quality	,860
x9	<---	Service_Quality	,874
x8	<---	Service_Quality	,890
x4	<---	Comfort	,824
x5	<---	Comfort	,840
x6	<---	Comfort	,823
x7	<---	Comfort	,874
x11	<---	Service_Quality	,885
x12	<---	Service_Quality	,898

Indicators that had a filling factor value of less than 0.5 were not found, as shown in the results of table 4. After invalid indicators were discarded, it can be concluded that each indicator has the capacity to explain all the variables examined in this study. Next, the Goodness of Fit Index (GOFI) was used to test the suitability of the confirmatory model. [46] divided GOFI into three categories: absolute suitability index, increasing suitability index, and parsimony suitability

index. There were twenty-five criteria in this study, two criteria from each type of GOFI—RMSEA and GFI—were used to indicate absolute fit; CFI and TLI show indications of incremental fit, and PGFI and PNFI show indications of parsimony fit. However, according to [47], SEM-Amos analysis does not have to fulfill all criteria; only 4 to 5 criteria are sufficient. All indicators meet the Conformity criteria.

Table 5. Goodness of Fit Test Results

Index Fit	Goodness of Fit	Cr	Cut off value
Absolute Fit	RMSEA	≤ 0.08	0,014
	GFI	≥ 0.90	0,901
Incremental Fit	TLI	≥ 0.90	0.998
	CFI	≥ 0.90	0.998
Parsimony Fit	PGFI	≥ 0.60	0.68
	PNFI	≥ 0.60	0.791

3.4 Hypothesis Test

One method of multivariate analysis is structural equation modeling (SEM), which is used to test and model the relationship between latent variables and observed variables in one framework. With SEM, researchers can evaluate complex theoretical models, discover causal relationships between variables, and measure and understand the direct and indirect effects of variables. Factor analysis, path analysis, and simultaneous hypothesis testing can be carried out with this method in addition to regression analysis. Because of SEM's ability to provide an in-depth and comprehensive picture of how variables interact with each other, this method has become very popular in economics, psychology, social research, and other fields.

Structural Equation Model (SEM) analysis was carried out on the model to test the hypothesis developed in this research. The following are the results of the regression test carried out in this research:.

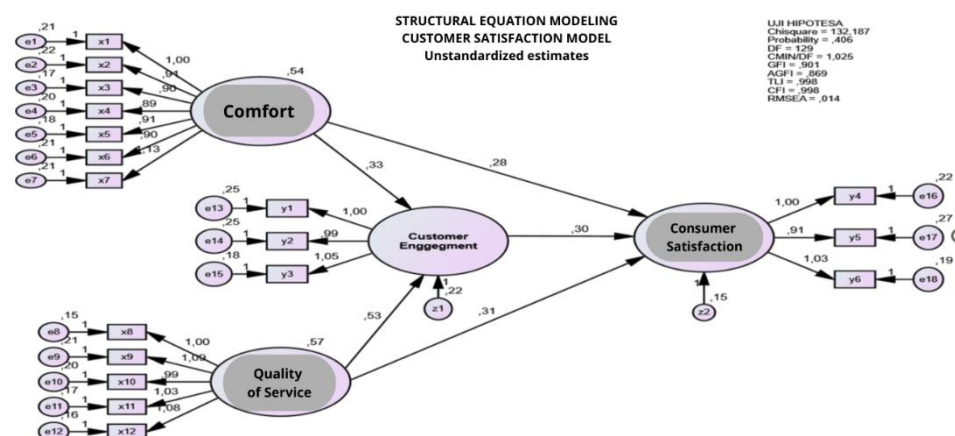


Fig. 1. Full Mode Path Diagram

Table 6. Test Results Goodness of Fit

		Estimate	S.E.
Customer_Enggement	<---	Comfort	,332
Customer_Enggement	<---	Service_Quality	,533
Consumer Satisfaction	<---	Comfort	,278
Consumer Satisfaction	<---	Customer Engagement	,298
Customer Enggegment	<---	Service Quality	,308

The statistical criteria that have been determined indicate that the hypothesis proposed in this research has been successfully accepted. The research results show that the Critical Ratio (CR) value is greater than 1.96, which indicates that the effects or differences found in the research have high statistical significance. In addition, the probability (P) value of the study is also less than 0.05 or 5%, which indicates that there is less than a 5% chance that the research results are a coincidence or not significant. Therefore, this research hypothesis can be accepted based on the results of statistical tests:

1. The results of this study show that convenience can partially and positively influence customer engagement with a CR value of 3.397, greater than 1.96, and a P value of 0.000, lower than 0.05.
2. The results of this study show that Customer Engagement is partially influenced by service quality and is positive and significant. CR values that are greater than 1.96, 5.401, and P values that are below 0.05, 0.007
3. The results of this study show that comfort can partially influence customer satisfaction and is significant and positive. CR values that are greater than 1.96, 2.966, and P values that are below 0.05, 0.003,
4. The results of this study show that customer satisfaction is significantly and positively influenced by service quality. The CR value is greater than 1.96, namely 2.966, and the P value is below 0.05, namely 0.003.
5. Customer Engagement has a positive and significant impact on customer satisfaction. A CR value that is greater than 1.96, namely 2.676, and a P value that is below 0.05, namely 007, indicates this

Table 7. Customer Engagement Mediation Test

Independent Variable	Mediator Variable	Dependent Variable	Indirect Effect	Total effect
Service security	Customer Engagement	Consumer Satisfaction	0.050	0.361

Quality of service	Customer Engagement	Consumer Satisfaction	0.270	0.660
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Testing Customer Engagement Mediation on the influence of service security and service quality on consumer satisfaction

The total effect of service comfort on consumer satisfaction through customer engagement is calculated based on Indirect + Direct = $0.050 + 0.311 = 0.361$. So it can be concluded that customer value can mediate the effect of service comfort on customer satisfaction by 0.361 and is significant. The total effect of service quality on customer satisfaction through customer engagement is calculated based on Indirect + Direct = $0.270 + 0.390 = 0.660$. So it can be concluded that customer engagement can mediate the influence of service quality on customer satisfaction by 0.660 and is significant.

Discussion.

Testing shows that convenience has a positive and significant impact on customer satisfaction and engagement. The research results show that consumer convenience (Rice Agent) continues to strive to improve services to increase consumer satisfaction. This will encourage better prospects in the future. [48] Service convenience is defined as how easy it is for customers to purchase or use a service. Additionally, the inconvenience of the service is intended to reduce the sacrifice or psychological stress associated with purchasing or using the service. When you use a service, you feel comfortable when making transactions, you feel comfortable when you get the main benefits from the service, and you feel comfortable when the service is completed. Several aspects of service comfort can be assessed.

The results of this research study show that service quality has a positive effect and significantly influences customer satisfaction and customer satisfaction. From the results of this research, it can be concluded that customer satisfaction can be generated by the quality of the services provided. Research in 2019 by [49] found that service quality has a positive and significant effect on Customer Engagement. The results of this study support the idea that service quality is determined by how customers rate the service they receive at a particular time. Service quality is considered good if the service provided meets customer expectations and exceeds customer needs.

The results of this research study show that customer satisfaction has a positive and significant effect on customer satisfaction; this shows that customers feel that the value of the service can make them attached to the product they purchased.

4. Conclusion

In this research study, four variables were evaluated: convenience, service quality, customer satisfaction, and customer engagement. The results of the analysis show that all hypotheses tested in this study are valid. (1) Convenience influences consumer satisfaction partially and has a positive and significant value; (2) Service quality affects consumer satisfaction partially and has a positive and significant value to; and (3) Convenience partially influences customer satisfaction and has a positive and significant value on customer engagement

The research results show a positive relationship between convenience and customer engagement. Respondents said that convenience had a big influence on their choice to engage with a brand and purchase goods or services from that company. Convenience increases customer engagement through increased customer satisfaction, formation of emotional connections, and increased customer retention. Therefore, businesses must concentrate on providing customers with a comfortable experience so that they can maximize customer engagement potential and achieve long-term success in their business.

In times of dynamic market conditions, companies must ensure that they not only sell goods or services but also provide customers with a satisfying experience. The service provided by the company is an important component of the customer experience. Good service can play an important role in increasing customer engagement and engagement. This can occur through several mechanisms. First, responsive and reliable service can increase customer trust and loyalty. Second, empathetic and competent service can build an emotional connection between the company and customers, which in turn increases customer involvement and engagement. Service quality is very important in determining customer engagement. Companies that successfully improve their service quality can anticipate increased customer engagement, which in turn can result in benefits such as increased customer retention, sales, and better brand reputation. Therefore, businesses must prioritize investing in improving service quality as a way to increase customer engagement and achieve long-term success.

In today's competitive business world, customer satisfaction is an important part of a company's success. Customer contribution is one factor that is considered to have a significant influence on customer satisfaction. If consumers feel involved and connected with a brand or company, they tend to feel more satisfied with the goods or services they purchase. This is called consumer engagement, which refers to the level of involvement, interaction, and emotional connection they have with a brand or company.

That there is a positive relationship between customer engagement and customer satisfaction also suggests that businesses should concentrate on customer empowerment strategies, more personalized interactions, and establishing emotional connections with customers to increase customer satisfaction. Based on the research results, it can be concluded that customer involvement has a significant influence on customer satisfaction. Companies must understand and implement approaches that can increase customer engagement to provide customers with a delightful experience, build strong relationships, and increase overall customer satisfaction. Companies can achieve long-term success and maintain and increase consumer loyalty through approaches such as consumer empowerment, more intimate interactions, and the formation of emotional relationships with consumers.

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