The Influence of Perceived Quality and Brand Interaction on Online Brand Advocacy Through Brand Trust and Affective Commitment

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Abstract
This study analyzes the influence of perceived quality and brand interaction on online brand advocacy at PT. XYZ, with brand trust and affective commitment as mediating variables. Data were collected from 410 active social media customers through a survey measuring five key variables. The results indicate that perceived quality does not have a significant effect on brand trust, while brand interaction has a significant positive effect. Brand trust significantly influences affective commitment but does not have a direct effect on online brand advocacy. However, affective commitment has a significant positive effect on online brand advocacy and serves as a full mediator in the relationship between brand trust and online brand advocacy. These findings suggest that customers' emotional attachment to a brand plays a crucial role in driving online advocacy behavior. The practical implication of this study highlights the importance of fostering high-quality interactions with customers and strengthening affective commitment to build sustainable online brand advocacy.

Keywords: perceived quality, brand interaction, brand trust, affective commitment, online brand advocacy, expedition services

1. Introduction

The expedition and logistics industry in Indonesia is currently experiencing rapid growth while simultaneously facing substantial challenges, particularly in establishing and maintaining brand trust amid intensifying market competition. One indicator of this sector's contribution to the national economy can be seen in data from Tech in Asia Indonesia (2023), which reported that the logistics sector contributed IDR 208.5 trillion to Indonesia's Gross Domestic Product (GDP) in 2022. Although this figure reflects a substantial market opportunity, logistics companies such as PT. XYZ are under pressure to maintain customer satisfaction, build loyalty, and foster brand advocacy in the digital era.

As digital platform adoption increases, consumer behavior is also undergoing significant transformation. According to Databoks (2022), approximately 67.5% of internet users in

Indonesia conduct thorough research before making a purchasing decision. This highlights the growing influence of online reviews, comments, and recommendations in shaping consumer choices. In this context, Online Brand Advocacy (OBA) has become increasingly important in shaping public perception and brand reputation.

Despite the opportunities brought by digital transformation, internal data from PT. XYZ shows that the company has not yet achieved its customer satisfaction targets. Between November 2024 and January 2025, customer satisfaction scores (CSAT) ranged from only 32.83% to 39.06%, significantly below the company's target of 80%. Although slight month-to-month improvements were observed, overall satisfaction remains critically low. Furthermore, the data revealed key sources of customer dissatisfaction, with the highest number of complaints related to delivery delays and customer service performance. For example, in January 2025 alone, over 5,600 complaints were recorded regarding customer service, while more than 8,800 complaints pertained to delivery timeliness. These figures indicate that service quality continues to be a major challenge impacting customer perceptions and experiences.

Negative service experiences, when shared via social media, can spread rapidly and have a detrimental effect on brand reputation. In Indonesia, where the number of social media users reached 191 million in 2024 (RRI, 2024), social platforms serve as primary outlets for consumers to express their opinions about brands. This situation underscores the need for integrated strategies in customer relationship management and brand trust development to strengthen loyalty and foster online brand advocacy.

A body of previous research has highlighted the crucial roles of brand interaction, service quality, and trust in developing customer loyalty (Kwon & Lennon, 2009; Šeric et al., 2016). Fullerton (2005) emphasized the importance of affective commitment in establishing long-term loyalty. In addition, Martínez and Nishiyama (2017) argued that brand interaction significantly influences both trust formation and emotional commitment. These studies provide a solid theoretical foundation for understanding how service experiences shape customer perceptions and behaviors, including their willingness to advocate for a brand online.

However, despite extensive research on customer loyalty and service quality within the broader service industry, there remains a gap in the literature regarding Online Brand Advocacy (OBA) within Indonesia's logistics sector. Most existing studies have focused on retail, e-commerce, or hospitality industries in examining the relationship between service quality and brand loyalty (Chen & Myagmarsuren, 2011; Šeric et al., 2016). Few have explicitly explored the interconnected roles of brand interaction, brand trust, and affective commitment in influencing OBA within the logistics and expedition sector, which is uniquely dependent on consistent service performance and customer experience. Moreover, there is a lack of empirical studies that holistically examine the four dimensions of OBA—brand defense, brand information sharing, brand positivity, and virtual positive expression—in a causal framework with psychological constructs such as trust and affective commitment. This presents an opportunity for significant theoretical contributions to the field.

Given the low customer satisfaction levels and the intense engagement of customers on social media, PT. XYZ presents a relevant case for exploring how service experiences can be converted into online brand advocacy. Therefore, this study is significant in its aim to address the existing research gap while offering both theoretical insights and practical implications. Specifically, the study seeks to analyze the influence of brand interaction and perceived quality on brand trust and affective commitment, and how these variables ultimately affect Online Brand Advocacy (OBA) among PT. XYZ's customers. In doing so, it also aims to comprehensively examine the four key dimensions of OBA within the context of Indonesia's logistics service industry.

This study analyzes four dimensions of OBA: brand defense, brand information sharing, brand positivity, and virtual positive expression. It aims to address the following research questions: (1) Does perceived quality positively influence brand trust? (2) Does brand interaction positively influence brand trust? (3) Does brand trust positively influence affective commitment? (4) Does affective commitment positively influence online brand advocacy? (5) Does brand trust directly influence online brand advocacy? (6) Does affective commitment mediate the relationship between brand trust and online brand advocacy? Accordingly, the research objectives are to examine these relationships and provide practical insights for improving brand advocacy strategies in the logistics sector.

2. Literature Review

2.1 Social Exchange Theory

The conceptual framework of this study is based on Social Exchange Theory (Emerson, 1976), which provides insight into how consumer–brand interactions occur in online contexts. This theory suggests that social relationships are built on reciprocal exchanges, where individuals seek to maximize benefits and minimize costs. In the context of Online Brand Advocacy (OBA), this theory helps explain why consumers engage in behaviors such as writing positive reviews, recommending brands, or sharing brand content on social media. These actions can be seen as a form of exchange, where consumers offer support or promotion in return for various perceived benefits. Unlike offline brand advocacy, OBA is more complex and multidimensional, reflecting the unique dynamics of online communication. Social Exchange Theory thus provides a strong conceptual foundation for understanding how successful brand interactions can lead to OBA, as consumers respond positively when they feel their expectations have been met or exceeded.

2.2 Perceived Quality

Perceived quality is a consumer's evaluation of a product or service based on experience and expectations (Zeithaml, 1988). It plays a crucial role in building brand trust and loyalty, as shown by Martínez & Nishiyama (2017). High service quality increases perceived value, motivating customers to prefer certain brands (Šeric et al., 2016). Perceived quality also influences purchase decisions and loyalty (Netemeyer et al., 2004). Moreover, positive brand interactions can improve perceived quality, enhance customer experience, and strengthen brand trust (Kwon & Lennon, 2009).

2.3 Brand Interaction

Brand interaction includes all customer-brand contacts, such as with staff, service experiences, and communications (Berry, 2000). Positive interactions boost brand trust, leading to emotional commitment and advocacy. Employee behavior plays a key role in shaping customer perceptions (Hartline et al., 2000). Studies show customer-focused staff improve experiences and strengthen brand relationships (Suh et al., 2011; Wilk et al., 2020). In today's experience economy, meaningful interactions differentiate brands and enhance perceived value, driving loyalty (Brakus et al., 2009; Xu et al., 2015).

2.4 Brand Trust

Brand trust, according to Morgan & Hunt (1994), is the belief that a brand will act in line with consumer expectations, forming the foundation of emotional commitment. It is shaped not only by product or service quality but also by brand interactions (Chen & Myagmarsuren, 2011). Positive brand interactions enhance consumer trust and contribute to brand loyalty (Martínez & Nishiyama, 2017). Two key drivers of brand trust are perceived quality, consumers' evaluations of service quality (Šeric et al., 2014), and brand interaction, which includes all forms of communication and engagement with the brand (Kwon & Lennon, 2009). Positive experiences from these interactions strengthen emotional bonds and foster affective commitment. Trust also plays a crucial role in brand advocacy. Consumers who trust a brand are more likely to recommend it and remain loyal (Fullerton, 2005). Building trust through positive experiences and effective interactions is essential for sustaining advocacy. In the expedition industry, reliability and safety are central to building trust. Transparent and responsive communication strengthens customer confidence (Wilk et al., 2020). Trust influences not only purchase decisions but also emotional attachment (Chen & Myagmarsuren, 2011), making it a key differentiator in a competitive market (Brakus et al., 2009).

2.5 Affective Commitment

Affective commitment refers to the emotional attachment customers feel toward a brand, which influences their loyalty and willingness to recommend the brand to others (Meyer & Allen, 1991). This study emphasizes that strong affective commitment often stems from positive brand interactions, enhancing trust and loyalty. According to Fullerton (2005), emotionally committed customers are not only loyal but also likely to advocate for the brand through word of mouth. Wilk et al. (2020) support the idea that affective commitment bridges brand trust and brand advocacy, emotionally connected customers are more inclined to recommend and defend the brand. This commitment is influenced by perceived service experiences (Chen & Myagmarsuren, 2011). In the expedition industry, affective commitment encourages customers to share positive experiences online, boosting brand visibility and reputation. Xu et al. (2015) also found that highly committed customers tend to make repeat purchases and actively promote the brand on social media, making online brand advocacy a powerful tool for customer acquisition and retention.

2.6 Online Brand Advocacy

Online Brand Advocacy (OBA) refers to consumer behaviors that actively support and promote a brand online, such as sharing information, posting positive reviews, and defending the brand in digital spaces (Wilk et al., 2020). OBA consists of four dimensions: brand defense (protecting the brand from criticism), information sharing (spreading brand-related content), brand positivity (communicating support), and virtual positive expression (showing appreciation visually and verbally on social media). These aspects combine informative and emotional support that shape brand perception. Trust is key in fostering OBA, especially in logistics where service reliability matters; confident customers are more likely to advocate online. Prior research confirms that OBA strengthens brand image, loyalty, and purchase decisions, with brand trust playing a crucial role in motivating advocacy through social media (Kwon & Lennon, 2009; Wilk et al., 2020).

3. Hypothesis Development

3.1 The Influence of Perceived Quality on Brand Trust

Perceived quality, defined as consumers' evaluation of the quality of a service or product (Zeithaml, 1988), serves not only as an indicator of quality but also as a key driver of brand trust (Martínez & Nishiyama, 2017). The study by Martínez & Nishiyama (2017) specifically highlights the significant contribution of perceived quality to brand trust and loyalty. This finding is further supported by Šeric et al. (2016), who observed how high service quality increases perceived value, which in turn motivates consumers to choose a specific brand. Moreover, perceived quality plays a crucial role in influencing purchasing decisions and building brand loyalty (Netemeyer et al., 2004). Perceived quality is closely tied to how brands interact with customers. Positive interactions lead customers to perceive higher quality and, consequently, develop greater trust in the brand (Kwon & Lennon, 2009).

Based on the aforementioned theories and studies, the following hypothesis is proposed:
H1. Perceived quality has a significant positive effect on brand trust.

3.2 The Influence of Brand Interaction on Brand Trust

Brand interaction, which encompasses all forms of engagement between customers and the brand, such as staff interaction, service experiences, and brand communication (Berry, 2000), plays a critical role in building brand trust. Positive brand interactions have been shown to enhance customer trust in the brand, which subsequently contributes to emotional commitment and brand advocacy. Hartline et al. (2000) emphasized that direct interaction between customers and employees, where the employees' attitudes and behavior affect customer perception, can significantly influence brand trust. Customer-oriented staff behavior, as demonstrated in the research by Suh et al. (2011), can improve customer experience and strengthen the customer-brand relationship. Wilk et al. (2020) explicitly state that brand interaction serves as a key factor in building brand trust, which is a prerequisite for fostering emotional commitment and customer loyalty. Effective brand interaction can create deep and emotional experiences for customers, which in turn enhance perceived value and drive brand loyalty (Xu et al., 2015).

Based on the aforementioned theories and studies, the following hypothesis is proposed:
H2. Brand interaction has a significant positive effect on brand trust.

3.3 The Influence of Brand Trust on Affective Commitment

Brand trust, defined as the belief that the brand will act according to consumer expectations (Morgan & Hunt, 1994), is a fundamental element in developing affective commitment. This trust is influenced not only by product or service quality but also by consumer-brand interactions (Chen & Myagmarsuren, 2011). As discussed earlier, positive brand interactions can enhance consumer trust, which in turn contributes to affective commitment (Martínez & Nishiyama, 2017). Strong brand trust creates emotional bonds between customers and the brand, encouraging loyalty and word-of-mouth recommendations (Meyer & Allen, 1991). Fullerton (2005) found that customers with high affective commitment are not only more loyal but also more likely to become brand advocates, voluntarily promoting the brand through word-of-mouth and social media. The study by Wilk et al. (2020) supports the argument that affective commitment acts as a bridge between brand trust and brand advocacy. Customers who feel emotionally connected to a brand are more likely to recommend it to others.

Based on the aforementioned theories and studies, the following hypothesis is proposed:
H3. Brand trust has a significant positive effect on affective commitment.

3.4 The Influence of Affective Commitment on Online Brand Advocacy

Wilk et al. (2020) argue that affective commitment functions as a bridge between brand trust and brand advocacy. Customers who feel emotionally attached to a brand are more likely to recommend it to others. In today's digital era, such recommendations are often manifested in the form of online brand advocacy. Fullerton (2005) confirms that customers with high affective commitment are more likely to engage in advocacy behaviors, such as recommending the brand and defending it on social media. Furthermore, Xu et al. (2015) found that affectively committed customers not only make repeat purchases but also actively promote the brand through word-of-mouth and social media. In the logistics industry, online brand advocacy can be a powerful tool for attracting new customers and retaining existing ones.

Based on the aforementioned theories and studies, the following hypothesis is proposed:
H4. Affective commitment has a significant positive effect on online brand advocacy.

3.5 The Influence of Brand Trust on Online Brand Advocacy

Brand trust is defined as the consumer's belief that a brand will act in accordance with their expectations (Morgan & Hunt, 1994). It not only serves as a foundation for emotional commitment but also acts as a key driver of online brand advocacy. This trust is built through perceived quality, positive brand interactions, and satisfying customer experiences (Chen & Myagmarsuren, 2011; Martínez & Nishiyama, 2017). In today's digital context, brand trust also plays a central role in shaping long-term relationships with consumers and encouraging their willingness to engage in positive electronic word-of-mouth (eWOM) (Jain et al., 2023; Seo et al.,

2020). Customers who exhibit a high level of trust in a brand are more likely to become brand advocates, both offline and online (Fullerton, 2005). They voluntarily recommend the service, write positive reviews, and even defend the brand against criticism or negative comments. Wilk et al. (2020) identified online brand advocacy (OBA) as a multidimensional construct consisting of four main dimensions: brand defense, brand information sharing, brand positivity, and virtual positive expression. Strong brand trust can encourage customers to engage across all these dimensions of OBA. For example, customers who trust PT. XYZ may willingly share information about promotions or new services (brand information sharing), write positive reviews on social media (brand positivity), or even defend the brand against online criticism (brand defense).

Based on the aforementioned theories and studies, the following hypothesis is proposed:
H5. Brand trust has a significant positive effect on online brand advocacy.

3.6 The Influence of Brand Trust on Online Brand Advocacy Mediated by Affective Commitment

In service industries such as PT. XYZ's logistics business, brand trust plays a vital role in fostering long-term customer relationships. This trust is built through positive service experiences, timely delivery, clear tracking information, and responsive customer support. Prior studies in the hospitality sector indicate that trust significantly predicts affective commitment, or the emotional attachment customers feel toward a brand (Kim et al., 2001; Bowen & Shoemaker, 2003; Leeman & Reynolds, 2012). Customers with strong affective commitment are more likely to engage in online brand advocacy, such as posting positive reviews and recommending the brand on social media, even when competitors are available (Fullerton, 2003; Chakravarty et al., 2010). In PT. XYZ's context, where interactions are often digital, affective commitment may mediate the effect of trust on customers' willingness to advocate for the brand online.

Based on the aforementioned theories and studies, the following hypothesis is proposed:
H6. Affective commitment mediates the relationship between brand trust and online brand advocacy.

The proposed research model and hypothesis relationships are presented in Figure 1.
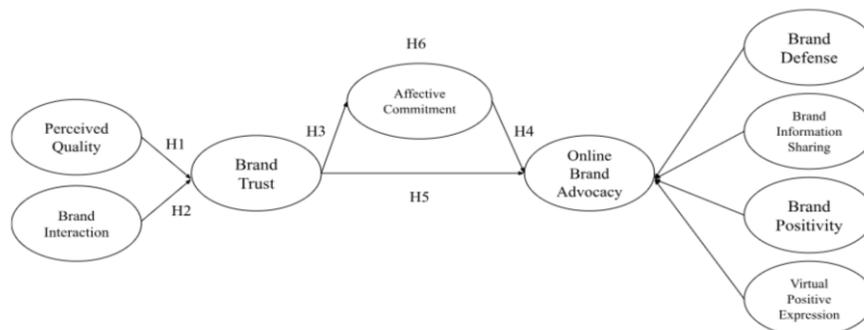

Figure 1. Theoretical Framework

4. Method

This study employed a quantitative research method. The population consisted of all followers of PT. XYZ's social media accounts (Instagram and X), totaling 387,848 individuals. The sample size was determined using the Slovin formula, which is applied when the total population is known. Using this formula with a 5% margin of error, the required sample size was calculated to be 400 respondents. The data collection period spanned a minimum of 90 days or continued until the minimum number of responses was obtained. During the administration of the survey, no incentives were offered to participants. This decision was made to maintain the integrity and objectivity of the data collected. Data were collected through questionnaires distributed via social media platforms. The questionnaire items were measured using a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree).

The questionnaire items were adapted from several established sources. Specifically, items for affective commitment were taken from Allen & Meyer (1990), while those for brand trust were adopted from Delgado-Ballester et al. (2003). Items measuring perceived quality were sourced from Sweeney & Soutar (2001), and questions related to brand interaction were derived from Gremler & Gwinner (2000). Lastly, items for online brand advocacy were adapted from Wilk et al. (2020).

5. Results

This study aims to examine the influence of brand trust and affective commitment on online brand advocacy within an Indonesian logistics service company, anonymized as PT. XYZ to maintain data confidentiality and corporate privacy. Data were collected through an online questionnaire distributed via Google Forms to customers who had previously used PT. XYZ's services, during the period from March 5, 2025, to April 24, 2025. A total of 416 responses were received, but 6 were excluded for not meeting the criteria, namely, respondents who did not follow PT. XYZ's official social media accounts on Instagram or X (formerly Twitter). As a result, 410 valid responses were analyzed.

Table 5.1 Construct Validity and Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Affective Commitment	0.972	0.972	0.978	0.898
Brand Interaction	0.955	0.956	0.962	0.736
Brand Trust	0.944	0.945	0.954	0.747
Online Brand Advocacy	0.754	0.763	0.859	0.669
Perceived Quality	0,.940	0.976	0.947	0.598

Source: Primary data processed, 2025

The results of the outer loading assessment indicate that most indicators have loading values above 0.7, demonstrating good convergent validity (Hair et al., 2017). However, in this study, items PQ12, PQ14, OBA1, OBA2, OBA4, OBA5, OBA7, OBA9, OBA10, and OBA11 were eliminated due to outer loading values below the 0.7 threshold. Despite this, all constructs in the model fulfill the criteria for reliability and validity. Both Cronbach's Alpha and Composite Reliability values exceed 0.7, indicating strong internal consistency (Nunnally & Bernstein, 1994; Hair et al., 2019). Furthermore, rho_A values above 0.7 suggest construct stability (Dijkstra & Henseler, 2015). The AVE values for all constructs are above 0.5, indicating adequate convergent validity, as more than 50% of the variance in the indicators is captured by the respective construct (Fornell & Larcker, 1981).

Table 5.2 Discriminant Validity Test (Fornell-Larcker Criterion)

	Affective Commitment	Brand Interaction	Brand Trust	Online Brand Advocacy	Perceived Quality
Affective Commitment	0.948				
Brand Interaction	0.487	0.858			
Brand Trust	0.790	0.613	0.864		
Online Brand Advocacy	0.603	0.292	0.465	0.818	
Perceived Quality	0.124	0.205	0.124	0.236	0.773

Source: Primary data processed, 2025

According to Fornell and Larcker (1981), discriminant validity is considered adequate if the square root of the AVE for a construct is greater than its correlation with other constructs. Based on the results of the discriminant validity test using the Fornell-Larcker Criterion, as shown in Table 4.9, it can be observed that most constructs meet the discriminant validity criteria. Therefore, it can be concluded that each construct in the model is clearly distinguishable from the others, indicating that discriminant validity has been established in accordance with Fornell and Larcker's (1981) criteria.

Table 5.3 Path Coefficients Test Results

	Original Sample (O)	Sample Mean (M)	Std Dev (STDEV)	T Statistic (|O/STDEV|)	P Values
AC → OBA	0.627	0.626	0.055	11.312	0.000
BI → BT	0.613	0.611	0.028	21.982	0.000
BT → AC	0.790	0.790	0.016	48.126	0.000
BT → OBA	-0.030	-0.030	0.060	0.495	**0.621**
PQ → BT	-0.002	0.016	0.050	0.041	**0.968**

Source: Primary data processed, 2025

The results of the path coefficient analysis can be assessed using T-statistic values greater than 1.96 and P-values less than 0.05, following the statistical significance guidelines proposed by Hair et al. (2017). The path from Affective Commitment to Online Brand Advocacy shows a positive and significant effect, with a coefficient of 0.627, T-statistic of 11.312, and a P-value of 0.000, indicating that the higher the customers' affective commitment, the more likely they are to engage in online brand advocacy. Furthermore, Brand Interaction has a significant effect on Brand Trust, with a coefficient of 0.613, T-statistic of 21.982, and a P-value of 0.000, suggesting that positive interactions between customers and the brand play a crucial role in building brand trust. Similarly, Brand Trust significantly influences Affective Commitment, with a coefficient of 0.790, T-statistic of 48.126, and P-value of 0.000, demonstrating a strong and consistent relationship. In contrast, the effect of Brand Trust on Online Brand Advocacy is not significant, with a coefficient of -0.030, T-statistic of 0.495, and a P-value of 0.621, implying that customers' trust in the brand does not directly influence their likelihood to engage in online advocacy behaviors. A statistically non-significant relationship is also found in the path from Perceived Quality to Brand Trust, with a coefficient of -0.002, T-statistic of 0.041, and P-value of 0.968. These values fall below the significance threshold, indicating that perceived quality does not have a direct effect on brand trust within the context of this study.

Table 5.4 Determination Coefficients

	R Square	Adjusted R Square
Affective Commitment	0.624	0.623
Brand Trust	0.376	0.373
Online Brand Advocacy	0.364	0.361

Source: Primary data processed, 2025

The coefficient of determination (R^2) indicates how well independent variables explain the variance in a dependent variable. In consumer behavior and marketing research, R^2 values of 0.75, 0.50, and 0.25 are generally interpreted as substantial, moderate, and weak explanatory power, respectively (Hair et al., 2011; Henseler et al., 2009). In this study, Affective Commitment has an R^2 of 0.624, indicating that 62.4% of its variance is explained by the model. Brand Trust has an R^2 of 0.376, and Online Brand Advocacy has an R^2 of 0.364, reflecting moderate explanatory power in both cases.

Table 5.5 Effect Size (f^2) Test Results

	AC	BI	BT	OBA	PQ
AC				0.232	
BI			0.578		
BT	1.657			0.001	
OBA					
PQ			0.000		

Source: Primary data processed, 2025

The f^2 test measures the effect size of an independent variable on a dependent variable in PLS-SEM. According to Hair et al. (2017), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. In this study, Brand Trust had a very large effect on Affective Commitment ($f^2 = 1.657$), making it the strongest predictor. Brand Interaction had a moderate effect on Brand Trust ($f^2 = 0.578$), while Affective Commitment had a moderate impact on Online Brand Advocacy ($f^2 = 0.232$). In contrast, Brand Trust and Perceived Quality showed negligible effects on Online Brand Advocacy and Brand Trust, respectively, with f^2 values close to zero.

Tabel 5.6 Predictive Relevance Test Results (Q^2)

	SSO	SSE	Q² (=1-SSE/SSO)
Affective Commitment	2050.000	910.483	0.556
Brand Interaction	3690.000	3690.000	
Brand Trust	2870.000	2073.065	0.278
Online Brand Advocacy	1230.000	937.937	0.237
Perceived Quality	4920.000	4920.000	

Source: Primary data processed, 2025

The Q² test in PLS-SEM assesses the model's predictive relevance for endogenous constructs. According to Hair et al. (2021), Q² values of 0.02, 0.15, and 0.35 indicate small, medium, and large predictive relevance, respectively. In this study, Affective Commitment showed high predictive relevance (Q² = 0.556), while Brand Trust (Q² = 0.278) and Online Brand Advocacy (Q² = 0.237) indicated medium predictive relevance. Q² values are not applicable to exogenous constructs like Brand Interaction and Perceived Quality.

Table 5.7 Hypothesis Testing Results

		Original Sample	Sample Mean	Std Dev (STDEV)	T Statistic	P Values	Description
H1	PQ → BT	-0.002	0.016	0.050	0.041	**0.968**	Not Significant
H2	BI → BT	0.613	0.611	0.028	21.982	0.000	Significant
H3	BT → AC	0.790	0.790	0.016	48.126	0.000	Significant
H4	AC → OBA	0.627	0.626	0.055	11.312	0.000	Significant
H5	BT → OBA	-0.030	-0.030	0.060	0.495	**0.621**	Not Significant

Source: Primary data processed, 2025

The hypothesis testing in this study aimed to evaluate the significance of the relationships between latent variables using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The test involved analyzing the t-statistics and p-values to determine whether the path coefficients were statistically different from zero. The results for Hypothesis 1 indicate that

Perceived Quality has a negative and non-significant effect on Brand Trust. This finding contrasts with previous studies by Zeithaml (1988), Martínez & Nishiyama (2017), and Šeric et al. (2016), which emphasize the role of perceived quality in building brand trust. In contrast, Hypothesis 2 testing confirms that Brand Interaction has a significant positive effect on Brand Trust. This demonstrates that effective interaction between customers and the brand enhances customer trust. This finding aligns with the theories of Berry (2000), Hartline et al. (2000), Suh et al. (2011), and Wilk et al. (2020), who highlight interaction as a foundation for building brand trust. For Hypothesis 3, Brand Trust has a strong positive effect on Affective Commitment. This suggests that the more consumers trust a brand, the greater their emotional attachment to it. This supports the theories of Morgan & Hunt (1994), Martínez & Nishiyama (2017), and Fullerton (2005), who argue that trust is the basis for affective commitment and a key to customer loyalty. The results for Hypothesis 4 show that Affective Commitment significantly and positively affects Online Brand Advocacy. This means emotional attachment encourages customers to actively recommend and defend the brand online. These results are consistent with the findings of Fullerton (2005), Xu et al. (2015), and Wilk et al. (2020), who highlight affective commitment as a primary driver of advocacy behavior in the digital era. Lastly, Hypothesis 5 reveals that Brand Trust has a negative and non-significant effect on Online Brand Advocacy. This contrasts with the findings of Chen & Myagmarsuren (2011), Fullerton (2005), and Wilk et al. (2020), who found that consumers with strong brand trust are more likely to advocate for the brand online.

Table 5.8 Specific Indirect Effects

		Original Sample	Sample Mean	Std Dev (STDEV)	T Statistic	P Values	Type
H6	BT → AC → OBA	0.495	0.495	0.046	10.734	0.000	Full Mediation

Source: Primary data processed, 2025

The mediation test results indicate that Affective Commitment (AC) serves as a full mediator (indirect-only mediation) in the relationship between Brand Trust (BT) and Online Brand Advocacy (OBA). This is supported by a statistically significant indirect effect, with a T-statistic of 10.734 and a p-value of 0.000. Meanwhile, the direct effect of Brand Trust on Online Brand Advocacy is not significant (coefficient = -0.030; p-value = 0.621). Thus, it can be concluded that the influence of Brand Trust on Online Brand Advocacy occurs not directly, but through the development of Affective Commitment.

6. Discussion

This study tested the hypothesized relationships among latent variables influencing users' online brand advocacy (OBA) toward PT. XYZ, using Partial Least Squares Structural Equation Modeling (PLS-SEM). Path coefficients, t-statistics, and p-values were analyzed to determine the significance of each relationship.

The results for Hypothesis 1 revealed that Perceived Quality had no significant effect on Brand Trust. This suggests that customer perceptions of service quality were not strong or consistent enough to build trust, likely due to the lack of clear service differentiation in a highly competitive logistics industry. This aligns with Dib & Alhaddad (2014), who noted that contextual factors may weaken the link between perceived quality and trust. In contrast, Hypothesis 2 confirmed a significant positive effect of Brand Interaction on Brand Trust. Users who experienced responsive and engaging interactions with PT. XYZ were more likely to trust the brand. This highlights the importance of improving customer interactions as a more effective trust-building strategy than focusing solely on service quality. This finding supports Tuti & Sulistia (2022), who emphasized that engagement fosters greater emotional connection and brand trust. Hypothesis 3 showed that Brand Trust had a strong positive effect on Affective Commitment. Users who trusted PT. XYZ developed emotional attachment, leading to a deeper brand connection and voluntary loyalty behaviors like informal brand promotion. This aligns with Cuong (2020), who identified trust as a key driver of emotional bonds and long-term brand loyalty. In Hypothesis 4, Affective Commitment had a significant positive influence on Online Brand Advocacy. Users with strong emotional attachment were more likely to recommend and defend the brand online, not out of incentives, but due to personal connection. This supports van Schalkwyk & van Schalkwyk (2020), who found that emotional commitment drives advocacy behaviors, especially in online brand communities. Hypothesis 5 revealed that Brand Trust had a negative and non-significant effect on Online Brand Advocacy. Trust alone was insufficient to drive users to recommend the brand online, possibly due to limited emotional engagement or inconsistent customer experiences. This contradicts prior studies such as Sami et al. (2022), which suggested that brand trust leads directly to advocacy.

Finally, Hypothesis 6 confirmed that Affective Commitment fully mediates the relationship between Brand Trust and Online Brand Advocacy. This means trust influences advocacy only through the development of emotional commitment. Customers who trust the brand form affective bonds, which then motivate them to share positive reviews, recommend the brand, and defend it in online discussions. This is consistent with Sidik et al. (2025), who found that strong emotional ties lead to higher advocacy and constructive feedback.

7. Implications

Based on the conclusions outlined earlier, this study offers several important implications for PT. XYZ's marketing and brand management strategies, particularly in strengthening online brand advocacy behavior. While service quality remains relevant, the findings suggest that perceived quality alone is not sufficient to build brand trust. Therefore, the company should focus more on differentiating its services from competitors to ensure that perceived quality contributes more meaningfully to customer trust. Effective brand interaction emerged as a key driver in establishing trust. This highlights the importance of fostering two-way communication, responsive service, and active customer engagement through social media or other digital platforms. Enhancing the quality of these interactions not only builds trust but also lays a strong foundation for emotional attachment. Given that affective commitment fully mediates the relationship between brand trust and online brand advocacy, PT. XYZ is encouraged to cultivate

deeper emotional connections with its customers. This can be achieved through loyalty programs, emotionally engaging brand storytelling, and inclusive customer communities. Such strategies are essential for encouraging customers to become active and voluntary brand advocates in digital spaces, ultimately enhancing brand reputation and sustainability amid intense competition.

Beyond practical applications, these findings also carry theoretical implications. The results suggest that in highly interactive service contexts, the link between perceived quality and brand trust may be mediated by other factors, such as customer experience or perceived brand empathy. This contributes to the broader literature on brand relationships and consumer-brand engagement by underscoring the critical role of emotional and relational dimensions in shaping consumer trust in service brands.

8. Conclusions

This study analyzes the influence of Perceived Quality and Brand Interaction on Online Brand Advocacy at PT. XYZ, with Brand Trust and Affective Commitment as mediators. Data from 410 active social media followers were collected, measuring five key variables through 46 statements. The findings indicate that perceived service quality alone is insufficient to build brand trust, whereas consumer interaction with the company plays a crucial role in enhancing it. This trust then significantly drives consumers' emotional attachment, which in turn becomes the key driver of online brand advocacy. The study also reveals that brand trust does not directly influence advocacy behavior; instead, its impact is fully mediated by affective commitment. This suggests that emotional involvement is essential in encouraging consumers to voluntarily recommend and defend the brand. The results highlight that, in the case of PT. XYZ, building strong emotional relationships with consumers is more effective in fostering brand advocacy than relying solely on perceptions of service quality.

9. Limitation and Suggestions

This study has several limitations that should be considered when interpreting the results. First, the research design is cross-sectional, which means it only captures conditions at a single point in time and is unable to track behavioral changes or the dynamics of relationships between variables longitudinally. Second, several indicators within the Online Brand Advocacy (OBA) construct had outer loading values below the threshold of 0.7 and therefore had to be eliminated from the model. Although the elimination was done selectively and the OBA construct still met the criteria for reliability and validity, this indicates the need for improvements in the measurement items examined. Based on these limitations, several suggestions can be considered for future research. First, the use of a longitudinal approach is highly recommended so that researchers can capture the long-term dynamics of online brand advocacy behavior. This design allows for the evaluation of the development of customer trust and emotional commitment over time and helps identify additional factors that may influence brand advocacy. Second, since several indicators in the OBA construct had to be removed due to low outer loading values,

future studies are advised to conduct pretests or cross-validation of the instruments in advance to ensure the appropriateness and clarity of the indicators from the outset.

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