



Digital Customer Engagement: A Systematic Review of Key Predictors Across Digital Platforms

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Abstract. *The rapid advancement of digital technologies has intensified academic attention toward Digital Customer Engagement (DCE) as a strategic construct in digital marketing. This study aims to identify and synthesize the key determinants of DCE and to map variations in its predictors across different digital platforms using a Systematic Literature Review approach. The synthesis reveals that DCE represents a complex and multidimensional construct shaped by the interaction of technological factors, digital marketing strategies, user experience design, and customer psychological mechanisms. Empirical evidence confirms that platform quality, digital engagement activities, and customer experience design significantly influence customer engagement. Trust, emotions, and perceived value function as reinforcing mechanisms that mediate the relationship between digital stimuli and engagement responses. Clear differences in DCE predictors emerge across digital platforms, with social media and live-streaming emphasizing interactivity and real-time experience, while e-commerce and transactional digital services are more strongly influenced by ease of use, experience consistency, and digital service quality. In digital B2B contexts, relational approaches and activity-based engagement dominate as the primary determinants of customer engagement. These findings contribute theoretically by integrating DCE predictors across digital contexts and provide practical implications for developing more contextual and engagement-oriented digital marketing strategies.*

Keywords: *Digital Customer Engagement, digital marketing, digital platforms, systematic literature review.*

Abstrak. *Perkembangan teknologi digital telah mendorong meningkatnya perhatian akademik terhadap Digital Customer Engagement (DCE) sebagai elemen strategis dalam pemasaran digital. Penelitian ini bertujuan untuk mengidentifikasi dan mensintesis faktor-faktor yang memengaruhi DCE serta memetakan perbedaan prediktornya pada berbagai platform digital melalui pendekatan Systematic Literature Review. Hasil sintesis menunjukkan bahwa DCE merupakan konstruk multidimensional dan kompleks yang terbentuk dari interaksi antara faktor teknologi, strategi pemasaran digital, pengalaman pengguna, dan mekanisme psikologis pelanggan. Temuan empiris mengonfirmasi bahwa kualitas platform digital, aktivitas engagement, serta desain pengalaman pelanggan berpengaruh signifikan terhadap tingkat keterlibatan pelanggan. Kepercayaan, emosi, dan persepsi nilai berfungsi sebagai mekanisme penguat yang menjembatani stimulus digital dengan respons keterlibatan. Perbedaan prediktor DCE terlihat jelas lintas platform, di mana media sosial dan live-streaming menekankan interaktivitas dan pengalaman real-time, sementara e-commerce dan layanan digital transaksional lebih dipengaruhi oleh kemudahan penggunaan, konsistensi pengalaman, dan kualitas layanan digital. Konteks B2B digital menunjukkan dominasi pendekatan relasional dan keterlibatan berbasis aktivitas sebagai determinan utama engagement pelanggan. Temuan ini memberikan kontribusi teoretis melalui integrasi prediktor DCE lintas konteks digital serta implikasi praktis bagi perancangan strategi pemasaran digital yang lebih kontekstual dan berorientasi pada keterlibatan pelanggan.*

Kata kunci: *Digital Customer Engagement, pemasaran digital, platform digital, systematic literature review.*

1. INTRODUCTION

The development of digital technology has transformed the patterns of interaction between firms and consumers, making Digital Customer Engagement (DCE) a critical

element of marketing strategy, as digital engagement contributes to loyalty, retention, and the sustainability of long-term customer relationships (Srivastava et al., 2023). The literature indicates that although DCE has been widely examined, understanding of its key predictors remains fragmented and characterized by diverse, non-integrated conceptual models, thereby necessitating a systematic mapping of the factors that influence digital consumer engagement (Srivastava et al., 2023).

The drivers of digital consumer engagement are still not comprehensively understood, particularly in the context of social media marketing and dynamic digital interactions, even though engagement encompasses cognitive, emotional, and behavioral dimensions that are closely related to the characteristics of digital platforms as strategic brand relationship resources (Pansari & Kumar, 2017). Customer engagement on social media is viewed as a multidimensional construct involving involvement, participation, and commitment; however, the literature has not consistently explained how these dimensions operate across different digital contexts (Vinerean & Opreana, 2021). Engaging and relevant digital content has been identified as an important factor, yet empirical findings remain scattered and have not been synthesized into a unified framework of DCE predictors (Ashley & Tuten, 2015).

Previous studies have also highlighted the importance of emotional experience, satisfaction, and digital customer experience, but these aspects are generally discussed in isolation and have not been systematically positioned within an integrated structure of DCE predictors (Pansari & Kumar, 2017; Azzahra & Susilo, 2025). Findings related to platform interactivity, social support, hedonic motivation, trust, and interaction within digital communities remain contextual and dispersed across various sectors, thereby hindering the development of a comprehensive understanding (Mubdir et al., 2025; Van Doorn et al., 2010; Chan et al., 2014). Differences in digital platform characteristics further complicate the generalization of findings, as diverse interaction structures influence the form and intensity of consumer engagement (De Vries et al., 2012).

The absence of a conceptual framework that unifies all DCE predictors within a coherent theoretical model, along with the dominance of studies focusing on specific digital contexts, indicates a significant research gap (Srivastava et al., 2023; Vinerean & Opreana, 2021). This condition underscores the urgency of adopting a Systematic Literature Review approach to identify, classify, and synthesize the main predictors of Digital Customer Engagement in a systematic manner, thereby strengthening the theoretical foundation and supporting the development of more integrative and applicable future research (Srivastava et al., 2023). Based on this background, the study formulates the following research questions:

1. What factors have been empirically proven to influence Digital Customer Engagement across different digital platforms?
2. How does the integration of various predictors form a comprehensive conceptual framework of DCE?
3. What differences exist in DCE predictors across digital platforms (e.g., social media, e-commerce, and online communities), and how do these variations affect consumer engagement?

2. LITERATURE REVIEW

A. Definition of Digital Customer Engagement (DCE)

Changes in the digital landscape have driven a shift in firm–consumer relationships toward more participatory and sustainable interaction patterns. Digital Customer Engagement (DCE) is understood as the level of consumer involvement in digital interactions with a brand that encompasses cognitive, emotional, and behavioral aspects throughout the customer relationship process. Such engagement reflects not only the intensity of interactions but also the quality of consumers’ psychological experiences and participatory actions within digital environments (Van Doorn et al., 2010; Pansari & Kumar, 2017).

The cognitive dimension represents the degree of consumers’ attention and information processing related to a brand. The emotional dimension captures affective bonds formed through digital experiences. The behavioral dimension is reflected in observable activities such as content sharing, providing feedback, and participating in online communities. This multidimensional perspective emphasizes that DCE constitutes a broader construct than mere momentary digital responses or interactions.

The evolution of digital platforms has expanded the scope of customer engagement from offline contexts to social media, e-commerce, and virtual communities. DCE is positioned as a multidimensional construct involving consumer involvement, participation, and commitment within dynamic digital interactions. Variations in definitions and conceptual models have resulted in a fragmented and insufficiently integrated theoretical understanding of DCE (Vinerean & Opreana, 2021; Srivastava et al., 2023).

B. The Relationship between Digital Customer Engagement and Digital Marketing

Digital marketing leverages digital technologies to create and sustain customer value through continuous interactions. Within this framework, DCE functions as a strategic mechanism that links digital marketing activities with loyalty, retention, and the sustainability of customer relationships. High levels of digital engagement contribute directly to the strengthening of long-term relationships between brands and consumers (Pansari & Kumar, 2017; Srivastava et al., 2023).

Digital media enable two-way interactions that position consumers as active participants in brand value creation. Customer engagement extends beyond the consumption of marketing messages to include the creation, distribution, and evaluation of digital content. This condition establishes DCE as a primary indicator of digital marketing effectiveness, surpassing traditional measures of exposure or reach alone (Van Doorn et al., 2010).

The quality of digital content plays a critical role in stimulating consumer engagement. Relevant, creative content aligned with platform characteristics has been shown to enhance engagement responses in digital marketing contexts. Empirical findings on the role of content remain dispersed and have yet to be integrated into a comprehensive framework of DCE predictors (Ashley & Tuten, 2015).

Emotional experience, satisfaction, and consumer trust further strengthen digital engagement. Positive digital experiences foster sustained affective attachment to brands. Prior studies tend to examine these factors in isolation, leaving their contributions to DCE insufficiently structured in a systematic manner (Pansari & Kumar, 2017; Azzahra & Susilo, 2025).

Differences in digital platform characteristics influence the form and intensity of consumer engagement. Levels of interactivity, social support, and community dynamics create varied engagement contexts across social media, e-commerce, and online communities. Divergent platform structures generate heterogeneous engagement patterns, thereby limiting the generalizability of findings across platforms (De Vries et al., 2012).

3. RESEARCH METHODS

This study adopts a *Systematic Literature Review* (SLR) approach to comprehensively examine the predictors influencing Digital Customer Engagement. This approach is selected because SLR enables a systematic, transparent, and replicable synthesis of scientific evidence, thereby providing a strong methodological foundation for mapping prior empirical findings (Kitchenham & Charters, 2007).

The SLR process is structured in accordance with the *Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA) guidelines to ensure that the stages of literature identification, screening, and selection are conducted in a structured manner and free from selection bias. The application of PRISMA assists researchers in clearly documenting the article selection flow, from the initial search to the final set of studies included for analysis (Tedja et al., 2024).

Research data sources are obtained through Google Scholar, as this database indexes a wide range of reputable journals and scholarly proceedings relevant to digital marketing and customer engagement research. The search process employs keywords related to digital customer engagement and its antecedent factors. Retrieved articles are subsequently screened based on inclusion criteria, namely scholarly publications relevant to the research objectives and published up to 2020, thereby representing key conceptual and empirical developments in the field (Aza El Munadiyan & Pranggono, 2023). The literature selection stages include the initial identification of all articles retrieved from the search, screening of titles and abstracts to eliminate irrelevant studies, and full-text review to ensure substantive alignment with the research focus. Each stage follows the PRISMA flow to allow systematic and accountable tracking of excluded and retained articles (Tedja et al., 2024).

Articles that meet the inclusion criteria are analyzed using a narrative synthesis approach by grouping findings according to dominant Digital Customer Engagement predictor themes. This approach facilitates the integration of diverse research results into a coherent conceptual framework. The analysis outcomes are used to map research trends, identify research gaps, and formulate theoretical implications as well as directions for future research in the field of digital customer engagement.

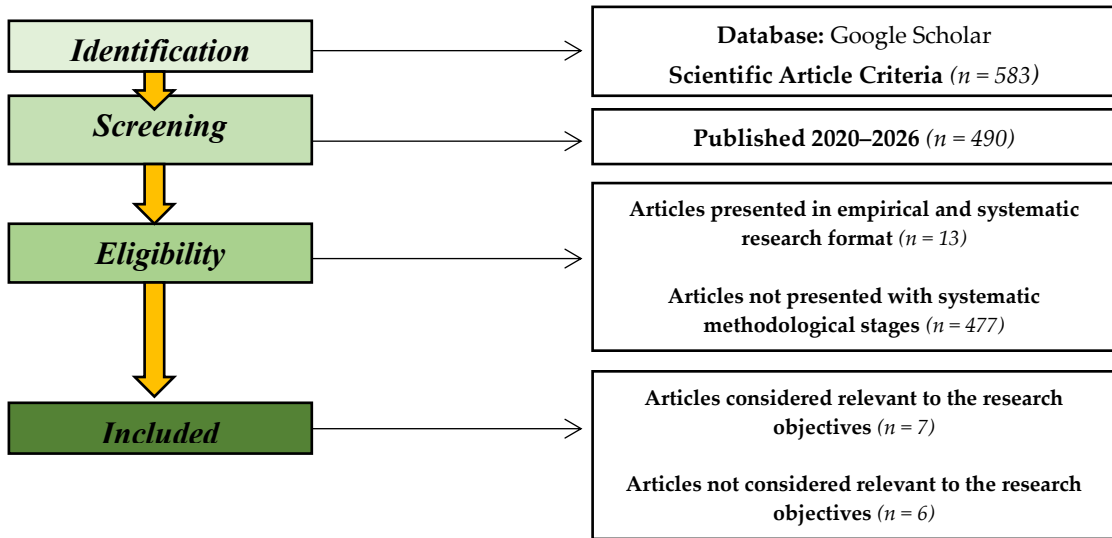
4. RESULT AND DISCUSSION

A. Result

Article selection was conducted using the PRISMA guidelines through a Google Scholar search with keywords aligned with the research focus. The identification process yielded 583 scholarly articles that met the initial criteria. Screening based on publication year showed that 490 articles were published

during the 2020–2026 period, while 93 articles were excluded because they were published before 2020.

Figure 1. Article Selections Process Based On PRISMA Framework



Source : Literature Review (2026)

Eligibility assessment focused on the clarity of research design and the empirical nature of the articles. The selection results indicate that 13 articles were presented as empirical studies with systematic methodological stages, while 477 articles were excluded because they did not meet the methodological criteria required for synthesis. Substantive relevance assessment resulted in 12 articles that aligned with the research objectives and were used as the basis for further analysis to systematically synthesize the predictors of Digital Customer Engagement. The following are the articles considered relevant to the research objectives:

Table 1. Relevant Articles Based on Selection Process

No.	Research Title	Variable Relationship	Main Findings
1	<i>Customer Engagement Strategies for Digital Offerings: An Empirical Study of B2B Suppliers</i> (Lundin, 2025)	Digital engagement strategies → B2B customer engagement	The study finds that activity-based engagement strategies and relational dispositions play a significant role in strengthening customer engagement in B2B digital offerings.
2	<i>Analysing the Impact of Online Journey Determinants on Customer Digital Engagement</i> (Alshurideh et al., 2024)	Online journey determinants → Digital customer engagement	Digital interaction quality, ease of navigation, experience consistency, and platform responsiveness are identified as key factors enhancing customer engagement.
3	<i>Digital Marketing Activities that Improve Customer Interest and Engagement</i> (Bhalla, 2024)	Digital marketing activities → Customer interest → Engagement	The study confirms that digital marketing activities, including relevant content, interactive communication, social media utilization, and experience-based approaches, significantly attract customer interest and foster active engagement.
4	<i>Customer Trust and Engagement Through</i>	Digital marketing → Trust →	Trust is identified as a primary predictor of digital customer engagement.

	<i>Digital Marketing</i> (Kahcha & Errabih, 2025)	Customer engagement	
5	<i>Do AI-Powered Digital Assistants Influence Customer Emotions, Engagement and Loyalty?</i> (Maduku et al., 2024)	AI-powered digital assistants → Emotions → Engagement → Loyalty	The findings show that the service quality of AI-powered assistants significantly influences customer emotions, which subsequently enhance customer engagement.
6	<i>Customer Engagement with Perceived Digital Servitization</i> (Huang, 2024)	Digital servitization → Customer engagement → Loyalty	The study demonstrates that positive perceptions of digital servitization significantly increase customer engagement.
7	<i>A Multidimensional Approach to Digital Customer Engagement: Live-Streaming</i> (Fadhiilah & Rufaidah, 2025)	Live-streaming attributes → Digital customer engagement	Immediacy, interactivity, and vividness are found to significantly enhance multidimensional digital customer engagement.

Source: Literature Review (2026)

Based on the identified studies, the conceptual framework can be formulated as follows:

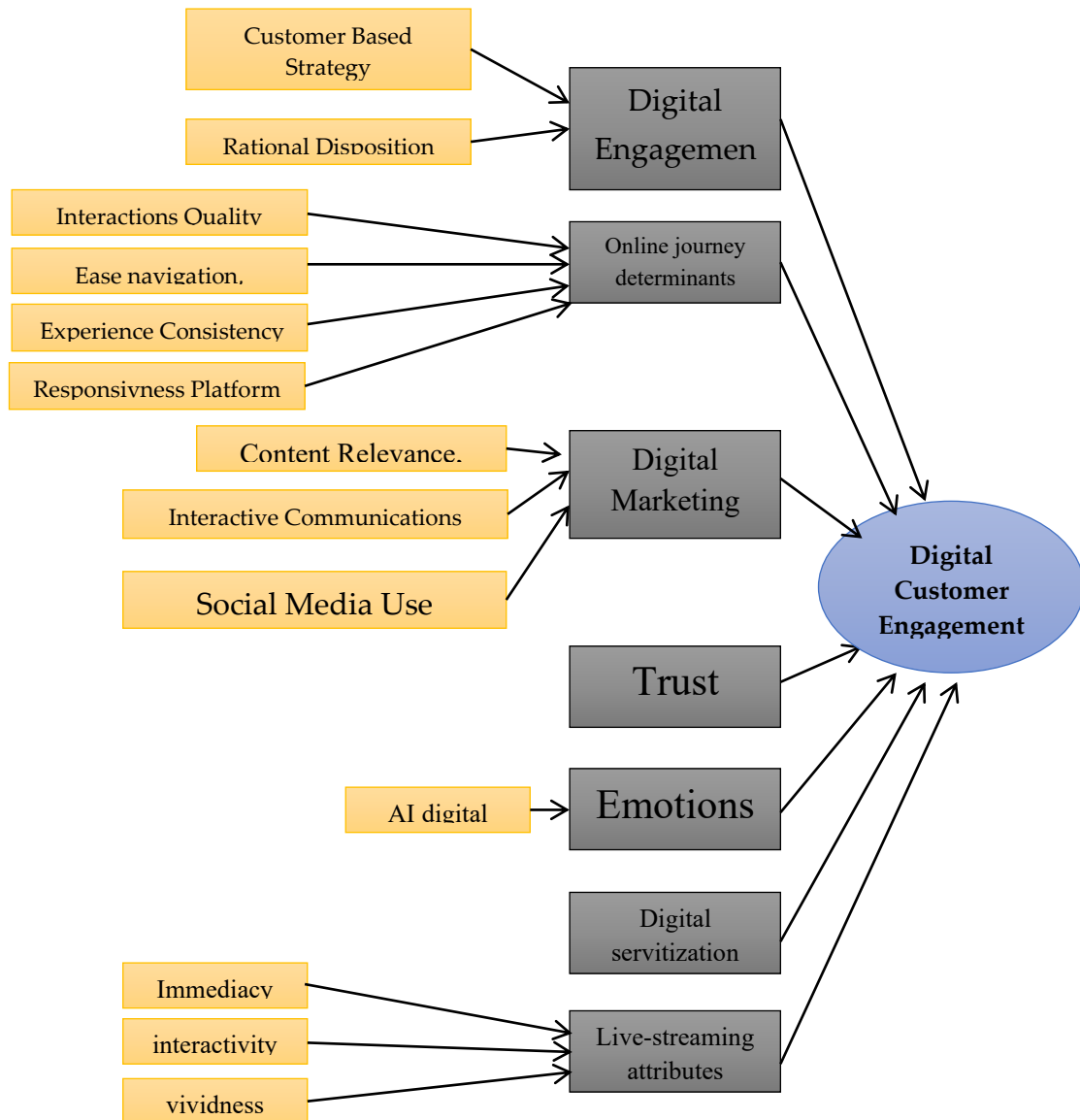


Figure 1. Identified Conceptual Framework
Source : Literature Review (2026)

B. Discussion

Empirical Factors Influencing Digital Customer Engagement (DCE)

The synthesis of empirical findings indicates that Digital Customer Engagement (DCE) is shaped by a combination of strategic, functional, emotional, and relational factors that interact within the digital ecosystem. The study by Lundin (2025) confirms that digital engagement strategies emphasizing customer activity involvement and relational disposition exert a significant influence on enhancing customer engagement, particularly in the context of B2B digital offerings. These findings underscore that the formation of DCE does not solely depend on the presence of digital technology, but is largely determined by the quality of relationships established through sustained interactions between firms and customers.

The study by Alshurideh et al. (2024) reveals that determinants of the online customer journey—encompassing digital interaction quality, ease of navigation, experience consistency, and platform responsiveness—play a crucial role in strengthening digital customer engagement. These findings highlight that the design and management of user experience constitute fundamental elements in creating sustainable DCE. The research by Bhalla (2024) reinforces these results by demonstrating that digital marketing activities, such as the provision of relevant content, interactive communication, social media optimization, and experience-based approaches, significantly contribute to building customer interest, which subsequently drives more active engagement.

Customer psychological dimensions also emerge as critical determinants in the dynamics of DCE. The study by Kahcha and Errabih (2025) emphasizes that customer trust represents a primary predictor of digital customer engagement, particularly in the context of digital marketing implementation. Trust functions as a mediating mechanism that strengthens the relationship between digital stimuli and customer engagement responses. The findings of Maduku et al. (2024) indicate that the service quality of AI-powered digital assistants significantly influences customer emotions, which in turn enhance engagement and loyalty. This empirical evidence confirms that emotional aspects serve as a vital bridge between digital technology and customer engagement behavior.

Integration of Predictors within a Comprehensive DCE Conceptual Framework

The integration of various DCE predictors suggests that digital customer engagement is a multidimensional construct formed through the interaction of technological, marketing, customer experience, and psychological factors. Elements such as digital platform quality, engagement strategies, and digital marketing activities function as primary stimuli within the digital ecosystem. These stimuli influence mediating variables, including trust, emotions, and perceived value, which subsequently drive customer engagement across cognitive, affective, and behavioral dimensions.

The research by Huang (2024) provides conceptual reinforcement by demonstrating that customers' positive perceptions of digital servitization significantly enhance customer engagement and subsequently affect loyalty. These findings indicate that perceived digital service value constitutes a central element within the DCE conceptual framework. The study by Fadhiilah and Rufaidah (2025) adds a real-time interaction perspective by identifying live-streaming attributes—such as immediacy, interactivity, and vividness—as factors that significantly enhance multidimensional engagement. The integration of these findings confirms that a DCE conceptual framework should accommodate dynamic relationships among digital stimuli, customer psychological processes, and engagement outcomes.

Variations in DCE Predictors across Digital Platforms

Empirical evidence indicates variations in the characteristics of DCE predictors across different digital platforms. Social media and live-streaming platforms emphasize interactivity, immediacy, and vividness as dominant factors influencing affective and behavioral customer engagement, as demonstrated by Fadhiilah and Rufaidah (2025). E-commerce platforms and transaction-based digital services place greater emphasis on ease of navigation, experience consistency, trust, and perceptions of digital servitization in shaping customer engagement, as evidenced by Alshurideh et al. (2024) and Huang (2024).

In contrast, the B2B digital platform context exhibits distinct characteristics by prioritizing relationship-based engagement strategies and customer activity involvement as key determinants of DCE, as identified by Lundin (2025). Digital service platforms that adopt AI-powered digital assistants highlight the relevance of personalization and service efficiency, with customer emotions serving as a critical mechanism for engagement formation, as demonstrated by Maduku et al. (2024). These variations affirm that the effectiveness of DCE predictors is highly contingent upon digital platform characteristics and interaction objectives, thereby necessitating context-specific engagement strategy design

CONCLUSION

A. Synthesis of Findings

Synthesis of the Systematic Literature Review confirms that Digital Customer Engagement represents a complex construct formed through interactions among technological factors, digital marketing strategies, user experience, and customer psychological mechanisms. Empirical findings indicate that platform quality, digital engagement activities, and customer experience design exert a significant influence on customer engagement. Evidence from prior studies also confirms that trust, emotions, and perceived value function as reinforcing mechanisms that bridge digital stimuli with engagement responses.

Clear differences in the characteristics of Digital Customer Engagement predictors emerge across various digital platforms. Social media and live-streaming platforms emphasize interactivity and real-time experience, whereas e-commerce and transactional digital services are more strongly influenced by ease of use, experience

consistency, and digital service quality. Digital B2B contexts demonstrate the dominance of relational approaches and activity-based engagement as primary determinants of customer engagement.

B. Theoretical Implications

Findings from this review strengthen the position of Digital Customer Engagement as a multidimensional construct encompassing cognitive, affective, and behavioral dimensions. Integration of multiple predictors extends theoretical understanding by demonstrating that digital customer engagement is formed through both direct and indirect pathways involving psychological processes as key mediators. Results of this synthesis highlight the importance of a contingency-based approach within Digital Customer Engagement theory to explain variations in engagement dynamics across digital platforms.

C. Practical Implications

Insights from this review provide practical guidance for organizations in designing digital strategies oriented toward enhancing customer engagement. Strengthening digital platform quality, user experience design, and interaction consistency emerges as a core strategic priority in building engagement. Optimization of digital content, interactive communication, and utilization of artificial intelligence-based technologies should be directed toward fostering positive emotions and enhancing customer trust.

Long-term relational approaches represent an essential strategy for digital B2B organizations in sustaining customer engagement. Social media and live-streaming managers are encouraged to maximize real-time interaction features to enhance affective and behavioral customer engagement.

D. Future Research

Future studies are encouraged to test integrated Digital Customer Engagement models by simultaneously incorporating mediating and moderating variables. Advanced quantitative methodologies and mixed-methods approaches may be employed to deepen understanding of causal relationships among variables. Cross-cultural and cross-industry investigations, along with longitudinal research designs, are required to capture long-term dynamics of customer engagement.

Exploration of emerging digital technologies, such as generative artificial intelligence and immersive experiences, is recommended to further advance theoretical development and practical applications of Digital Customer Engagement in future research

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