Abstract

The purpose of this paper is to investigate the impact of brand trust on social media engagement behavior (SMEB) in the context of Islamic online banking. In addition, to investigate the role of brand love when mediate the relationship between the (brand trust) and (SMEB). A sample of 350 users was recruited, and data collected by means of questionnaires distributed via email and personal interviews. The dataset obtained was analyzed using Structural Equation Modeling. The results show that the brand love fully mediates the relationships between brand trust and social media engagement behavior (SMEB) in term of contributing and creating brand related contents. This study is a pioneering empirical research on the role of brand trust, and brand love on SMEB within the fast-growing banking industry. This study contributes to fill this research gap by assessing the effect of brand trust on SMEB in term of like and comment within the context of the Islamic online banking sector in Palestine. In this sense, this study is a first-of-its-kind research on the role of brand trust on customer engagement with regard to online brand communities of banks. In addition to test the indirect role of brand love to strengthen this kind relationships.

Keywords brand trust, brand love, social media engagement behavior, and Islamic online banking