

# IJSHRE

*by* Herning Indriastuti

---

**Submission date:** 10-Aug-2020 11:14AM (UTC+0700)

**Submission ID:** 1367910885

**File name:** IJSHRE-8707-Kesetiana-Annendya-Suharno-Herning-Indriastuti-1.pdf (1.11M)

**Word count:** 6037

**Character count:** 32805

# The Effect of Brand Satisfaction, Luxury Brand Attachment and Brand Loyalty on Consumer Advocacy Hijup Store Samarinda Customer

Kesetiana Annendya<sup>1</sup>; Suharno<sup>2</sup>; Herning Indriastuti<sup>3</sup>

Master of Management Program Faculty of Economics and Business

Mulawarman University Samarinda (75117); Affiliation<sup>123</sup>

E-mail: kesetianaannendya@gmail.com<sup>1</sup>; suharno.suharno@feb.unmul.ac.id<sup>2</sup>;  
herning.indriastuti@feb.unmul.ac.id<sup>3</sup>

## ABSTRACT

*In order to realizing a high sales climate, the company should not depend on established marketing strategies. One of the factors that influence the number of brand sales is information from by consumers to consumers which generally takes in the form of a review about the brand and how they satisfaction with the brands. This study aims to examine the effect of brand satisfaction, luxury brand attachment, and brand loyalty on advocacy consumer which tested on 210 respondent customers of Samarinda Hijup Store using questionnaire. The results of the study prove that (1) Brand Satisfaction has a positive and significant effect on Brand Loyalty; (2) Luxury Brand Attachment has positive and significant effect on Brand Loyalty; (3) Brand Satisfaction has a positive and significant effect on Consumer Advocacy; (4) Luxury Brand Attachment has a positive and significant effect on Consumer Advocacy; (5) Brand Loyalty has a positive and significant effect on Consumer Advocacy; (6) Brand Satisfaction has an indirect and significant effect on Consumer Advocacy through Brand Loyalty; and (7) Luxury Brand Attachment has an indirect and significant effect on Consumer Advocacy through Brand Loyalty. Overall, it can be concluded that for the satisfaction and emotional attachment of consumers to the brand offered by Samarinda Hijup Store has a positive impact on loyalty and consumer advocacy of the brand itself.*

**Keywords:** brand satisfaction, luxury brand attachment, brand loyalty, consumer advocacy.

*Kesetiana Annendya; Suharno; Herning Indriastuti, Vol 8 Issue 7, pp 26-35 July 2020*

## 1. INTRODUCTION

For companies, consumers are the largest at the revenue for company. Customers always have the desire and needs evolve and change over time. The change in these needs also lead to changes in the purchasing decisions made by consumers. One of the factors that may affect the sales of the brand is the information submitted by consumers to other potential customers consisting of top reviews and how these brands give satisfaction. Submission of information from consumers to other consumers is referred to as the Consumer Advocacy..

Several previous studies related to consumer advocacy focuses only on condition where the consumer advocacy has always been considered as a form of negative behavior and tend to complain of dissatisfaction and failure of service (Chelminski and Coulter, 2011; Jayasimha and Srivastava, 2017). On the other hand, consumer advocacy can be used also as an illustration of the positive behavior of consumers towards a brand. As revealed Chelminski and Coulter (2011) that the follow-up of consumer advocacy lies in the exchange of market information and other consumer counseling so that they have a positive brand experience. This follow-up process occurs to telling other people the satisfaction they get for the product used. In other words, consumer advocacy is similar to helping and benefiting others for their purchases and consumption.

Good information and positive value tends to be done by consumers who have a high level of loyalty. This shows that brand loyalty is one of the factors that can influence consumer advocacy. Consumers who have high loyalty show that these consumers have very strong positive feelings towards the product, involving psychological conditions that bind consumers to the product, and a strong commitment to making repeated purchases.

Revenues and profits resulting from repeated purchases because consumers are emotionally bound will be more stable (Grisaffe and Nguyen, 2011) and they willing to sacrifice their finances to consume the brand (Oliver, 1999). In addition, loyal consumers will certainly be willing to voluntarily recommend others especially those closest to them to participate in using the brand (de Matos and Rossi, 2008). In addition to loyalty factors, consumer advocacy can also be influenced by brand satisfaction (Chauduri and Holbrook, 2001; Shimul and Pau, 2018) and brand attachments (Chelminski and Coulter, 2011; Japutra et al 2014; Shimul and Pau, 2018). Effects caused brand satisfaction and brand attachment to consumer advocacy has influence in advance of the new consumer loyalty level affects the level of advocacy done by the consumer.

As described in Attachment Theory that the stronger the attachment of a person to an object, the more likely it is to maintain with the object. This applies equally when a consumer is satisfied with a brand, especially regarding its quality, will create intense emotional attachment intensity and create a commitment to a very strong product as well. Consumer loyalty to a brand can be associated as an investment in the product. That is, consumers have a willingness to sacrifice personal interests to promote such satisfaction and even have a willingness to pay more to get the product brand.

This research was conducted because of the research gap from the research of Shimul and Pau (2018), namely the relationship between Brand Satisfaction and Brand Loyalty and Consumer Advocacy. The results showed that Brand Satisfaction had a significant positive relationship to Brand Loyalty. These results justify the assumption that loyalty is a key indicator of the strong relationship between customers and brands. Satisfied consumers tend to be loyal to certain luxury brands. However, high loyalty does not affect the customer's decision to become an advocate. Overall, high loyalty is actually not able to increase the effect of customer satisfaction felt to advocate the brand to other customers. These results support the statement of

Miftal (2016) that the relationship between Brand Satisfaction and Brand Loyalty is always positive but this does not apply in every case even the loyalty that is built is not able to increase the role of consumer advocacy. Whereas, some other opinions justify that when a customer should be satisfied and have high loyalty, it will be happy to share the information and experience with others (Jayasimha and Billore, 2016; Shukla, Banerjee, and Singh, 2016).

This study focuses on luxury brands with the object of research at Hijup Store Samarinda. Hijup was chosen as the object of research because Hijup is the first Islamic fashion e-commerce in the world that was established in 2011. With online mall concepts, Hijup provides a variety of the best luxury brands of Indonesian Muslim fashion designers. Hijup Store Samarinda is the sixth offline store of Hijup. Based on preliminary observations, Samarinda Hijup Store was opened as a reciprocal form of interest among Samarinda people who often make online purchases on the official Hijup website. Referring to data from online transactions on the Hijup.com site, it is also seen what products, brands, and colors are often ordered by the people of East Kalimantan. Furthermore, it is known that the average transaction value of customers who shop at Samarinda Hijup Store is 2 times higher compared to online shopping transactions. The products most sought after by Muslim Samarinda include square hijab, blouse and long dress from the brand Buttonsscarves, Moya by Herfiza, Ria Miranda, Jenahara, Gemello, and many others, most of which are premium quality brands.

In addition, the reason for using luxury brands as the focus of research is due to the relevance of consumer advocacy factors to luxury brands (Shimul and Pau, 2018) as follows: (1) consumers who like luxury brands are more likely to seek information about the quality and positive experiences of other consumers when evaluating brands (2) personal information sources are considered more reliable than company marketing information, (3) consumer advocacy is more applicable to consumers who are loyal but do not have an interest in membership or opportunities to get cashback. Luxury brands can influence consumer advocacy to give the trust and credibility of consumers as providers of information to other consumers of the brand.

This research is to find out the relationship between the influence of brand satisfaction and luxury brand attachment and brand loyalty to consumer advocacy in

customers of Hijup Store samarinda.

## 2. THEORETICAL FRAMEWORK AND HYPOTHESES

Brand is a name, term, sign, symbol or design as well as a combination thereof which is the identity of the product or service that distinguishes it from other similar products. A brand is a name, symbol, sign, design or combination thereof to be used as the identity of an individual, organization or company on goods and services owned to distinguish it from other service products. A strong brand is characterized by the recognition of the brand in the community, high brand associations on a product, positive perception of the market and consumer loyalty to high brands.

Consumer loyalty to a brand that is from the introduction, choice and compliance with a brand. Kotler and Keller (2010) mention there are six levels (levels) related to the brand, namely attributes, benefits, values, culture, personality, personalities, and users. The six levels basically show that there is an emotional bond that is created between consumers and brands because brand quality represents the desires and expectations of consumers and shows the qualifications of consumers based on the level of purchasing power.

### 2.1. Brand Satisfaction

Brand Satisfaction is customer satisfaction in a brand that they are used. Brand Satisfaction is a picture of the emotional overflow of consumers after making a purchase and compares it with what is expected and felt (Shimul and Pau, 2018). Consumers have the confidence that they will always be satisfied by the products of the brand. Which is where satisfaction arises when consumer expectations are in accordance with the purchase decision made.

Satisfaction is a positive behavior towards a brand, which leads to the consumer's decision to repurchase the brand. So it can be said that brand satisfaction as a result of subjective evaluations when alternative brands are chosen according to or even exceeding consumer expectations. Furthermore, brand satisfaction is a derivative of consumer satisfaction. Consumer satisfaction can be defined as a comparison between the performance received with expectations, where customer satisfaction depends on the perception of consumer value itself. Satisfaction has a role in forming loyalty because satisfaction reinforces the positive attitude of consumers towards the brand which will lead them to a greater likelihood to buy back with

the same brand (Assael, 2004).

### 2.2. Luxury Brand Attachment

Attachment is an emotional condition of the special relationship between a person and a particular object. Attachments have varying degrees, where high attachments are associated with strong feelings of connection, affection, love, and passion. The desire to have an emotional attachment to an object is a basic human need, which starts when a baby is attached to his mother and continues until they are emotionally bound to his partner (Hazan and Shaver, 1994) and his best friend (Weiss, 1988).

Brand attachment has been conceptualized as a bond between the brand and consumers. Thomson et al. (2005) developed the concept of emotional attachment to brands and defined it as an emotional attachment between consumers characterized by deep feelings of connection, affection, and passion for the particular brand that they consumed

### 2.3. Brand Loyalty

Customer loyalty is deeply committed to re-subscribe or to purchase the selected products or services consistently in the future. However, the influence of the situation and marketing efforts have the potential to cause behavior change. Hurriyati (2005) explains that loyalty is more recognized in the form of behavior from decision-making units to make continuous purchases of goods or services of a selected company.

Like the definition of loyalty, brand loyalty can be defined as a repeat purchase of a brand as a form of emotional connection attached to a brand (Shimul and Pau, 2018). This emotional relationship as a form of satisfaction that arises because of a sense of satisfaction with the brand that is used so that consumers choose to continue to use the brand for a long time.

### 2.4. Consumer Advocacy

Consumer advocacy refers to the exchange of market information and other consumer counseling so that they have a positive brand experience (Chelminski and Coulter, 2011). Jayasimha and Billore (2016) conceptually distinguish Consumer advocacy from customer advocacy from the idea that customer advocacy is a company-level construct while consumer advocacy is sharing market information among consumers. To some extent, consumer advocacy is similar to helping behavior (market mavenism and altruistic helping behavior) that benefit others in their

purchases and consumption (Price, Feick and Guskey, 1995).

Consumer advocacy is associated with satisfaction with the brand and loyalty to the brand. Or in other words, this behavior raises advocacy as a form of commitment to the brand. So it can be said that consumer advocacy is a condition where an individual or group of consumers reports to others for the satisfaction he gets for the brand used. Consumer advocacy is not talking about "indirect advertising" that benefits companies but rather sharing market information with other consumers.

## 2.5.

### 3. DEVELOPMENT OF HYPOTHESES

#### 3.1 Brand Satisfaction on Brand Loyalty

Research conducted by Widikusyanto (2014), Pandjaitan et al. (2016), Shimul and Pau (2018). Loyalty for a brand will basically be attached to consumers as the brand can give consumers a tendency to make repeat purchases (Giddens, 2002: 80). Brand loyalty reflects a favorable or supportive attitude towards a brand that results in consistency in purchasing the brand in the long run. This is the result of consumer learning that a brand can satisfy their needs (Assael 2004:76) (Hyphotesis 1).

#### 3.2 Brand Satisfaction Effect On Brand Loyalty

It can be concluded that, when the emotional attachment of consumers to a brand is increasing, then consumer loyalty to the brand will also increase. These results also support some of the results of previous studies namely Sukoco and Hermawan (2011), Widikusyanto (2014), Shimul and Pau (2018). When consumers of Samarinda Hijup Store are emotionally attached to the brand, consumers will feel one with the brand or brand felt as part of themselves in an effort to fulfill their needs. In this condition, the brand becomes something important and is personally meaningful for consumers (Hyphotesis 2).

#### 3.3 Luxury Brand Attachment Effect On Brand Loyalty

These results also support some of the results of previous studies, namely Carroll and Ahuvia (2006), Shimul and Pau (2018). Consumer satisfaction increases trust, confidence and pleasure towards the brand used. These feelings are feelings that are obtained post-consumption which is a picture of an intense emotional response so that consumers feel they have a responsibility to share these experiences. In other words, satisfaction is the result of a positive

evaluation for consumption and advocacy is a consequence of the consumer's positive evaluation (Shimul and Pau, 2018). (Hyphotesis 3)

#### 3.4 Brand Satisfaction Effect On Consumer Advocacy

These results also support some of the results of previous studies namely Chelminski and Coulter (2011), Japutra et al. (2014), Shimul and Pau (2018). The attachment of the Hijup consumer to the brand provides its own happiness for consumers, especially if they are able to have it and even cause loss if the brand is no longer available on the market. The emotional overflow of customers after making a purchase and comparing it to what was expected and felt as well as having the belief that they are always satisfied by the products of the brand raises commitment and becomes advocacy to others. (Hyphotesis 4).

#### 3.5 Luxury Brand Attachment Effect On Consumer Advocacy

These results also support some of the results of previous studies namely Chelminski and Coulter (2011), Japutra et al. (2014), Shimul and Pau (2018). The attachment of the Hijup consumer to the brand provides its own happiness for consumers, especially if they are able to have it and even cause loss if the brand is no longer available on the market. Emotional overflowing of customers after making a purchase and comparing it with the expected and felt and have a belief that they are always satisfied by the products of the brand raises commitment and becomes advocacy to others (Hyphotesis 5).

#### 3.6 Brand Loyalty Effect On Consumer Advocacy

These results also support some of the results of previous studies, namely de Matos and Rossi (2008), Shimul and Pau (2018). Consumer advocacy is generally done by customers when talking about brand quality and how it affects the feelings of customers, especially when using it and the desire for others to feel the same (satisfaction). Consumers who have high loyalty show that consumers have very strong positive feelings towards the product, involving psychological conditions that bind consumers to the product, and a strong commitment to making repeated purchases. (Hyphotesis 6).

#### 3.7 Brand Satisfaction Effect On Consumer Advocacy Through Brand Loyalty

These results also support some of the results of

previous studies, namely Shimul and Pau (2018). Satisfaction has a role in forming loyalty because satisfaction will strengthen the positive attitude of consumers towards the brand which will lead them to greater likelihood of buying back with the same brand (Assael, 2004). (Hypothesis 7).

### 3.8 Luxury Brand Attachment Effect On Consumer Advocacy Through Brand Loyalty

These results indicate the emotional attachment that is created forms the perceived satisfaction, especially

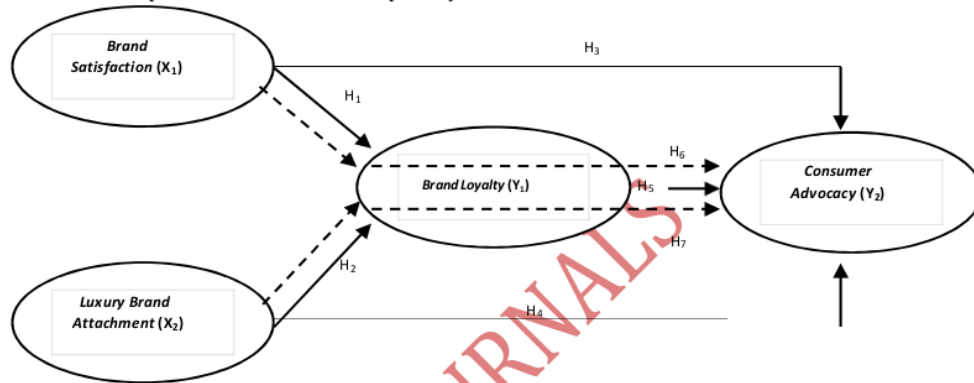


Figure 1 : Hypothesis Research Concept

## 4. RESEARCH METHODS

This research uses a quantitative approach, which is research that focuses on testing hypotheses. Based on this, the writer wants to know the effect of Brand Satisfaction and Luxury Brand Attachment on Brand Loyalty and Consumer advocacy. This research is limited to the scope of Samarinda Hijup Store. The respondents of this study were consumers who had and would shop at Samarinda Hijup Store, where samples taken from the population were consumers who had shopped at Samarinda Hijup Store Boutique. Determination of the sample in this study using purposive sampling. Determination of the sample based on the number of population that is not known with certainty using the determination of the number of samples as much as 10 times the number of indicator variables studied. Based on this opinion, then in this study the number of samples is determined more than the minimum limit, which is 10 times the number of indicator variables studied. There are 21 variable indicators in this study used, so the number of samples is 210 people.

The analysis in this study was conducted Partial Least Square (PLS) as a data analysis technique. The

questionnaire used in this study was to adopt a Likert model. Likert model is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Satisfaction with the brand is an emotional response felt by post-purchase consumers by comparing products based on what is expected and what is felt. Brand satisfaction can be measured using the following statement indicators. (Panjaitan, Rofiaty, and Sudjatno, 2016). Luxury Brand Attachment is a concept that shows the presence and presence of a bond between consumers and brands, which may have formed due to personality similarities, can be measured using the following statement indicators. (Sukoco and Hartawan, 2011; Belaid and Behi, 2011). Brand Loyalty (Y<sub>1</sub>) illustrates loyalty in using the products offered by Samarinda Hijup Store so as to create a strong interpersonal relationship between consumers and brands. Brand Loyalty can be measured using the following statement indicators. (Widikusyanto, 2014). Consumer advocacy refers to information conveyed by consumers of Hijup Store Samarinda to other (potential) consumers of experience and positive satisfaction with the brand of products offered by Hijup Store Samarinda. Consumer advocacy can be

measured using the following statement indicators. (Shimul dan Pau, 2018).

**Table 1 : Index Perception**

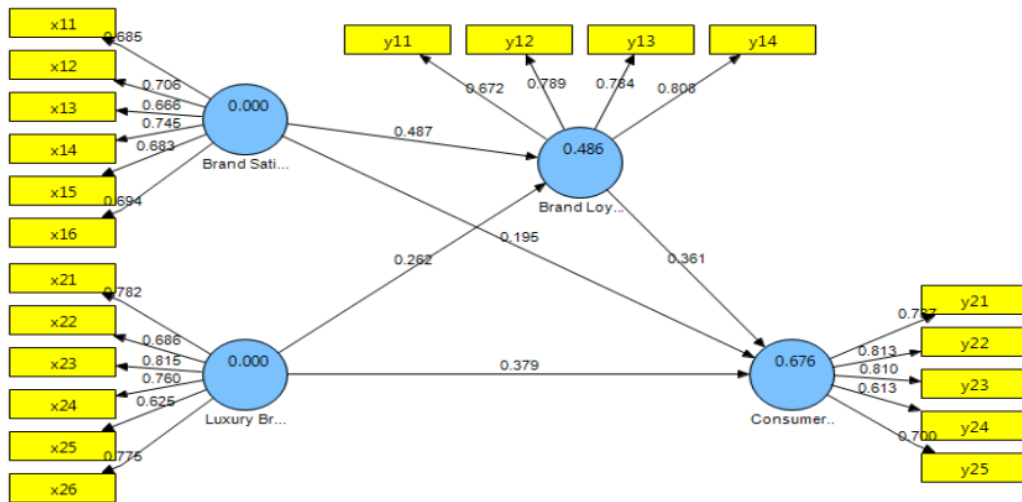
Indicator	Information	Cronchbach $\alpha$
<b>Brand Satisfaction</b>		
Brand Quality	0.685	0.788
Brand Satisfaction	0.706	
Satisfying Needs	0.666	
Trust in Satisfying Needs	0.745	
The belief of Using a Brand	0.683	
Happy feeling towards the brand	0.694	
<b>Luxury brand attachment</b>		
Interest in luxury brand	0.782	0.836
Love of luxury brand	0.666	
Happiness when thing of luxury brand	0.815	
Luxury brand helps achieve what is desired	0.760	
Deep emotional connection with luxury brand	0.625	
The feeling of loss if luxury brand is no longer available	0.775	
<b>Brand loyalty</b>		
Willing to pay more for brands than other brands	0.672	0.801
Recommend brands to others	0.789	
Willingness to look in other stores for the desired brand	0.764	
<b>Consumer advocacy</b>		
Share similar experiences with others with others	0.808	0.801
A pleasure to tell others	0.767	
Responsible for telling others about experiences	0.813	
Recommend to others	0.810	
Give advice to others about brand quality	0.613	

Source: Data processing with PLS, 2020

**5. RESULT AND DISCUSSION**

Outer model is a model that specifies the relationship between latent variables and indicators or it can be said

that the outer model defines how each indicator relates to the latent variable. The PLS Algorithm model is presented in the figure below :



**Figure 2 : PLS Algorithm Model**

From the overall indicator used has a loading value above 0.5 so that it can be valid in measuring konstruksya. This result is in accordance with Ghozali and Latan (2012: 81) that an indicator is declared valid if it has a loading factor above 0.5 of the intended construct.

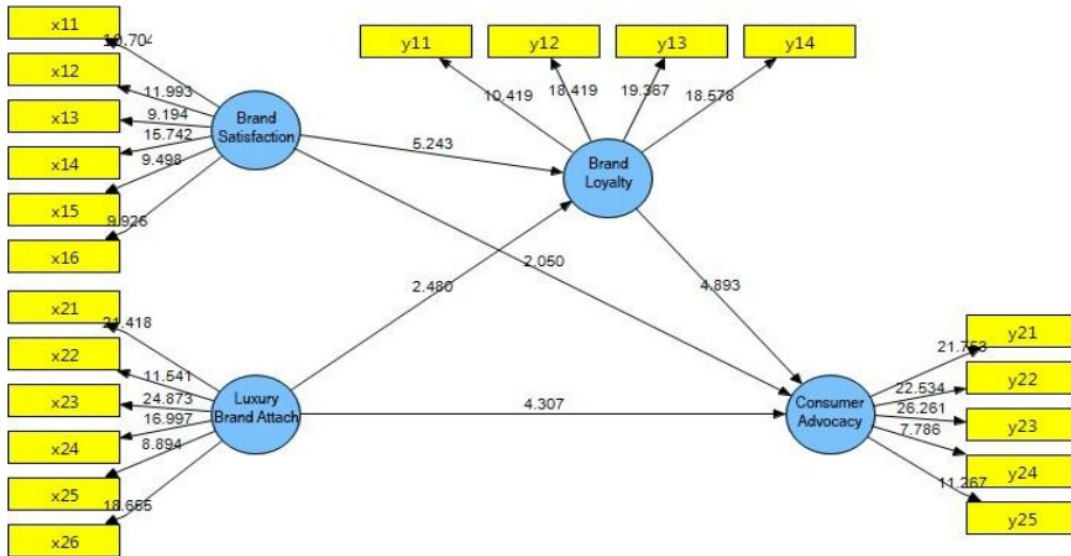
To test the structural model is done by looking at the value of R2 which is a Goodness of the fit test. The full R-square value results are presented in the table below..

**Table 2: Table R-Square**

Endogen Variable	R <sup>2</sup>
Brand Loyalty	0.486

Consumer Advocacy	0.676
-------------------	-------

Source: Data processing with PLS, 2020  
 The Brand Loyalty construct obtained an R2 value of 0, 485739 which can be interpreted that the Brand Loyalty variant can be explained by 48.57% while the remaining 51.43% (100% - 48.57%) is explained by other variables outside the study. As well as, with the Consumer advocacy construct with the R2 value obtained of 0.6756 or 67.56%. This value indicates that the construct of Consumer advocacy construct can be explained by 67.56% while the remaining 32.44% (100% - 67.56%) is explained by other variables not examined.



**Figure 3 : Bootstrapping Result**

The next test is to see the significance of the influence between independent constructs on the dependent. On the other hand, to answer what has been hypothesized. Tests with a significance level of 5% if the t-statistic

value > 1.96 then the null hypothesis (H0) is rejected. The parameter coefficient value can be seen in the value (original sample) and the t-statistical significance value can be seen in the table below:

**Tabel 3 : Path Coefficient**

Construct	Original Sample	Standard Error (STERR)	T Statistics (IO/STERR)	Probability (tdist) p-value	Information
Brand Satisfaction -> Brand Loyalty	0,487045	0,092888	5,243342	0,00000	Positive Significant
Luxury Brand Attach -> Brand Loyalty	0,261836	0,105567	2,480277	0,01346	Positive Significant
Brand Satisfaction -> Consumer advocacy	0,194624	0,094921	2,050386	0,04085	Positive Significant



Construct	Original Sample	Standard Error (STERR)	T Statistics (IO/STERR)	Probability (tdist) p-value	Information
Luxury Brand Attach -> Consumer advocacy	0,378888	0,087971	4,306957	0,00002	Positive Significant
Brand Loyalty -> Consumer advocacy	0,360856	0,073749	4,893041	0,00000	Positive Significant

Source: Data processing with PLS, 2020

Furthermore, to test the indirect effect of using the Sobel test as follows. Brand Satisfaction has an indirect and significant effect on Consumer advocacy through Brand Loyalty with a test-statistic value  $3,5773 > 1,96$  and a significance of  $0,0003 < 0,05$ . Luxury Brand Attachment has an indirect and significant effect on Consumer Advocacy through Brand Loyalty with a test-statistic value of  $2,2123 > 1,96$  and a significance of  $0,0270 < 0,05$ .

## 6. CONCLUSION

Satisfaction has a role in the formation of loyalty because satisfaction will strengthen the positive attitude of consumers towards the brand that will lead them to a greater likelihood to buy back with the same brand (Assael, 2004: 45). This is consistent with the highest value level of brand loyalty indicators that trust in the brand in providing satisfying experiences is a dominant indicator that is emotionally bound to the brand because the brand becomes personally meaningful and important to him. (Assael, 2004: 45). Widikusyanto (2014), Pandjaitan et al. (2016), Shimul dan Pau (2018).

Emotional feelings as a stimulus that drives back to always and continue to use (buy) the same brand every time the consumer will use or buy back a product. The role of brand attachment is becoming increasingly clear and important in its role of building relationships between consumers and brands, especially in building how feelings of need and interest in a brand increase brand loyalty so that it can build and maintain a long-term and sustainable consumer base. Sukoco dan Hermawan (2011).

These results also support some of the results of previous studies, namely Carroll and Ahuvia (2006), Shimul and Pau (2018). Consumer satisfaction increases trust, confidence and pleasure towards the brand used. These feelings are feelings that are obtained post-consumption which is a picture of an intense emotional response so that consumers feel they have a responsibility to share these experiences. This finding shows that the self-expressive benefits of what is felt from a Hijup brand increases consumer love and

encourages post-consumption behavior that is advocating that love to those closest to it. These results indicate the higher attachment of consumers to the brand also increases commitment and becomes an advocate for others for the brand.

The results of previous studies namely Chelminski and Coulter (2011), Japutra et al. (2014), Shimul and Pau (2018). The attachment of the Hijup consumer to the brand provides its own happiness for consumers, especially if they are able to have it and even cause loss if the brand is no longer available on the market. Emotional overflowing of customers after making a purchase and comparing it with the expected and felt and have a belief that they are always satisfied by the products of the brand raises commitment and becomes advocacy to others.

Previous studies are de Matos and Rossi (2008), Shimul and Pau (2018). Consumer advocacy is generally done by customers when talking about brand quality and how it affects the feelings of customers, especially when using it and the desire for others to feel the same (satisfaction). Consumers who have high loyalty show that these consumers have very strong positive feelings towards the product, involving psychological conditions that bind consumers to the product, and a strong commitment to making repeat purchases. This is in accordance with de Matos and Rossi (2008) that consumers the loyal is not always an advocate and an advocate cannot be obtained without first strengthening loyalty.

Satisfaction has a role in the formation of loyalty because satisfaction will strengthen the positive attitude of consumers towards the brand that will lead them to a greater likelihood to buy back with the same brand (Assael, 2004). In the case of Samarinda Hijup Store consumers, the results of this study indicate that consumer satisfaction with luxury brands offered by Hijup gives confidence that the brand is consistently satisfying consumers when they buy or re-use the brand.

The test results prove that Luxury Brand Attachment has an indirect and significant effect on Consumer

advocacy through Brand Loyalty at Samarinda Hijup Store. These results indicate the emotional attachment that is created shapes the perceived satisfaction, especially after using the brand, the satisfaction formed ultimately increases the role of consumers in conveying positive news and experiences about the brand consumed to others in order to feel the same. The emotional attachment that exists between the consumer and the brand will encourage the consumer to become an advocate after loyalty is created as a new form of attachment that is created.

In general it can be concluded that for the satisfaction and emotional attachment of consumers to the brand offered by Hijup Store Samarinda has a positive impact on loyalty and consumer advocacy of the brand itself. The findings of this study show the importance of Samarinda Hijup Store to pay more attention and increase brand satisfaction and engagement as an effort to increase consumer loyalty and advocacy towards brands. This finding provides a better understanding that although the two variables have different levels of influence on brand loyalty and consumer advocacy, in fact these variables complement each other in an effort to increase brand loyalty and consumer advocacy.

## 7. BIBLIOGRAPHY

- [1] Assael, H. (2004). *Consumer Behavior, a Strategic Approach*. New York: Houghton Mifflin Company.
- [2] Belaid, S., dan Behi, A. T. (2011). The role of attachment in building consumer-brand relationships: An empirical investigation in the utilitarian consumption context. *Journal of Product and Brand Management*, 20(1), 37–47. <https://doi.org/10.1108/10610421111108003>
- [3] Carroll, B. A., dan Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- [4] Chaudhuri, A., dan Holbrook, M. B. (2003). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- [5] Cheema, A., dan Kaikati, A. M. (2010). The Effect of Need for Uniqueness on Word of Mouth. *Journal of Marketing Research*, 47(3), 553–563. <https://doi.org/10.1509/jmkr.47.3.553>
- [6] Chelminski, P., dan Coulter, R. A. (2011). An examination of consumer advocacy and complaining behavior in the context of service failure. *Journal of Services Marketing*, 25(5), 361–370. <https://doi.org/10.1108/08876041111149711>
- [7] Chiou, J. S., dan Droge, C. (2006). Service quality, trust, specific asset investment, and expertise: Direct and indirect effects in a satisfaction-loyalty framework. *Journal of the Academy of Marketing Science*, 34, 613–627. <https://doi.org/10.1177/0092070306286934>
- [8] de Matos, C. A., dan Rossi, C. A. V. (2008). Word-of-mouth communications in marketing: A meta-analytic review of the antecedents and moderators. *Journal of the Academy of Marketing Science*, 36(4), 578–596. <https://doi.org/10.1007/s11747-008-0121-1>
- [9] Erciş, A., Ünal, S., Candan, F. B., dan Yıldırım, H. (2012). The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia - Social and Behavioral Sciences*, 58, 1395–1404. <https://doi.org/10.1016/j.sbspro.2012.09.1124>
- [10] Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: BP Universitas Diponegoro.
- [11] Freddy Rangkuti. (2004). *Analisis SWOT: Teknik Membedah Kasus Bisnis (11th ed.)*. Jakarta: Gramedia Pustaka Utama.
- [12] Giddens, A. (2002). *Runaway World: How Globalization is Reshaping Our Lives*. London: Profile Book.
- [13] Grisaffe, D. B., dan Nguyen, H. P. (2011). Antecedents of emotional attachment to brands. *Journal of Business Research*, 64(10), 1052–1059. <https://doi.org/10.1016/j.jbusres.2010.11.002>
- [14] Hair, J. F., Black, W. C., Babin, B. J., dan Rolph E. Anderson. (2010). *Multivariate Data Analysis (7th ed.)*. New Jersey: Pearson Prentice Hall.
- [15] Harrison-Walker, L. J. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents. *Journal of Service Research*, 4(1), 60–75. <https://doi.org/10.1177/109467050141006>
- [16] Imam Ghozali. (2013). *Structural Equation Modeling Konsep dan Aplikasi dengan Program Amos 24*. Semarang: BP Universitas Diponegoro.
- [17] Imam Ghozali, dan Hengky Latan. (2012). *Partial Least Square: Konsep, Teknik dan Aplikasi. SmartPLS 2.0 M3*. Semarang: BP Universitas Diponegoro.

- [18] Japutra, A., Ekinci, Y., dan Simkin, L. (2014). Exploring brand attachment, its determinants and outcomes. *Journal of Strategic Marketing*, 22(7), 616–630. <https://doi.org/10.1080/0965254X.2014.914062>
- [19] Jayasimha, K. R., dan Billore, A. (2016). I complain for your good? Re-examining consumer advocacy. *Journal of Strategic Marketing*, 24(5), 260–376. <https://doi.org/10.1080/0965254X.2015.1011204>
- [20] Jayasimha, K. R., dan Srivastava, H. S. (2017). Consumer advocacy : Examining the feeling and doing following a failed service encounter. *Journal of Retailing and Consumer Services*, 34, 201–208. <https://doi.org/10.1016/j.jretconser.2016.09.016>
- [21] Kotler, P., dan Kevin Lane Keller. (2010). *Manajemen Pemasaran*. Jakarta: Erlangga.
- [22] Malhotra, N. K., dan Birks, D. F. (2006). *Marketing Research: An Applied Approach*. Prentice Hall (2nd ed.). England: Pearson Education Limited.
- [23] Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(4), 33–44. <https://doi.org/10.1177/00222429990634s105>
- [24] Panjaitan, A. O. Y., Rofiaty, dan Sudjatno. (2016). Pengaruh Pengalaman Merek Terhadap Loyalitas Merek Melalui Mediasi Kepuasan Merek dan Kepercayaan Merek (Studi Pada Kuliner Khas Kota Malang). *Jurnal Bisnis Dan Manajemen*, 3(2), 141–161.
- [25] Price, L. L., Feick, L. F., dan Guskey, A. (1995). Everyday Market Helping Behavior. *Journal of Public Policy dan Marketing*, 14(2), 255–266. <https://doi.org/10.1177/074391569501400207>
- [26] Ratih Hurriyati. (2010). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.
- [27] Shimul, A. S., dan Phau, I. (2018). Consumer advocacy for luxury brands. *Australasian Marketing Journal*, 26(3), 264–271. <https://doi.org/10.1016/j.ausmj.2018.05.016>
- [28] Shukla, P., Banerjee, M., dan Singh, J. (2016). Customer commitment to luxury brands: Antecedents and consequences. *Journal of Business Research*, 69(1), 323–331. <https://doi.org/10.1016/j.jbusres.2015.08.004>
- [29] Sugiyono. (2007). *Statistika Untuk Penelitian*. Bandung: Alfabeta.
- [30] Sukoco, B. M., dan Hartawan, R. A. (2011). Pengaruh pengalaman dan keterikatan emosional pada merk terhadap loyalitas konsumen. *Jurnal Manajemen Teori Dan Terapan*, 4(3), 1–12.
- [31] Sutisna, dan Teddy Pawitra. (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: Remaja Rosdakarya.
- [32] Thomson, M., MacInnis, D. J., dan Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77–91. [https://doi.org/10.1207/s15327663jcp1501\\_10](https://doi.org/10.1207/s15327663jcp1501_10)
- [33] Van Lange, P. A. M., De Bruin, E. M. N., Otten, W., dan Joireman, J. A. (1997). Development of prosocial, individualistic, and competitive orientations: Theory and preliminary evidence. *Journal of Personality and Social Psychology*, 73(4), 733–746. <https://doi.org/10.1037/0022-3514.73.4.733>
- [34] Widikusyanto, M. J. (2014). Peran Keterikatan Merek dalam Membangun Loyalitas Pelanggan ( The Role Of Brand Attachment In Building Customer Loyalty ) Diterbitkan oleh Program Studi Manajemen Fakultas Ekonomi Universitas Serang Raya. *Jurnal Manajemen*, 4(1), 49–70.
- [35] Zaugg, A., dan Jaggi, N. (2006). The Impact of Customer Loyalty on Complaining Behaviour. In *IADIS International Conference WWW/Interne* (pp. 119–123). Zeelenberg, M., dan Pieters, R. (2004). Beyond valence in customer dissatisfaction: A review and new findings on behavioral responses to regret and disappointment in failed services. *Journal of Business Research*, 57(4), 145–155. [https://doi.org/10.1016/S0148-2963\(02\)00278-3](https://doi.org/10.1016/S0148-2963(02)00278-3)

# IJSHRE

---

## ORIGINALITY REPORT

---

**23%**

SIMILARITY INDEX

**15%**

INTERNET SOURCES

**8%**

PUBLICATIONS

**19%**

STUDENT PAPERS

---

## MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

---

4%

★ **issuu.com**

Internet Source

---

Exclude quotes      On

Exclude matches      Off

Exclude bibliography      On