Some Antecedent of Brand Love toward Customer Loyalty on Automotives Products

[1]Yusniar, [2]Jasman. J.Ma'ruf, [3]Sulaiman, [4]Permana Honeyta Lubis,
[1]Doctoral Student of Faculty of Economics, University of Syiah Kuala, Banda Aceh 23111, Indonesia;
[2,3,4]Faculty of Economics, University of Syiah Kuala, Banda Aceh 23111, Indonesia

Abstract: In the new era of marketing (new era marketing) as it is today, attention to the brand love is like a building that can be seen with the growing relationship between consumers with the brand. On that statement it can be concluded that brand love has become the most important part that must be realized by many industries and companies because brand love can build consumer attachment to the brand. This research aims to explore the relationship between brand trust relationship to brand loyalty through brand love, especially on automotives products. Using a sample of 400 respondents, the results show that brand love acts as a partial mediation variable between the relationship of brand trust to brand loyalty

Keywords: *Brand Trust, Brand Love, Brand Loyalty, Automotive*

I. INTRODUCTIONS

In this new era of marketing, creating a strong relationship between brands and customers has become an integral part of the company's mission to face intense competition aimed at maintaining the existence of the brand (1). The issue mentioned above has become a consideration for academics and practitioners so that the concept of building brand love needs to be explored further (2). In this case, the concept of brand love will be attributed to the brand of car brands, where enhancing brand strength will certainly continue to be an important task for the purpose of getting a predicate as a car brand that is in great demand in the Acehnese society. To clarify this, the number of new cars sold in Aceh such as described into Table 1.

Table 1.Total Rank Car in 2016

Merk	Units	Percentage
Toyota	3.550	46,12
Mitsubishi	1.474	19,5
Suzuki	1.041	13,52
Daihatsu	472	6,13
Honda	352	4,57
Kia	291	3,78
Isuzu	199	2.97

Source : Samsat , Province of Aceh (2017)

Looking at the phenomenon, there is a possibility in the future, the car brand in the down position can catch up to the top if the automotive manufacturer is not able to retain customers. This is based on previous research that has been done in the context of the automotive industry that links to brand loyalty. This is the basis of this research to see the role of brand love as a mediating factor between brand trust and brand loyalty.

Problem Statement

Based on the background of the above research, the things underlie the author to identify the problem is the limited understanding of the components of whether brand trust can be anteseden brand love to increase brand loyalty and limited understanding of whether there is an indirect influence between corporate characteristics, brand characteristics and consumer characteristics to brand loyalty through brand love.

Restricting the problem

The problems in this study are limited to variable brand trust, brand love and brand loyalty. The analytical unit in this study is the cars that are widely circulated in Aceh such as Toyota, Mitsubishi, Honda, Suzuki, Isuzu, Daihatsu, Nissan, Kia, Mazda in Aceh spread over 5 cities in Aceh and observation units are customers who use these types of cars.

II. LITERATURE REVIEW

Brand Loyalty

Brand loyalty is the most expected outcome of a study on consumer behavior (3). There are many definitions of brand loyalty in terms of different perspectives. However, in general, loyalty is divided into two things. Namely, attitude loyalty and behavioral loyalty. In reality, however, the commonly used definition is the explanation that brand loyalty is a consistent consumer preference for purchasing on the same brand on a specific product or service category. Concerning the statement, the most common definition of loyalty is something that consumers can be a reflection of a product, service, store, product category (eg cigarette), and activity (eg swimming). Here will be used brand loyalty terminology. This is to know that customer loyalty is part of someone, not something that attaches to the brand. Unfortunately, there is no universally agreed definition (4).

Based on the above description, the authors conclude that brand loyalty consists of attitude and behavior. That is, attitude loyalty is related to all perceptions and feelings of consumers about the product and brand to show commitment to the extent to which a consumer's loyalty to a brand, while behavioral loyalty is the loyalty of the brand based on the actions and buying behavior, ie customers make repeated purchases regularly and buy between product and service lines, referring to others and showing immunity to competitors' attractions.

Brand Love

Brand love has become the most important part that industry and companies need to recognize because brand love can build consumer attachment to brands and sometimes be able to grant forgiveness to mistakes and some brand failures (5).

According to (6) consumer love of the brand, will make the consumer more loyal to the brand or spread positive words about the brand to various parties. Despite strong attention to brand love in the marketing literature, it looks like there has not been a clear-cut way of defining concepts.

From the above statement can be concluded that although there are differences in define brand love, but previous studies define brand love that refers to the attitude of satisfied consumers after they bought the brand (7). Carroll & Ahuvia (5) further develops the definition of love of this brand as the level of emotional love of a satisfied consumer on the brand.

As mentioned above, several theories of love between individuals have been used and expressed to have the ability to be applied in consumer behavior (8,3).

Brand Trust

Brand trust has become the focus of researchers within the scope of consumer behavior. According to (8), brand trust or brand trust is a hope or a high possibility that the brand will lead to positive results on consumers. Therefore, companies need to build and maintain consumer confidence in order to create consumer commitment from now to the future. Based on the definition presented above, it can be concluded that brand trust is as the willingness of the average consumer to depend on the ability of a brand in carrying out all its usefulness or functiont.

According to Geçtil (9) there are three measures in measuring brand trust. These three factors relate to the three entities covered by the relationship between brands and consumers. The third measure is the brand itself, the company makes the brand, and the consumer. Brand characteristics have a very important role in determining consumer decision making to trust a brand. This is due to the consumer doing the assessment before buying. Brand characteristics related to brand trust include predictable a brand will have performance in every usage, reputation, and brand competency in solving problems.

According to (10,11,12,13), while the characteristics of the company with the assumption that what is behind a brand can also affect the level of consumer confidence in the brand. Consumer knowledge about the company that is behind the brand of a product. These characteristics include the reputation of a company, the desired corporate motives, and the integrity of an enterprise and the consumer's self-concept and brand are also two interplaying groups.

Therefore, brand-consumer characteristics may affect brand trust. These characteristics include the similarity between emotional concepts with brand personality, brand likability, and brand experience (14,15). Next will explain the dimensions and indicators to be developed in this study as follows:

1. Brand Characteristics

This is due to the consumer doing the assessment before buying. Brand characteristics related to brand trust include predictable a brand will have performance in every usage, reputation, and brand competence in solving problems (9). Based on the dimensions of brand characteristics (16, 17,18,19, 20), it can be seen indicator as follows:

- Predictability Brand

Brand predictability is a brand that allows customers to expect how a brand will perform on every usage. Predictability may be due to the degree of consistency of product quality. Brand predictability can increase consumer confidence because consumers know that nothing unexpected will happen when using the brand.

- Brand Competence

Brand competence is a brand that has the ability to solve problems faced by customers, and can meet their needs. When a brand is believed to be capable of solving problems in the customer, the customer may wish to believe the brand.

- Brand Reputation

Brand reputation is the opinion of others that the brand is good and trustworthy. If the consumer feels that the other person is of the opinion that the company behind the chosen brand is well-known and wise, the consumer will feel more secure in receiving and using the company's products. Thus it can be concluded that, the consumer perception that the company has a reputation of equality is closely related to consumer confidence in the brand

2. Company Characteristics

The assumption that what lies behind a brand can also affect the level of consumer confidence in the brand. Consumer knowledge about the company that is behind the brand of a product. These characteristics include the reputation of a company, the desired corporate motives, and the integrity of an enterprise (10). Based on the dimensions of the company's character, it can be seen as follows:

- *Company Reputation*

Trust in the Company. In the case of the company and its brand, the company is the largest entity and the brand is the smallest entity of the largest entity. Thus, a customer who believes in the company is likely to believe in his brand.

- *Perceived Motives of the Company*

The perceived motive of the buying and selling partner influences the confidence of the partner. Thus, the consumer's view that the company has a favorable motive is closely related to the consumer's trust in the brand that the company launches

- *Company Integrity*

Corporate integrity is a consumer perception that conforms to logical principles, such as being honest. If the company is perceived to have integrity, then its product brand will be trusted by consumers

3. Consumer – Brand Characteristic

Are two groups that affect each other. Therefore, brand-consumer characteristics may affect brand trust. These characteristics include the similarity between the concept of a person and the brand personality, the joy of the brand, and the experience of the brand (9). Based on the dimensions of consumer and brand characteristics, the indicators can be seen as follows:

- Similarity between Consumer's Self-Concept and Brand Personality

If the physical characteristics of a brand are judged according to the consumer's impression of a product, it is likely that consumers will believe in the brand. Thus it can be concluded that, the similarities between the concept of consumer self with brand personality is closely related to the beliefs of consumers against the brand

- Brand Liking

Liking shows the joy that a group has for another group because of its shared vision and appeal. Formally can be

stated, the consumer's sympathy towards a brand is very much related to the consumer's trust in the brand.

- Experience with brand

The consumer's past experience with the brand, especially in the scope of usage. Thus it can be concluded that the consumer experience of a brand is very related to the belief of the brand (Figure 1).
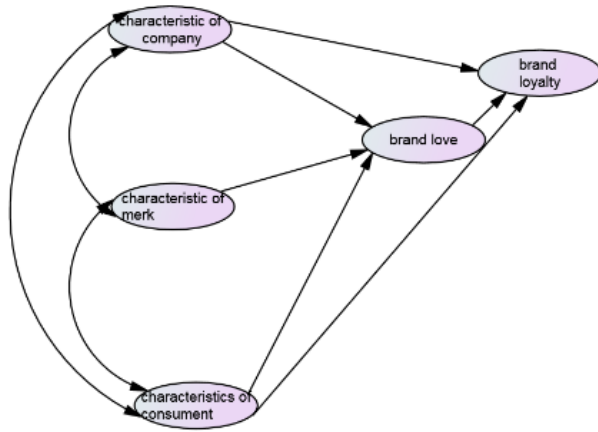
Theoritical Framework

Figure 1. Model of Research

III. METHODS

Based on the research objectives described in the previous chapter, this research can be classified into two categories: qualitative and quantitative.

Samples

The sample is part of the population whose characteristics are to be investigated and considered to represent the entire population (fewer than the population). By population, the following will show the number of samples in the table 2 below:

Table 2. Number of Sample Based on Car User Center in Aceh

Centre in Aceh	Populations	Samples
Banda Aceh	39.974	160
Lhokseumawe	19.987	80
Meulaboh	15.989	60
Meulaboh	14.990	64
Takengon	4.996	20
Kutacane	3.997	16
Totals	99.933	400

Source : Province of Aceh (2017)

Collecting Data Techniques

As described in the previous chapter, the sampling technique used is nonprobability sampling. According to (21), nonprobability sampling is a way of selecting elements from the population to become members of the sample, where each element does not get the same opportunity to choose. The more specific technique taken by researchers in nonprobablity sampling is purposive sampling technique, that is the sample is taken with certain intention or purpose, which is considered the sample meets the appropriate characteristics and can assist the researcher in doing the research.

Hypothesis Testing Design

Factor confirmatory analysis (CFA) and structural equation modeling (SEM) were used for testing. Structural equation modeling (SEM) is used to test theoretical models based on a measure of conformity goodness rather than statistical calculations (10,22). For this purpose, AMOS is used to assess univariate normality in structural equation modeling. Some assumptions (eg, testing, validation, reliability, and identification of univariate and multivariate norms) are also intended to reinforce data compatibility before continuing to model the structural equations for analyzing testing

IV. RESULT

The results of the above analysis found that the value of Chi-square = 387.333 (p <.000) with X2 / df = 8.770. GFI value of 0.807 and TLI of 0.836 <0.90 shows the result of marginal fit and only CFI of 0.872 indicating good fit indices. However, RMSEA values higher than 0.08 still show unsatisfactory value described into Table 3.

Table 3 Fit Indices for Confirmation Analysis Factors of Brand Trust

Fit Indices	X^2	X^2/df	GFI	TLI	CFI	RMSEA
	20.798 (p<.000)	2.311	.982	.986	.992	.058

The result of the above analysis found that the value of Chi-square = 20.798 (p<.000) with X2/df = 2.311. GFI value of .982, TLI of 0,986 dan CFI of 0,992> 0.90 shows the results of good fit indicess. RMSEA of 0.058 still show satisfactory value.

Based on data that has been validated according to the model of measurement equation through the first step approach, further analysis can be done with the second-step approach or structural equation model. In the previous section, the results of the measurement model have achieved acceptable fit index results, with statistically significant and significant parameters. The structural approach emphasizes the testing of theoretical models or frameworks of this study which can be seen in the following study in Figure 2.
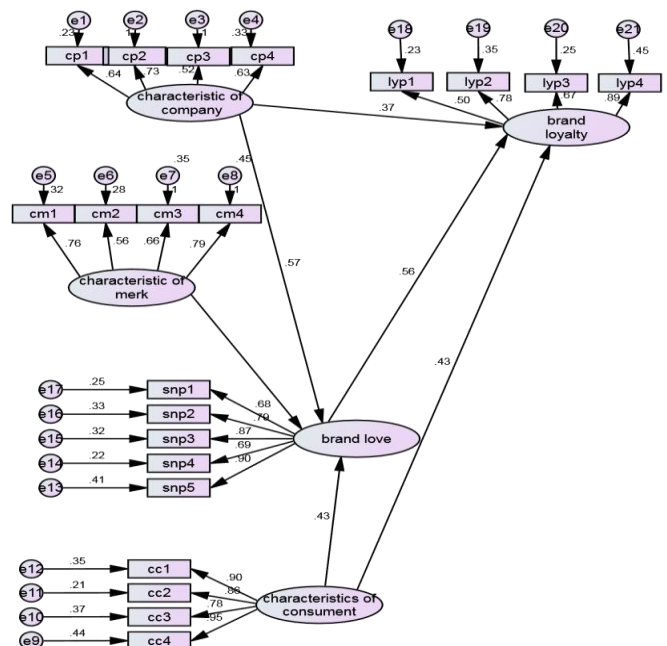
DISCUSSIONS

This study has been able to confirm that the insertion of brand love factors on brand trust can partially impact on the strength of brand loyalty in the future. It is based on previous research that is in interpersonal relationships, trust leads to love between humans (23,24). Similarly, the consumer relationship with the brand (19,20,25,26). On that basis, Brand love has become the most important part that industry and companies need to recognize because love for brands can build consumer attachment to brands and sometimes can provide forgiveness for mistakes and some brand failures (18). According to (17,25, 26), brand trust or brand trust is a hope or a high possibility that the brand will lead to positive results on consumers. Therefore, companies need to build love for brands that can create consumer commitment from now to the future (7,14).

Limitations

In general, certain theories do not apply universally in any region (25) and this also applies to the brand love model. This model can only be applied to the behavior of car buyers where customers really need many factors in choosing the product. So this model is somewhat less suitable for products that have low emotional levels. Although this research has confirmed that love can make a person loyal to a particular brand, it can not be generalized to other types and models of research.

Future Research

The model built from this study has confirmed testing of brand love and its impact on brand loyalty to car customers in Aceh. Therefore, in the future, researchers interested in testing this model are advised to investigate the influence of brand love on different consumers or other product categories and in other areas of research. Furthermore, this study also did not identify whether respondents purchased the product through direct or indirect purchases. Currently, many customers in choosing a particular product also prefer to buy products via the internet (e-marketing). In the future, it also allows researchers to test this model against customers who are interested in purchasing brands / products over the internet

CONCLUSIONS

Brand trust, built in this research model affects brand loyalty. This condition implies that the better brand trust, will affect the increasing brand loyalty to car customers in Aceh and Love brand serves as a variable mediation partially between the relationship of brand trust on brand loyalty.

Acknowledgments

References

[1] Chandon, P., Wansink, B., & Laurent, G, "A benefit congruency framework of sales promotion effectiveness", Journal of Marketing, 64, 65–81, 2000.

[2] Aaker, J.L, "Dimensions of brand personality", Journal of Marketing, 34(3), 47–56, 2005.

[3] Albert, N., Merunka, D., and Vallette-Florence, P, "When consumers love their brands: exploring the concept and its dimensions", Journal of Business Research 61(10): 1062, 2008.

[4] Chaudhuri, A., & Holbrook, M.B, "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", Journal of Marketing,65: 81–93, 2001.

[5] Munnuka, Juha, The Relationship between Brand Love and Positiv Word of Mouth, 2010.

[6] Cooper, R.D., and Schindler, S.P, Business research methods. (Ninth Edition), McGraw-Hill, International Edition, 2006.

[7] Delgado-Ballester, Elena and José Luis Munuera-Alemán, "Brand trust in the contextof consumer loyalty", European Journal of Marketing, 35 (11/12), 1238-1258, 1999.

[8] Delgado-Ballester, Elena and José Luis Munuera-Alemán, "Does brand trust matter tobrand equity?",Journal of Product & Brand Management, 14 (3), 187-196, 2005.

[9] Geçti1 Fatih, "The Relationship between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavioral. Loyalty: A Field Study towards Sports Shoe Consumers in Turkey", International Journal of Marketing Studies 5 (2); 2013.

[10] Hair. Multivariate Data Analysis. Seven Edition. New Jersey : Pearson Education. 2010.

[11] Hatcher, L. A step by step approach to using the SAS system for factor analysis and structural equation modelling.SAS Institute, Cary, NC, 1994.

[12] Hall D and Haslam S. How to achieve – and measure – customer delight.Business Marketing Digest, 1992.

[13] HaslindaHasan.. "Effects of Perceived Value and Trust on Customer Loyalty towards Foreign Banks in Sabah, Malaysia.", Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology 1 (2), 28-34, 2014.

[14] HaslindaHasan. Effects of Perceived Value and Trust on Customer Loyalty towards Foreign Banks in Sabah, Malaysia, 2014.

[15] Hirschman, E.C., "Hedonic Consumptions: Emerging Concepts, Methods & Propositions",Journal of Marketing, 46 (summer), pp. 92-101, available at: Access on 5.http://dx.doi.org/10.1016/j.jbusres.2007.09.01, 1982.

[16] Johnson, D., Grayson, K., "Cognitive and affective trust in service relationships", Journal of Business Research, 58, 500-507, 2005.

[17] Matzler, Kurt (2006). The Value – Brand trust – Brand loyalty chain : An Analysis of Some Moderating Variables", Innovative Marketing 2 (2), 2006.

[18] Munnuka, Juha, 'The Relationship between Brand Love and Positiv Word of Mouth', Journal of Competitiveness 8 (1), pp. 19 - 37, March 2016.

[19] Nandan, S, "An exploration of the brand identity-brand image linkage: Acommunications perspective", Brand Management, 12(4), 264–278, 2005.

[20] Nguyen, N., & LeBlanc, G, "Image and reputation of higher education institutionsin students' retention decisions', International Journal of Educational Management,15(6), 303–311, 2001.

[21] Nguyen, N., & LeBlanc, G, 'Image and Reputation of Higher Education Institutionsin Students' Retention Decisions and Loyalty Behavior', International Journal of Educational Management. Volume 15, Issue 6, 2001.

[22] Noël Albert Dwight Merunka, "When consumers love their brands: Exploring the concept and its dimensions", 2007.

[23] Riegelsberger, J., Sasse, M.A., McCarthy, J.D., "The mechanics of trust: A frameworkfor research and design", International Journal of Human-Computer Studies, 6, 381-422, 2005.

[24] Rao, Akshay and Bergen, Mark, "Price premium variations as a consequence of buyers'lack of information", Journal of Consumer Research, 19 (3), 412-24, 1992.

[25] Rasheed, Masoumeh F. Abadi. "Impact of Service Quality, Trust and Perceived Value on Customer Loyalty in Malaysia Services Industries ", 2009.

[26] Zeithaml, Valerie &Bitner, Mary Jo, Service Marketing, New Jersey, 2012.