

ANTECEDENTS OF THE ATTITUDE TO THE BRAND AND SELF-ESTEEM

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Abstract

This study aims to test the hypothesis about the factors that affect brand loyalty among Samsung smartphone users. This study is a quantitative research with primary data obtained through online questionnaires using Google Forms. A Likert scale with five points is used to measure the entire variable. The number of samples used was 100 respondents, where each indicator was represented by five respondents. Non-probability sampling techniques, especially purposive sampling, were used to select respondents who meet the criteria, namely Samsung smartphone users with a minimum of one year of use. Data analysis was conducted using Structural Equation Model (SEM) with SMART PLS program. Convergent validity is tested through outer loadings that must be greater than 0.70, while discriminant validity is tested through Average Variance Extracted (AVE) with a minimum value of 0.5. Reliability was tested using Composite Reliability and Cronbach's Alpha with a minimum value of 0.70. The results showed that brand satisfaction has a positive influence on attitudes towards brands and brand loyalty. In addition, love for the brand also has a positive effect on brand loyalty and self-esteem. However, self-esteem has no direct influence on brand loyalty. Attitudes toward brands served as a mediating variable in the relationship between brand satisfaction and brand loyalty, while self-esteem did not mediate the relationship between brand love and brand loyalty.

Keywords: Brand Love, Self-Esteem, Brand Satisfaction, Brand Loyalty, Attitude To The Brand.

Abstrak

Penelitian ini bertujuan untuk menguji hipotesis mengenai faktor-faktor yang mempengaruhi loyalitas merek di kalangan pengguna smartphone Samsung. Penelitian ini merupakan penelitian kuantitatif dengan data primer yang diperoleh melalui kuesioner online menggunakan Google Forms. Skala Likert dengan lima poin digunakan untuk mengukur seluruh variabel. Jumlah sampel yang digunakan adalah 100 responden, di mana setiap indikator diwakili oleh lima responden. Teknik non-probability sampling, khususnya purposive sampling, digunakan untuk memilih responden yang memenuhi kriteria, yaitu pengguna smartphone Samsung dengan minimal pemakaian satu tahun. Analisis data dilakukan menggunakan Structural Equation Model (SEM) dengan program SMART PLS. Validitas konvergen diuji melalui outer loadings yang harus lebih besar dari 0,70, sementara validitas diskriminan diuji melalui Average Variance Extracted (AVE) dengan nilai minimal 0,5. Reliabilitas diuji menggunakan Composite Reliability dan Cronbach's Alpha dengan nilai minimal 0,70. Hasil penelitian menunjukkan bahwa kepuasan merek memiliki pengaruh positif terhadap sikap terhadap merek dan loyalitas merek. Selain itu, cinta terhadap merek juga berpengaruh positif terhadap loyalitas merek dan harga diri. Namun, harga diri tidak memiliki pengaruh langsung terhadap loyalitas merek. Sikap terhadap merek berperan sebagai variabel mediasi dalam hubungan antara kepuasan merek dan loyalitas merek, sementara harga diri tidak memediasi hubungan antara cinta merek dan loyalitas merek.

Kata Kunci : Cinta Merek, Harga Diri, Kepuasan Merek, Loyalitas Merek, Sikap Terhadap Merek.

INTRODUCTION

The development of this era of digitization has affected consumer behavior as a whole, consumers are becoming more accustomed to the ease and speed of shopping online. Therefore, for businesses and service providers, understanding and responding to these changes in consumer behavior is critical to staying relevant and competitive in an increasingly digital marketplace.

In the digital age many consumers prefer to use mobile phones as the main tool for making transactions and getting information. Therefore, mobile businesses can take advantage of digitalization to increase their visibility, increase interaction with consumers, and increase sales.

According to BPS data from the Susenas 2022 survey data collection, 66.48 percent of Indonesia's population has accessed the internet in 2022 and 62.10 percent in 2021. The high use of the internet reflects the climate of information openness and public acceptance of technological developments and changes towards an information society. The high number of internet users in Indonesia is inseparable from the rapid development of mobile phones. In 2022, 67.88 percent of the population in Indonesia already has a cell phone. This figure increases when compared to the condition in 2021 which reached 65.87 percent.

One of the strategies undertaken by the mobile phone service industry to face competition is to build consumer loyalty. Customer loyalty can be measured through repeated purchases made by consumers. Loyalty can be achieved through the satisfaction of consumers and the relationship maintained with them. The emotional bonding factor between consumers and the products or services offered also supports the achievement of consumer loyalty. This emotional bond can be in the form of brand love or passionate emotional attachment to a particular brand. In addition, self-esteem or self-esteem can also increase emotional attachment to the brand. Such attachment occurs when the brand used matches consumer expectations and creates a long-term emotional connection. The relationship between self-esteem and cell phone service can be seen in individuals

with low self-esteem who prefer to use the internet to communicate and avoid direct interaction. This study aims to prove the positive influence of brand satisfaction, attitude-to-brand, brand love, and self-esteem on brand loyalty and the role of attitude-to-brand and self-esteem as a mediator between brand satisfaction and brand love on brand loyalty in Samsung products.

RESEARCH METHOD

This study is a type of research testing hypothesis (test hypothesis). This research is categorized as quantitative research. The Data in this study is the primary data in which researchers distribute questionnaires online through googleform to respondents who meet the criteria. All variables were measured using a likert scale, namely a score of 5 (strongly agree), a score of 4 (agree), a score of 3 (neutral), a score of 2 (disagree), a score of 1 (strongly disagree). [1]Hair et al., (2017) stated that for the determination of the number of samples can amount to 5-10 times of the number of indicators owned, this study will use a sample size of 100 respondents, so that because the number of indicators in the study is as many as 20 indicator items where $20 \text{ items} \times 5 = 100$ respondents.

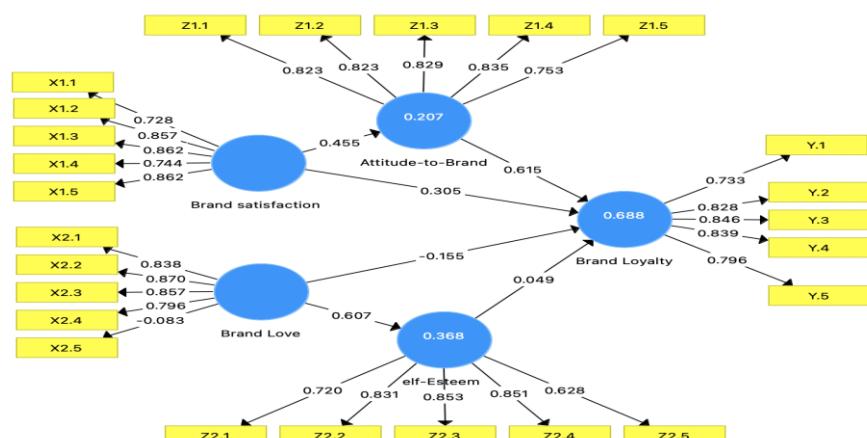
The sampling method uses non-probability sampling, where not every person/population has the same chance of being a respondent. Sampling technique with purposive sampling technique, which identifies prospective respondents based on criteria that have been made by researchers [2] (Sugiyono, 2019). The reason for using this method is because this study must be in accordance with the research criteria based on the characteristics of respondents, namely Samsung smartphone users with a minimum of one year of use, especially those who use Samsung phone products.

Data analysis techniques in this study using Structural Equation Model (SEM) with SMART PLS program. The Data that has been collected based on the questionnaire is then processed to produce information that can be analyzed in accordance with the needs and problems that have been determined.

RESULT AND DISCUSSION

3.1 Outer Models

Evaluation of research model using Convergent Validity Analysis tool in Structural Equation Model (SEM) this test was conducted to compare the value of factor loading to the value of standard factor loading, indicators stated to meet convergent validity in both categories if the outer loadings > 0.70 [3], then perform Discriminat Validity can be known through the method of Average Variance



Extracted (AVE) for each indicator must have criteria > 0.5 in order to be said to be valid [4], Variables can be said to meet the composite reliability if the value of the composite reliability of each variable value > 0.70 [5] and a variable can be said to be reliable if it has Cronbach's Alpha > 0.70 [6].

A. Convergent Validity

Convergent validity is the value of the outer loading or loading Factor. An indicator is declared to meet convergent validity in either category if outer loadings > 0.70 [7] based on SEM testing , it can be seen that the Loading factor value of all variables above > 0.7 .

B. Discriminant Validity, Composite reliability Test and Cronbach's Alpha

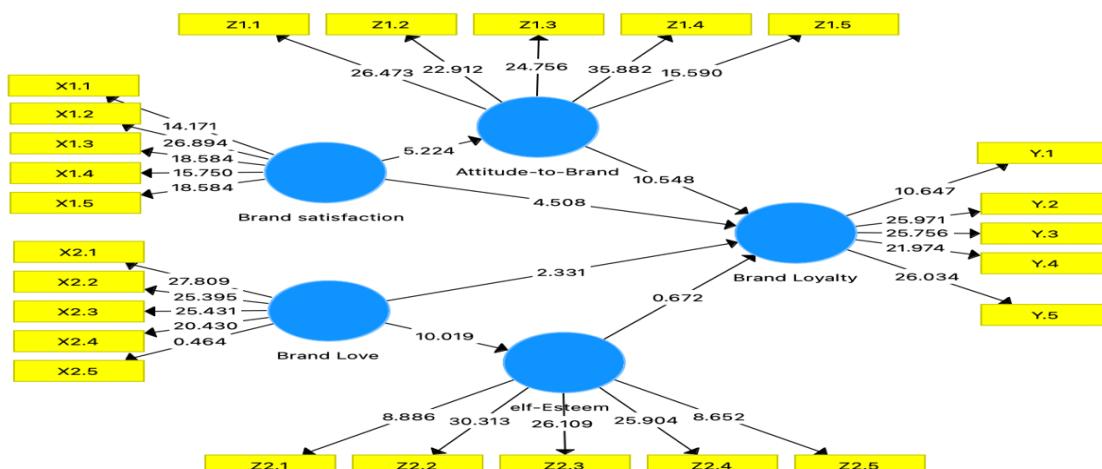
Disciminat Validity can be known through the Average Variance Extracted (AVE) method for each indicator must have > 0.5 criteria to be valid [8] the variable can be said to meet the composite reliability if the value of the composite reliability of each variable value > 0.70 [9] and a variable can be said to be reliable if it has Cronbach's Alpha > 0.70 [10].

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude-to-Brand	0.873	0.907	0.661
Brand Love	0.734	0.832	0.567
Brand Loyalty	0.868	0.905	0.655
Brand satisfaction	0.870	0.906	0.661
self-Esteem	0.839	0.886	0.611

Based on the data in the table above, it can be seen that the Ave value of all variables above > 0.5 , then the data in the table above, it can be seen that the value of Composite Reliability of all greater > 0.7 and the data in the table above, it can be seen that the value of Cronbach's Alphabet of all variables have a value of > 0.7 .

3.2 Inner Model

Evaluation of this model is done to perform hypothesis testing (Direct Effect and Indirect Effect), testing the inner model is by doing bootstrap testing, the picture below shows the results of the bootstrapping process.



a. Direct Influence

Direct influence testing using bootstrapping analysis techniques. Through the results of T-statistics obtained, can be obtained the influence of the level of significance between the independent variable to the dependent variable. When the value of T-statistic > 1.96 . ($=TINV(0.05,50)$ (T-table significance 5%) then the effect is significant. Furthermore, through the results of the value of P value obtained when the value of P Value in each variable < 0.05 then H_0 rejected.

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($ O/STDEV $)	P Values
Attitude-to-Brand -> Brand Loyalty	0.615	0.614	0.058	10.548	0.000
Brand Love -> Brand Loyalty	0.155	-0.156	0.067	2.331	0.020
Brand Love -> self-Esteem	0.607	0.620	0.061	10.019	0.000
Brand satisfaction -> Attitude-to-Brand	0.455	0.466	0.087	5.224	0.000
Brand satisfaction -> Brand Loyalty	0.305	0.304	0.068	4.508	0.000
self-Esteem -> Brand Loyalty	0.049	0.049	0.072	0.672	0.672

1. Brand satisfaction has a positive effect on Attitude-to-Brand. When users of Samsung phones are satisfied with the brand, this reinforces their positive attitude towards Samsung. Satisfaction arises when expectations are met or exceeded, as stated by [11]. Positive attitudes greatly affect consumer behavior [12]. Therefore, customer satisfaction with the brand can have a positive impact on their purchasing behavior [13].
2. Brand Love affects Brand Loyalty, Brand Love can be the main driver for the formation of Brand Loyalty. When consumers feel Brand Love for a brand, they tend to become loyal customers and give preference to the brand in various purchase situations. They feel emotionally attached and have deep trust in the brand.
3. Brand Love affects self-Esteem, brand love is a long-term and emotional relationship between consumers and brands [14] [15]. Brand love creates high commitment and encourages positive recommendations [16]. Self-esteem relates to self-image and brand identification, creating an emotional connection that increases brand confidence and attachment [17] [18]. When a brand matches a consumer's taste, it increases satisfaction and self-confidence.
4. Brand satisfaction affects the Attitude-to-Brand, consumer attitudes towards brands include perceptions, beliefs, and feelings they have towards the brand. If consumers are satisfied with the product or service they receive, they tend to have a more positive attitude towards the brand. They may consider a brand to be the best in a particular product category, have high confidence in the brand, and feel emotionally connected to the brand. consumers feel

satisfied if a product or service meets their expectations, which then tends to become loyal. [19] declaring brand loyalty is an ongoing commitment to repurchase the same product [20] adding that satisfaction is a key factor in shaping brand loyalty. Consumer satisfaction strengthens good relationships with companies and creates brand loyalty.

5. Self-Esteem has no effect on Brand Loyalty, self-esteem or individual self-esteem has no direct influence on Brand Loyalty or brand loyalty. Brand loyalty is more influenced by factors such as product quality, customer experience, satisfaction, and other factors related to the relationship between brands and consumers. Self-esteem is a person's perception and self-assessment of himself. Although high self-esteem can affect an individual's attitude towards themselves and possibly affect the preferences of the brand they choose, there is no direct correlation between self-esteem and Brand Loyalty

D. Indirect influence testing (mediation Test)

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand satisfaction _ -> Attitude-to-Brand -> Brand Loyalty	0.279	0.284	0.054	5.165	0.000
Brand Love -> Self-Esteem -> Brand Loyalty	0.030	0.031	0.046	0.640	0.523

1. Attitude to brand acts as an intermediary in converting consumer satisfaction into brand loyalty. When consumers are satisfied with a brand, this increases their positive attitude towards the brand, which in turn affects brand loyalty. Consumer satisfaction is one of the antecedents of Brand Loyalty which is also supported by the attitude towards the brand [21] (Bodet, 2008). Attitude toward brands refers to how consumers think about a brand they buy [22] the positive attitude consumers feel toward a brand can positively affect brand loyalty [23] which makes companies strive vigorously to increase consumers ' positive attitudes toward their brands in an effort to encourage consumer loyalty [24]. This is in line with what was stated by [25] that a positive consumer attitude, especially on a mobile phone provider, will lead to an increase in the frequency of purchases and consumer loyalty to the brand.
2. Brand Love has no effect on Brand Loyalty with variable Self Esteem as the intervening variable, Brand loyalty is more influenced by factors such as product quality, customer satisfaction, customer experience, and trust in the brand. Consumers typically remain loyal to brands that they consider meet their needs well, provide a positive experience, and provide added value, according to research [26] stating that self - esteem can mediate the positive influence of brand love on brand loyalty. If consumers feel that they are suitable for the services provided by a brand, it will result in consumers committing to using the products or services offered from the brand on an ongoing basis [27] (Minh T.H. Le, 2020).

CONCLUSION

Brand Satisfaction has a positive effect on Attitude-to-Brand. When consumers are satisfied with a brand, their positive attitude towards it increases, which in turn strengthens brand loyalty. Brand Love also influences Brand Loyalty; consumers who love a brand tend to be more loyal. In addition, Brand Love increases consumer Self-Esteem, creating an emotional connection that strengthens brand confidence and attachment. However, Self-Esteem has no direct influence on Brand Loyalty. Attitudes toward brands act as mediators, converting consumer satisfaction into brand loyalty, while factors such as product quality, customer experience, and satisfaction influence brand loyalty more than Self-Esteem.

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