

The Effect of Brand Resonance Towards Brand Loyalty of Smartphone Users in Indonesia: The Mediating Roles of Brand Satisfaction and Brand

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This research aims to analyse the effect of brand resonance on brand loyalty on Indonesian smartphone customers in the City of Padang. The main purpose of brand resonance is to see the depth or strength of the psychological ties of the customer with the brand and the level of activity of the Indonesian smartphone customers in Padang that make them loyal to the brand. The analytical tool used is SmartPLS 3 to see the relationship of: brand resonance to brand satisfaction; brand resonance to brand trust; brand satisfaction to brand loyalty; and brand trust to brand loyalty. The research instrument consisted of a questionnaire distributed by the purposive sampling technique with a total sample of 179. The results showed that: brand resonance had a positive and significant effect on brand satisfaction; brand resonance had a positive and significant effect on brand trust; brand satisfaction had a positive but not significant effect on brand loyalty; and brand trust had a positive significant effect on brand loyalty. Furthermore, brand resonance mediated by brand satisfaction had a positive but not significant effect on brand loyalty and brand resonance mediated by brand trust had a positive and significant effect on brand loyalty.

Key words: *Brand Loyalty, Brand Resonance, Brand Satisfaction, Brand Trust.*



Introduction

In January 2019, the Indonesian population was 262 million people; 150 million were active internet users (56%). The active users in social media were 150 million people and mobile users (smartphone and tablet users) were 355.5 million people. The facts indicate that the number of distributed smartphones and tablets is much more than the entire Indonesian population and it is most likely due to one person having two or more gadgets.

The Indonesian population growth from 2018 to 2019 increased by 1%, yet internet user growth was 13%, social media 15% and social media by mobile phone 8.3 %. This means internet users have rapidly increased. From the survey results, the percentage of adult gadget users are: 1) Mobile Phone 91%; 2) Smartphone 60%; 3) Laptop or desktop computer 22%; 4) e. reader device 1%; 5) internet content streaming users on TV 2%; and 6) TV watchers 95%.

In 2009, five smartphone brands dominated the Indonesian market; with 85% market share were Samsung, Oppo, Xiaomi and the others. Xiaomi has drastically increased its market share from 3% in 2017 to be 25% in 2018 and Vivo has improved from 3% in 2017 to 9% in 2018. Table 1 shows that Samsung, Oppo and Xiaomi were the top three brands in 2019. Those were the most preferred smartphone brands chosen by Indonesian customers. Oppo (16.6%) ranked second after Samsung (45.8%) and followed by Xiaomi (14.3%) in third place.

Table 1: Construct Validity and Reliability

Items	Cronbach's Alpha	rho_A	CR	Average Variance Extracted (AVE)
Brand Loyalty	0.770	0.796	0.866	0.683
Brand Resonance	0.930	0.935	0.940	0.591
Brand Satisfaction	0.961	0.962	0.972	0.896
Brand Trust	0.951	0.951	0.958	0.694

Smartphone market potency in Indonesia is highly promising as the population of active internet users is the younger generation. Both local and international producers succeed in tantalising Indonesians. A mobile phone is most often used by active internet users to browse, chat, shop and other social media activities. On the other hand, the smartphone is in second place as the most used. The time spent by Indonesians accessing media is: internet for 8 hours and 36 minutes per day; social media for 3 hours and 26 minutes; 2 hours and 52 minutes for watching TV; and only 1 hour and 22 minutes are for music streaming. 97% of cellular users use a prepaid card and 3 % use a post-paid one. The number of 3G to 4G access penetration users is 84%. The number of active cellular users who access the internet are 96%, video watchers 95%, game



players 83%, and online map application users 89 %. The number of downloaded mobile apps during 2018 was 5.087 billion and the total amount spent on mobile shopping during 2018 was \$313.6 million. The installed app's average per smartphone was 71 and the number of mobile apps used per smartphone in a month was 34.

Online shopping activities done by internet users (January 2019 data) posited: 93% were looking for products or services to buy; 90 % were visiting online retail shops through the web; 86% were purchasing online products or services; 37% were purchasing online via laptop or desktop computers; while 76% were online shopping via smartphones. The total annual e-commerce shopping expenditure was US\$ 9.376 billion on traveling with accommodation, US\$2.643 billion on electronics and US\$2.307 billion on fashion & beauty. Also, the growth level in the foods category was +30%, toys and hobbies +25% and +24% for electronic tools. The highest use by internet users for financial online activities was using a mobile phone 76%, mobile banking 61% and mobile payment 35% (websindo.com/ Indonesia Digital 2019).

Based on the International Data Corporation (IDC) smartphone shipping in Indonesia records, the highest number was 9.4 million units in 2018 a 22% growth for every quarter, a 18% growth from the previous period. Smartphone as a technology product currently grows massively, either local or imported brands; and they offer colourful smartphones. There is dynamic technology growth, internet network availability, a vast number of cellular operator providers and plentiful smartphone brand preferences. Each of them offers superior features to respond to changing attitudes of smartphone consumers. Every consumer has their own standpoint to decide what smartphone to buy. What are the factors that impress consumers when choosing a smartphone brand? And how do they become loyal customers for a particular smartphone brand? Will brand resonance affect consumers' brand loyalty? Does brand satisfaction mediate the effect of brand resonance and brand loyalty? Does brand satisfaction mediate the effect of brand resonance and consumer brand loyalty?

Literature Review

Brand Resonance

According to Keller (2001), brand resonance is characterised by intensity or psychological bond depth owned by the customer with the brand activity range due to loyalty. It relates to brand relationships (Grassl, 2000). They consider the relationship is between the customer and the product and discern it has a relationship between consumer and brand or a strong bond (attitude, psychology and social) between consumer and brand.



Brand Satisfaction

Kuikka & Laukkanen (2012) stated that brand satisfaction is the most significant factor predisposing to build up brand loyalty. It is regularly well scrutinised and there is public agreement that brand loyalty positively affects brand equity (Pappu & Quester, 2006). Findings disclosed that brand trust has a positive effect on the brand relationship (Chaudhuri & Holbrook, 2001) and brand trust affects brand equity (Delgado-Ballester & Munuera-Alemán, 2005).

Brand Trust

Brand trust is consumer-brand and relationship-based. Brand satisfaction as well predisposes brand relation that is similar to brand trust (O'Malley & Prothero, 2004). Brand trust has been noted globally by researchers to assess brand equity of customer-based (Kumar, Dash & Purwar, 2013).

Brand Equity

Brand satisfaction (Chaudhuri & Holbrook, 2001) and brand trust (Selnes, 1998) are used as helpful variables for a brand manager to improve consumer engagement with their brand. Consequently, they may entirely drive brand equity outcomes. The mediation model of brand equity clearly describes the brand trust and brand satisfaction role (Raut & Brito, 2014).

Brand Loyalty

Loyalty is discerned on the actual purchasing attitude of the related product with purchasing proportion. Also, brand loyalty is considered as how far consumers behave positively towards a brand. It allows commitment agreement on a particular brand and promotes regular purchases in the future. For that reason, each company has to recognise factors that predispose product brand loyalty offered to consumers (Mowen dan Minor, 2002). Action loyalty is the highest consumer loyalty stage of a brand and it is signified by strong brand loyalty. The engaged consumers with a brand offer their support through mouth to mouth marketing on social media, if the brand resonates with them (Wallace, Buil & de Chernatony, 2014).

This study proposes these hypotheses:

- H1: Brand Resonance has a positive effect on Brand Satisfaction.
- H2: Brand Resonance has a positive effect on Brand Trust.
- H3: Brand Satisfaction has a positive effect on Brand Loyalty.
- H4: Brand Trust has a positive effect on Brand Loyalty.

- H5: Brand Resonance mediated by Brand Satisfaction has a positive effect on Brand Loyalty.
- H6: Brand Resonance mediated by Brand Trust has a positive effect on Brand Loyalty.

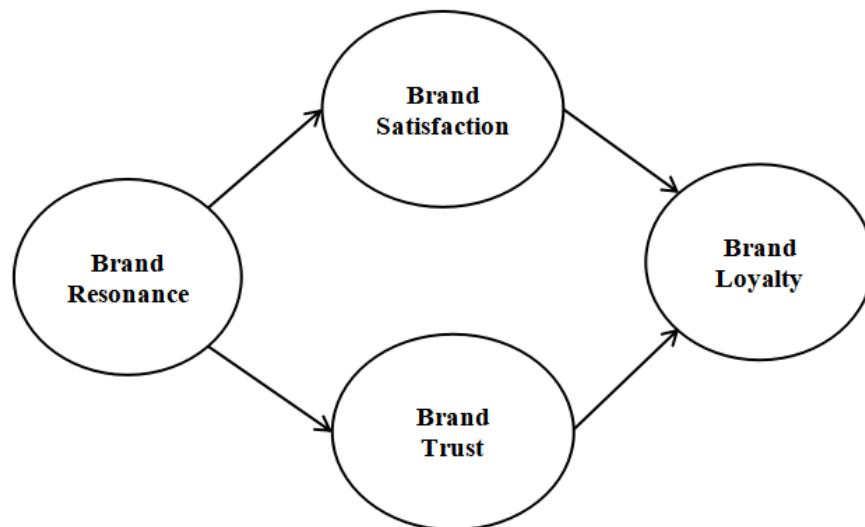


Figure 1: Conceptual Framework

Methods

This study is quantitative research that used questionnaires as the data collection instrument. The sample used was 179 smartphone customers. The sampling technique applied was purposive sampling namely the samples were taken by following particular provisions and specifying certain criteria (Mühl, 2014; Sönmez, 2013). The data analysis technique used was SmartPLS 3.2.9.

Results

A total of 179 responses were received at the end of the data collection process. It can be concluded that: 71 respondents (39.7%) were 21-30 years old; 43 respondents (24%) were 31-40 years; 41 respondents (35%) were < 20 years and 23 respondents (12.8%) were > 40 years old. Therefore, the majority of respondents of this research were young and in the age range < 20 to 40 years. All the respondents were dominated by junior/senior high school (around 45%) followed by 27.9% who had a Bachelor's Degree. Most of them used one smartphone (75%) and around 24.6% had 2 or 3 smartphones.

Measurement Model

SmartPLS version 3.2.9 and a two-step analysis approach as suggested by Gerbing & Anderson (1988) were adopted to analyse the data. Following the suggestion of some studies, the bootstrapping method (500 resample) was also carried out to determine the significance levels for loadings, weight and path coefficients.

Convergent Validity

The convergent validity was tested. This is the degree to which multiple items that are used to measure the same concept agree. According to (Hair, Black, Babin & Anderson, 2010), the factor loadings, composite reliability and average variance extracted are indicators used to assess the convergent validity. The loadings for all the items exceeded the recommended value of 0.6. The composite reliability (CR) values in Table 1 show the degree to which the construct indicators indicate the latent construct, range from 0.866 to 0.972, which exceeded the recommended value of 0.7. The average variance extracted (AVE), which reflects the overall amount of variance in the indicators accounted by the latent construct, was in the range of 0.591 to 0.896, which exceeded the recommended value of 0.5.

Discriminant Validity

Discriminant validity captures how far concepts do not represent other variables and it is shown out by a low correlation between intention and other construct point's criteria (Lee & Peccei, 2011). It may be probed by comparing the square correlation between construct and extracted variants of the construct (Fornell & Larcker, 1981). The findings of this study portrays the square correlation of each construct is lower than root square and the extracted average variants by quantifying the formed indicator which indicates adequate discriminant validity. Thus, the measurement model indicates convergent validity and adequate discriminant.

Table 2: Discriminant Validity of construct Fornell-Larcker criterion

No.	Items	Brand Loyalty	Brand Resonance	Brand Satisfaction	Brand Trust
1	Brand Loyalty	0.827			
2	Brand Resonance	0.672	0.769		
3	Brand Satisfaction	0.573	0.745	0.946	
4	Brand Trust	0.650	0.777	0.793	0.833

Note: Diagonal elements are the square root of the AVE of the reflective scales while the off diagonals are the squared correlation between constructs.

Structural Model

The structural model represents the relationship between latent variables hypothesised in the research model (Duarte & Raposo, 2010). After computing the path estimates in the structural model, a bootstrap analysis was performed to assess the statistical significance of the path coefficient. The bootstrapping method has been defined as a non-parametric approach that makes statistical inferences without any distributional assumptions (Sharma & Kim, 2013). The procedure used 500 re-samples to test the significance of regression coefficients. Table 3 and Figure 2 show the results of the structural model from the output of SmartPLS.

Table 3: Summary of the structural Model (direct effect & indirect effect)

No.	Items	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P-Value
1.	Brand Resonance→Brand Satisfaction	0.745	0.753	0.046	0.683	0.000
2.	Brand Resonance→Brand Trust	0.777	0.789	0.032	0.591	0.000
3.	Brand Satisfaction→Brand Trust	0.155	0.149	0.161	0.896	0.337
4.	Brand Trust →Brand Loyalty	0.527	0.543	0.132	0.694	0.000
5.	Brand Resonance→Brand Satisfaction→Brand Loyalty	0.115	0.115	0.123	0.939	0.348
6.	Brand Resonance→Brand Trust→Brand Loyalty	0.410	0.430	0.109	3.749	0.000

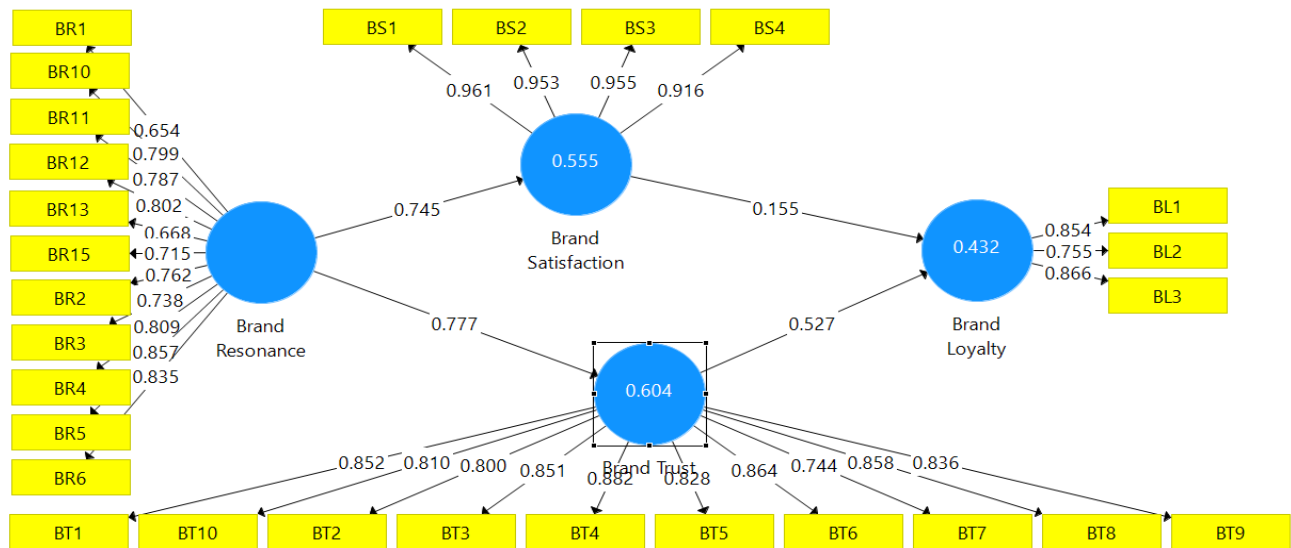


Figure 2: The Structural Model



Discussion

Brand resonance has a positive and significant effect on brand satisfaction. Brand resonance is represented in brand awareness, performance, image, feeling and judgment. Meanwhile, brand loyalty, community and attachment are considered as part of brand equity (Keller, 2001; Kumar et al., 2013). Brand resonance encompasses brand awareness, performance, image, judgment and feeling (Raut & Brito, 2014) and it is going to elucidate directly the brand resonance effect on brand trust and satisfaction. The indirect effect of brand trust on brand loyalty and indirect effect of brand satisfaction on brand loyalty of smartphone users in Indonesia and brand loyalty are one of the brand equity outcomes. Previous studies have been analysed to find whether construct doable is moderator or mediator, consciously or not on the theoretical framework (Venkatraman, 1990). Raut & Brito, 2014 analysed the brand equity model configuring the current market by refining brand satisfaction and brand trust, the two variables work to identify their role as mediated variables of brand resonance and loyalty. Nonetheless, branding literature is rarely concerned about the mediation role of two metaphors having primary relations namely brand trust (Chaudhuri & Holbrook, 2001; Delgado-Ballester & Munuera-Alemán, 2005; Huang, 2017) and brand satisfaction (Szymanski & Henard, 2001). According to Kim (2012), multi-dimension points of view of brand experience may be manipulated through the brand resonance construct. Brand experience as well, shares knowledge about the hierarchy of cognitive, affective, and customer dimension which helpfully grow the brand equity positively (Altaf, Iqbal, Sany & Sial, 2017). For instance, Choudhury & Kakati (2014) deduced that by referring to the brand equity model, brand experience, loyalty and performance positively contribute and there is definitely a correlation between brand elements and equity.

Brand resonance accordingly has a positive and significant effect on brand trust. Brand loyalty is the principal commitment owned to repurchase or secure a product or preferred service. Although situational effects or marketing means may change attitude, loyal users commit to repurchase the same brand. In this context, the most important thing is not only attracting new customers but also returning customers and motivate them to repurchase any devices or cellular services (Lee, Moon, Kim & Yi, 2015). Mostly, previous studies had meaningless mediation effect of brand trust and brand satisfaction in terms of antecedent relation between brand equity and its outcome (Pappu & Quester, 2006; Kumar et al., 2013). This study aims to analyse the mediation role of brand trust and brand satisfaction in terms of the relation between brand resonance and brand loyalty of smartphone consumers in Indonesia. Raut & Brito (2014) defined an extended version of brand equity model (Keller, 2001) and it confirms brands trust affectivity (Morgan & Hunt, 1994; Huang, 2017) and brand satisfaction (Chaudhuri & Holbrook, 2001; Szymanski & Henard, 2001) as mediator brand equity model and conceptual mediation. The



finding of this study is consistent with the previous study that reported brand trust significantly affects brand equity (Mishra, Dash & Cyr, 2014; Veloutsou & Guzmán, 2017).

Another result shows that brand satisfaction has a positive effect on brand loyalty, yet its effect is insignificant. This means that smartphone users in Indonesia who are satisfied will be more loyal to the company. Satisfied consumers will: make consumers willing to recommend others to become consumers; intend to buy more often; say something positive; consider that brand becoming their first choice; remain a consumer despite price increases; and are willing to pay a higher price. Kuikka & Laukkanen (2012) declared that brand satisfaction is a crucial factor predisposing brand loyalty. Also, brand satisfaction brings consumers closer and prompts them to be loyal (Raut & Brito, 2014; O'Malley & Prothero, 2004;). Veloutsou & Guzmán (2017) stated that a strong consumer-brand relationship is going to be a brand loyalty determinant, with the consequence that satisfaction contributes to consumer retention as a predictor and prescribes consumer loyalty. The satisfaction of a joyful experience is going to affect attachment growth between consumers and the company. Some studies exposed that satisfaction is a relationship marketing output (Evans & Laskin, 1994) and consumers only refine their attachment with the brand and the company if it is going to serve them with a satisfying product (Oliver, 1999). This research is not in line with Garbarino & Johnson's (1999) study that enunciated satisfaction relates to trust in a different way for different products and services, they tend to have trust in particular products or services (Ganesan, 1994).

Brand trust has a positive effect and significant brand loyalty. Brand trust had a direct effect and higher mediation in the revised model. Consumers trust brands and feel that they are secure, reliable and trustworthy, when brand treats them well (Munuera-Aleman, Delgado-Ballester & Yague-Guillen, 2003). Brand trust (Selnes, 1998) is analysed to help brand managers attracting more consumers to the brand. Nonetheless, it pushes the brand equity outcome entirely.

Brand resonance effect on brand loyalty through brand satisfaction is positive and insignificant. The result of this study indicated that brand satisfaction in mediating brand loyalty of smartphone consumers in Indonesia is insignificant. Brand satisfaction from this study indirectly has a positive and insignificant effect on the brand loyalty of smartphone users in Indonesia. On the other hand, brand trust both directly and indirectly has a positive and significant effect on the brand loyalty of smartphone users. Consequently, it may be concluded that brand trust simply mediates brand loyalty. This is inconsistent with Raut & Brito (2014) that stated both brand satisfaction (Chaudhuri & Holbrook, 2001; Pappu & Quester, 2006) and brand trust (Morgan & Hunt, 1994; Delgado-Ballester & Munuera-Alemán, 2005) have a role to mediate brand equity (Kumar et al., 2013). Meanwhile, this result is not in line with Caceres & Paparoidamis (2007) that brand satisfaction has a higher indirect effect.



Brand resonance effect on brand loyalty through brand trust has a positive and significant effect. Brand trust and satisfaction mediation roles are proposed by this study consistent with the other research findings concerning brand trust (Morgan & Hunt, 1994). The consistency of brand trust significantly affects brand equity (Mishra et al., 2014; Veloutsou & Guzmán, 2017). Brand trust (Chaudhuri & Holbrook, 2001) plays an important role as a variable mediator which mediates the relationship between antecedent brand equity and brand equity outcome (Kumar et al., 2013). It is congenial with the relationship between consumers-brand and brand satisfaction that predisposes a similar brand relationship as brand trust. Brand trust leads to loyalty or brand commitment due to trust allowing the reciprocal relationship with respect (Morgan & Hunt, 1994). One of the important consequences of trust is relationship continuity. The empirical researchers scrutinised the relationship between trust and loyalty and they found out that trust is the primary determinant of brand loyalty (Chaudhuri & Holbrook, 2001). A study conducted by Lee et al., (2015), proved that a mobile phone user is impossible to keep loyal if customers do not trust the mobile phone company. When a customer has high trust in the producer then they tend to have a high brand loyalty. Brand resonance is reflected by awareness, brand performance, image, feeling, and judgment, whilst brand loyalty, attachment and community are considered as brand equity outcomes (Keller, 2001; Grassl, 2000; Kumar et al., 2013). There is a significant effect between satisfaction and trust (Yap, Ramayah & Wan Shahidan, 2012; Leninkumar, 2017; Caceres & Papparoidamis, 2007; Veloutsou & Guzmán, 2017). Garbarino & Johnson (1999) highlighted the fact that satisfaction relates to colourful ways with different products and services. If consumers are satisfied with a product or service, they tend to trust them. Ganesan (1994) and Selnes (1998) argued that satisfaction has a significant effect on trust. According to Keller (2001) brand resonance is characterised by customers' intensity or psychological bond depth with the brand and the impact of the activity is loyalty. Therefore, it refers to the owned characteristic relationship between customers and the brand. The literature about brand resonance relates it with brand relationship and this has been observed by other researchers. They often use a brand resonance concept alternately with the brand relationship (Keller, 2001; Moore & Wurster, 2007; Ruževičiūtė & Ruževičius, 2010).

The results of this study is strengthened by Lee et al., (2015) which proposed that cellular device use is a brand loyalty determinant, indirectly through brand satisfaction and brand trust as mediating variables. Brand loyalty implicitly is a long term relationship, being loyal to the company although other alternatives are available from other companies or competitors. This study found that brand trust directly has a positive and significant effect on brand loyalty of smartphone users in Indonesia. It means that brand trust may elevate their loyalty to a particular smartphone brand. Otherwise, brand satisfaction both directly and indirectly has a positive and insignificant effect on the brand loyalty of smartphone users in Indonesia. It signified that even though users are satisfied with a particular smartphone brand, the condition insignificantly makes



them loyal. Accordingly, it may be inferred that brand satisfaction and brand trust are two different components and they may affect brand loyalty. Keller (2001) and Morgan & Hunt (1994) stated that brand trust is effective as a mediator for brand equity through the conceptual model, brand trust significantly effects brand equity (Mishra et al. (2014); Veloutsou & Guzmán, 2017).

Brand trust and satisfaction's role as mediating variables of brand resonance have an effect on brand loyalty of smartphone users in Indonesia. This is consistent with the findings portraying brand trust (Morgan & Hunt, 1994). Kumar et al., (2013) stated that brand satisfaction as a mediator has an insignificant effect on the brand loyalty configuration of smartphone users in Indonesia. Previous research has been unable to interrelate brand satisfaction, brand trust and brand equity in this context. Currently, studies found that brand satisfaction (Kuikka & Laukkanen, 2012) and brand trust (Chaudhuri & Holbrook, 2001) have played an important role as mediating variables that arbitrated the relationship between antecedents and outcomes of brand equity (Kumar et al., 2013). Brand resonance is brand equity antecedents, whilst brand equity outcomes (brand loyalty, brand attachment, brand community and brand engagement, brand satisfaction and brand trust as a mediator variable (Raut & Brito (2014). Opposite to this study which only focuses on brand resonance (brand equity antecedents), brand satisfaction and brand trust as mediating variables, while brand equity is scrutinised and probed through brand loyalty only or one of brand equity outcomes.

Conclusion

The weaknesses of this study were that the number of the samples was only 179 respondents and data analysis used was SmartPLS3. For future studies it is suggested to increase the number of samples and use other kinds of data analysis instruments to be generalised representative samples. Furthermore, the object of the study was limited to smartphone products regardless of considering respondents by the smartphone they used. Based on the different demography it could signify differences in shopping attitudes and smartphone preferences. Some of the respondents replied that they used more than one smartphone (2 or 3 smartphones). This study did not enumerate the following points: 1) What are consumers' reasons to have more than one smartphone?; 2) Do consumers use the same brand for all their smartphones?; or 3) Do consumers combine their smartphone brand? If they are dominant in the third question, it may be stated that there is an indication that the consumers' brand loyalty is weak and easily shaken. It is probably that by having plentiful alternatives of smartphone brands in Indonesia, easy access to the products (available in many places), affordable prices and easy ways to pay (cash and credit with easy requirements and in affordable instalments of interest), there is a chance to have more than one smartphone that is compatible with need, product preference and lifestyle such as



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for communication and active in social media and digitally interactions. Future studies may scrutinise a new model with brand equity as a control variable and then they can enlarge three other dimensions of brand equity excluded brand loyalty, brand attachment, brand community and brand engagement.



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