The influence of brand attitude and e-wom on brand loyalty with consumer brand identification as a mediation variable

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Abstract

The purpose of this study was to analyze: (1) the influence of Brand Attitude on Brand Loyalty, (2) the influence of electronic word of mouth on Brand Loyalty, (3) the influence of Brand Attitude on Consumer Brand Identification, (4) the influence of electronic word of mouth on Consumer Brand Identification, (5) the influence of Consumer Brand Identification on Brand Loyalty, (6) The influence of Brand Attitude on Brand Loyalty through Consumer Brand Identification, (7) The Influence of electronic word of mouth on Brand Loyalty through Consumer Brand Identification. This type of research is causative research. The population in this study were female students in the city of Padang who used Emina's products. The total sample of this study was 160 people by using online questionnaire. The analysis technique in this study uses the PLS-SEM analysis method. Based on the result of data processing that has been found, the result of hypothesis testing shows that brand attitude, electronic word of mouth and consumer brand identification positively affects on brand loyalty. Also brand attitude and electronic word of mouth positively affects on consumer brand identification. Furthermore, Brand Attitude and electronic word of mouth positively affects on brand loyalty through consumer brand identification. For the future research it is better to explore more about variable that can influence brand loyalty.

Keywords: *Brand attitude, electronic word of mouth, brand loyalty, and consumer brand identification.*

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INTRODUCTION

Indonesia is one of the areas that has potential in the development of the beauty product market, so that more and more new cosmetic brands have emerged, this has led to increasingly fierce business competition and forces business players to always survive. Cosmetics continue to experience an increase in demand for cosmetics which encourages many cosmetic industries to continue to compete in creating superior products owned by each company as well as innovations that can attract purchasing decisions. One of the local cosmetics in Indonesia is Emina.

Emina is an example of a company engaged in the cosmetics and skincare sector that has received much attention and is in great demand by consumers, especially female students, because female students are one of the social groups in society who are vulnerable to the influence of the prevailing lifestyle. To maintain consumer confidence, Emina takes various ways so that all of its products can survive in the market. So, there are several innovations and factors that affect brand loyalty to Emina's products that will be researched in this article, so that Emina can compete with local and international brand products, including through brand attitude, electronic word of mouth and consumer brand identification.

In this time of globalization, rivalry between organizations is getting harder. Thus, every company will strive to maintain customer loyalty in order to survive. Brand loyalty is often measured by how many repeat purchases were made or by brand sensitivity. According to Aaker (1997: 56), according to him, brand loyalty is a proportion of client relationship with a brand). To achieve customer loyalty towards a brand, the company really depends on its ability to manage the factors that affect brand loyalty, one of which is brand attitude. Brand

attitude is characterized as the overall evaluation of consumers towards brands as consumers' reactions to objects, brand associations, and the results can be feelings of liking or disliking a brand (Keller 2003: 38).

It is perceived that verbal correspondence methodology can assume a critical part in impacting and forming purchaser mentalities and conduct of possible shoppers. The idea of electronic verbal exchange is the possibility of an item or company that is expressed by potential consumers through social networks (Thurau, et al., 2004). Word of mouth that uses electronic media (EWOM) is more effective than conventional word of mouth communication, this is due to greater accessibility and wider coverage (Chatterjee, 2001). Furthermore, consumer brand identification proof is one of the zones that is considered as a huge driver of publicizing accomplishment (Bhattacharya and Sen, 2003). In particular, this amass stands isolated for its extended length, upheld ramifications for buyer direct (Stokburger-Sauer et al, 2012) likewise, it's capacity to frame extended length affiliations (Boenigk and Helmig, 2013; 2003).

Based on the description above, this exploration is entitled "The Influence of Brand Attitude and Electronic Word of Mouth on Brand Loyalty with Consumer Brand Identification as a Mediation".

Brand loyalty

According to Freddy (2010: 60) Brand Loyalty is a measure of consumer loyalty to a brand. Brand loyalty is at the center of brand value which is the focal thought in advertising. Brand loyalty is a very important concept in a marketing strategy. At the point when client faithfulness to a brand expands, the weakness of that client gathering to dangers and brand assaults of contenders' items can be decreased. Factors Affecting Brand Loyalty: Previous research has shown several factors that influence brand loyalty such as brand attitude (Choi, Liu and Li, 2018), e-wom (Severi et al, 2014), consumer brand identification (Rather, 2017; So et al, 2013), brand image (Namju Shin et al 2014), price image (Bastian Popp & Harbert Woratschek, 2017).

The results of research conducted by Choi, Liu and Li (2018) show that brand attitude will immediately increase attitudes towards brand loyalty after forming a positive attitude towards a product. This can be seen as the primary goal for consumers to increase purchase and repurchase of products. Then according to Ngo, Nguyen, Long, Tran, and Hoang (2019) said that not only do you have a brand attitude to form an attitude by obtaining target information through direct access to certain targets, but learning attitudes can form inherently related behaviors. With a specific target.

Furthermore, through the internet or social media platforms, e-wom is a model of customer expression and is an effective tool for influencing purchasing decisions (Severi et al, 2014). For example, negative or positive online reviews regarding certain products or services can affect brand loyalty as well as purchasing decisions (Reza Jalilvand & Samiei, 2012). In addition, consumer brand identification proof has gotten one of the fundamental drivers for the essential improvement of brand loyalty. Consumer brand identification proof shows a solid mental connection, which is an indication of the behavior of a long-term relationship in the future (So et al., 2013).

The indicators of brand loyalty according to Rather, R.A et al (2018) are as follows: (1) I would recommend this brand to someone who asks me for advice; (2) I will encourage friends to do business with this brand; (3) I will say positive things about this brand to others; (4) I will be doing more business with this brand in the next few years; (5) I am a loyal customer of this brand; (6) I am willing to maintain my relationship with this brand.

Consumer brand identification

Consumer brand identification describe as things that customers see a specific brand that can communicate the capability of finding the importance of buyer personality. Consumer brand identification has an alternate methodology by characterizing shopper brand ID as a mental assertion of customers to plan, feel and survey something having a place with a brand (Lam et al, 2010). Factors Affecting Consumer Brand Identification: Past examination has indicated a few factors that impact consumer brand identification such as brand attitude (Voster et al., 2016), e-wom (Zhu & Chen, 2015), value congruity (Rather et al., 2018).

The aftereffects of exploration led by Voster et al (2016) show that if shoppers have an inspirational disposition towards a brand and an attitude that is not so favorable towards a competing brand, this will affect the consumer's intention to buy the brand. Customers who have positive brand attitudes towards a brand are bound to follow through on an excellent cost for it (Keller, 1993) and consumer brand identification proof can be kept up by get-together certain brand attitudes (Beerli et al, 2004).

Furthermore, individuals who are involved in e-wom activities can seek social benefits in brands which are the drivers of consumer brand identification (Torrest et al., 2017). Therefore, electronic word of mouth can affect consumer brand identification and in turn consumer brand identification can be important for the

effectiveness of e-wom, because social media efforts must be in accordance with the necessities of web-based media clients to be more compelling (Zhu & Chen, 2015).

Consumer brand identification indicators according to Augusto & Torres (2018) as follows: (1) This brand represents who I am; (2) This brand is part of how I feel about who I am; (3) This brand helps me express my identity; (4) I feel personally connected to this brand.

Brand attitude

Assael (2011) states that brand attitudes is a general assessment of buyers towards brands, in the brand value model it is discovered that an expansion in piece of the overall industry happens when the disposition towards the brand is more sure. Brand attitude indicators according to Augusto & Torres (2018) are as follows: (1) This brand is very good; (2) this brand is so much fun; (3) This brand is very profitable.

Electronic word of mouth

Electronic word of mouth (e-WOM) is an significant marketing tool in today's era. Consumers are accustomed to offering data to others on long range informal communication destinations, such as Facebook or Twitter. E-WOM is characterized as a positive or negative explanation made by potential, real, or clients who have used the product or brand which is made and dispersed by means of the web (Henning-Thurau, Gwinner, Walsh, & Gremler, 2004, 39).

Electronic word of mouth indicators according to Augusto & Torres (2018) are as follows: (1) I have recommended (brand) online pages to many people; (2) I 'talked' the (brand) page online with my friends; (3) I give a lot of e-WOM positives to advertising pages that use online pages on (brand).

Relationship between brand attitude and brand loyalty

Brand attitude positively affects on brand loyalty. Choi, Liu and Li (2018) say that this will immediately improve attitudes towards brand loyalty after forming a positive attitude towards a product, which can be seen as the main goal for consumers to increase purchase and repurchase of products. To increase brand loyalty, one must form an attitude that benefits consumers.

Electronic word of mouth's relationship to brand loyalty

Electronic word of mouth positively affects on brand loyalty. Through the web or web-based media stages starting with one individual then onto the next, e-wom is a method of client articulation and is a successful device for affecting buying choices (Severi, et al 2014).

Relationship between brand attitude and consumer brand identification

Brand attitude has positively effects on consumer brand identification. Voster et al (2016) said that in the event that purchasers have an uplifting mentality towards a brand and a less ideal disposition towards a contending brand, this will influence their expectation to purchase the brand.

Relationship between electronic word of mouth and consumer brand identification

Electronic word of mouth (e-WOM) positively affects on consumer brand identification. e-WOM can affect consumer brand identification and in turn consumer brand identification can be important for the effectiveness of electronic word of mouth (e-WOM). Because social media efforts must match and align with the necessities of online media clients to be more compelling (Zhu & Chen, 2015).

Relationship between consumer brand identification and brand loyalty

Consumer brand identificationhas positively affects on brand loyalty. Social character can impact singular insights, discernment and assessment, and solid purchaser recognizable proof with a brand or offering that can prompt expanded shopper results, for example, higher brand devotion (Rather, 2017; So et al, 2013).

Relationship between brand attitude and brand loyalty through consumer brand identification

Brand Attitude positively affects on brand loyalty through consumer brand identification. (Kim et al 2011) say that brands should be perceived not as a means of a one-time transaction between consumers and businesses, but as a means of a more active relationship that continues to maintain the relationship. customers who

positively affects on brand attitude towards a brand are bound to address a top notch cost for it (Keller, 1993), and buyer brands can be kept up by gathering a positive brand attitude (Beerli, et al 2004). Consumer Brand Identification makes more grounded client protection from evolving brands, instead of utilitarian worth. accordingly, it is sensible to propose that the impact of brand attitude can be intervened by consumer brand identification proof (Lam et al, 2010).

Relationship between electronic word of mouth and brand loyalty through consumer brand identification

Electronic Word-of-Mouth positively affects on brand loyalty through consumer brand identification. Brand loyalty is characterized as a multidimensional idea that incorporates inspirational perspectives towards specific brands, strengthening past purchase experiences, and positive feelings that are not just repeat purchases. Expressions of customer satisfaction on social media positively affects on brand loyalty. (Cho, Kyung-hee, and Kim 2005). Consumer Brand Identification makes more grounded client protection from evolving brands, as opposed to useful worth. accordingly, it is sensible to hypothesize that the ewom effect can be mediated by consumer brand identification (Lam et al, 2010).
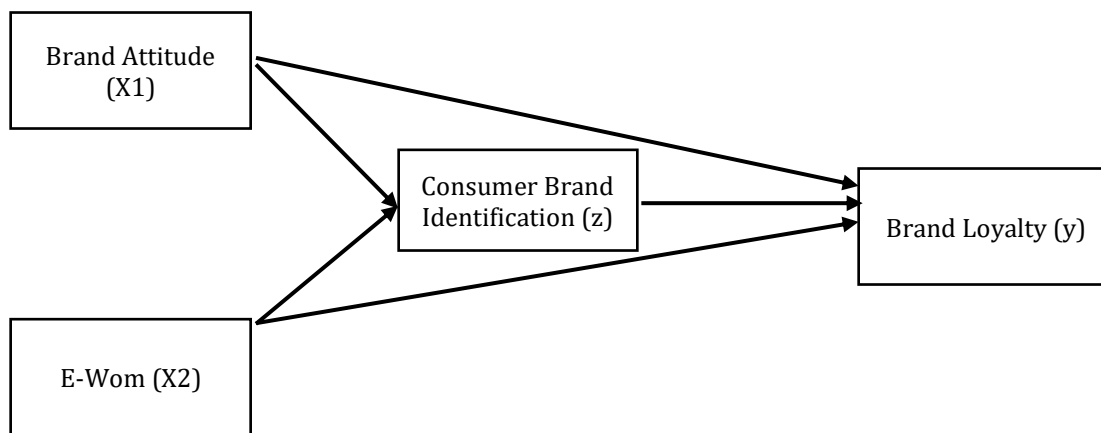
Figure 1. Conceptual Framework

Hypothesis

H1: Brand attitude has a significant positive effect on brand loyalty.

H2: Electronic word of mouth has a significant positive effect on brand loyalty.

H3: Brand attitude has a significant positive effect on consumer brand identification.

H4: Electronic word of mouth has a significant positive effect on consumer brand identification.

H5: Consumer brand identification has a significant positive effect on brand loyalty.

H6: Brand attitude has a positive effect on brand loyalty with consumer brand identification as a mediating variable.

H7: Electronic word of mouth has a positive effect on brand loyalty with consumer brand identification as a mediating variable.

METHOD

The population in this study were female students of Padang city who used Emina cosmetics. The sampling technique used for sampling was non-probability sampling with a purposive sampling method. The information assortment method utilized in this investigation was an online questionnaire. With the scale used is the Likert scale. The examination procedure utilized in this exploration is clear investigation, reliability validity test and path analysis.

RESULTS

Respondents in this study were grouped by age, faculty and monthly income. The following are the results of research on the characteristics of the respondents in this study:
1. The majority of respondents were 21-25 years old, namely 54%.
2. The majority of the respondent faculty from the faculty of economics is 46.3%.
3. For monthly income, the majority of respondents have an income of less than IDR 1,000,000 which is 47%.

Validity and reliability test

According to Guo et al (2018) Convergent validity is the adjustment between measures of the same construct being assessed and different methods. Convergent validity test of reflexive indicators can be seen from the loading factor value for each construct indicator. Assessing convergent validity is usually used the rule of thumb with the condition that the stacking factor esteem should be more than 0.6 for corroborative examination or 0.6 - 0.7 for exploratory exploration with a normal difference separated (AVE) esteem should be more than 0.5.
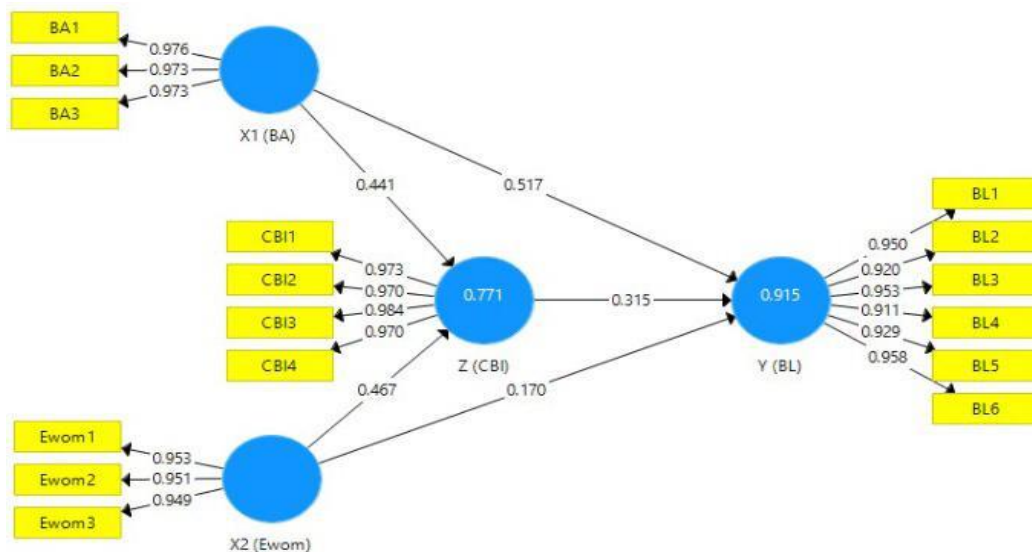

Figure 2. Path diagram of all indicators

AVE test

Table 1. AVE value

Variable	AVE value (> 0.5)
Brand Attitude	0.948
EWOM	0.904
Brand Loyalty	0.878
Consumer Brand Identification	0.949

Table 1 informs that the AVE values of all variables have met the required rule of thumb (AVE> 0.50). If referring to the rule of thumb the required outer loading value is 0.50, then all indicators have met the requirements.

In light of the table above, it tends to be seen that each variable used in this study has good composite reliability and Cronbach's alpha, which is greater than 0.6. therefore, the constructs that are built show the accuracy and precision of the measurement or are reliable.

Table 2. Reliability test

Variable	Cronbach's Alpha	Composite Reliability	Information
Brand Attitude	0.973	0.982	Reliable
EWOM	0.947	0.966	Reliable
Brand Loyalty	0.972	0.977	Reliable
Consumer Brand Identification	0.982	0.987	Reliable

Table 3. Path analysis

	Original Sample (O)	T Statistics (| O / STDEV |)	P Values	Information
Brand Attitude -> Brand Loyalty	0.517	5,187	0,000	H1 Accepted
Brand Attitude -> Consumer Brand Identification	0.441	3,625	0,000	H2 Accepted
EWOM -> Brand Loyalty	0.170	1,971	0.049	H3 Accepted
EWOM -> Consumer Brand identification	0.467	3,886	0,000	H4 Accepted
Consumer Brand Identification -> Brand Loyalty	0.315	4,330	0,000	H5 Accepted
Brand Attitude -> Consumer Brand Identification -> Brand Loyalty	0.139	2,724	0.007	H6 Accepted
Ewom -> Consumer Brand Identification -> Brand Loyalty	0.147	2,717	0.007	H7 Accepted

The data above shows that all the hypotheses in this study are accepted. Hypothesis testing can be seen from the aftereffects of the significance test (P value), where the significance level used in this study is 5%. At a significance level of 5% or 0.05 it is considered significant and if the t-statistic value is greater than 1.96. Coming up next is a synopsis of the aftereffects of theory testing.

H1. Brand attitude has a significant effect on brand loyalty

The main theory expresses that brand attitude significantly affects on brand loyalty. From table 3 above, it very well may be seen that there is a gigantic effect huge impact of brand attitude on brand loyalty with a path coefficient of 0,000 with T count 5,187. In this way the proposed speculation can be accepted.

H2. Brand attitude has significant influence on consumer brand identification

The second theory states that brand attitude significantly affects on consumer brand identification. From table 3 above, it can be seen that there is a critical impact of brand attitude towards consumer brand identification with a path coefficient of 0,000 with T count 3,625. In this way the proposed speculation can be accepted.

H3. Electronic word of mouth has a significant effect on brand loyalty

The third speculation expresses that ewom significantly affects on brand loyalty. From table 3 above, it very well may be seen that there is a significantly affects of ewom on brand loyalty with a coefficient of 0.049 with T counting 1.971. In this way the proposed speculation is accepted.

H4. Electronic word of mouth has a significant effect on consumer brand identification

The fourth speculation expresses that ewom is significantly affects on consumer brand identification. From table 3 above, it very well be seen that there is a significant effect of ewom on consumer brand identification with a coefficient of 0.000 with T count 3.886. In this way the proposed speculation is accepted.

H5. Consumer brand identification has significant influence on brand loyalty

The fifth speculatoin expresses that consumer brand identification is significantly affects on brand loyalty. From table 3 above, it very well be seen that there is a significantly affects of consumer brand identification on brand loyalty with a path coefficient of 0,000 with T count 4,330. In this way the proposed speculation is accepted.

H6. Brand attitude has significant influence on brand loyalty with consumer brand identification as a mediation variable

The sixth speculation expresses that brand attitude is significantly affects on brand loyalty with consumer brand identification as a mediating variable. From table 3 above, it very well be seen that this sixth hypothesis has a path coefficient of 0.007 with T count 2.724. In this way the proposed speculation is accepted.

H7. Electronic word of mouth has a significant effect on brand loyalty with consumer brand identification as a mediating variable

The seventh speculation express that ewom is significantly affects on brand loyalty with consumer brand identification as a mediating variable. From table 3 it can be seen that this seventh hypothesis has a path coefficient of 0.007 with T count 2.717. In this way the proposed speculation is accepted.

CONCLUSION

The conclusions in this study are as follows: (1) Brand attitude has a positive and significant effect oturtun brand loyalty among female students who use Emina's products in Padang City. (2) E-wom has a positive and significant effect on brand loyalty among female students who use Emina's products in Padang City. (3) Brand attitude has a positive and significant effect on consumer brand identification in female students using Emina's products in Padang City. (4) E-wom has a positive and significant effect on consumer brand identification in female students using Emina products in Padang City. (5) Consumer brand identification has a positive and significant effect on brand loyalty among female students who use Emina's products in Padang City. (6) Brand attitude has a positive and significant effect on brand loyalty with consumer brand identification as a mediating variable for female students who use Emina's products in Padang City. (7) E-wom has a positive and significant effect on brand loyalty with consumer brand identification as a mediating variable for female students who use Emina's products in Padang City.

Suggestion

1. In increasing brand loyalty, Emina is expected to attract consumer attention so that consumers can do more business with Emina in the next few years.
2. In increasing the brand attitude, Emina is expected to make cosmetics better and more enjoyable for consumers.
3. In increasing e-wom, it is hoped that Emina can make consumers recommend Emina's cosmetics to many people through online pages.
4. In increasing consumer brand identification, Emina is expected to be able to make consumers think that Emina's products are part of consumers' feelings about who the consumer really is (after using Emina's products).

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