

HOW BRAND USERS RESISTANCE TO NEGATIVE INFORMATION BASED ON CUSTOMER VALUE

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Abstract

Resistance to negative information is a behavior or additional role that shows when if customers do not regard their interests and fully contribute to the brand. Online transportation services or ride-sharing provide a system for ordering rides or food through the mobile application. This study seeks to examine the influence of brand prestige, brand attractiveness, and value congruity on customer brand identification that builds customer brand engagement and brand loyalty that thereby generating resilience to negative information. This resource has variables that can determine resilience to negative information on online transportation customers (brand prestige, value congruity, customer brand identification dan brand loyalty) is a development from a previous study on customers of hotel brands. Participants in this study were 170 respondents who were online transportation customers in jabodetabek (an acronym of Jakarta – Bogor – Depok – Tangerang – Bekasi), Indonesia. In this study, the data collection was designed using an online survey method and using a purposive sampling method. For analysis using factor analysis and structural equation modeling (SEM). This research revealed that brand prestige, brand attractiveness, and value congruity had positive affect to customer brand identification, which influence the customer brand engagement and brand loyalty. Furthermore, brand loyalty generating resilience to negative information during the COVID-19 pandemic. Then if a brand that is identified by customers will create an evaluation of the brand. This leads to a sense of belonging and an increased commitment to continue to be loyal to the brand, thus, they will be resilient to various negative information received.

Keywords: *Brand Prestige; Customer Brand Identification; Brand Loyalty; Resilience to Negative Information; Value Congruity.*

Abstract

Perlawanan terhadap informasi negatif adalah perilaku atau peran tambahan yang menunjukkan ketika pelanggan tidak memperhatikan kepentingan mereka dan sepenuhnya berkontribusi pada merek Layanan transportasi online atau berbagi tumpangan menyediakan sistem untuk memesan tumpangan atau makanan melalui aplikasi seluler Studi ini bertujuan untuk menguji pengaruh prestise merek, daya tarik merek, dan kesesuaian nilai pada identifikasi merek pelanggan yang membangun keterlibatan merek pelanggan dan loyalitas merek yang dengan demikian menghasilkan ketahanan terhadap informasi negatif Sumber daya ini memiliki variabel yang dapat menentukan ketahanan terhadap informasi negatif pada pelanggan transportasi online (prestise merek, kesesuaian nilai, identifikasi merek pelanggan dan loyalitas merek) adalah pengembangan dari studi sebelumnya tentang pelanggan merek hotel. Peserta dalam penelitian ini adalah 170 responden yang merupakan pelanggan transportasi online di Jabodetabek (singkatan dari Jakarta - Bogor - Depok - Tangerang - Bekasi), Indonesia Dalam penelitian ini, pengumpulan data dirancang menggunakan metode survei online dan menggunakan metode purposive sampling Untuk analisis menggunakan analisis faktor dan pemodelan persamaan struktural (SEM) Penelitian ini mengungkapkan bahwa prestise merek, daya tarik merek, dan kesesuaian nilai memiliki pengaruh positif terhadap identifikasi merek pelanggan, yang mempengaruhi keterlibatan merek pelanggan dan loyalitas merek. Selain itu, loyalitas merek menghasilkan ketahanan terhadap informasi negatif selama pandemi COVID-19 Jika merek yang diidentifikasi oleh pelanggan akan menciptakan evaluasi merek Hal ini mengarah pada rasa memiliki dan peningkatan komitmen untuk terus setia pada merek, sehingga mereka akan tahan terhadap berbagai informasi negatif yang diterima

Kata kunci: *Prestise Merek; Identifikasi Merek Pelanggan; Loyalitas Merek; ketahanan terhadap informasi negatif; Kesesuaian Nilai.*

INTRODUCTION

Companies have spent a lot on digital advertising that requires manager's accuracy in targeting audiences through online media such as search engines, display ad networks, and social media platforms (Graham & Wilder, 2020). According to eMarketer, in 2019 digital advertising spending in the world increased by 4.2% to a total of 333.25 billion dollars compared to the previous year (eMarketer, 2019). In 2020 there was a decline of 8.8% due to the effects of the COVID-19 pandemic, but forecasts for spending to recover with 5.8% growth in 2021 amounting to 579 billion dollars (eMarketer, 2021). Online business in Indonesia is developing rapidly showing the utilization of technology (Rahmat et al., 2019; Syah et al., 2020). The excessive use of digital media makes application-based transportation services flourish (Nguyen-phuoc et al., 2020). Online transportation services or ride-sharing provide a system for ordering rides or food through the mobile application (Farin et al., 2016). With significant technological improvements, the new model of transportation has shifted to door-to-door mobility with services called ride-hailing such as Uber, Grab, or Lyft (Nguyen-phuoc et al., 2020). The benefit of this system is the driver and the customer knew the location of each other accurately, easy to use and time (Farin et al., 2016). Furthermore users can track the whereabouts of the driver, when the driver will arrive, and how much it costs (Nguyen-phuoc et al., 2019).

Corporate brand and corporate identity are strategic assets of companies that will increase public curiosity about the company (Tuškej & Podnar, 2018a). In the past two decades, research on customer identification has become an important research topic (Tuškej & Podnar, 2018b). Customer brand engagement and customer brand identification can be influenced by value congruity, based on customers of five-star hotels in India, especially 4 and 5-star hotels which goes in line with the theory of congruity and social identity. Research show that brand loyalty and customer brand engagement can be improved by customer brand identification (Rather et al., 2018). Besides, the antecedent of customer brand engagement, brand prestige, and consumer brand identification, with the consequence is brand loyalty (Tuškej & Podnar, 2018b).

Customers from mobile phones and laptops have the perception that brand prestige and brand distinctiveness will increase brand attractiveness, which in turn will increase brand loyalty from customers. Loyalty from loyal customers can reduce negative information received from mobile phones and laptops (Zarei et al., 2020). In addition, brand attractiveness has a significant influence on customer brand identification (Elbedweihy et al., 2016; So et al., 2017; Zarei et al., 2020). Value congruity affects brand attractiveness, while brand attractiveness increases customer brand identification, brand loyalty, and resilience to negative information (Bhattacharya et al., 2003; Choi et al., 2017; Doorn et al., 2010; Elbedweihy et al., 2016; Islam et al., 2018; Lee & Jeong, 2014; Marin & Ruiz, 2007; Tuškej et al., 2013; Zarei et al., 2020).

Prior studies have confirmed that customer brand identification promotor is the most fundamental expansion of brand loyalty and customer brand engagement (Elbedweihy et al., 2016; Fullerton, 2003; Rather et al., 2018; So et al., 2013; Tuškej & Podnar, 2018b; Vivek et al., 2012). Thus, loyal consumers can actively engage themselves in brand activities, by strengthening customer brand identification which affects brand customer brand engagement (Rather et al., 2018). However, research regarding this in Indonesia has not been dealt with in-depth. Thus, this study developed a model that investigated the relationship between brand prestige and brand attractiveness, all of which can influence the resilience to negative information as explored from online transportation customers. This study interpreted brand factors influencing consumers' resilience towards negative information on Indonesian brands influenced by customer brand identification, customer brand engagement and brand loyalty. This research seeks to explore whether they influence customers to have the resilience to negative information. It is expected that this research can contribute to the scientific knowledge regarding brands as well as giving a positive impact on online transportation brands.

Brand Prestige

Brand prestige is an essential promotor of a brand's attractiveness (Stokburger-sauer et al., 2012). Consumers' social status are maintained by brand prestige that leads to social identity and brand prestige also fortifies this identity (Cheng et al., 2013; Fullerton, 2003). Lye et al. (2001) stated that brand prestige is an operational concept that is affected by static concept. Thus, this concept is regarded quite important among customers as it associates with the concept of individuals, honor,

power and social image. According to Stokburger-sauer et al. (2012), brand prestige is how much a brand relates to prestige and reputation. Currently, consumers do not always seek for product value as they also go for social value and perceived pleasure (Walsh et al., 2013). The individualism adaptation theory suggests that brand users will reflect their self-identity which is highly favored by consumers, while brand prestige is more closely associated with the whole character (Chu et al., 2014; Klink & Athaide, 2012).

Brand Attractiveness

The references of brand attractiveness that include genuine and resilient features and brand alliances will build positive attractiveness (Pe´rez et al., 2009). Brand attractiveness also refers to consumer's ability to evaluate the characteristics of the brand (Ahearne & Gruen, 2005). Brand attractiveness is how the brand can be favored, is attractive, and has characteristics (Sophonsiri et al., 2009). The most important thing for a successful brand is attractiveness (Kim et al., 2001). Brand attractiveness is not only a function of attributes, but if a brand association is in line with consumer feelings, the brand is also considered attractive (Bhattacharya et al., 2003).

Customer Brand Identification

Customer brand identification can be defined as how much consumers can understand the image of a brand and can cover the brand image (Bagozzi & Dholakia, 2006). It is the customer's psychological state to feel, perceive, and evaluate how much sense of belonging to the brand (Lam et al., 2010). Both definitions refer to the ethical theory that becomes the social attributes of an identifiable organizational and marketing foundation (Elbedweihy et al., 2016; Lam et al., 2012; Tajfel et al., 1986). Theory of social identity and organizational identification expressed by Bhattacharya et al. (2003) states that customer brand identification can expand the concept of identification in the relationship between consumers and companies. However, contrary to many previous definitions of customer brand identification which are interpreted from the organizational context into consumer brands, customer brand identification is a basic identity relationship between consumers and brands (Papista & Dimitriadis, 2012). Therefore, customer brand identification is a concept derived social identity theory that determines perceptual construction that distinguishes identity matching from identity match-making (So et al., 2013).

Value Congruity

Value congruity refers to individuals or a community's similarity in propagating buyers' decision making regarding the characteristics of two sides (brands & consumers) and taking advantage of these similarities to form the concept of a product, brand, shopping center, consumers and advertising (Tuškej et al., 2013). Image can be improved through value congruity (Chen et al., 2014). belief and attitude within phenomena that are sustainably manifested affect how a person act positively, which is called the congruity theory (Lee & Jeong 2014). Therefore, individuals' opinion and objects are incompatible (Lee & Jeong, 2014). Incidents on the brand that serve to convince ideas in perceiving a belief between two beliefs that can be an option (Islam et al., 2018; Lee & Jeong, 2014). The understanding of congruity is a process that matches the consumer with the character of a brand (Swaminathan et al., 2007). Value congruity is something that managers control (for example, through positioning and marketing activities), in meeting consumer needs, the brand can be controlled to remain sustainable (Lam et al., 2013; Tuškej et al., 2013).

Customer Brand Engagement

Literature on marketing showed that the term engagement has received good responses in several scientific fields (e.g. organizational behavior, education, and psychology) (Gambetti & Graffigna, 2010; Hollebeek, 2011). Experts said that engagement may involve a particular subject including users, customers, consumers and objects such as products, companies, activities, media (Gambetti & Graffigna, 2010; Hollebeek, 2011; Hollebeek et al., 2014; Patterson & Robots, 2015; Doorn et al., 2010). Higgins (2006), Higgins & Scholer (2009) describe that engagement can be done by focusing on an aspect of cognition, arguing that one of the characteristics of engagement is interest and an object of work. Advertising has a relationship with the emotional aspect of an engagement (Heath, 2009). Researchers are focused on arguing that the physical aspect of engagement can be

defined as one of the manifestations of customer behavior that can generate motivational impulses outside of purchases and focus on the company (Bergh et al., 2010; Doorn et al., 2010; Gummerus et al., 2012; Kumar et al., 2010; Wallace, 2014).

A group of researchers regards customer brand engagement as a notion of multidimensional psychological state (Brodie et al., 2013; Dessart, 2015; Dholakia & Herrmann, 2005; Dwivedi, 2015; Hollebeek, 2011; Ilic et al., 2011; Mollen & Wilson, 2010; Vivek et al., 2012). Hollebeek, (2011) for instance, interpreted customer brand engagement as customer interaction behavior on a particular brand in relation to development of intellectual and emotional investment. Since customer brand engagement is considered to be multidimensional (i.e., emotional, intellectual, and desirable), it is a context-dependent and process-based psychological state, all of which are thought to result in a two-way interaction created between the customer and brand activity (Hollebeek, 2011; Ilic et al., 2011).

Brand Loyalty

Brand loyalty is defined as an attitude of attachment between consumers and brands upon satisfaction that can make purchases sustainable (Ballantyne et al., 2006). Brand loyalty is a brand performance that consists of loyalty behavior and consumer behavior (Yeh et al., 2016). Specifically, market share and profits can be improved by behavior that positively associates with the word of mouth and quality price (Shankar et al., 2002). If a brand offers their products, consumers have the right to refuse and insist on purchasing the same brand by having a better image of the brand than competitors (Hanzaee & Andervazh, 2012; Keller, 2009). Thus, the brand can influence the consumer's decision-making process to buy the same product (Lam, 2007; Martenson, 2007; Nyadzayo & Khajezadeh, 2016).

Brand loyalty is the result of a consumer's trust as one of the main determinants (Alhaddad, 2015; Flavia'n & Guinali'u, 2005). Brand loyalty is a commitment created to do purchase or promotion that consumers like, either in the form of products or services in the future (Fatema et al., 2013; Rahi, 2017; Rahmat et al., 2019; Sasmita & Suki, 2015). Loyalty is also a factor that can influence consumers' repurchase intention and can identify the quality of a brand, such as brand experience, service quality, trust, satisfaction, and commitment (Chen et al., 2016). Some consumers will make purchase decisions because of the encouragement and persuasion of others (Kim et al., 2020). If the brand provides satisfaction with the quality of services provided, then the brand will encourage a purchase decision, especially through word of mouth (Azad & Safaei, 2012).

Resilience to Negative Information

Nowadays, information is easily disseminated consumers. Potential customers can have their behavior and decisions changed, while information were in the form of news that includes all activities through media, especially online media which then lead to purchase decision (Elbedweihiy et al., 2016). Torres & Augusto (2018), explained that efforts to understand processes that may trigger negative information is necessary since resilience to negative information is an extra-role behavior. According to Reilly & Chatman (1986), believed that resistance to negative information is a behavior or additional role that shows when if customers do not regard their interests and fully contribute to the brand. Resilience to negative information strongly affects consumer purchasing decisions (Torres & Augusto, 2018).

The influence of brand prestige on brand attractiveness and customer brand identification

The relationship between brand prestige and customer brand identification as well as brand attractiveness were generated from the same social identity theory, in which people will maintain their self-image positively by trying to connect identities with social categories that meet their needs (Abrams & Hogg, 2008; Cheng et al., 2013; Fuller et al., 2006). The relationship between brand prestige and customer brand identification assumes that other brands are less prestigious than certain brands that are regarded as part of them that make the brand better (Tuškej & Podnar, 2018b).

Brand prestige can be determined by consumers by comparing brands that have intellectual, behavioral, and emotional experiences (Choi et al., 2017). In a study conducted by Bhattacharya et al. (2003), Hwang & Han (2014) consumers will guarantee a prestigious company by looking at the identity of a brand and will be attracted if there is relation with the brand attractiveness. In the eyes of consumers, brand prestige affects attractiveness according to brand identity (Zarei et al., 2020).

Referring to Hwang & Han (2014), So et al. (2017) brands will look more attractive if consumers assume that the brand introduced fits their identity. Thus, the following hypotheses are proposed:

H1: Brand prestige has a positive influence on brand attractiveness.

H2: Brand prestige has a positive influence on customer brand identification.

The influence of value congruity on customer brand identification, customer brand engagement and brand attractiveness

Value congruity refers to conformity to a brand that regards individual values and views (Lee & Jeong, 2014; Zhang & Bloemer, 2008). Researchers have proposed value congruity as a relationship between consumers and brands which is the key notion in maintaining and developing brands (Islam et al., 2018; Lee & Jeong, 2014). Consumers and brands specifically share an important relationship in value-related activities and actions (Tuškej et al., 2013). Customer brand identification theoretically shares positive influence on customer brand engagement (Doorn et al., 2010). Empirical verification of this relationship is still acceptable (Romero, 2017; Tuškej & Podnar, 2018a). Therefore, customer brand identification might be a strong determinant of customer brand engagement (Doorn et al., 2010; Romero, 2017; Tuškej & Podnar, 2018a).

This study describes a continuous interest in a brand and explains the characteristics of the brand's perceived attractiveness (Marin & Ruiz, 2007). In other words, a brand will grow dominant when it has appealing characteristics that match consumers' expectation (Bhattacharya et al., 2003). If a brand matches the value of consumers, its values and characters are reflected on the concept of personality and how they are expressed (Dutton et al., 1994). The identity similarity between value congruity and customer value makes it an important driver for attractiveness whose usefulness is felt by individuals, such as companies or brands (Bhattacharya et al., 2003). Thus, the following hypotheses are proposed:

H3: Value congruity has a positive influence on customer brand identification

H4: Value congruity has a positive influence on customer brand engagement

H5: Value congruity has a positive influence on brand attractiveness

The influence of brand Attractiveness on customer brand identification

The attraction that engages consumers has a significant influence and cannot be influenced by consumer behavior (Elbedweihy et al., 2016). Bhattacharya et al. (2003) suggest that attractive brands tend to be preferred by consumers and there is harmony between brand identity and consumer emotions. Therefore, brand characteristics need direction and support for better consumer attitudes and behavior (He et al., 2012). Customer brand identification makes it possible for the attractive brand, as well as the importance of consumer consideration in enhancing brand identity (Ahearne & Gruen, 2005; Mari'n & Maya, 2013). Thus, customers will assume that the identity of a brand tends to identify and engage brand identity (So et al., 2017). Therefore, a hypothesis is proposed.

H6: Brand attractiveness has a positive influence on customer brand identification

The influence of customer brand identification, customer brand engagement and brand loyalty

Branding is a strategy used in competition among unique products and services by observing the importance of customer brand identification in relation to consumer-brand relationship (Rather, 2017; So et al., 2013). The relationship between customer brand engagement and loyalty shows specific information that is accurately manipulated to affect the marketing engagement (Islam et al., 2018). Brand loyalty represents an attitude of commitment to a brand or an offer to repurchase (Liu et al., 2012; Elizar et al., 2020). Customer brand engagement theoretically shares a positive influence on brand loyalty (Hollebeek, 2018; Vivek et al., 2012). Doorn et al., (2010) in his model showed that customer brand identification's influence on customer brand engagement has been empirically verified comprehensive. Hence, customer identification can be a core representation of customer brand engagement (Romero, 2017; Tuškej & Podnar, 2018b). Regarding the fact that all consumers' needs have been fulfilled, ones' expressions lead to certain attitude that can represents a brand (Elbedweihy et al., 2016; Tuškej & Podnar, 2018b). Thus, the following hypotheses are proposed:

H7: Customer brand identification has a positive influence on customer brand engagement

H8: Customer brand identification has a positive influence on brand loyalty

The influence of customer brand engagement on brand loyalty

In a more specific way, the fundamental segment of involvement is related to the marketing authority reviewed from loyalty that is affected by customer brand engagement (Islam et al., 2018). Brand loyalty can lead to positive attitudes towards brands or offering to repeat buying behavior (Agung et al., 2019; Liu et al., 2012; Rather, 2017). Regarding this positive relationship between customer brand engagement on brand loyalty, the relationship between customer brand engagement and brand loyalty remains inhibited (Doorn et al., 2010; Hollebeek, 2018; Hapsari et al., 2017; Harrigan et al., 2017; Islam et al., 2018; Sharma & Rather, 2016; Vivek et al., 2012). A positive attitude needs to be built by consumers who are directly engaged rather than consumers who are not directly engaged to create a loyal attitude towards the brand (Harrigan et al., 2017; So et al., 2014). Thus, a hypothesis is proposed:

H9: Customer brand engagement has a positive influence on brand loyalty

The influence of brand loyalty on resilience to negative information

Brand loyalty depends on the financial viability of a business to ensure the smooth running of a business for its sustainability (Zarei et al., 2020). Brand loyalty adjusts to the customer's intention to repurchase a brand from a service or product (Choi et al., 2017; Syah et al., 2020). A study conducted by Bartikowski & Walsh (2011) explains that excessive behavior and roles will lead to customer loyalty. As explained by Riketta (2005), loyalty tends to share systematic similarity with customers' commitment. Bartikowski & Walsh (2011) add that customers tend to remain committed to certain brands and will show more behavior in supporting a brand. These customers tend to ignore the negative information about certain favorite brands and will forgive their favorite brands for the mistake (Liu et al., 2010). Consumers are expected to keep purchasing their favorite brands and neglect any negative information regarding the product, even though this attitude may cost more (Zarei et al., 2020). Therefore, a hypothesis is formulated:

H10: Brand loyalty has a positive influence on resilience to negative information

Figure 1 shows the conceptual framework of this study that was derived from the hypotheses development discussed earlier.

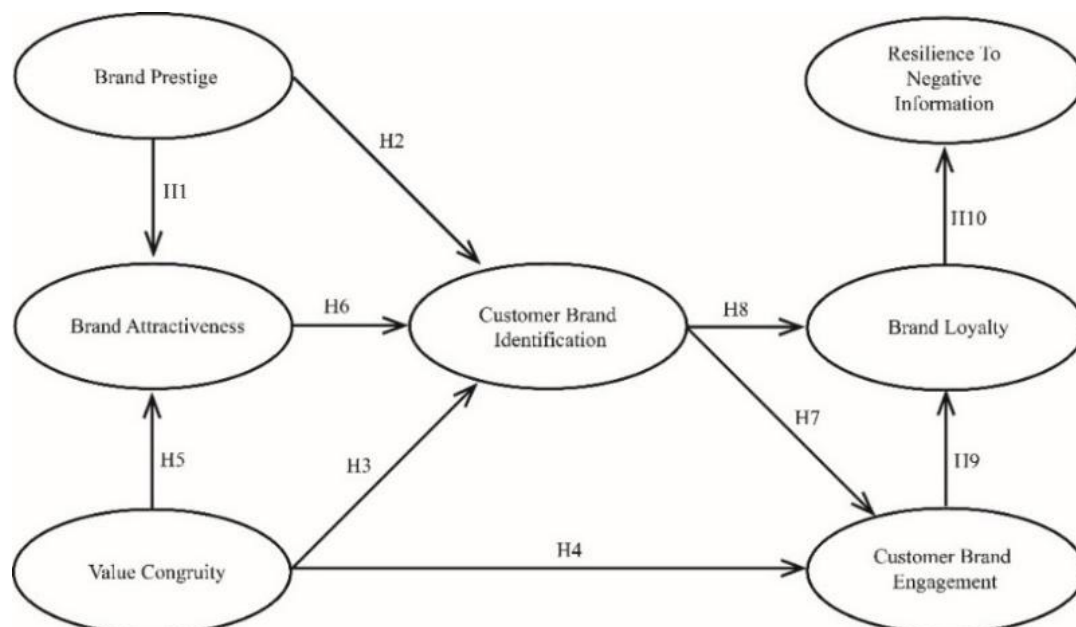


Fig. 1. Research Framework (Source: Rather et al., 2018; Zarei et al., 2020)

RESEARCH METHODOLOGY

Data collection was carried out using a survey by distributing online questionnaires. Likert scale ranging from 1 to 7 (1 = strongly disagree and 7 = strongly agree) was used to provide flexibility

for respondents to choose more specifically according to their perception. The question was adopted from Rather et al. (2018) for the variable of value congruity (VC) that consisting of four questions and the variable brand loyalty (BL) that consisting of six questions. The customer brand identification (CBI) consists of six questions adopted from (Tuškej & Podnar, 2018a). The variable of customer brand engagement (CBE) consists of six questions and the variable of brand prestige (BP) consists of five questions adopted from (Tuškej & Podnar, 2018b). The variable of brand attractiveness (BA) consists of three questions and the variable of resilience to negative information (RNI) consists of three questions adopted from (Zarei et al., 2020).

Respondents of this study were selected using purposive sampling in Jabodetabek (an acronym of Jakarta – Bogor – Depok – Tangerang – Bekasi) with the sampling criteria of users of online transportation who had been using it for less than one month. The data collection began with a pretest to 30 respondents. The research was conducted quantitatively with the SEM (Structural Equation Model). Meanwhile, data processing and analysis used the IBM SPSS 24 and Lisrel 8.8 software. During the pretest, the researcher performed a factor analysis to test the validity and reliability employing SPSS 24. The validity test was carried out by looking at the Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA). The values resulted of the KMO were 0.649 to 0.774 and MSA were 0.575 to 0.852. They are greater than 0.500. Thus, the factor analysis fits the model. The reliability test used Cronbach's Alpha with the results of 0.779 to 0.874. The closer it is to 1, the better (Hair et al., 2014). From the results of the pretest of 33 questions, for the variable of customer brand engagement, from 6 questions, only 4 questions were declared valid. For the variable of brand loyalty, from 6 questions, only 5 questions were declared valid. The questions on the other variables were declared all valid. Thus, valid questions to be used as a questionnaire in this study were 30 questions. Since SEM determines the number of research samples of minimum of 5 times the number of questions Hair et al. (2014), the number of samples in this study was 180. The researcher considered reserves if there is a discrepancy in filling out the questionnaire.

RESULTS and DISCUSSION

Result

In this study, 92.4% of respondents were 20 to 30 years old. 62.1% of them were female customers. This is different from the previous study on hotel customers conducted by Rather et al. (2018) with 37% of respondents aged between 31 and 40 years and 55% male customers. Respondents of this study are customers of online transportation brands, in which 34.1% of customers were Grab users and 65.9% of customers were Gojek users and in table 1 shows the demographic data in this study.

Table 1. Demographic Profile

<i>Item</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentge (%)</i>
<i>Gender</i>	Male	60	35.3
	Female	110	64.7
<i>Age</i>	< 20Year	2	1.2
	20 - 30 Year	158	92.9
	31 - 40 Year	9	5.3
	> 50 Year	1	0.6
<i>Brand</i>	Grab	58	34.1
	Gojek	112	65.9

Construct validity can be accepted and declared valid since most of the indicators on each variable have a loading factor of more than 0.50 (Hair et al., 2014). There are no indicators with a loading factor below 0.50. From the results of the measurement of construct reliability (CR) and variable extracted (VE), the value of construct reliability must meet the reliability requirements

(referring to Hair et al., 2014) with a CR value above 0.60 and VE value above 0.50. The results showed the values of brand prestige (CR = 0.86; VE = 0.56), brand attractiveness (CR = 0.88; VE = 0.70), customer brand identification (CR = 0.89; VE = 0.58), value congruity (CR = 0.91; VE = 0.71), customer brand engagement (CR = 0.90; VE = 0.70), brand loyalty (CR = 0.85; VE = 0.53), and resilience to negative information (CR = 0.78; VE = 0.54).

Based on the analysis of the goodness-of-fit test, most of the results showed a good fit of $X^2/df = 1.065$; degree of freedom = 382; Chi-Square = 435.44; RMSEA = 0.02; ECVI = 3.39; AIC = 573.13; CAIC = 916.40; NFI = 0.97; Critical N = 175.35, and GFI = 0.85. Thus, there is Goodness of Fit even though some are at the marginal fit. Table 2 show the reliability and construct validity results and table 3 shows the results for the path analysis of the direct hypotheses (H1 to H10).

Table 2. Reliability and Construct Validity Results

CONSTRUCTS	KMO	MSA (AVE)	CRONBACH ALPHA	FACTOR LOADING (AVE)	CR	VE
Brand Prestige	0.869	0.871	0.868	0.75	0.86	0.56
Brand Attractiveness	0.740	0.742	0.880	0.84	0.88	0.70
Customer Brand Identification	0.902	0.902	0.893	0.76	0.89	0.58
Value Congruity	0.831	0.839	0.913	0.84	0.91	0.71
Customer Brand Engagement	0.822	0.822	0.896	0.84	0.90	0.70
Brand Loyalty	0.842	0.846	0.869	0.73	0.85	0.53
Resilience to Negative Information	0.673	0.688	0.766	0.71	0.78	0.54

Table 3. Hypothesis Testing of the Model

Hypothesis	Hypothesis Statement	T-value	Description
H ₁	Brand prestige has a positive influence on brand attractiveness	2.76	The data support the hypothesis
H ₂	Brand prestige has a positive influence on customer brand identification	8.42	The data support the hypothesis
H ₃	Value congruity has a positive influence on customer brand identification	6.08	The data support the hypothesis
H ₄	Value congruity has a positive influence on customer brand engagement	4.92	The data support the hypothesis
H ₅	Value congruity has a positive influence on brand attractiveness	4.52	The data support the hypothesis
H ₆	Brand attractiveness has a positive influence on customer brand identification	3.50	The data support the hypothesis
H ₇	Customer brand identification has a positive influence on brand loyalty	3.92	The data support the hypothesis
H ₈	Customer brand identification has a positive influence on customer brand engagement	2.17	The data support the hypothesis

H ₉	Customer brand engagement has a positive influence on brand loyalty	6.76	The data support the hypothesis
H ₁₀	Brand loyalty has a positive influence on Resilience to negative information	2.17	The data support the hypothesis

Source: Data Proceeded by Lisrel 2022

Based on the hypothesis test table above, it is known that all variables have T-values above 1.96 and thus in this study support all the research hypotheses tested.

Discussion

This study aims to identify and examine the main drivers of the customer brand identification process and integrate them to become a comprehensive model. In Figure 1, it can be seen that brand prestige and value congruity are independent variables, while other variables are dependent variables. The hypothesis testing shows all hypotheses were accepted. Brand prestige, value congruity, and brand attractiveness are the main drivers of customer brand identification. This finding is in line with previous studies that customer brand identification drivers are value congruity, brand prestige, and brand attractiveness (Rather et al., 2018; Tuškej & Podnar, 2018b; So et al., 2017). In other words, if a brand can be identified very easily by customers, the brand will continue to be used by customers since it has a benefit, a high level of prestige, and is attractive. Thus, customers continue to enjoy the brand. The finding also supports previous research that customers have a deep commitment and relationship with the brand so that the brand will be formed as the most important predator in increasing customer's desire to continue to identify the brand.

Customer brand identification has a positive influence on customer brand engagement and brand loyalty. It supports that brand identification carried out by consumers has a very close bond in making customers feel loyal to the brand even though a brand has information that is accurately manipulated. However, customer emotional factors make them repeat purchase or reorder online transportation. High commitment will be formed on the fulfillment of customer needs which will form an attitude and behavior (Doorn et al., 2010; Elbedweihy et al., 2016; Elizar et al., 2020; Islam et al., 2018; Ramadhan et al., 2020; Rather, 2017; Tuškej & Podnar, 2018b). Someone gets attitudes and behaviors from the brand. If according to them the brand is satisfying, it will be difficult for them to switch even though other brands offer various benefits. This happens because there is a strong mutual need between customers and brands.

Value congruity has a positive influence on customer brand identification, customer brand engagement, and brand attractiveness. The findings of this study are in line with Rather (2017), Bhattacharya et al. (2003), Lee & Jeong (2014) that a brand will be felt if a value can be perceived by customers. This leads to attachment and trust. In other words, customers will be directly engaged in a brand through a value that suits them. Identity similarity makes customers continue to engage in online transportation brands that will encourage customers to participate in promoting the brand. A brand that is perceived to be useful will make customers more confident in what they choose. Hence, the tendency to switch to another brand is very low.

This study proves the influence of brand prestige on brand attractiveness. This is in line with previous research that brand attractiveness is one of the sustainable management structures, in which customer behavior will be influenced to understand the relationship with the brand (Zarei et al., 2020). Brand prestige can strengthen the brand attractiveness by the way customers perceive the benefit and advantage. Brand relationships in increasing prestige must continue to be improved to create unique and desired new experiences. Research conducted by Cheng et al., (2013), Fuller et al. (2006) explains that customers maintaining their self-image can meet their needs. If online transportation has a brand with a very high level of prestige, customers will be attracted to use it. Studies conducted by Bhattacharya et al. (2003), Hwang & Han (2014) assert that consumers will guarantee the company if the brand identity is more attractive and has the same identity.

Customer brand engagement also has a positive influence on brand loyalty. If customers are directly engaged with a brand, there will be a sense of loyalty to the brand. A loyal attitude will result in customers staying and repeating purchases or orders. This is in line with previous research that

customer loyalty to a brand can link positive behavior in repeated purchases or offering even though they are not directly engaged (Harrigan et al., 2017; Liu et al., 2012; Rather, 2017; So et al., 2014).

The results of this study are in line with Zarei et al. (2020) that the highest level of the branding strategy is by being a fan of a brand. Loyal customers can show extra behavior in supporting the brand to have the resilience to negative information. To make customers loyal and are resilient to negative information, it is necessary to encourage customers to identify the brand. The brand will be embedded in his mind if his wishes are fulfilled. Brand loyalty has a positive influence on resilience to negative information. According to Bartikowski & Walsh (2011), more role and behavior will lead to customer loyalty to a brand. If a customer is already loyal to a brand, there will be a sense of trust that makes them ignore all negative information about the brand. This was also stated by Liu et al. (2010), Zarei et al. (2020) that consumers tend to ignore negative information they receive about a brand if the brand is their favorite. They will forgive their favorite brand for the mistake made and continue to support the brand. For example, a customer who uses Gojek feels that the brand provides what is expected. When there is negative information circulating in the community such as a reckless driver, the customer will ignore the information and will continue to be loyal to the brand.

CONCLUSION

All of the hypotheses in the study are proven to be in a relationship. This study suggests that the main drivers of customer brand identification are brand prestige, value congruity, and brand attractiveness. They drive customer brand engagement and brand loyalty and in turn, leads to resilience to negative information in online transportation users. A brand that is identified by customers will create an evaluation of the brand. This leads to a sense of belonging and an increased commitment to continue to be loyal to the brand. Thus, they will be resilient to various negative information received. With the resilience toward various negative information, it is expected that customers will continue to be loyal to the brand and can provide the same information to new customers to become loyal, too. By understanding customer characteristics, marketing can implement effective strategies in the marketing of online transportation.

Limitations in this study present some directions for future improvements. This study is limited to online transportation passengers. First, during the COVID-19 pandemic, passengers are rarely found. In the future, food or good delivery that is more dominantly used by consumers during the pandemic can be studied. Second, the model or framework in this study needs development. Thus, further research can test different frameworks by adding variables such as affective commitment or purchase intention. Third, this study did not discuss age demographics. Future studies can analyze customers based on age and compare them.

For marketers, this study has implications for the strategies in building a prestigious brand that has attractiveness, provides benefits, forms satisfaction and trust, involvement, loyalty making the customers are resilient to negative information. The implications are first, in the use of service products of online transportation, marketers should focus on managing brand prestige to produce customer brand identification which then forms resilience to negative information through brand loyalty compared to brand attractiveness. With an increase in brand quality, the brand tends to be more valued and more prestigious. Thus, this brand answers customer needs and making them loyal. They will be resilient to negative comments from others. Second, marketers need to focus more on strategies by value congruity through consumer engagement with brands. Thus, with a business that engages consumers and making consumers part of the brand participating in advancing the brand, greater value will be provided. Hence, the level of loyalty to the brand will be increased. With this encouragement, brands will be resistant to various negative information because customers will be loyal to brands that there is direct engagement with consumers. Direct engagement is carried out by doing business with the brand. Businesses between consumers and brands will create a strong bond. This makes customers ignore the negative information received. Negative information can be removed immediately due to the engagement of consumers who help the brand.

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