

The role of brand commitment and brand attachment on repurchase intention of SMEs product during post Covid-19 pandemic era

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Abstract

This study aims to analyze the effect of brand attachment on repurchase intention with brand commitment as an intervening variable on customers. This research method is a quantitative method. The type of non-probability sampling technique used in this study is purposive sampling where the researcher will choose the respondent who best fits the research criteria. Snow-ball sampling technique through social media was also used in this study. Data analysis in this study was obtained from data obtained by researchers through the distribution of research instruments or questionnaires to 250 SMEs owner respondents which were then processed using the Partial Least Square (PLS) method with the SmartPLS 3.0 software tool. The results of this study prove that brand commitment has a positive and significant effect on repurchase intention, brand attachment has a positive and significant effect on repurchase intention, brand commitment has a positive and significant effect on brand attachment. consumer attachment and commitment to repurchase intention, the brand can influence the repurchase behavior of the brand.

Keywords: Brand attachment, repurchase intention, brand commitment, SMEs

Introduction

One sector that has been hardest hit by the Covid-19 pandemic is Micro, Small and Medium Enterprises (SMEs), which are also driving the decline in the national economy. This is understandable because MSMEs have a very large contribution to the national economy. The number of SME players is 64.2 million or 99.99% of the total number of business actors in Indonesia. The absorption capacity of MSME workers is 117 million workers or 97% of the labor absorption capacity of the business world. Meanwhile, the contribution of MSMEs to the national economy (GDP) was 61.1%, and the remaining 38.9% was contributed by large business actors, which amounted to only 5,550 or 0.01% of the number of business actors. which amounted to 98.68% with a labor absorption capacity of about 89%. Meanwhile, the contribution of micro-enterprises to GDP is only around 37.8%. From the data above, Indonesia has a strong national economic base potential because the number of MSMEs, especially micro-enterprises, is very large and the absorption of labor is very large. The government and business actors must raise the 'class' of micro-enterprises to medium-sized enterprises. This business base has also proven strong in the face of the economic crisis. According to Tran et al. (2022); Yun-Tsan et al. (2011) Micro-enterprises also have a fast transaction turnover, use domestic production and are in contact with the primary needs of the community. The government is aware of the potential of these MSMEs, therefore, in recent years, the Government has taken a policy to increase the capacity of micro and small businesses in order to upgrade to medium-sized enterprises.

According to Tran et al. (2022); Yun-Tsan et al. (2011) SMEs that do marketing offline experienced a decrease in profit by 67%, while SMEs that do marketing online experienced a decrease in profit by 58%. This means that SMEs that have used online marketing are more resilient than offline in the profit sector with a difference of 9%. The data above also shows that SMEs doing offline marketing experienced a 69% decline in sales, while SMEs doing online marketing experienced a 60% decline in profits. This means that SMEs that have used online marketing are more resistant than offline in sales with a difference of 9%. Meanwhile, related to the decrease in employees, SMEs doing offline marketing experienced a 15% decrease in employees, while SMEs doing online marketing experienced a 30% decrease in employees. This means that MSMEs that have used online marketing have a greater reduction in employees compared to offline with a difference of 15%.

According to Ahmad et al. (2021); Cheung et al. (2021) Brand attachment is very important in the world of marketing. This is because the brand itself serves to communicate business values as well as establish relationships and connect with consumers. Where if this relationship continues to be developed, cared for, and maintained, it will form a brand attachment or brand attachment, namely a feeling of attachment to a person or a specific object. According to Haudi et al. (2022); Hidayati, (2021) said that attachment on a brand involves the consumer's cognitive (thoughts) and emotional (feelings) decisions to attach himself to the brand. Based on the descriptions of these various studies, it can be seen that brand attachment is an important point to determine repurchase intention behavior. Then from the many outcomes of brand attachment that can strengthen repurchase intention behavior, researchers want to focus on brand commitment as an intervening variable in this study. Because according to researchers, brand commitment is a stronger and crucial dimension where consumers will involve a promise to stay in a relationship regardless of any reasons. Even consumers can forgive minor mistakes made by the brand also explaining that commitment without attachment will not be able to produce strong self-brand connections which may actually hinder consumer investment behavior towards the brand.

The Effect of Brand Attachment on Repurchase Intention

According to Haris et al. (2022); Haudi et al. (2022); Hidayati, (2021) Brand attachment has a significant effect on repurchase intention. Users who are attached to a brand feel that the brand is useful, are satisfied with the brand, and generally show a higher intention to repurchase from that brand in the future. A strong bond ultimately leads to trust and repurchase intention.

H1: Brand attachment has a positive and significant effect on repurchase intention

Effect of Brand Attachment on Brand Commitment

Based on research that has been done by Haudi et al. (2022); Hidayati, (2021) brand attachment is proven to have a significant influence on brand commitment. A consumer who shows an affective tendency towards a brand will be unconsciously fixated on this brand choice. So that the high level of brand attachment will affect consumers' desire to maintain long-term relationships.

H2: Brand attachment has a positive and significant effect on brand commitment

Effect of Brand Commitment on Repurchase Intention

According to Haudi et al. (2022); Hidayati, (2021) proved that brand commitment has a significant effect on repurchase intention. High brand commitment is influenced because consumers can express their self-concept and can achieve better performance after using the product or service of the brand. Consumers with high brand commitment are judged to have a higher intention to repeatedly buy the same product and develop long-term relationships. Consumers also tend to choose to make repeat purchases when they feel the benefits that exceed the switching costs to other brands.

H3: Brand commitment has a positive and significant effect on repurchase intention

Method

This research method is a quantitative method. The type of non-probability sampling technique used in this study is purposive sampling where the researcher will choose the respondents who best fit the research criteria. Snow-ball sampling technique through social media was also used in this study. Data analysis in this study was obtained from data obtained by researchers through the results of distributing research instruments or questionnaires to 250 SMEs owner respondents which were then processed using the Partial Least Square (PLS) method with the SmartPLS 3.0 software tool.

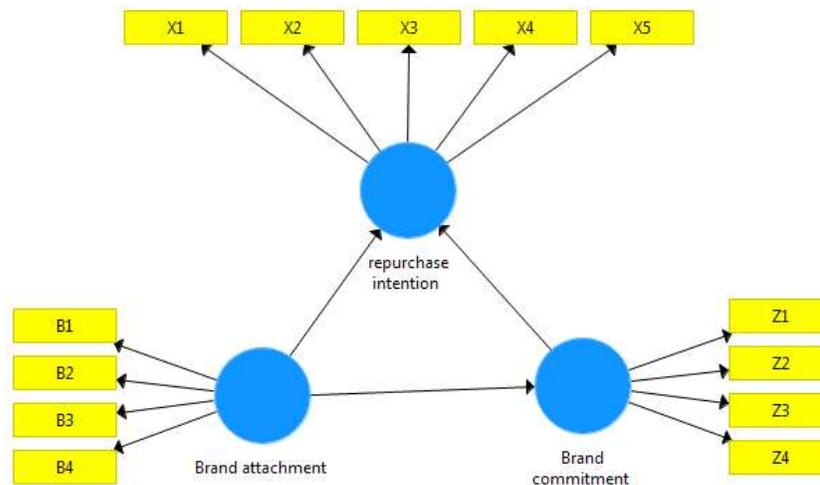


Fig 1. Research Model

The hypothesis in this study are:

H1: Brand attachment has a positive and significant effect on repurchase intention

H2: Brand attachment has a positive and significant effect on brand commitment

H3: Brand commitment has a positive and significant effect on repurchase intention

Result and Disussion

Path Coefficient, Coefficient of Determination (**R²**)

Through Figure 2, it can be seen that all variables in this study have a positive path coefficient value. The largest path coefficient is the relationship between brand attachment and brand commitment of 0.956. Meanwhile, the relationship between brand attachment and repurchase intention is 0.566 and the relationship between brand commitment and repurchase intention is 0.389.

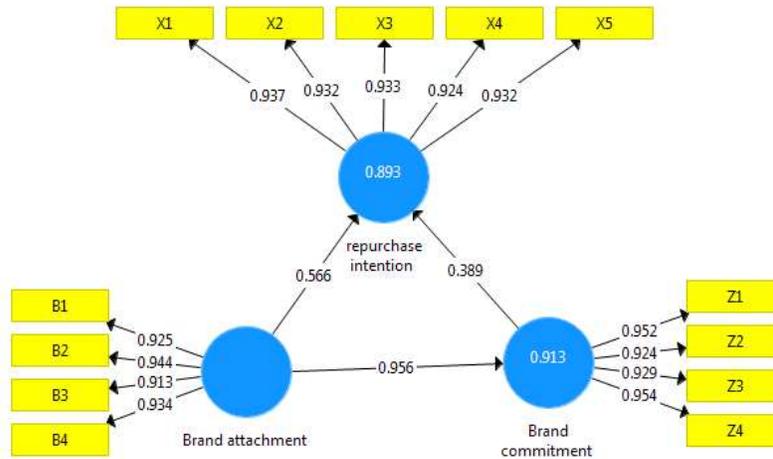
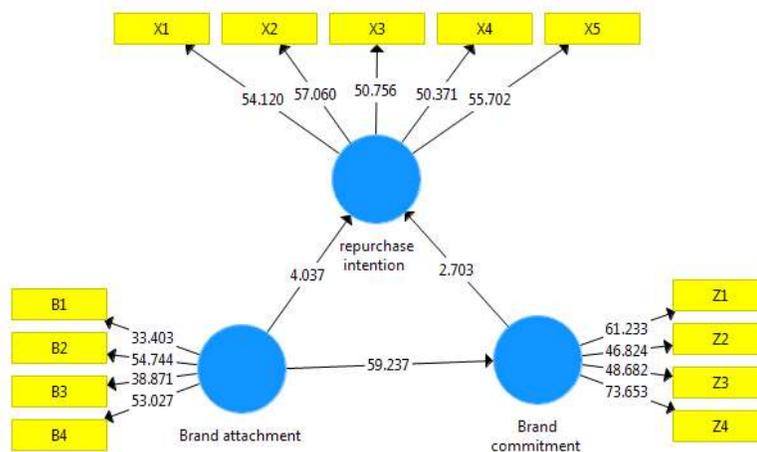


Fig 2. Path Coefficient

The value of the coefficient of determination (R²) can be known by looking at the numbers in the circle on the research variable. In Figure 2 it can be seen that the Brand Commitment variable is influenced by Brand Attachment with a variance value of 0.913 (91.3%) where the other 8.7% is influenced by other variables outside of this study. While the Repurchase Intention variable is influenced by Brand Attachment with a variance value of 0.893 (89.3%) where the other 10.7% is influenced by other variables outside of this study.

T-statistics and Hypothesis Testing

T-statistics testing serves to draw conclusions on the results of hypothesis testing obtained from bootstrapping calculations. The overall results of T-statistics for each relationship variable in this study have a significant effect. The Brand Attachment variable has a significant effect on Repurchase Intention with a T-statistics value of 4,037, the Brand Attachment variable has a significant effect on Brand Commitment with a T-statistics value of 59,237, the Brand Commitment variable has a significant influence on Repurchase Intention with a T-statistics value of 2,703)



The Effect of Brand Attachment on Repurchase Intention

This study shows the results of the T-statistics test of the influence between brand attachment on repurchase intention is 4,037 whose value is greater than > 1.96 . This means that these two variables have a fairly good and positive influence. This result is in accordance with the statement (Hew et al., 2016), namely when consumers feel that the brand is useful for themselves and are satisfied with the service or quality of the brand, then consumers will show a higher intention to repurchase (repurchase intention). According to Ahmad et al. (2021); Cheung et al. (2021); Haris et al. (2022); Haudi et al. (2022); Hidayati, (2021) which explains when consumers feel that the brand can express the consumer's self-image then that feeling is met with a satisfying experience, this is able to encourage consumers to have a stronger personal relationship with the brand and ultimately lead to trust and loyalty.

The Effect of Brand Attachment on Brand Commitment

This study shows the results of the T-statistics test, the effect of brand attachment on brand commitment is 59,237, which is greater than > 1.96 . This means that these two variables have a very good and positive influence. These results are in accordance with the research results According to Pranata, Permana (2021); Purwanto et al. (2021) which states that brands that have been considered to be part of consumer identity are likely to weaken consumer preferences for other alternative brands in the near future regardless of the situation. This is a form of brand commitment. According to Li et al. (2022); Lu et al. (2022); Purwanto et al. (2021) also explained in his conceptual model regarding brand attachment, that the existence of brand commitment is indeed very important and crucial because it involves a promise to remain in a relationship regardless of any reasons.

Effect of Brand Commitment on Repurchase Intention

This study shows the results of the T-statistics test, the effect of brand commitment on repurchase intention is 2,703, which is greater than > 1.96 . This means that these two variables have a fairly good and positive influence. The results of this study are in accordance with the results of Chiu & Won's research (2016) which explains that consumer commitment is formed because of the perceived real benefits that exceed those of other brands, as well as when consumer expectations and expectations are met with the appropriate total cost, thereby increasing consumer intentions. consumers to repurchase. Likewise with Tran et al. (2022); Yun-Tsan et al. (2011) which says that consumer perceptions of the benefits that will be felt can lead to commitment actions and ultimately can strengthen the level of repurchase intention.

These results are in accordance with the conceptual model of brand attachment presented According to Submitter et al. (2021); Singh et al. (2021) Brand attachment is considered as a factor that predicts an individual's future relationship behavior or repurchase intention. Consumers who are strongly attached to the brand are likely to resist the allure of new product offerings and the superior benefits claimed by alternative brands. This means that consumers have committed to maintaining an exclusive relationship with certain favorite brands by placing the brand in the position of consumers' main preferences. Attachments with high commitment make consumers willing to make repeated personal investments, such as money, time, and energy for a long term relationship.

Conclusion

The results of this study prove that brand commitment has a positive and significant effect on repurchase intention, brand attachment has a positive and significant effect on repurchase intention, brand commitment has a positive and significant effect on brand attachment. consumer attachment and commitment to repurchase intention, the brand can influence the repurchase behavior of the brand. Based on the results of the study, it is stated that brand attachment has a significant effect on repurchase

intention through brand commitment as an intervening variable on customers. and high commitment to the brand. Consumers who believe and are committed to a brand, it means they have a desire to maintain a long-term relationship. Based on the results of the discussion above, the researchers suggest that SMEs can continue to improve their customer-brand relationship both online and offline by increasing brand interaction and forming or gathering a community of lovers of healthy living, especially salads. In addition, brand value can be shared and reported more widely. This value can be the main attraction, so SMEs products not only sell healthy food products, but also sell value for healthy living together.

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