

Brand Relationship and Its Effect Towards Brand Evangelism to Banking Service

Sri Vandayuli Riorini*, Christine Catur Widayati**

* Economics Faculty of Trisakti University, Jakarta.,

**Economics and Business Faculty of Mercu Buana University, Jakarta.

ARTICLE INFO

Keywords:
country image,
Brand relationship,
Brand trust,
Brand identification,
Brand involvement,
Brand commitment,
Brand Evangelism

Corresponding author:
rini_keloko@yahoo.co.id

ABSTRACT

The purpose of this study was to analyze the effect of Brand relationship, Brand trust, Brand identification, Brand involvement, Brand commitment to Brand evangelism. This study using purposive sampling technique in which samples were selected in this study as much as 200 commercial Banks customers have used the services of the Bank at least 12 months. Data analysis instrument used was Multiple Regression Analysis with SPSS assistance. The results obtained are consistent with previous studies, in which customers increasingly have a relationship, trust, identification, involvement, and commitment to the brand Commercial Bank will increasingly have the intention to buy the brand, reference brand they use positively, and give contradictory references the back of a competing brand to others or called with Brand evangelism. Furthermore, it is known that the most dominant factor influencing Brand evangelism is a Brand commitment. Further research is recommended to investigate the influence of Brand relationship with all of its dimensions, namely Brand trust, Brand identification, Brand involvement, Brand commitment to Brand evangelism with its entire dimension (Positive brand referrals, Brand purchase intention, and Oppositional brand referrals). Furthermore, it also is advisable to do research for brands other services, such as hotels and restaurants.

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INTRODUCTION

Bank has an important role in economy. The role of Bank that is mentioned in Article 3 UU No. 7 year 1992 is the place of public fund. Bank is an institution that established due to its function as

agent of trust – an intermediary institution that is believed to serve all financial need of and for public, and the agent of development-a Bank is an intermediary institution that can promote development through credit facilities, easy

payment and withdraw transactions made by economic players. In Indonesia, those functions lies on Bank Indonesia as a central Bank and Commercial Bank (Rimsky, 2005).

Definition of public Bank which also referred to commercial Bank according to Bank of Indonesia Regulation No. 9/7/PBI/007 is a Bank conducting conventional and sharia principal in it activities providing payment service. The Bank services are general, which means able to give whole Banking services. The function and role of Commercial Bank in economy is very important and strategic. Commercial Bank are important in sustaining the strenght and continuity of payment system and the effectivity of monetary policy. Commercial Bank functions in modern economy: (1) creating money, (2) sustaining payment mechanism, (3) collecting fund, (4) securities, (5) other service such as credit card, cheque, ATM, fund transfer and other (Manurung & Rahardja, 2004). Based on the data of Bank of Indonesia per 20 May 2015, there are 117 Commercial Bank that may be divided into six types as follows: (1) State Owned Bank, (2) Foreign Exchange National Private Bank, (3) Foreign Non-Exchange National Private Bank, (4) Regional Bank, (5) Domestic and Foreign Bank, and (6) Foreign Bank. Due to there are many Commercial Bank and 10 Foreign Banks in Indonesia (Bank of America NA, Bank of China Limited, Citibank NA, Deustche Bank AG, JP Morgan Chase Bank NA, Standard Chartered Bank, The Bangkok Bank Comp. Ltd, The Bank of Tokyo Mitsubih UFI Ltd, The Hongkong & Shanghai BC, and The Royal Bank of Scotland NV) led to intense competition between Commercial Bank in serving people.

Companies achieve their success because they have brands. As the increasing of business competition, brand can also be used as competition tools, because it creates competitive advantages (Lamb, Hair, & McDaniel, 2002). For many companies, having brand is the most valuable asset, because a strong, unique and fun

will create consumer trust and can reduce level of uncertainty and risk and also give advantages for the company (Crosby, Evans & Cowles, 1990; Chauduri & Holbrook, 2001; Keller, 2012). Brand can be a competitive advantage for the company if the consumer has emotional relationship with it / Brand evangelism (Becerra & Badrinarayanan, 2013). According to Batra, Ahuvia, & Bagozzi (2012), when the consumer has emotional relationship with a brand / Brand evangelist, it will lead consumer intention to buy the product (Brand purchase intention) in the future. Matzler, Pichler, & Hemetsberger (2007) said that, when consumer actively use the product, they will have emotional relation with the brand, and indirectly referencing the brand positively (Positive brand referrals), verbally or visually to other consumers. Sundaram, Mitra, & Webster (1998), said that when consumers have an emotional relation with a brand, they will articulating themselves as supporters of the brand and tends to spread bad view about the competitor brand / Oppositional brand referrals.

Consumers' emotional relationship with a brand may happen when they have relation with the brand / Brand relationship (Becerra & Badrinarayanan, 2013). Brand relationship happens when there is a trust to the brand / Brand trust, also on how the identification or perception to a brand / Brand identification (Lamb, Hair, McDaniel, Boshoff, & Terblanche, 2008). The research stated that Brand involvement and Brand commitment are factors to build relation between consumers and the brand / Brand relationship.

According to Wu, Lu, Wu, & Fu (2012), Brand trust and Brand identification trigger consumers emotion, which make consumers act positively to the brand. For the company, by creating and increasing consumers trust to their brand / Brand trust, it can give a positive attitude, a commitment, and consumer buyer behavior (Elliott & Yannaopoulou, 2007), which eventually make consumers be loyal to the company (Power

& Whelan, 2008). A company can create and increase consumer trust to the brand, if the brand has consistency and competition in consumer perception (Becerra & Korgaonkar, 2011). Brand identification refer to consumer observation directly to the brand as well as appreciation to the brand (Lamb, Hair, McDaniel, Boshoff, & Terblanche, 2008). Each individual will identified a brand into appropriate category or have similar characteristics with them (Tajfel & Turner, 1985). When a consumer feels that the brand have similar character, he/she will become a loyal consumer (Becerra & Badrinarayanan, 2013).

Brand involvement shows its role in involving verbally or non-verbally in information process activity of prospective consumer (Walsh, Hassan, & Shiu, 2012). Brand involvement trigger special attention and creates personal relation with prospective consumer, thus providing more value to the brand than other brand when choosing a product or brand in a category (Andersen, 2005).

Trust is the main concept in exchange relationship because it will lead to a commitment. Trust-commitment, are to inseparable factors. Trust is the main determinant of relationship commitment. Trust lead to a commitment, because trust create a high value exchange relation. This will lead to efficiency, productivity, and effectivity in a relation (Morgan & Hunt, 1994). Relating to a brand, Meyer & Allen (1997), said that: (1) a commitment is a emotional impulse from a consumer desire/wish to use the same brand. In a consumer context, this emotional impulse bond them with the service provider. (2) a commitment is an impulse from the need that bond a consumer with the brand. It is related to consumer awareness that they will experience lost if they don't use the brand. (3) a commitment is a power that bond consumer with the brand because of a perceive obligation.

This research add dimension from Brand relationship, which are Brand involvement and Brand commitment, so the goal of this research is

to analyze the effect of Brand relationship and its dimension (a) Brand trust, (b) Brand identification, (c) Brand involvement, and (d) Brand commitment to Brand evangelism.

Literature Review

Brand Relationship

Brand relationship is a process to create and maintain a valuable relation between consumer and brand in long term that leads to an effective relation with consumer, supplier, employer and other parties that are mutual beneficial (Tandjung, 2004). Brand relationship is indicated by Brand trust and Brand identification (Becerra & Badrinarayanan, 2013). The ability of a brand to be reliable and provide the base to identity is important because by maintaining the relation between consumer and brand will create a behavior to continue using the brand (Escalas & Bettman, 2005).

Brand Trust

In relational exchange, Brand trust has an important role. Brand trust is a cornerstone of the strategic partnership because a relation based on trust create a value where an individu is willing to commit to the relation. Brand trust also have important role in industry marketing. A fluctuative dynamic of business environment force marketer to create a more creative and flexible way to adapt by having a collaborative relation with consumer (Lau & Lee, 1999). Brand trust is considered as the most important way in developing and maintaining long term relationship with consumer (Morgan & Hunt, 1994; Camen, Patrick, & Bo, 2011). Garbarino & Johnson (1999) said that when consumers trust a brand, they believe in its quality and reability of the product. The more reliable the relation, the higher the value from it. It also affect to consumers tendency to maintain the relation than to take risk by making a new transaction relation (Cho & Holden, 1997).

Brand trust is the willingness to rely on the brand. It is based on the belief of the brand, eventhough

there are risks or uncertainties associated to the brand (Becerra & Korgaonkar, 2011). Brand trust consists of certain beliefs (Delgado-Ballester, Munuera-Aleman, & Yague-Guillen, 2003) and affective perception about the brand (Elliott & Yannopoulou, 2007). The previous research described Brand trust triggered emotional bond from consumer to a brand (Brand evangelism). To influence consumer behavior which commonly called evangelist to a brand, a company must create a trustable brand to consumer. The company can build trust by giving a consistent performance and developing a communication with market (McConnell & Huba, 2003).

Brand Identification

An identification concept, derived from social identity theory and assessed in a group member and organization relation (Bergami & Bagozzi, 2000), has been applied in brand context as an indicator of the strong relation between consumer and a brand is expressed in extra-role behavior (Du, Bhattacharya, & Sankar, 2007). Therefore, the identification of consumer-brand functioned as a relational that leads to a positive behavior. Brand identification is a set of brand elements that aim to convey brand, which cover background, principal, goal, ambition of the brand, so it create consumer perception of the brand. Brand identification can create significant obstacle in facing new competitor by emphasizing the brand to consumers. Brand identification refers to consumer psychology condition by perceiving their feelings to the brand. When consumers identified certain brand, they will build psychological relation with the brand, by showing their favoritism to the brand (Kuenzel & Halliday, 2008), brand also encourages consumers to search and get benefit from it (Lam, Ahearne, & Schillewaert, 2010), and engage in a higher level such as giving recommendation about the brand / word-of-mouth communication (Beatty, Lynn, & Pamela, 1988).

Brand Involvement

Involvement or engagement is a motivation of an

individu in processing the received information (Solomon, 2002). Fill (1999) said that there are 3 viewpoints in assess Involvement: (1) Cognitive viewpoint - this viewpoint asses the relation of an object and an individu. The strength of psychological relation with the object simultaneously determines the involvement intensity. (2) Tendency viewpoint - in this viewpoint involvement focuses on each mental individual, shows on the important level of an object to an individu, emotional and attractiveness, and motivation. (3) Responses viewpoint - in this viewpoint, involvement is determined from individual respons to external stimuli, which is the message in the marketing communication of the brand.

In low involvement products, prospect consumers do not required evaluation because the products have low risks, uniformity in quality, and similarity. Whereas, with high involvement products, prospect consumers feels that the products are important and require evaluation and engagement due to high risks that may be occurred (Schiffman & Kanuk, 2004).

Brand Commitment

There are three different opinions about commitment. (1) Consumer commitment is an attitude or internal desire to certain brand or company and the key to maintain a success relation (Moorman, Zaltman, & Deshpande, 1993; Morgan & Hunt, 1994). (2) Commitment generally considered as an important result form interaction relation between the parties involved (Morgan & Hunt, 1994). (3) A commitment is not only an important character to keep a good and long relation, but also an expression from the consumer willingness to be loyal to the seller (Hennig-Thurau & Klee, 1997; Moorman, Zaltman, & Deshpande, 1993).

In a marketing relation context, Commitment can be considered as multiple components. Meyer & Allen (1997), gave three dimensions of commitment, which are: (1) Affective

commitment - is a desired-based stimulation to stay in an organization. Relating to a brand, Affective commitment is emotional stimulation based on the consumer desire to keep using the same brand. (2) Continuance commitment- is stimulation based on the needs that bond someone with a company. Relating to a brand, Continuance commitment is a stimulation based on the needs that bond someone with a brand. (3) Normative commitment- explain about a bond between someone with the company because of an obligation. Relating to a brand, a Normative commitment-explain about the power that bond consumer with a brand.

Brand Evangelism

Scarpi (2010) explained that Brand evangelism comes from psychology and emotional attractiveness with the brand. Brand evangelism shows consumer commitment by buying the brand actively/Brand purchase intention. Brand evangelism is a consumer love to a brand that is highly admired and purchase intention to a brand (Chaudhuri & Holbrook, 2001). According to Kotler (2000), someone purchasing intention is affected by four main psychology factors: (a) Motivation-motive is a need that able to make someone to act, satisfy the need and reduce the intensity. (b) Perception is defined as a process on how people select, manage and intepret information to create a meaningful picture. (c) Knowledge explain changes in individu behavior that come from experience. (d) Trust and attitude-Someone will gain trust and attitude from learning and acting. This will affect their buying attitude. Trust can create product image and people will act on the image. Attitude put someone in a frame of like or dislike an object.

Brand evangelism is an advance form of word of mouth marketing in which the company developing consumer who believe strongly in certain products or service and they try to convinced others to buy or use it. When Brand evangelism act independently, consumer (evangelist) become the main affect.

Customer evangelist in consumer who willing to “tell the good news” and promote the product to other consumer / Positive brand referral. Refference and recommendation sells product greater than salesman. Positive brand referral significantly give better profit in long term than an advertisement which more suitable for short term promotion. Brand evangelism relating with a company’s effort to ensure their believe that they are considered a more credible and trustworthy (Hogan, Katherine, & Barak, 2003).

Consumer evangelist tend shows dislikeness to other brand, eventhough they have same product / Oppositional brand referral (Park, Eisingerich, & Park, 2013). Oppositinal brand referral tend to shows reference to avoidance to other brand (Schmitt, 2013), eventhough it has same product. Consumer shows anti-brand behavior because they are reluctant to the brand (Park, Eisingerich, & Park, 2013). The involvement in giving a contradictory about the competitor brand (Oppositional brand referral) allow consumer to shows their support to the brand they use, but also have other benefit, that is their skills a a smart shopper. Therefore, consumer that articulated themelves with certain brand, tend to get involve with the opposite brand, spreading bad viewpoint.

Conceptual Framework

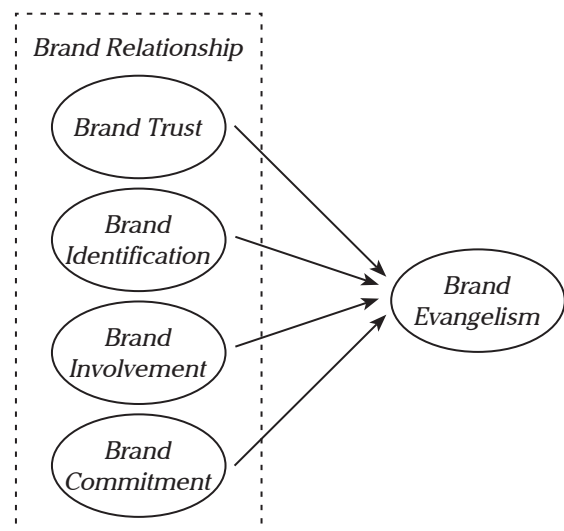


Figure 1. Conceptual Framework

Hypothesis Development

Consumer relation with a brand (Brand relationship) involving emotional bond between consumer and producer. Every product have similarities, it may have an emotional brand / Brand evangelism (Becerra & Badrinarayanan, 2013)

Emotional relation bond with a brand is marked by the consumer trust to the brand (Brand trust), that eventually affect the consumer behavior and attitude to certain brand, include Brand purchase intention, Positive brand referral, also Oppositional brand referral (Chaudhuri & Holbrook, 2000). When consumer trust is increasing, it can increase profit margin of the company because emotional bond between consumer and producer also increase.

When consumer identified certain brand, they will build psychology relation with the brand and shows favoritism to the brand (Kuenzel & Halliday, 2008). Identification of brand positively related to the extend to which consumer involve in three behavior of Brand evangelism which are Brand purchase intention, Positive brand referral, and Oppositional brand referral (Underwood, Bond, & Baer, 2001).

In a marketing activities, a marketing manager is required to able to create consumer attractiveness to product, consumer respons to advertisement, and the intensity the brand involvement (Solomon, 2002). According to Andersen (2005), Brand involvement reflects consumer response toward a product, which eventually indicated by consumer choose the product. If the consumer involvement level is high, consumer will choose the brand positively and tend to buy that brand, give positive reference to other, also negative reference about competitor brand. In other word, Brand involvement give a positive impact to Brand evangelism.

Two basic important attitudes in creating Loyalty

are Trust and Commitment (Morgan & Hunt, 1994). The commitment to maintain the relation with seller that also assumed as their willingness to maintain it (Liang & Wang, 2007). Moorman, Zaltman, & Deshpande (1993) said that consumer that have commitment have tendency to act more due to their need to be consistent with the commitment. Commitment in service marketing, is also an important stimuli to create loyal customer behavior (Fullerton, 2005). Loyal consumer has lower tendency to move to another brand, less sensitive to price, buy often and/or more, strong word of mouth, create business referral (Bowen & Chen, 2001). In other word, Brand commitment give a positive impact to Brand evangelism. Based on theory above, Hyphotesis that will be developed and assesed in this research are:

- H1:** There is positive effect of Brand trust to Brand evangelism.
- H2:** There is positive effect of Brand identification to Brand evangelism.
- H3:** There is positive effect of Brand involvement to Brand evangelism.
- H4:** There is positive effect of Brand commitment to Brand evangelism.
- H5:** There is positive effect of Brand relationship to Brand evangelism.

METHODS

Research Design

The design of this research is a Hypothesis testing. This research is a research that has been done by Becerra & Badrinarayanan (2013). This research was carried out by adjusting the condition on Banking service industry in Indonesia.

Variable and Measurement

The variable and measurement in this research, was taken and adapted from related research. All statements item are measured by using Likert 5 point scale, here 1 satatement = very disagree until 5 = very agree.

Research Instrument Test

The instrument in this research is questionnaire.

Table 1. Research Variable and Its Measurement

Variable	Dimension	The number of statement items	Adapted source
<i>Brand relationship</i>	<i>Brand trust</i>	5	Becerra & Badrinarayanan (2013)
	<i>Brand identification</i>	6	Becerra & Badrinarayanan (2013)
	<i>Brand involvement</i>	9	Walsh <i>et al.</i> , (2012)
	<i>Brand commitment</i>	9	Louis & Lombart (2010)
<i>Brand evangelism</i>		5	Becerra & Badrinarayanan (2013)

Instrument test was used to assess the legality and validity of a questionnaire in a research. All completed questionnaires, collected, then testing the instrument first by using Validity and Reliability test.

Validity test is to measure statement that become the indicator of variable accuracy and measure the variable relation by using correlation method "Product moment". If $p\text{-value} < 0.05$ the statement item is valid, and if $p\text{-value} \geq 0.05$ the item is not valid.

Reliability test is to obtain consistency and stability of instrument measurement. This test was done on each construct with "Internal consistency reliability" method. The result was by looking the value in Cronbach's Alpha. If Cronbach's Alpha > 0.6 à Cronbach's Alpha acceptable (construct reliable); and if Cronbach's Alpha < 0.6 à Cronbach's Alpha poor acceptable (construct unreliable).

Based on Table 2 below, it shows that: (1) $p\text{-value}$ obtained from construct: a) Brand trust, b) Brand identification, c) Brand involvement, d) Brand commitment, and e) Brand evangelism, has $p\text{-value} \leq 0.05$ and there's no indicator of $p\text{-value} > 0.05$; so it can be concluded that: (a) the five indicators to measure Brand trust able to explain and define Brand trust construct, that means the five indicators are valid. (b) six indicators to measure Brand identification able to explain and defined each construct, that means all of indicators are valid. (c) All nine indicators to

measure Brand involvement were able to explain and define Brand involvement construct, in other word all nine indicators are valid. (d) six indicators to measure Brand commitment able to explain and define each construct, all of them are valid. (e) nine indicators to measure Brand evangelism able to explain and defined Brand evangelism construct, all of them are valid. This is supported by the correlation of coefficient value from each construct (a) Brand trust, (b) Brand identification, (c) Brand involvement, (d) Brand commitment, and (e) Brand evangelism, from 0.617 until 0.874, which means the correlation between indicators and each variable were strong and indicated the indicator are valid. (a) Construct reliability: Brand trust, b) Brand identification, (c) Brand involvement, (d) Brand commitment, and (e) Brand evangelism, each Cronbach' α coefficient alpha are 0.824; 0.794; 0.873; 0.799; 0.857 which the values $\geq 0,6$ value cut-off coefficient Cronbach's α . It mean all respondents answer in this research are reliable / consistent.

Data Collection Technique

Data Collection Technique in this research was questionnaires. Questionnaires were distributed to 200 to customer of Government Owned Bank who have been using its services at least 12 months, as a sample using Purposive sampling. There are 4 Banks, they ere: (1) PT. Bank Negara Indonesia (Persero), Tbk, (2) PT. Bank Rakyat Indonesia (Persero), Tbk, (3) PT. Bank Tabungan Negara (Persero), Tbk, and (4) PT. Bank Mandiri (Persero), Tbk. Once the questionnaires were distributed and data were collected, the majority

Table 2. Validity and Reliability Assessment of Research Variable

No.	Statement	ρ -value	Correlation Coefficient	Cronbach's Coefficient alpha
<i>Brand Trust</i>				0.824
1.	I trust brand "X".	0.000	0.824	
2.	I rely on brand "X" because it has a good quality service.	0.000	0.755	
3.	Compare to another brand, I trust brand "X" more.	0.000	0.784	
4.	Brand "X" is more promising in service than other brand.	0.000	0.822	
5.	Brand "X" is honest in service.	0.000	0.874	
<i>Brand Identification</i>				0.794
1.	Brand "X" success is my success.	0.000	0.754	
2.	I'm interested in what people think about brand "X".	0.000	0.628	
3.	When someone praise brand "X", I feel become a complete person.	0.000	0.855	
4.	When I talk about brand "X", I usually say us, not them.	0.000	0.789	
5.	If media criticized brand "X", I feel ashamed.	0.000	0.751	
6.	When someone criticized brand "X", I feel being insult.	0.000	0.690	
<i>Brand involvement</i>				0.873
	<i>For me brand "X" .:</i>			
1.	very important.	0.000	0.856	
2.	very interesting.	0.000	0.774	
3.	very related to me.	0.000	0.698	
4.	very pationate.	0.000	0.871	
5.	very meaningful.	0.000	0.864	
6.	very attractive	0.000	0.710	
7.	very impressive.	0.000	0.785	
8.	very valuable.	0.000	0.674	
9.	very necessary .	0.000	0.811	
<i>Brand commitment</i>				0.799
1.	I feel secure doing a transaction in Bank "X".	0.000	0.732	
2.	The employee always polite.	0.000	0.605	
3.	The employees has knowledge to answer my question.	0.000	0.759	
4.	The Bank give attention individually to me.	0.000	0.788	
5.	The Bank operational hour make me comfortable.	0.000	0.653	
6.	The employee give attention to me personally.	0.000	0.730	
<i>Brand evangelism</i>				0.857
1.	I spread positive news from word of mouth about brand "X".	0.000	0.712	
2.	I suggest my friend to use brand "X" because it better than other bran	0.000	0.724	
3.	If my friend want to do a financial transaction, I'll take them to use brand "X".	0.000	0.679	
4.	I always become Bank "X" consumer or in financial transaction.	0.000	0.784	
5.	I become the consumer of the Bank because of brand "X".	0.000	0.617	
6.	Become the Bank "X" consumer will make me proud.	0.000	0.652	
7.	The Bank "X" service make me buy all kind of financial product.	0.000	0.794	
8.	When my friend is looking for a Bank for financial transaction, I'll tell them not to use other brand than brand "X".	0.000	0.707	
9.	I probably will say negative about other brand.	0.000	0.779	

Note: All Variables are reliable and all items are valid

of respondents surveyed were as follows: (1) female (55%), (2) age 36 until 45 years old (63%), (3) employee (73%), (4) bachelor (63%), and (5) have income Rp 3-5 million per month (50,5%).

Data Analysis Method

Data analysis method in this research were: (1) Analysis univariate to analyze each variable by looking for central tendency. (2) Analysis Multivariate technique is multiple regression to analyze the impact of each variable (Partial and Simultant Test). To analyze data in this research, SPSS versi 19.0 was used.

Before hypothesis test, a conformity level was measured to describe goodness-of-fit. The goodness of fit model a measured by looking at measurement criteria: the value of R² (Determination Coefficient). From the data processing obtained R² = 88,58% ; it explained the amount of the contribution of Brand relationship variation to Brand evangelism variation amounted to 88,56%, and the remaining was affected by other variable ; so it can be a fit regression model.

RESULTS AND DISCUSSION

Descriptive Statistic

Descriptive statistic for each variable is shown in table 3.

Table 3. Decriptive Statistic

Variables	Mean	Standard deviation
<i>Brand trust</i>	4.352	0.343
<i>Brand identification</i>	4.210	0.256
<i>Brand involvement</i>	4.124	0.457
<i>Brand commitment</i>	4.433	0.511
<i>Brand relationship</i>	4,281	0,392
<i>Brand evangelism</i>	4.211	0.348

From table above, it shows that customer who have a relation with Bank was characterized by trust (Mean = 4.352), there is relation between psychology and favoritism (Mean = 4.210), high involvement (4.124), and commitment (Mean = 4.433) with the brand of Bank where they become customer. Moreover, customer have emotional bond with the Bank. Standard deviation value from 0.256 until 0.511, obtained tend to small/ converge, so all data collected was good.

The Result of Hypothesis Measurement

Table 4 shows the results of hypothesis measurement.

Hypothesis 1

The result of first hypothesis found the effect of Brand trust to Brand evangelism (p-value = 0.000 < α = 0.05) and β value shows a positive value

Table 4. The Result of Multiple Regression

Hypothesis	Beta (β)	p-value	Result
H ₁ <i>Brand trust</i> → <i>Brand evangelism</i>	0,538	0,000	H ₁ Supported
H ₂ <i>Brand identification</i> → <i>Brand evangelism</i>	0,470	0,000	H ₂ Supported
H ₃ <i>Brand involvement</i> → <i>Brand evangelism</i>	0,691	0,000	H ₃ Supported
H ₄ <i>Brand commitment</i> → <i>Brand evangelism</i>	0,785	0,000	H ₄ Supported
H ₅ <i>Brand relationship</i> → <i>Brand evangelism</i>	0,396	0,000	H ₅ Supported

Source: The Result of Data Processing

of 0.538 that mean there was a positive effect of Brand trust to Brand evangelism. It can be concluded that the higher consumer trust level the higher consumer emotional bond with the Bank. The result in this research is similar to the result of the research of McConnell & Huba (2003) and Becerra & Badrinarayanan (2013) that shows consumer trust to a brand (Brand trust) have a positive effect on emotional consumer relation to a brand (Brand evangelism). It is because consumer who has cognitive relation with a brand, willing to be proud of, recommend or buy product again. This finding validate that trust to a brand not only understanding the dynamic of relation between consumer and brand, but also Brand attitude relating to consumer comprehension (Becerra & Korgaonkar, 2011).

Hypothesis 2

The result of the second hypothesis found the effect of Brand identification to Brand evangelism ($p\text{-value} = 0,000 < \alpha = 0,05$) and β value shows a positive value of 0,470, that means there is a positive effect of Brand identification to Brand evangelism. It can be concluded that the higher the relation consumer psychological and favoritism the higher their emotional bond relation with the brand.

The result of this research is consistent with the previous research from Becerra & Badrinarayanan (2013) that concluded there was a positive and significant effect of Brand identification to Brand evangelism. An identification of a brand will create a psychological connection that shows a unification between an individu and a brand. When consumer feel the brand has unite with them, the brand is considered as their identity. Consumer will combine the characteristic of the brand to become a self identity and self defense (self definition) to other. As a result, when consumer identified certain brand, they will build psychological relation to the brand and shos their favoritism toward the brand. It will make them easy to support or defense the brand due to high emotional relation (Becerra & Badrinarayanan, 2013).

Hypothesis 3

The result of third hypothesis found the effect of Brand involvement to Brand evangelism ($p\text{-value} = 0.000 < \alpha = 0.05$) and β shows a positive value 0.691, that mean there is a positive effect of Brand involvement to Brand evangelism. It can be concluded that the higher consumer emotional relation to a brand, the higher their emotional relation bond with the brand.

Walsh, Hassan, & Shiu (2012), found that Brand involvement has a positive effect on Intention to buy manufacturer brand that can reflect Brand evangelism behavior. High-involvement product, consumer consider the product are important and require evaluation. High risks may be occur during and after using the product (Schiffman & Kanuk, 2004). Bank is high-involvement product. Zaichkowsky (1985), said that when a product tend to have high-involvement, consumer want to get information about it, require effort to compare one product with another, tend to have own preference, so consumer involvement in a company's marketing activities give a significant effect.

Hypothesis 4

The result of this hypothesis are there is an effect of Brand commitment to Brand evangelism ($p\text{-value} = 0.000 < \alpha = 0.05$) and β shows a positive value of 0.785, meaning there is a positive effect of Brand commitment to Brand evangelism. It can be concluded that the higher consumer commitment to a brand the higher consumer emotional bond to the brand. Therefore Brand commitment is also a dominant factor that affect Brand evangelism.

Commitment in service marketing, is an important stimuly to create Loyal customer behavior (Fullerton, 2005). Empirical study in Banking sector by Ndubisi (2006), can be a support to know a positive effect of trust and commitment of consumer to Behavioral loyalty. A success brand not only unique but also able to make consumer

trust, so the brand can be the company asset / Brand equity (Crosby, Evans, & Cowles, 1990). Consumer trust to a brand can give contribution to commitment that eventually give impact to consumer loyalty in long term (Ballester & Aleman, 2000). Emotional relation involve feeling, including ad and anxiety when not use the brand, happiness and comfort also proud of the brand (Mikulincer & Shaver, 2007). Consumer who response emotionally to the company will commit to buy the product again and recommend it positively to other (Carroll & Ahuvia, 2006).

Hypothesis 5

The fifth hypothesis result found Brand relationship effect to Brand evangelism, that mean there is a positive effect of Brand relationship to Brand evangelism. It can be concluded that the higher consumer relation with a brand, that characterized with confidence, psychological and favoritism relation, high involvement, and strong commitment, the higher the emotional bond is.

The result of this research is similar to Becerra & Badrinarayanan (2013) and Park, Eisingerich, & Park (2013), that concluded relation between consumer and a brand (Brand relationship), will effect emotional relation with the brand. It is characterized by consumer intention to buy the product again, praise the excellent of the product, maintaining the product, and give a negative comment about competitor brand. Then there is an emotional relation, competitor might produce the same product, but can't give similar emotional promise (Becerra & Badrinarayanan, 2013). The consumer emotional bond with the brand can affect consumer behavior, by buy the brand, give reference or positive comment and avoid competitor brand (Batra, Ahuvia & Bagozzi, 2012; Escalas & Bettman, 2005).

MANAGERIAL IMPLICATIONS

This research is expected to give implication to practitioner: (1) to increase Brand evangelism, a Bank must increase consumer trust, favoritism on brand, involvement, also commitment. (2) to

increase consumer trust, a Bank must increase its image, so it'll create strong brand, unique brand, and favorable brand. Image can be increased by using aggressive mass marketing campaign. (3) Brand favoritism can be created by creating consumer community, where the Bank provide the facility of the community. (4) Moreover to increase consumer involvement a marketing manager must provide a different service, by paying attention to marketing communication - explain about the product excellence in a unique and attractive way so it will attract consumer to evaluate and get information about the product. When consumer find the Bank service is different from other Bank, consumer will feel that the Bank is important, interesting, meaningful, necessary and valuable for them. (5) to increase consumer commitment, Bank may apply customer loyalty program by giving reward for potential and valuable consumer, so consumer will depend on the Bank.

Suggestion for Future Research

This research has limitation that is expected to be enhanced by next researcher. (1) the next research is expected to get Brand relationship to dimension of Brand evangelism. (2) adding variable of Service quality as antecedent from Brand evangelism. (3) able to be implemented in Public Bank and other type of Bank. (4) able to be implemented in other service business, such as Hotel and restaurant that have high competition.

CONCLUSION

Based on the data analysis, it can be concluded that: (1) all hypothesis in this research can be supported, that there are positive effect of (a) Brand trust, (b) Brand identification, (c) Brand involvement, (d) Brand commitment, and (e) Brand relationship to Brand evangelism. (f) This research add two new dimenions from Brand relationship, they are Brand involvement and Brand commitment. (3) Brand commitment is a dominant factor in creating Brand relationship. ■

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