

Perceived Brand Value And Consumer Involvement On Brand Loyalty

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Abstract. *This study aims to find out: (1) The Effect of Perceived Brand Value on Brand Loyalty in Suzuki Brand Motorcycle Users in Kolaka Regency. (2) The influence of Consumer Involvement on increasing Brand loyalty for Suzuki Brand Motorcycle Users in Kolaka Regency. This study adopts a quantitative methodology; to collect data, it makes use of observation, literature review, and questionnaire distribution. All riders of Suzuki Brand Motorcycles in Kolaka Regency make up the study's population, whereas 120 persons made up the study's sample. Testing With SPSS 25.0, this research tool does validity and reliability tests. This study employed data analysis methods, specifically, the evaluation of the measurement model (outer model) and the examination of the structural model (inner model) using Smart PLS 4.0. A t-statistic value of 6,545 with a P-Value of 0,000 and a t-statistic value of 2,375 with a P-Value of 0,019, respectively, show that there is a positive and significant relationship between the variable perceived brand value and brand loyalty, and between the variable consumer involvement and brand loyalty.*

Keywords: *Brand loyalty, Consumer Involvement, Perceived Brand Value.*

Abstrak. Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh Perceived Brand Value Terhadap Brand Loyalty Pada Pengguna Sepeda Motor Merek Suzuki Di Kabupaten Kolaka. (2) Pengaruh Keterlibatan Konsumen terhadap Peningkatan Loyalitas Merek Pengguna Sepeda Motor Merek Suzuki di Kabupaten Kolaka. Penelitian ini mengadopsi metodologi kuantitatif, Pengumpulan data menggunakan observasi, kajian literatur, dan penyebaran kuesioner. Populasi penelitian adalah seluruh pengendara Sepeda Motor Merek Suzuki di Kabupaten Kolaka, sedangkan 120 orang menjadi sampel penelitian. Pengujian Dengan SPSS 25.0, alat penelitian ini melakukan uji validitas dan reliabilitas. Penelitian ini menggunakan metode analisis data yaitu evaluasi model pengukuran (outer model) dan pengujian model struktural (inner model) dengan menggunakan Smart PLS 4.0. Nilai t-statistic sebesar 6,545 dengan P-Value sebesar 0,000 dan nilai t-statistic sebesar 2,375 dengan P-Value masing-masing sebesar 0,019 menunjukkan bahwa terdapat hubungan yang positif dan signifikan antara variabel persepsi nilai merek dengan loyalitas merek, dan antara variabel keterlibatan konsumen dan loyalitas merek.

Kata Kunci: Loyalitas merek, Keterlibatan Konsumen, Perceived Brand Value .

INTRODUCTION

Transportation has become an important part of human life in modern times like today. Along with technological developments and developments in all fields. The development of transportation facilities is also taking place rapidly. In terms of transportation, motorcycles are the most popular means of transportation. In general, people buy motorcycles to enjoy two functions, namely as a means for daily activities such as moving from one place to another and transporting goods, and other functions are to get certain satisfaction for someone (Savitri, 2019)

Received Juli 30, 2023; Revised Agustus 26, 2023; Accepted September 07, 2023

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Perceived Status Enhancement Brand Loyalty And Brand Involvement

**Brian P. McCullough, Timothy B.
Kellison**



Perceived Status Enhancement Brand Loyalty And Brand Involvement:

Perceived Status Enhancement, Brand Loyalty and Brand Involvement Chee Piong, 2014-11-25 A sample of 170 Starbucks brewed coffee customers from four Starbucks coffeehouses in South Florida were administered a survey to determine their perceptions of Starbucks brewed coffee as status enhancing as well as their attitudinal and behavioral brand loyalty and their brand involvement. Reliability and factor analyses confirmed the internal reliability and unitary structure of the multi item constructs. Linear regressions revealed that customers' perceptions of the branded product as status enhancing were positively associated with their brand involvement $R = 0.74$, $p = 0.023$ and their attitudinal brand loyalty $R = 0.214$, $p = 0.005$ but not with their behavioral brand loyalty $R = 0.091$, $p = 0.240$. These results add to the theory of status consumption and may aid companies in deciding whether to use status enhancement as a marketing strategy for their brands and products. Starbucks Coffee as a Veblen Good Chee Piong, 2015 Although purchasing products and brands that are perceived to enhance status has become a widespread phenomenon at all socio economic levels, little is known about how customers perceiving a branded product as status enhancing is related to their brand loyalty and involvement. Companies therefore lack crucial information when deciding whether to use status enhancement as a marketing strategy for their brands and products. This quantitative study helped close the gap in research in this area by investigating whether perceiving the consumption of a particular branded good to be status enhancing was associated with customers' attitudinal and behavioral brand loyalty and their involvement with the brand. By doing so, it went beyond previous research by investigating these relationships for a non clothing good for a specific branded product Starbucks coffeehouse brewed coffee and by using a sample not restricted to college students. The sample in this study consisted of 170 Starbucks brewed coffee customers from four different Starbucks coffeehouses in South Florida. Customers were engaged via an intercept method on public property near each coffeehouse and asked to participate in the study. Willing participants were administered a brief survey to determine their perceptions of Starbucks brewed coffee as status enhancing, their attitudinal, behavioral and combined brand loyalty and their brand involvement. Responses to items were measured on seven point Likert and semantic differential scales. Reliability and factor analyses confirmed the internal reliability and unitary structure of the multi item constructs. Linear regressions revealed that customers' perceptions of the branded product as status enhancing were positively associated with their brand involvement $R = 0.74$, $p = 0.023$ and their attitudinal brand loyalty $R = 0.214$, $p = 0.005$ but not with their behavioral brand loyalty $R = 0.091$, $p = 0.240$. These results add to the theory of status consumption by providing information on how perceiving a branded product as status enhancing is related to brand loyalty and brand involvement for a specific branded good. They may also aid companies in deciding whether to use status enhancement as a marketing strategy for their brands and products. Several recommendations for practice and for further research were provided. *Smart and Sustainable Solutions: Global Perspectives on Computer Science and Business Management* Prof. (Dr.) Ajay Sharma, Mr. Kapil Saini, Dr. Neeraj Rana, Prof. (Dr.) Vivek Rastogi, Dr.

Poonam,2025-04-21 Relationship Marketing Thorsten Hennig-Thurau,2000-01-24 Relationship Marketing provides a comprehensive overview of the fundamentals and important recent developments in this fast growing field This book makes a landmark contribution in assembling some of the best contemporary thinking about relationship marketing illustrated with concrete descriptions of companies in the automobile industry consumer electronics public utilities and so on which are implementing relationship marketing I highly recommend this to all companies who want to see what their future success will require PROF PHILIP KOTLER NORTHWESTERN UNIVERSITY ILLINOIS *Marketing and Smart Technologies* José Luís Reis,Luís Mendes Gomes,Zorica Bogdanović,José Paulo Marques dos Santos,2025-06-13 This book includes selected papers presented at the International Conference on Marketing and Technologies ICMarTech 2024 held at University of Azores Ponta Delgada Azores Portugal between December 5 and 7 2024 It covers up to date cutting edge research on artificial intelligence applied in marketing virtual and augmented reality in marketing business intelligence databases and marketing data mining and big data marketing data science web marketing e commerce and v commerce social media and networking geomarketing and IoT marketing automation and inbound marketing machine learning applied to marketing customer data management and CRM and neuromarketing technologies **Perspectives on Design and Digital Communication V** Daniel Brandão,Nuno Martins,Emilia Duarte,2024-12-26 This book gathers new empirical findings fostering advances in the areas of digital and communication design web multimedia and motion design graphic design branding and related ones It includes original contributions by authoritative authors based on the best papers presented at the 7th International Conference on Digital Design and Communication Digicom 2023 together with some invited chapters written by leading international researchers They report on innovative design strategies supporting communication in a global digital world and addressing at the same time key individual and societal needs This book is intended to offer a timely snapshot of technologies trends and challenges in the area of design communication and branding and a bridge connecting researchers and professionals of different disciplines such as graphic design digital communication corporate UI Design and UX design *Handbook of Research on Contemporary Consumerism* Kaufmann, Hans Ruediger,Panni, Mohammad Fateh Ali Khan,2019-09-20 Societal marketing has gained widespread recognition in the marketing discipline both in academia and the professional industry The Handbook of Research on Contemporary Consumerism is an essential reference source that provides an in depth understanding on the various aspects and issues of consumerism and reveals the critical success factors and conceptual and theoretical frameworks of these concepts from recent contexts and perspectives Additionally it examines the impact of identity on marketing and branding from the consumerist perspective discusses consumerism as a source of innovation and product development and provides insights on consumerism and profitability Featuring research on topics such as circular economy digital marketing and social media this book is ideally designed for practitioners managers marketers academic researchers and students **Connectivity and Knowledge Management in Virtual Organizations:**

Networking and Developing Interactive Communications Camison, Cesar,Palacios, Daniel,Garrigos, Fernando,Devece, Carlos,2008-10-31 This book analyzes different types of virtual communities proposing Knowledge Management as a solid theoretical ground for approaching their management Provided by publisher Research in Media Promotion Susan Tyler Eastman,2000-08 This collection presents current research and theory in media promotion and explores future directions For students scholars and researchers in media promotion media marketing media advertising theory and broadcasting

Proceedings of AC 2018 in Prague Group of Authors,2018-08-07 International Academic Conferences in Prague August 10 13 2018 Green Marketing in Emerging Economies Emmanuel Mogaji,Ogechi Adeola,Isaiah Adisa,Robert E. Hinson,Chipo Mukonza,Ayça Can Kirgiz,2022-01-03 Literature on green marketing continues to gain traction in the sustainability discourse focusing on core subject areas such as green product development green marketing strategy and green advertising Achieving green marketing success encompasses influencing orientating and communicating green offerings of an organisation to the consumers Emerging markets particularly provide unique opportunities for green product innovations to thrive due to their rapid industrialisation and economic growth hence the value proposition of organisations must be rightly communicated to the consumers The book is part of a multi volume work that highlights the goals of green marketing such as influencing consumers green adoption behaviour and attitude towards sustainability practices This book provides insights to researchers students and practitioners interested in marketing and sustainability initiatives in the context of emerging markets It is also recommended for marketing managers and brand consultants who desire an in depth understanding of how to communicate their organisation s green offerings while positioning the organisation as a green brand to influence consumers green purchasing behaviours **The Palgrave Handbook of Interactive Marketing** Cheng Lu Wang,2023-01-25 Interactive marketing as one of the fastest growing academic fields in contemporary business world is the multi directional value creation and mutual influence marketing process through active customer connection engagement participation and interaction Contemporary interactive marketing has moved beyond the scope of direct marketing or digital marketing as the market is becoming a forum for conversations and interactions among connected actors or participants in platform ecosystems The advancement of mobile technology with interactive content and personalized experience makes interactive marketing the new normal in the business world This handbook contains the most comprehensive and cutting edge knowledge in the interactive marketing field The 41 chapters that are divided into eight sectionscover all aspects of contemporary interactive marketing realm including social media and influencer marketing big data and machine learning in predictive analytics mobile marketing and proximity marketing interactive digital marketing and Omnichannel marketing AI VR and AR in business applications With a focal point on interactive marketing this handbook takes a multidiscipline perspective from new technology innovations social media and platform application economic and cultural impacts social and psychological analysis and management and information system This book provides a timely and comprehensive textbook

companion and or course project resource for college educators and students used for variety of graduate and undergraduate marketing courses such as Digital Marketing Internet Marketing Social Media Marketing New Media Communication Marketing Analytics and Marketing Management etc It offers valuable references for academic researchers who are interesting conducting and publishing in interactive marketing research The state of art review and emerging new trends presented in the book are particularly useful for research idea generation and conceptual development The book also putts forward insightful guidelines and practical tools for business management in the application of new interactive marketing strategies and applications in the real world practices Chapter 41 Ethical Considerations in Gamified Interactive Marketing Praxis is available open access under a Creative Commons Attribution 4 0 International License via link [springer.com](https://www.springer.com)

Sustainable Development Goals Ridhima Sharma,Indira Bhardwaj,Simon Grima,Timcy Sachdeva,Kiran Sood,Ercan Ozen,2024-05-20 Sustainable Development Goals introduces the subject of sustainable development delving into detail of the framework to address gaps and shortages in different disciplines and sectors The global drivers of change are analysed and the opportunities and challenges of attainment of development goals are investigated *Finding New Ways to Engage and Satisfy Global Customers* Patricia Rossi,Nina Krey,2019-04-01 This proceedings volume explores the new and innovative ways in which marketers find new global customers and build meaningful bridges to them based on their wants and needs in order to ensure high levels of customer satisfaction Customer loyalty is ensured through continuous engagement with an ever changing and demanding customer base Global forces are bringing cultures into collision creating new challenges for firms wanting to reach geographically and culturally distant markets and causing marketing managers to rethink how to build meaningful and stable relationships with evermore demanding customers In an era of vast new data sources and a need for innovative analytics the challenge for the marketer is to reach customers in new and powerful ways Featuring the full proceedings from the 2018 Academy of Marketing Science AMS World Marketing Congress WMC held in Porto Portugal this volume provides current and emerging research from global scholars and practitioners that will help marketers to engage and promote customer satisfaction Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complementing the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

E-Business Innovation and Process Management Lee, In,2006-12-31 E business research is currently one of the most active research areas With the rapid advancement in information technologies e business is growing in significance and is

having a direct impact upon ways of doing business As e business becomes one of the most important areas in organizations researchers and practitioners need to understand the implications of many technological and organizational changes taking place Advances in E Business Research E Business Innovation and Process Management provides researchers and practitioners with valuable information on recent advances and developments in emerging e business models and technologies This book covers a variety of topics such as e business models e business strategies online consumer behavior e business process modeling and practices electronic communication adoption and service provider strategies privacy policies and implementation issues *Routledge Handbook of Sport and the Environment* Brian P. McCullough, Timothy B.

Kellison, 2017-07-28 The natural environment is a central issue in both academic and wider societal discourse The global sport industry is not immune from this discussion and has to confront its responsibility to reduce its impact on the natural environment This book goes further than any other in surveying both the challenges and the opportunities presented to the sports industry as it engages with the sustainability agenda exploring the various ways in which sport scholars can integrate sustainability into their research With a multidisciplinary sweep including management sociology law events and ethics this is a ground breaking book in the study of sport Drawing on cutting edge research it includes over thirty chapters covering all the most important themes in contemporary sport studies such as climate change sustainability and corporate social responsibility ethics governance and the law event management tourism and pollution marketing branding and consumer behavior the Olympics urban development and mega event legacies With contributions from world leading researchers and practitioners from around the globe this is the most comprehensive book ever published on sport and the environment The Open Access version of this book available at www.taylorfrancis.com has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license *AMA Educators' Proceedings* American Marketing Association.

Educators' Conference, 1983 *Multidisciplinary Research in Arts, Science & Commerce (Volume-2)* Chief Editor- Biplab

Auddya, Editor- Dr. T. Prabakaran, Dr. Bandi Kalyani, Dr. Nisha, Prof Dr M Devendra, Dr. Anita Konwar,

V. Geetha, 2024-08-07 *Navigating Organizational Behavior in the Digital Age With AI* Özşüngür, Fahri, 2024-12-05 Artificial Intelligence AI has evolved from a futuristic concept into a powerful force that is transforming industries and organizations across the globe The impact of AI on organizational behavior leadership talent management ethics and strategic decision making is profound especially within the corporate landscape As organizations adapt to the digital age understanding how AI reshapes key areas of management is critical for staying competitive and innovative *Navigating Organizational Behavior in the Digital Age With AI* provides a comprehensive exploration of AI's integration within organizations covering its influence on decision making conflict resolution performance management diversity and ethics This book offers valuable insights into AI's role in shaping modern work environments enhancing talent acquisition and driving inclusive workplaces It serves as a vital resource for academics researchers corporate leaders HR professionals and policymakers seeking to understand AI's

broader impact on organizational practices and its implications for the future of work *Managing TV Brands with Social Media* Jennifer Berz, 2016-05-25 Jennifer Berz explores the employment of social media tools for brand management purposes with regard to serialised television brands Drawing upon an extensive literature review of the research fields of media brand management television branding as well as social media and relevant neighbouring fields of study the author develops a model that investigates relationships between social media television and brand related constructs Social media strategies are found to have a positive impact on users loyalty towards serialised television brands and their relationships with these brands

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