THE EFFECT OF SELF-CONGRUITY AND CELEBRITY ENDORSEMENT ON BRAND LOYALTY WITH BRAND ATTITUDE AS A MEDIATION VARIABLES

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Abstract: This research is conducted to analyze the effect of cognition and affection factors on consumer loyalty, the object used in this research is the consumer of local fashion product Cotton Ink. The main purpose of this research is to analyze and describe the relationship between self-congruity, celebrity endorsement, brand attitude, and brand loyalty. Besides, this research analyzes the role of brand attitude as the mediating variable of the relationship between self-congruity and celebrity endorsement toward brand loyalty. This research contribution is giving additional insight into the relationship between variables on the Cognition-Affect-Behavior Paradigms.

Keywords: Self-Congruity, Celebrity Endorsement, Brand Attitude, Brand Loyalty

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The creative economy sector is the leading real sector of the Indonesian economy in the future. One of the creative economy sub-sectors with great potential is fashion, the data shows that fashion is the creative economy sub-sector with the highest export value, namely 56% in 2015 (Badan Ekonomi Kreatif, 2016). Now the business in the fashion sector, especially the ready-to-wear line, is growing rapidly, making the competition between domestic ready-to-wear brands increasingly competitive, plus competition with foreign brands.

Cotton Ink is one of the local ready-to-wear clothing brands that grow during this intense competition. This can be seen from the increase in the number of production by 3000 units from 2015-2017 (Firman, 2017). This growth indicates that Cotton Ink is always trying to get consumer loyalty. Following the opinion by Das (2014), consumer loyalty can guarantee the sustainability and profitability of the company, so it is important to analyze the factors that affect loyalty.

Analyzing the factors that influence brand loyalty can use the cognition-affect-behavior (C-A-B)
paradigm. (Holbrook and Batra, 1987), which explains that consumer behavior is influenced by cognition & affection factors. One of the cognition factors, self-congruity, can be a medium to express themselves and motivate consumers to consume clothing products (Sirgy, 1986). Another cognition factor is celebrity endorsement, which can channel the values and lifestyle of celebrities to inspire consumers (Alsmadi, 2006). Based on the C-A-B paradigm, self-congruity and celebrity endorsement can lead to positive consumer attitudes towards a brand, then can encourage consumers to be loyal (Sirgy et al., 2007; Roy et al., 2013). Based on this relationship, this study also wants to know whether brand attitude can mediate the relationship between self-congruity and celebrity endorsement on brand loyalty.

LITERATURE REVIEW

Cognition-Affect-Behavior (C-A-B) Model

The C-A-B model explains that consumers will be influenced by certain cognition and affection states before engaging in the behavior (Holbrook and Batra, 1987). Cognition is a system of beliefs, thoughts, and perceptions of a brand, while affection is a multi-attribute attitude, overall attitudes, moods, and emotions (Kim and Joung, 2016).

Self-Congruity

Sirgy et al. (1997) and Sirgy (1982), define self-congruity as the level of suitability of consumer self-concepts (actual, ideal, social, social-ideal) with a particular brand or product image. The self-concept is the entire consumer’s thoughts and feelings by positioning itself as an object (Rosenberg, 1979). There are four self-concepts, namely, actual (actual self-concept), ideal (ideal self-concept), social (social self-concept), and ideal-social (idea-social self-concept) (Sirgy, 1982).

Celebrity Endorsement

Speck et al. (1988), define celebrities as individuals who are well-known in society because of their achievements in certain fields. McGuire (1985) in Spry et al. (2009), explains celebrity endorsers, namely, individuals who have public awareness of themselves, and then use this for the benefit of a brand, by appearing with the brand in an advertising program. Effective celebrity endorsement has three components, namely attractiveness, trustworthiness, and expertise (Ohanian, 1990).

Brand Attitude

Brand attitude is the overall evaluation made by individuals towards a brand (Mitchell and Olson, 1981). MacKenzie and Lutz (1989), stated that the measurement of brand attitude included good/bad, happy/unhappy, liked/disliked, useful/useless.

Brand Loyalty

Consumer loyalty is a strong commitment to repurchase a product or service consistently in the future, causing re-purchase of a brand even though there are situational influences and various marketing activities that have the potential to cause consumers to switch to another brand (Oliver, 1999). Consumer loyalty can be in the form of consumer interest in repurchasing, positive WOM, the willingness of consumers to pay high prices, consumers making the brand the first choice compared to other brands, and consumers wanting to buy other products from these brands (Zeithaml et al., 1996; Sirgy et al., 2007; Gronholdt et al., 2000).

HYPOTHESIS DEVELOPMENT

The Relationship Between Self-Congruity and Brand Loyalty

Self-congruity can affect consumer behavior (brand attitude, purchase interest, and brand loyalty), consumers will buy a brand that is consistent with their image (Sirgy et al., 1991; Sirgy et al., 2008). The more consumers feel a brand has a match with their self-concept, the more loyal consumers will be to the brand (Das 2014; Kim and Joung, 2016). H1. Self-congruity influences brand loyalty.

The Relationship Between Celebrity Endorsement and Brand Loyalty

Celebrity endorsement is a symbolic factor that can influence consumer loyalty to a brand through
classical conditioning (McSweeney and Bierley, 1984). This concept explains that celebrity endorsement will lead to affect the transfer, namely, positive evaluation of an entity when it relates to other entities in the minds of consumers, then inferential belief formation occurs, which is a change in individual attitudes towards a brand due to its relationship with other entities (Till and Nowak, 2000). The more attractive, expert, and trusted celebrities who support a certain brand, the more consumer loyalty to that brand will increase (Bush et al., 2004; Kim et al., 2014). **H2. Celebrity endorsement influences brand loyalty.**

The Relationship Between Self-Congruity and Brand Attitude

The process of making consumer decisions, especially the alternative evaluation part will be influenced by the characteristics of consumers, one of which is personality. Consumers will evaluate a brand based on the information that has been collected previously. This information contains brand attributes, both attribute-based association and non-attribute-based association (symbolic value). One of the symbolic values that influence consumer attitudes to a brand is consumer self-congruity with the product or brand (Kotler and Keller, 2016). The more consumers feel that a brand fits its self-concept, the more positive the consumer’s attitude will be to that brand (Ibrahim and Najjar, 2007; Sirgy et al., 2007). **H3. Self-congruity influences brand attitude.**

The Relationship Between Celebrity Endorsement and Brand Attitude

An attractive endorser can influence consumer attitudes towards a brand (Kamins, 1990). Muda et al. (2013), stated that support from trusted celebrities will lead to positive consumer attitudes towards the brands supported by these celebrities. The positive representation that celebrities have will continue to the brands that celebrities support (Roy et al., 2013). The more positive the value attached to a celebrity (attractive, trusted, and expert), the more positive the value attached to a brand it supports will be, so that consumer attitudes towards the brand will also be more positive (Muda et al., 2013; Roy et al., 2013). **H4. Celebrity endorsement influences brand attitude.**

The Relationship Between Brand Attitude and Brand Loyalty

Before consumers decide to be loyal to a brand, consumers will have a positive evaluation of the brand (Mitchell and Olson, 1981). Research by Ye et al. (2012) and Esmaeilpour (2015), has found that consumer attitudes towards brands have a significant and positive effect on brand loyalty. **H5. Brand attitude influences brand loyalty.**

Brand Attitude as Mediation

Previous studies have proven that the more suitable the character of a product is with the personality of the consumer, the more positive the consumer’s attitude towards the brand will be (Sirgy et al., 2007; Liu et al., 2012), and the more attractive, trusted and celebrated expert supporting a brand, the consumer’s attitude will also be more positive on the brand (Muda et al., 2013; Roy et al., 2013). Research conducted by Ye et al., (2012) and Esmaeilpour (2015), found that the more positive the consumer’s attitude to the brand, the more loyal the consumer will be to the brand. Baron and Kenny (1986), explain the terms of the mediating variable, namely the existence of a direct relationship between 2 variables, and the two variables must have a relationship with the variable that will mediate. Brand attitude has fulfilled these assumptions, so it can be indicated as a mediating variable for the relationship between self-congruity and celebrity endorsement on brand loyalty. **H6. Brand attitude can mediate the relationship between self-congruity and brand loyalty.** **H7. Brand attitude can be a mediation between celebrity endorsement and brand loyalty.**
The Effect of Self-Congruity and Celebrity Endorsement on Brand Loyalty With ...

Figure 1. Research Conceptual Model

METHOD

The approach used in this research is a quantitative approach with a survey method. The purpose of this research is to identify and analyze the relationship between variables so that it is an explanatory research type. The population of this study was all Cotton Ink customers in Indonesia. The sampling method is non-probability sampling, with a purposive sampling technique. Requirements for respondents to be sampled are at least 18 years old, have bought and used Cotton Ink brand clothes at least 2 times, and have watched Cotton Ink advertisements using celebrity endorsement at least once. The determination of the number of samples is based on the opinion of Roscoe (1975) in Sekaran (2013), that the ideal sample size is 30-500 units, so this study uses a sample of 220 units.

The research instrument in this study will be tested for the feasibility of 30 respondents outside the research sample, then tested for validity and reliability using SPSS 20. If the instrument is valid and reliable it will be distributed directly to respondents. The data obtained in this study were then performed statistical analysis using Partial Least Square (PLS) with the help of SmartPLS 3.0 software.

Variable Measurement

The variables in this study were measured by statement items in the questionnaire which were scored using a five-level Likert scale in Table 1.

Table 1. Variables and Items

| Variables        | Items                                                                 | Source                          |
|------------------|-----------------------------------------------------------------------|---------------------------------|
| $X_1$ Self-Congruity | 1. Cotton Ink brand clothes match my personality                      | Sirgy et al. (1997); Sirgy et al. (2007); |
|                  | 2. Cotton Ink brand clothes match the personality I want               |                                 |
|                  | 3. The image of the people using Cotton Ink is the same as my personality |                                 |
|                  | 4. The image of people wearing cotton ink matches the personality I want | Das (2014)                      |
| $X_2$ Celebrity Endorsement | 5. Celebrity appearances in Cotton Ink commercials are attractive      | Ohanian (1990); Wu and Li (2013) |
|                  | 6. Celebrities in Cotton Ink commercials have good personalities.     |                                 |
|                  | 7. Celebrities in Cotton Ink commercials have elegant looks           |                                 |
8. Celebrities in Cotton Ink commercials are honest in sharing information about Cotton Ink
9. The information celebrities convey in Cotton Ink commercials is reliable
10. Celebrities in Cotton Ink commercials convey information about Cotton Ink sincerely
11. Celebrities in Cotton Ink commercials have extensive knowledge of fashion
12. Celebrities in Cotton Ink commercials have experienced being the stars of fashion product commercials
13. Celebrities in Cotton Ink commercials understand Cotton Ink products well

| Z Brand Attitude | 14. Cotton Ink is a good clothing brand | MacKenzie and Lutz (1989); Erdoðmuþ and Büdeyri-Turan (2012) |
|------------------|--------------------------------------|--------------------------------------------------|
|                  | 15. I am happy with Cotton Ink brand clothing | Sengupta and Johar (2002) |
|                  | 16. I love Cotton Ink brand clothes | |
| Y Brand Loyalty  | 17. Cotton Ink brand clothing is a useful product | |
|                  | 18. I would like to buy Cotton Ink brand clothes again in the near future | Zeithaml et al. (1996); Liu et al. (2012); Das (2014); Kim and Jeoung (2016) |
|                  | 19. I will share positive information about Cotton Ink brand clothing with other people | |
|                  | 20. I am willing to pay a high price for Cotton Ink brand clothing, even though other clothing brands offer lower prices | |
|                  | 21. I will make Cotton Ink brand clothes my first choice when I buy clothes | Sirgy et al. (2007); Das (2014) |
|                  | 22. I will buy other products (other than clothes) from the Cotton Ink brand | Gronholdt et al. (2000) |

RESULTS
Research Instrument Testing (Pilot Test)

Table 2 shows that all statement items for the variables in this study have a value of $r_{count} > r_{table}$ (0.349) or a correlation significance value $<alpha$ (0.05) so that the statement items are valid or can clearly describe the variables under study. All research variables also have a Cronbach Alpha coefficient value greater than 0.6 so that this research instrument is reliable, and the statement items are suitable for use in this study.

Results of Data Processing Analysis

Figure 2 shows the results of the outer model in this study which was carried out using the SmartPLS software as follows.

Figure 2 shows the outer loading value of each item is more than 0.60 so that the item is valid, and the reliability test results show that the value of composite reliability and Cronbach’s alpha on each research variable is more than 0.70 so that the instruments used in the study are reliable.
The Effect of Self-Congruity and Celebrity Endorsement on Brand Loyalty With...

Table 2. Test the Validity and Reliability of the Research Instrument

| Variables                      | Items | r-count | sig. | r-table | Cronbach Alpha |
|--------------------------------|-------|---------|------|---------|----------------|
| Self-congruity (X1)            | X1.1  | 0.824   | 0.000| 0.349   | 0.788          |
|                                | X1.2  | 0.861   | 0.000| 0.349   |                 |
|                                | X1.3  | 0.822   | 0.000| 0.349   |                 |
|                                | X1.4  | 0.768   | 0.000| 0.349   |                 |
| Celebrity endorsement (X2)     | X2.1  | 0.678   | 0.000| 0.349   | 0.831          |
|                                | X2.2  | 0.727   | 0.000| 0.349   |                 |
|                                | X2.3  | 0.647   | 0.000| 0.349   |                 |
|                                | X2.4  | 0.717   | 0.000| 0.349   |                 |
|                                | X2.5  | 0.761   | 0.000| 0.349   |                 |
|                                | X2.6  | 0.718   | 0.000| 0.349   |                 |
|                                | X2.7  | 0.735   | 0.000| 0.349   |                 |
|                                | X2.8  | 0.667   | 0.000| 0.349   |                 |
|                                | X2.9  | 0.524   | 0.000| 0.349   |                 |
| Brand attitude (Z)             | Z1    | 0.909   | 0.000| 0.349   | 0.737          |
|                                | Z2    | 0.944   | 0.000| 0.349   |                 |
|                                | Z3    | 0.923   | 0.000| 0.349   |                 |
|                                | Z4    | 0.812   | 0.000| 0.349   |                 |
| Brand loyalty (Y)              | Y1    | 0.826   | 0.000| 0.349   | 0.747          |
|                                | Y2    | 0.871   | 0.000| 0.349   |                 |
|                                | Y3    | 0.776   | 0.000| 0.349   |                 |
|                                | Y4    | 0.780   | 0.000| 0.349   |                 |
|                                | Y5    | 0.664   | 0.000| 0.349   |                 |

Source: Primary data processed (2017)

Figure 2. Outer Model Testing Results
The hypothesis can be accepted if the t-statistic value is greater than the t-table (t-statistic > 1.96). Table 3 shows that self-congruity has a significant and positive effect on brand loyalty with a t-statistic value greater than t-table (4.465 > 1.96) so that $H_1$ is accepted. Celebrity endorsement was found to have no significant effect on brand loyalty, with the t-statistic value smaller than the t-table (1.427 < 1.96) so that $H_2$ is rejected. Hypothesis testing also shows that self-congruity has a significant positive effect on brand attitude with a t-statistic value greater than t-table (6.141 > 1.96) so that $H_3$ is accepted. Celebrity endorsement was found to have a significant positive effect on brand attitude with a t-statistic value greater than t-table (5.988 > 1.96) so that $H_4$ is accepted. The brand attitude was found to have a significant positive effect on brand loyalty with a t-statistic value greater than the t-table (3.031 > 1.96) so that $H_5$ is accepted.

Table 3 shows that brand attitude is found to mediate the relationship between the influence of self-congruity and celebrity endorsement because it has the t-statistic value that is greater than the t-table (4.258 > 1.96), so that $H_6$ is accepted. Based on the research results, brand attitude on the celebrity endorsement relationship to brand loyalty has a fully mediating role, because, without brand attitude mediation, celebrity endorsement is not able to influence brand loyalty.

**DISCUSSION**

The results of this study found that the more suitable the clothing products offered by Cotton Ink with the character of the consumer, the more loyal customers will be to Cotton Ink ($H_1$). The findings of this study support the research results of Das (2014) and Kim and Jeoung (2016). According to Sirgy et al. (2008), the symbolic benefits of a brand such as a consumer’s self-congruity with the brand can affect consumer behavior, one of which is brand loyalty. This study also found that the more suitable the Cotton Ink clothing brand was with the consumer’s character, the more positive the consumer’s attitude towards Cotton Ink would be ($H_3$). The findings of this study are consistent with the results of previous studies conducted by Ibrahim and Najjar (2007) and Sirgy et al. (2007). The literature on consumer behavior also states that brand attitude, brand choice, purchase, satisfaction, and loyalty are not only determined by the functional side of the brand but also by symbolic factors such as self-congruity (Sirgy et al., 2007; Sirgy, 1982).
Increasing the self-congruity aspect, Cotton Ink is advised to consistently offer products with the same character as the target consumer’s personality, namely female students and career women who have active, dynamic, practical characters and want to appear simple, but still fashionable and elegant, so that Cotton Ink matches these characters Cotton Ink is expected to always innovate in the designs and materials used in their clothes.

This study found that the quality of celebrity attractiveness, trust, and expertise that supported the Cotton Ink brand was not strong enough to generate consumer loyalty to the Cotton Ink (H2) brand. The findings of this study contradict research conducted by Bush et al. (2004) and Kim et al. (2014). This discrepancy is indicated due to different research objects and different levels of celebrity familiarity. Bush et al. (2004), state that celebrity athletes are used to supporting shoe brands, while research by Kim et al. (2014), that Korean actors are used to supporting hotels in Korea so that the celebrities used to match the brands supported. The difference in the results of these studies could also be due to the lack of exposure to Cotton Ink advertisements that use celebrity endorsement support, which is accepted by consumers. This is consistent with the opinion of Spry et al. (2011), which explains that celebrity endorsement cannot affect consumer loyalty because consumers only get one exposure to advertisements from brands supported by celebrities so that the transfer process of positive associations from these celebrities is not optimal. Besides, this study also found that the higher the celebrity capabilities that support the Cotton Ink brand, the more positive consumer attitudes towards the Cotton Ink brand (H4). These findings support the results of research by Muda et al. (2013) and Roy et al. (2013). These results are also following the explanation of the meaning transfer model proposed by McCracken (1989), that celebrity endorsement can influence consumer attitudes towards a brand. To increase consumer loyalty Cotton Ink can increase the frequency of ad serving through digital media (social media and websites) and add advertisements to other media such as magazines. Celebrity endorsement cannot affect loyalty, perhaps because there are other product features that consumers consider more such as self-congruity, price, and product quality. To increase the positive attitude of consumers, celebrities who support Cotton Ink products must have good capabilities as an endorser, who are attractive, have expertise in the field of fashion, are trusted, and are familiar with target consumers.

The results showed that the more positive the consumer’s attitude towards the Cotton Ink brand, the more consumer loyalty towards Cotton Ink would increase (H5). The findings of this study support the research results of Ye, et al., (2012) and Esmaeilpour (2015). The results of the study are also following the concept of the C-A-B paradigm, that cognitive and affective states (brand attitude) can influence consumer behavior, one of which is brand loyalty. From the results of this study, Cotton Ink needs to create positive consumer attitudes to generate consumer loyalty by always trying to offer products that suit the needs and desires of consumers.

In H6 and H7, the mediating role of brand attitude is described. This study found that brand attitude can mediate the relationship between self-congruity and brand loyalty (H6). This role was found to be only in the form of partial mediation, which means that the compatibility of the Cotton Ink clothing brand with the consumer’s self-character is sufficient to generate consumer loyalty even though without having to form positive consumer attitudes towards Cotton Ink, but positive consumer attitudes can also strengthen the self-congruity relationship with brand loyalty. This study also finds that brand attitude can mediate the relationship between celebrity endorsement and brand loyalty (H7). This role was found only in the form of full mediation, which means that celebrity endorsement on Cotton Ink is not strong enough to produce direct consumer loyalty so that a positive brand attitude is needed to bridge the relationship between celebrity endorsement and brand loyalty.

CONCLUSIONS
Cognition factors such as self-congruity can directly influence consumer loyalty to Cotton Ink
clothing brands, but celebrity endorsement has not been able to directly influence consumer loyalty to Cotton Ink. Self-congruity can directly influence the affection factor, namely consumer attitudes towards Cotton Ink clothing brands. Celebrity endorsements can directly influence consumer attitudes towards Cotton Ink clothing brands. Consumer attitudes can directly affect consumer loyalty to Cotton Ink. Brand attitude can mediate the effect of self-congruity on brand loyalty and is also able to mediate the effect of celebrity endorsement on brand loyalty.

RECOMMENDATIONS

Self-congruity and celebrity endorsement are multidimensional constructs, but in this study, the researcher uses them as single-factor constructs, so that further research can examine each dimension as a separate construct so that it can be seen which dimensions of self-congruity and celebrity endorsement have the most influence. attitude and brand loyalty.

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