

## REFERENCES

- Ab Hamid, M. R., Sami, W., & Mohmad Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*, 890. <https://doi.org/10.1088/1742-6596/890/1/012163>
- Abdullah Kamal, S. S. L. B. (2019). RESEARCH PARADIGM AND THE PHILOSOPHICAL FOUNDATIONS OF A QUALITATIVE STUDY. *PEOPLE: International Journal of Social Sciences*, 4(3). <https://doi.org/10.20319/pijss.2019.43.13861394>
- Ahearne, M., Bhattacharya, C. B., & Gruen, T. (2005). Antecedents and Consequences of Customer-Company Identification: Expanding the Role of Relationship Marketing. *Journal of Applied Psychology*, 90(3). <https://doi.org/10.1037/0021-9010.90.3.574>
- Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68(5), 978–985. <https://doi.org/10.1016/j.jbusres.2014.09.035>
- Bazylevych, V. (2013). Modern Economic Theory: Searching for a new paradigm. *Bulletin of Taras Shevchenko National University of Kyiv*, 146(Economics), 5–7. <https://doi.org/10.17721/1728-2667.2013/146-5/1>
- Bhattacharya, C. B., & Sen, S. (2003). Consumer–Company Identification: A Framework for Understanding Consumers’ Relationships with Companies. *Journal of Marketing*, 67(2). <https://doi.org/10.1509/jmkg.67.2.76.18609>
- Bhattacharya, S., Biswas, S., Gangopadhyay, S., & Majumder, J. (2020). Global Branding: A Literature Review. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH*, 9(04), 2613–2617. [www.ijstr.org](http://www.ijstr.org)
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1). <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Buhalis, D., & Leung, R. (2018). Smart hospitality—Interconnectivity and interoperability towards an ecosystem. *International Journal of Hospitality Management*, 71. <https://doi.org/10.1016/j.ijhm.2017.11.011>
- Bundgaard, T., Karlsson, A., Lau, A., & Pereira, A. (2016). *The beat of progress: The rise of music streaming in Asia*. <https://www.mckinsey.com/~media/mckinsey/industries/technology%200media%20and%20telecommunications/media%20and%20entertainment/our%20insights/digital%20musics%20asian%20beat/the-beat-of-progress-the-rise-of-music-streaming-in-asia.pdf>

- Chen, S.-C. (2015). Customer Value and Customer Loyalty: Is competition a missing link? *Journal of Retailing and Consumer Services*, 22, 107–116. <https://doi.org/10.1016/j.jretconser.2014.10.007>
- Chhillar, K., Kumar, K., & Dahiya, S. (2019). *Programming Languages: A Survey International Journal on Recent and Innovation Trends in Computing and Communication Programming Languages: A Survey*. <http://www.ijritcc.org>
- Chibba, M. (2014). Globalization and International Business as Interdependent Phenomena. *Global Policy*, 5(4), 477–479. <https://doi.org/https://doi.org/10.1111/1758-5899.12141>
- Cho, E. (2016). Making Reliability Reliable. *Organizational Research Methods*, 19(4). <https://doi.org/10.1177/1094428116656239>
- Coleman, N. V., & Williams, P. (2013). Feeling like myself: Emotion Profiles and Social Identity. *Journal of Consumer Research*, 40 No. 2, 203–222.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th Edition). McGraw-Hill/Irwin.
- Cuong, D. T. (2020). The effect of Brand Identification and Brand Trust on Brand Commitment and Brand Loyalty at Shopping Malls. *International Journal of Advanced Science and Technology*, 29(7s), 695–706.
- Curth, S., Uhrich, S., & Benkenstein, M. (2014). How commitment to fellow customers affects the customer- firm relationship and customer citizenship behavior. *Journal of Services Marketing*, 28(2), 147–158. <https://doi.org/https://doi.org/10.1108/JSM-08-2012-0145>
- Das, K., Gryseels, M., Sudhir, P., & Khoon, T. T. (2016). *Unlocking Indonesia's Digital Opportunity*.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28–42. <https://doi.org/10.1108/JPBM-06-2014-0635>
- Elbedweihy, A. M., Jayawardhena, C., Elsharnouby, M. H., & Elsharnouby, T. H. (2016). Customer relationship building: The role of brand attractiveness and consumer-brand identification. *Journal of Business Research*, 69(8), 2901–2910. <https://doi.org/https://doi.org/10.1016/j.jbusres.2015.12.059>
- Fatma, M., Rahman, Z., & Khan, I. (2016). Measuring consumer perception of CSR in tourism industry: Scale development and validation. *Journal of Hospitality and Tourism Management*, 27, 39–48. <https://doi.org/10.1016/j.jhtm.2016.03.002>.
- France, C., Grace, D., Io Iacono, J., & Carlini, J. (2020). Exploring the interplay between customer perceived brand value and customer brand co-creation behaviour dimensions. *Journal of Brand Management*, 27(4). <https://doi.org/10.1057/s41262-020-00194-7>
- Gaskin, J., Godfrey, S., & Vance, A. (2018). Successful System-use: It's Not Just Who You Are, But What You Do. *AIS Transactions on Human-Computer Interaction*. <https://doi.org/10.17705/1thci.00104>

- Ghozali, I., & Latan, H. (2015a). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*.
- Ghozali, I., & Latan, H. (2015b). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*.
- Gorai, K. A., Tuluri, F., & Tchounwou, P. B. (2015). Development of PLS–path model for understanding the role of precursors on ground level ozone concentration in Gulfport, Mississippi, USA. *Atmospheric Pollution Research*, 6(3). <https://doi.org/10.5094/APR.2015.043>
- Gordon, B. S., James, J. D., & Yoshida, M. (2016). The Development of Brand Association Measures in Multiple Product Categories: New Findings and Implications for Goods and Service Brands. *International Journal of Business Administration*, 7 No.3, 140–152. <https://doi.org/10.5430/ijba.v7n3p140>
- Greenhouse Team. (2020). *Winning Asia like Spotify*. Greenhouse Team. <https://greenhouse.co/blog/winning-asia-like-spotify/>
- Grisaffe, D. B., & Nguyen, H. P. (2011). Antecedents of Emotional Attachment to Brands. *Journal of Business Research*, 64(10), 1052–1059. <https://doi.org/https://doi.org/10.1016/j.jbusres.2010.11.002>
- Hair, J. F. Jr., Sarstedt, M., Ringle, C. M., & Guderagan, S. P. (2017). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. SAGE Publications, Inc.
- Hair, J., Gudergan, S. P., Sarstedt, M., Ringle, C. M. (2017). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. United States: SAGE Publications.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2). <https://doi.org/10.1108/EBR-10-2013-0128>
- Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63. <https://doi.org/10.1016/j.ijhm.2017.03.006>
- Hardani, H., Juliana Sukmana, D., & Fardani, R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. CV. Pustaka Ilmu Group. <https://www.researchgate.net/publication/340021548>
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88. <https://doi.org/10.1016/j.jbusres.2017.11.046>
- Haryono, S. (2016). *Metode SEM untuk penelitian manajemen dengan AMOS LISREL PLS*. PT. Intermedia Personalia Utama. <https://doi.org/10.1017/CBO9781107415324.004>
- He, H., & Li, Y. (2011). CSR and Service Brand: The Mediating Effect of Brand Identification and Moderating Effect of Service Quality. *Journal of Business Ethics*, 100(4), 673–688. <https://doi.org/10.1007/s10551-010-0703-y>

- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65(5). <https://doi.org/10.1016/j.jbusres.2011.03.007>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1). <https://doi.org/10.1007/s11747-014-0403-8>
- Hollebeek, L. D. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19(7), 555–573. <https://doi.org/10.1080/0965254X.2011.599493>
- Hollebeek, L. D. (2018). Individual-level cultural consumer engagement styles: Conceptualization, propositions, and implications. *International Marketing Review*, 35(1). <https://doi.org/10.1108/IMR-07-2016-0140>
- Homburg, C., Wieseke, J., & Hoyer, W. D. (2009). Social Identity and the Service-Profit Chain. *Journal of Marketing*, 73(2). <https://doi.org/10.1509/jmkg.73.2.38>
- Hur, W. M., Ahn, K. H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 49(7), 1194–1213. <https://doi.org/https://doi.org/10.1108/00251741111151217>
- Hussein, R., & Hassan, S. (2018). Antecedents of Global Brand Purchase Likelihood: Exploring the Mediating Effect of Quality, Prestige and Familiarity. *Journal of International Consumer Marketing*, 30(5), 288–303. <https://doi.org/https://doi.org/10.1080/08961530.2018.1455549>
- Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2017). Consumer engagement in online brand communities: A solicitation of congruity theory. *Internet Research*, 28(1), 23–45.
- Islam, R., Fakhrorazi, A., Hartini, H., & Raihan, Md. A. (2019). GLOBALIZATION AND ITS IMPACT ON INTERNATIONAL BUSINESS. *Humanities & Social Sciences Reviews*, 7(1), 256–265. <https://doi.org/10.18510/hssr.2019.7130>
- Jilcha Sileyew, K. (2020). Research Design and Methodology. In *Cyberspace*. IntechOpen. <https://doi.org/10.5772/intechopen.85731>
- Krisdiana, P., Kusuma, N., Gusti, I., & Giantari, A. (2020). THE MEDIATING ROLE OF CONGRUITY AND CUSTOMER SATISFACTION IN THE EFFECT OF THE PERSONALITY TRAITS ON BRAND LOYALTY IN THE COFFEE SHOP INDUSTRY IN BALI. In *American Journal of Humanities and Social Sciences Research* (Issue 8). [www.ajhssr.com](http://www.ajhssr.com)
- Kuenzel, S., & Halliday, S. V. (2010). The chain of effects from reputation and brand personality congruence to brand loyalty: The role of brand identification. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3–4), 167–176. <https://doi.org/10.1057/jt.2010.15>
- Lam, S. K., Ahearne, M., Mullins, R., Hayati, B., & Schillewaert, N. (2013). Exploring the dynamics of antecedents to consumer–brand identification with a new brand. *Journal of the Academy of Marketing Science*, 41(2), 234–252. <https://doi.org/10.1007/s11747-012-0301-x>

- Lam, S. K., Ahearne, M., & Schillewaert, N. (2012). A multinational examination of the symbolic-instrumental framework of consumer-brand identification. *Journal of International Business Studies*, 43(3), 306–331. <https://doi.org/10.1057/jibs.2011.54>
- Leckie, C., Nyadzayo, M. W., & Johnson, L. W. (2016). Antecedents of consumer brand engagement and brand loyalty. *Journal of Marketing Management*, 32(5–6), 558–578. <https://doi.org/10.1080/0267257X.2015.1131735>
- Lee, S., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, 40, 49–58. <https://doi.org/10.1016/j.ijhm.2014.03.008>
- Li, M.-W., Teng, H.-Y., & Chen, C.-Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, 46(7/8), 922–937. <https://doi.org/https://doi.org/10.1108/03090561211230098>
- Lo, F.-Y., Rey-Martí, A., & Botella-Carrubi, D. (2020). Research methods in business: Quantitative and qualitative comparative analysis. *Journal of Business Research*, 115. <https://doi.org/10.1016/j.jbusres.2020.05.003>
- Lu, J., & Xu, Y. (2015). Chinese young consumers' brand loyalty toward sportswear products: A perspective of self-congruity. *Journal of Product and Brand Management*, 24(4), 365–376. <https://doi.org/10.1108/JPBM-05-2014-0593>
- Mabkhot, H. A., Hasnizam, & Salleh, S. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study. *Jurnal Pengurusan*, 50. <https://doi.org/10.17576/pengurusan-2017-50-07>
- Malhotra, N. K. (2019a). *Marketing Research: An Applied Orientation* (7th Edition). Pearson.
- Malhotra, N. K. (2019b). *Marketing Research: An Applied Orientation: Global Edition* (7th ed.). Pearson.
- Matanda, T., & Ewing, M. T. (2012). The process of global brand strategy development and regional implementation. *International Journal of Research in Marketing*, 29(1). <https://doi.org/10.1016/j.ijresmar.2011.11.002>
- Muijs, D. (2012). *Doing Quantitative Research in Education with SPSS*. SAGE Publications, Ltd. <https://doi.org/10.4135/9781849209014>
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009–1030. <https://doi.org/10.1016/j.annals.2011.01.015>
- Neuman, W. L. (2011). *Social Research Methods: Qualitative and Quantitative Approaches* (7th Edition). Pearson.

- Rather, R. A. (2018). Investigating the Impact of Customer Brand Identification on Hospitality Brand Loyalty: A Social Identity Perspective. *Journal of Hospitality Marketing & Management*, 27(5). <https://doi.org/10.1080/19368623.2018.1404539>
- Rather, R. A., & Camilleri, M. A. (2019). The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*, 30(4), 547–559. <https://doi.org/10.1080/13032917.2019.1650289>
- Rather, R. A., Hollebeek, L. D., & Islam, J. U. (2019). Tourism-based customer engagement: the construct, antecedents, and consequences. *The Service Industries Journal*, 39(7–8). <https://doi.org/10.1080/02642069.2019.1570154>
- Rather, R. A., & Sharma, J. (2017). The effects of customer satisfaction and commitment on customer loyalty: Evidence from the hotel industry. *Journal of Hospitality Application and Research*, 12(2), 41–60.
- Rather, R. A., Tehseen, S., Itoo, M. H., & Parrey, S. H. (2019). Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector. *Journal of Global Scholars of Marketing Science*, 29(2), 196–217. <https://doi.org/10.1080/21639159.2019.1577694>
- Rather, R. A., Tehseen, S., & Parrey, S. H. (2018). Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. *Spanish Journal of Marketing - ESIC*, 22(3), 321–341. <https://doi.org/10.1108/SJME-06-2018-0030>
- Romero, J. (2017). Customer brand engagement behaviors in hospitality: Customer-based antecedents. *Journal of Hospitality Marketing and Management*, 26(6), 565–584. <https://doi.org/10.1080/19368623.2017.1288192>
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity. *International Journal of Retail & Distribution Management*, 43(3). <https://doi.org/10.1108/IJRDM-02-2014-0024>
- Sekaran, U., & Bougie, R. (2016a). *Research Methods For Business A Skill-building Approach* ((7th Editio)).
- Sekaran, U., & Bougie, R. (2016b). *Research Methods For Business: A Skill Building Approach* (7th ed.). John Wiley & Sons.
- Shirkhodaie, M., & Rastgoo-deylami, M. (2016). Positive Word of Mouth Marketing: Explaining the Roles of Value Congruity and Brand Love. *Journal of Competitiveness*, 8(1), 19–37. <https://doi.org/10.7441/joc.2016.01.02>
- Shukla, P., Banerjee, M., & Singh, J. (2015). Customer Commitment to Luxury Brands: Antecedents and Consequences. *Journal of Business Research*, 69(1), 323–331.
- Siyoto, S., & Sodik, A. (2015). *DASAR METODOLOGI PENELITIAN*. Yogyakarta: Literasi Media Publishing.

- Smith, P., Morrow, R., & Ross, D. (2017). Field trials of health interventions: a toolbox. In *Australian and New Zealand Journal of Public Health* (Vol. 41, Issue 4). <https://doi.org/10.1111/1753-6405.12577>
- So, K. K. F., King, C., Hudson, S., & Meng, F. (2017). The missing link in building customer brand identification: The role of brand attractiveness. *Tourism Management*, 59. <https://doi.org/10.1016/j.tourman.2016.09.013>
- So, K. K. F., King, C., Sparks, B., & Wang, Y. (2013). The influence of customer brand identification on hotel brand evaluation and loyalty development. *International Journal of Hospitality Management*, 34(1), 31–41. <https://doi.org/10.1016/j.ijhm.2013.02.002>
- So, K. K. F., King, C., Sparks, B., & Wang, Y. (2014). The role of customer Brand engagement in building consumer loyalty to tourism brands. *Journal of Travel Research*, 55(1), 64–78.
- Solem, B. A. A., & Pedersen, P. E. (2016). The role of customer brand engagement in social media: conceptualisation, measurement, antecedents and outcomes. *International Journal of Internet Marketing and Advertising*, 10(4), 223. <https://doi.org/10.1504/ijima.2016.10002251>
- Su, J., & Chang, A. (2018). Factors affecting college students' brand loyalty toward fast fashion. *International Journal of Retail & Distribution Management*, 46(1). <https://doi.org/10.1108/IJRDM-01-2016-0015>
- Su, L., Swanson, S. R., Chinchanchokchai, S., Hsu, M. K., & Chen, X. (2016). Reputation and intentions: the role of satisfaction, identification, and commitment. *Journal of Business Research*, 69(9), 3261–3269.
- Su, N., & Reynolds, D. (2017). Effects of brand personality dimensions on consumers' perceived self-image congruity and functional congruity with hotel brands. *International Journal of Hospitality Management*, 66. <https://doi.org/10.1016/j.ijhm.2017.06.006>
- Sugiyono. (2015). Metode penelitian pendidikan: pendekatan kuantitatif, kualitatif, dan R&D. In *Alfabeta*.
- Thakur, A., & Kaur, R. (2015). RELATIONSHIP BETWEEN SELF-CONCEPT AND ATTITUDINAL BRAND LOYALTY IN LUXURY FASHION PURCHASE: A STUDY OF SELECTED GLOBAL BRANDS ON THE INDIAN MARKET. *Management*, 20, 163–180.
- Triwijanarko, R. F. (2017). *Tak Mau Disalip Kompetitor, Spotify Kembangkan Teknologi AI*. <https://marketeers.com/spotify-kembangkan-teknologi-ai/>
- Turri, A. M., Smith, K. H., & Kemp, E. (2013). DEVELOPING AFFECTIVE BRAND COMMITMENT THROUGH SOCIAL MEDIA. In *Journal of Electronic Commerce Research* (Vol. 14).
- Tuškej, U., Golob, U., & Podnar, K. (2013). The role of consumer–brand identification in building brand relationships. *Journal of Business Research*, 66(1). <https://doi.org/10.1016/j.jbusres.2011.07.022>
- Tuškej, U., & Podnar, K. (2018). Consumers' identification with corporate brands: Brand prestige, anthropomorphism and engagement in social

- media. *Journal of Product & Brand Management*, 27(1).  
<https://doi.org/10.1108/JPBM-05-2016-1199>
- Usakli, A., & Kucukergin, K. G. (2018). Using partial least squares structural equation modeling in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 30(11).  
<https://doi.org/10.1108/IJCHM-11-2017-0753>
- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer brand engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266.
- Varsha, A., George, G., & Sahajanandan, R. (2017). Lutembacher syndrome: Dilemma of doing a tricuspid annuloplasty. *Annals of Cardiac Anaesthesia*, 20(4). [https://doi.org/10.4103/aca.ACA\\_36\\_17](https://doi.org/10.4103/aca.ACA_36_17)
- Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A generalized multidimensional scale for measuring customer brand engagement. *Journal of Marketing Theory and Practice*, 22(4), 401–420.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, 20(2).  
<https://doi.org/10.2753/MTP1069-6679200201>
- Waldfogel, J. (2017). How digitization has created a golden age of music, movies, books, and television. In *Journal of Economic Perspectives* (Vol. 31, Issue 3, pp. 195–214). American Economic Association.  
<https://doi.org/10.1257/jep.31.3.195>
- Wu, X., Zhou, H., & Wu, D. (2012). Commitment, satisfaction, and customer loyalty: a theoretical explanation of the ‘satisfaction trap.’ *The Service Industries Journal*, 32(11).  
<https://doi.org/10.1080/02642069.2010.550043>
- Zhang, J., & Bloemer, J. (2011). Impact of value congruence on affective commitment: examining the moderating effects. *Journal of Service Management*, 22(2). <https://doi.org/10.1108/09564231111124208>
- Zheng, S., Mogusu, E., Veeranki, S. P., Quinn, M., & Cao, Y. (2017). The relationship between the mean, median, and mode with grouped data. *Communications in Statistics - Theory and Methods*, 46(9).  
<https://doi.org/10.1080/03610926.2015.1081948>





# **APPENDIX A**

## **PRE-TEST QUESTIONNAIRE**

## **A BUSINESS RESEARCH QUESTIONNAIRE**

### **The Influence of Value Congruity, Consumer-Brand Identification, Customer-Brand Engagement and Affective Brand Commitment Towards Brand Loyalty on the Global Brand Spotify**

Dear Respondents,

My name is Joanna Clarissa Surjadi, a final year student majoring in Management (IB) at Pelita Harapan University (UPH) and guidance from Dr. Pauline Henriette P. Tan, S.E., M.Si. Conducting a research on “The Influence of Value Congruity, Consumer-Brand Identification, Customer-Brand Engagement and Affective Brand Commitment Towards Brand Loyalty on the Global Brand Spotify”. This questionnaire will take around 3-5 minutes to complete, please fill out this questionnaire honestly and seriously. Thank you for taking the time to fill out this questionnaire.

Your participation is entirely voluntary, and all information collected in this questionnaire will be kept strictly confidential. If you have any inquiries regarding the questionnaire, do contact me via email: [cs80058@student.uph.edu](mailto:cs80058@student.uph.edu)

Best Regards,

Joanna Clarissa Surjadi ([cs80058@student.uph.edu](mailto:cs80058@student.uph.edu))

Dr. Pauline Henriette P. Tan, S.E., M.Si. ([pauline.henriette@uph.edu](mailto:pauline.henriette@uph.edu))

**TERMINOLOGY: Respondents who currently subscribed or have previously subscribed to Spotify Premium**

**ANSWER INSTRUCTIONS:**

Please mark (✓) the answer that best represents your opinion of the statement on this questionnaire.

**ANSWER DESCRIPTIONS:**

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

**RESPONDENT PROFILE**

**1. Do you live in the Jabodetabek area?**

- ➔ Yes, continue
- ➔ No, close questionnaire

**2. Are you currently subscribed or have previously subscribed to Spotify Premium?**

- ➔ Yes, continue
- ➔ No, close questionnaire

**3. Demographics**

- **Gender**
  - Male
  - Female
  
- **Age**

- 17 – 22
- 23 – 27
- 28 – 33
- > 33

➤ **Domicile**

- Jakarta
- Bogor
- Depok
- Tangerang
- Bekasi

➤ **Latest Education**

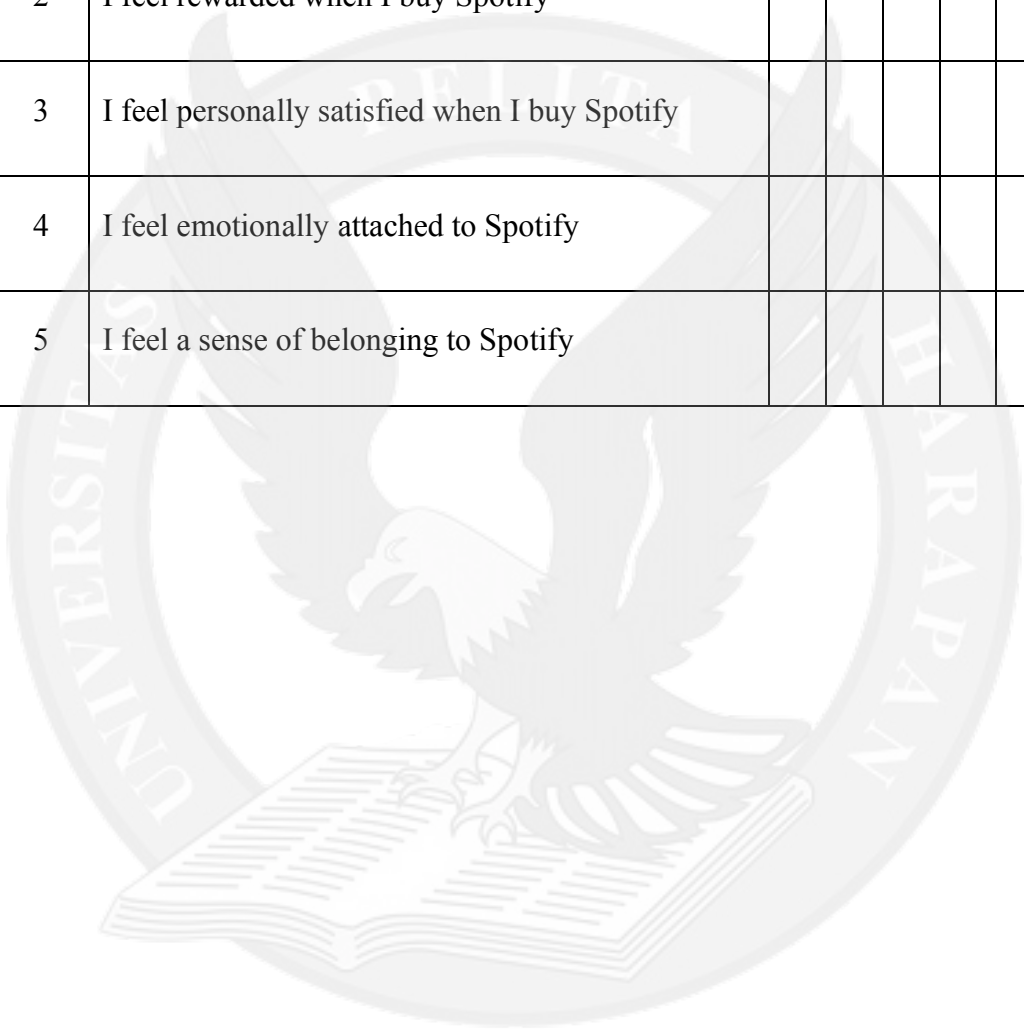
- Highschool
- Undergraduate (S1)
- > Graduate

No.	Statement	Answer				
		1	2	3	4	5
<b>Brand Loyalty</b>						
Brand loyalty encompasses the actual and intimate behavior which leads customers to consistently repurchase preferred products or services, despite other competitors' efforts and strategies to change their behavior.						
1	I would recommend Spotify to someone who seeks my advice					

2	I would encourage friends to subscribe to Spotify					
3	I would say positive things about Spotify to other people					
4	I would do more business with Spotify in the next few years					
5	I am a loyal customer of the brand Spotify					
6	I am willing to maintain my relationship with Spotify					
<b>Value Congruity</b>						
Value congruity explains the value similarity between the customer and the brand, where customers prefer to use products or services that represent their values.						
1	I have a clear understanding of the core values Spotify has					
2	I support the intent of the core values Spotify has					
3	I have a great deal of agreement about what Spotify's core values represent					
4	Spotify is relevant to my values					
5	Spotify is relevant to my needs					
<b>Consumer-Brand Identification</b>						
Consumer-brand identification elucidates the individuals' beliefs about their own identity, lifestyles, and preferences since the consumers will repeatedly						

choose those products and services that represent their preferred (ideal self) and/or their perceived image.					
1	I identify with Spotify				
2	When I talk about Spotify, I usually say “we” rather than “they”				
3	I feel that my personality and the personality of Spotify are very similar				
4	I have a lot in common with other people using Spotify				
5	I feel good when I notice positive news in the media about Spotify				
<b>Customer-Brand Engagement</b>					
Customer-brand engagement is considered to be a context-dependent, psychological construct, reflected by emotional, cognitive, and intentional states generated by interactive experiences underlying behavioral interactions.					
1	I feel good when I use Spotify				
2	Using Spotify makes me happy				
3	Using Spotify gets me to think about Spotify				
4	Using Spotify stimulates my interest to learn more about Spotify				
5	My days would not be the same without Spotify				
<b>Affective Brand Commitment</b>					

Affective commitment is an emotional factor that develops through personal involvement or reciprocity that a consumer has towards a company, this would then result in a higher level of commitment and loyalty					
1	I get excited when I think about buying Spotify				
2	I feel rewarded when I buy Spotify				
3	I feel personally satisfied when I buy Spotify				
4	I feel emotionally attached to Spotify				
5	I feel a sense of belonging to Spotify				





# **APPENDIX B**

## **PRE-TEST DATA**



To access all of the data, please scan the barcode below:



Or access through the link below:

<https://docs.google.com/spreadsheets/d/1nooZpjm5pM2ItTfaO6fmw5TzMUavuLMe/edit?usp=sharing&ouid=110227476668968807405&rtpof=true&sd=true>

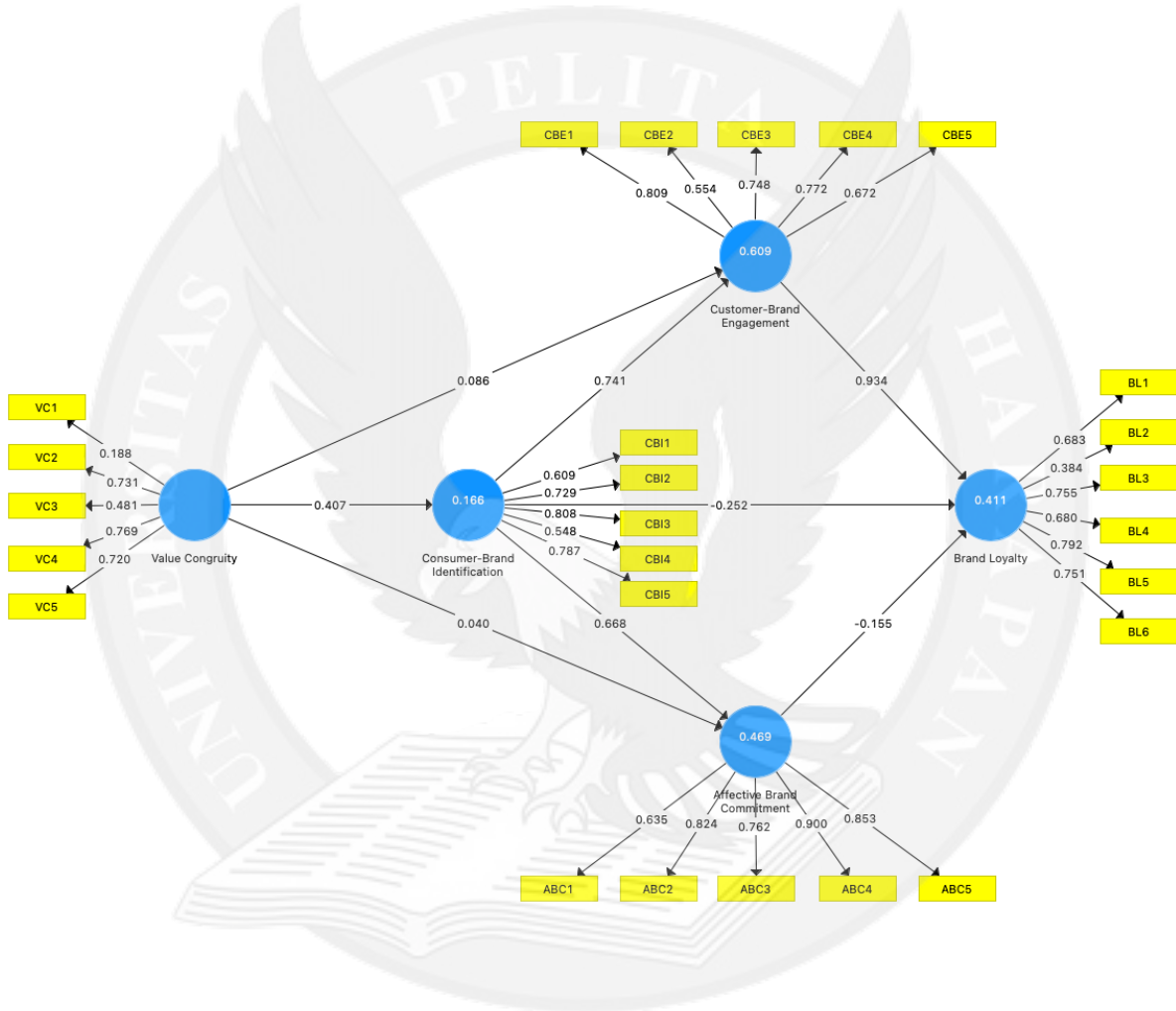


# **APPENDIX C**

**PRE-TEST RUN 1**

**PRELIMINARY TEST - RUN 1**

**OUTER MODEL**



## MEASUREMENT MODEL

### Construct Reliability and Validity

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Brand Loyalty</b>	0.772	0.807	0.838	0.473
<b>Value Congruity</b>	0.635	0.669	0.730	0.382
<b>Consumer-Brand Identification</b>	0.747	0.769	0.828	0.495
<b>Customer-Brand Engagement</b>	0.759	0.790	0.839	0.513
<b>Affective Brand Commitment</b>	0.856	0.877	0.898	0.641

### Outer Loadings

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL1</b>	0,683				
<b>BL2</b>	0.384				
<b>BL3</b>	0.755				
<b>BL4</b>	0.680				
<b>BL5</b>	0.792				
<b>BL6</b>	0.751				
<b>VC1</b>		0.188			
<b>VC2</b>		0.731			
<b>VC3</b>		0.481			
<b>VC4</b>		0.769			
<b>VC5</b>		0.720			
<b>CBI1</b>			0.609		
<b>CBI2</b>			0.729		
<b>CB13</b>			0.808		
<b>CBI4</b>			0.548		
<b>CBI5</b>			0.787		

<b>CBE1</b>				0.809	
<b>CBE2</b>				0.554	
<b>CBE3</b>				0.748	
<b>CBE4</b>				0.772	
<b>CBE5</b>				0.672	
<b>ABC1</b>					0.635
<b>ABC2</b>					0.824
<b>ABC3</b>					0.762
<b>ABC4</b>					0.900
<b>ABC5</b>					0.853

**Discriminant Validity – Cross Loadings**

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL1</b>	0.683	0.261	0.124	0.385	0.207
<b>BL2</b>	0.384	-0.085	0.155	0.208	0.332
<b>BL3</b>	0.755	0.505	0.336	0.393	0.294
<b>BL4</b>	0.680	0.078	0.171	0.378	0.278
<b>BL5</b>	0.792	0.525	0.263	0.485	0.417

<b>BL6</b>	0.751	0.496	0.417	0.564	0.336
<b>VC1</b>	0.321	0.188	0.102	-0.009	-0.039
<b>VC2</b>	0.295	0.731	0.255	0.261	0.207
<b>VC3</b>	0.362	0.481	0.086	0.050	0.077
<b>VC4</b>	0.230	0.769	0.388	0.273	0.328
<b>VC5</b>	0.544	0.720	0.266	0.372	0.163
<b>CBI1</b>	0.070	0.186	0.609	0.373	0.340
<b>CBI2</b>	0.005	0.188	0.729	0.369	0.449
<b>CB13</b>	0.318	0.335	0.808	0.518	0.447
<b>CBI4</b>	0.408	0.221	0.548	0.533	0.455
<b>CBI5</b>	0.329	0.404	0.787	0.761	0.620
<b>CBE1</b>	0.678	0.458	0.619	0.809	0.550
<b>CBE2</b>	0.410	0.120	0.319	0.554	0.382
<b>CBE3</b>	0.410	0.277	0.575	0.748	0.737
<b>CBE4</b>	0.317	0.345	0.667	0.772	0.663
<b>CBE5</b>	0.315	0.084	0.552	0.672	0.603
<b>ABC1</b>	0.086	0.159	0.581	0.575	0.635
<b>ABC2</b>	0.455	0.331	0.526	0.649	0.824
<b>ABC3</b>	0.302	0.090	0.448	0.628	0.762
<b>ABC4</b>	0.461	0.343	0.625	0.745	0.900
<b>ABC5</b>	0.380	0.265	0.554	0.675	0.853



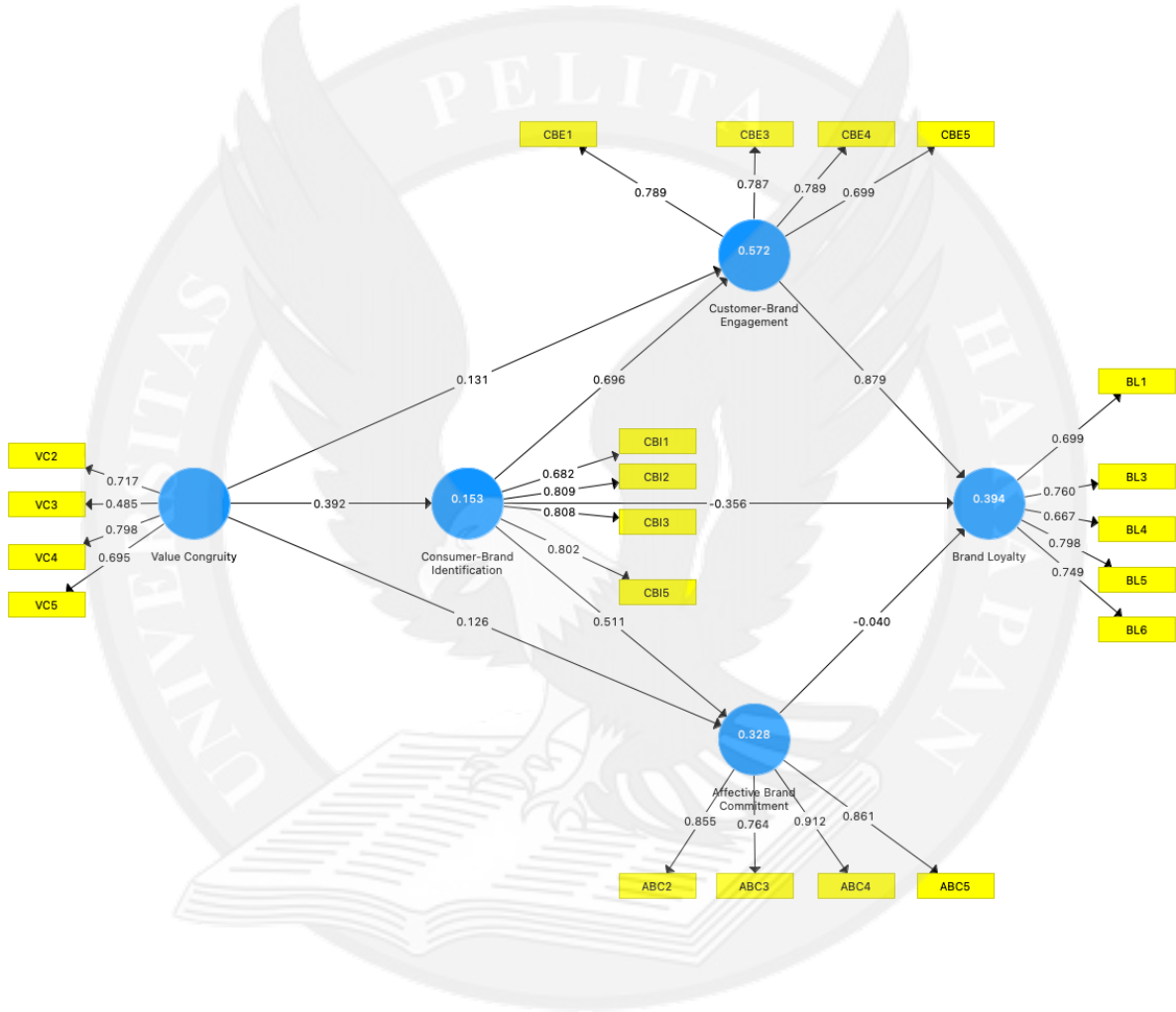
# **APPENDIX D**

**PRE-TEST RUN 2**



**PRELIMINARY TEST - RUN 2**

**OUTER MODEL**



## MEASUREMENT MODEL

### Construct Reliability and Validity

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Brand Loyalty</b>	0.788	0.794	0.855	0.542
<b>Value Congruity</b>	0.642	0.684	0.773	0.467
<b>Consumer-Brand Identification</b>	0.797	0.854	0.859	0.604
<b>Customer-Brand Engagement</b>	0.769	0.786	0.851	0.588
<b>Affective Brand Commitment</b>	0.872	0.877	0.898	0.641

### Outer Loadings

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL1</b>	0.699				
<b>BL3</b>	0.760				
<b>BL4</b>	0.667				
<b>BL5</b>	0.798				
<b>BL6</b>	0.749				
<b>VC2</b>		0.717			
<b>VC3</b>		0.485			
<b>VC4</b>		0.798			
<b>VC5</b>		0.695			
<b>CBI1</b>			0.682		
<b>CBI2</b>			0.809		
<b>CB13</b>			0.808		
<b>CBI5</b>			0.802		
<b>CBE1</b>				0.789	
<b>CBE3</b>				0.787	
<b>CBE4</b>				0.789	

<b>CBE5</b>				<b>0.699</b>	
<b>ABC2</b>					0.855
<b>ABC3</b>					0.764
<b>ABC4</b>					0.912
<b>ABC5</b>					0.861

**Discriminant Validity – Cross Loadings**

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL1</b>	<b>0.699</b>	0.239	0.083	0.374	0.199
<b>BL3</b>	0.760	0.491	0.293	0.396	0.328
<b>BL4</b>	<b>0.667</b>	0.064	0.075	0.337	0.316
<b>BL5</b>	0.798	0.518	0.204	0.466	0.464
<b>BL6</b>	0.749	0.487	0.353	0.536	0.349
<b>VC2</b>	0.315	0.717	0.216	0.256	0.220
<b>VC3</b>	0.381	<b>0.485</b>	0.109	0.072	0.065
<b>VC4</b>	0.247	0.798	0.402	0.329	0.334
<b>VC5</b>	0.556	0.695	0.232	0.341	0.166
<b>CBI1</b>	0.076	0.179	<b>0.682</b>	0.358	0.257

<b>CBI2</b>	-0.009	0.187	0.809	0.428	0.396
<b>CB13</b>	0.320	0.332	0.808	0.530	0.399
<b>CBI5</b>	0.326	0.409	0.802	0.808	0.572
<b>CBE1</b>	0.692	0.443	0.566	0.789	0.518
<b>CBE3</b>	0.401	0.287	0.547	0.787	0.724
<b>CBE4</b>	0.312	0.348	0.660	0.789	0.618
<b>CBE5</b>	0.294	0.084	0.518	0.699	0.599
<b>ABC2</b>	0.447	0.342	0.417	0.642	0.855
<b>ABC3</b>	0.284	0.090	0.390	0.584	0.764
<b>ABC4</b>	0.440	0.353	0.572	0.765	0.912
<b>ABC5</b>	0.350	0.271	0.503	0.673	0.861

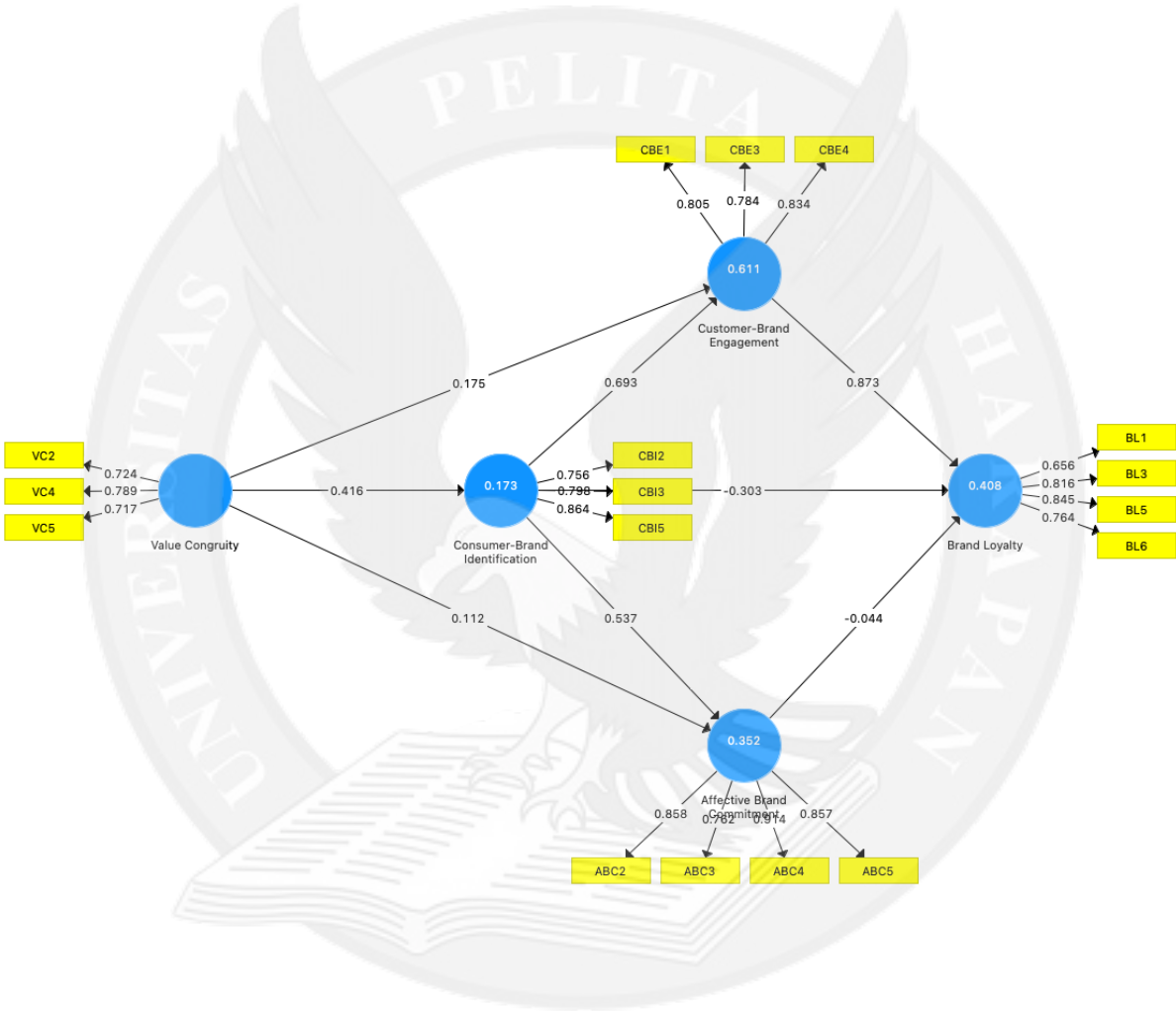


# **APPENDIX E**

**PRE-TEST RUN 3**

PRELIMINARY TEST - RUN 3

OUTER MODEL



## MEASUREMENT MODEL

### Construct Reliability and Validity

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Brand Loyalty</b>	0.773	0.775	0.855	0.599
<b>Value Congruity</b>	0.606	0.620	0.788	0.554
<b>Consumer-Brand Identification</b>	0.748	0.815	0.848	0.652
<b>Customer-Brand Engagement</b>	0.737	0.745	0.849	0.653
<b>Affective Brand Commitment</b>	0.872	0.900	0.912	0.722



### Outer Loadings

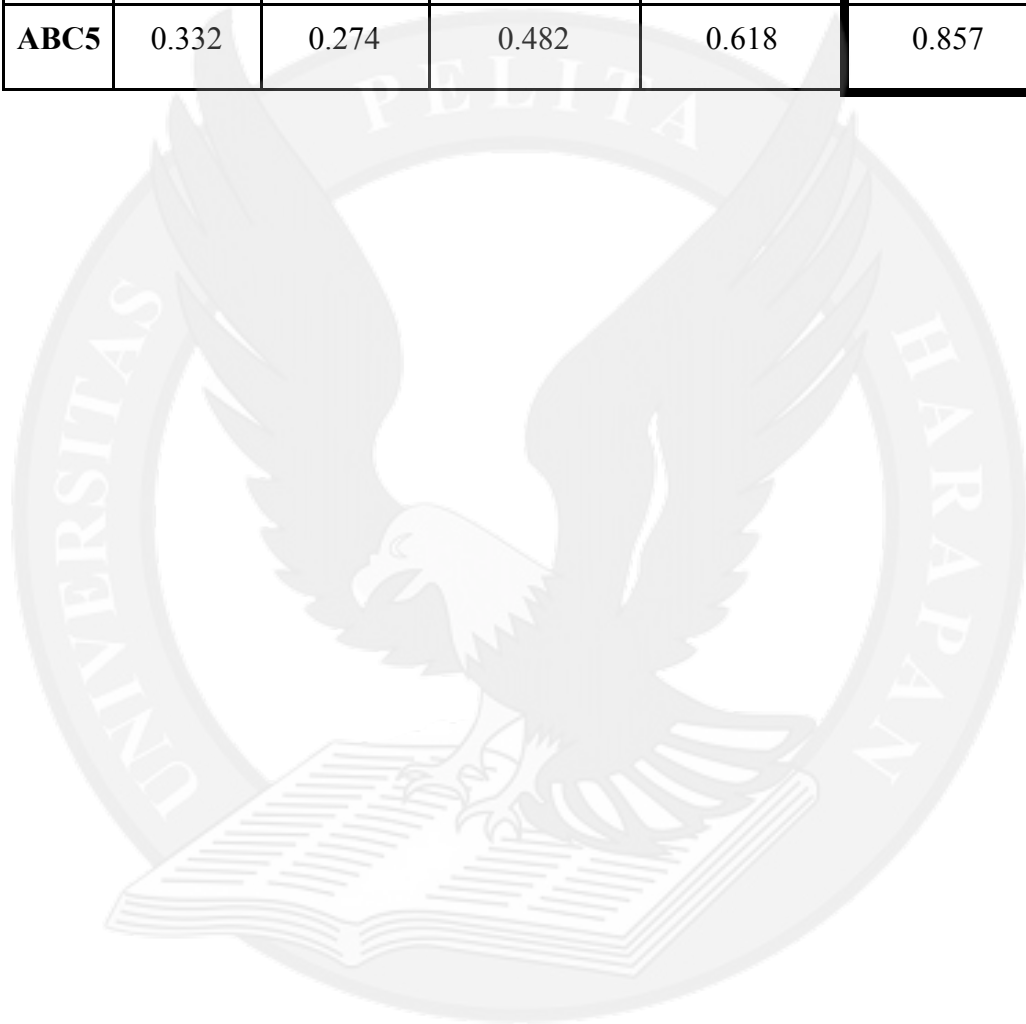
	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL1</b>	0.656				
<b>BL3</b>	0.816				
<b>BL5</b>	0.845				
<b>BL6</b>	0.764				
<b>VC2</b>		0.724			
<b>VC4</b>		0.789			
<b>VC5</b>		0.717			
<b>CBI2</b>			0.756		
<b>CB13</b>			0.798		
<b>CBI5</b>			0.864		
<b>CBE1</b>				0.805	
<b>CBE3</b>				0.784	
<b>CBE4</b>				0.834	
<b>ABC2</b>					0.858

<b>ABC3</b>					0.762
<b>ABC4</b>					0.914
<b>ABC5</b>					0.857

**Discriminant Validity – Cross Loadings**

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL1</b>	0.656	0.196	0.086	0.392	0.199
<b>BL3</b>	0.816	0.463	0.319	0.426	0.329
<b>BL5</b>	0.845	0.511	0.239	0.458	0.465
<b>BL6</b>	0.764	0.500	0.385	0.566	0.351
<b>VC2</b>	0.352	0.724	0.232	0.302	0.220
<b>VC4</b>	0.314	0.789	0.428	0.345	0.336
<b>VC5</b>	0.591	0.717	0.229	0.392	0.167
<b>CBI2</b>	0.013	0.182	0.756	0.378	0.395
<b>CB13</b>	0.352	0.337	0.798	0.521	0.401
<b>CBI5</b>	0.352	0.420	0.864	0.821	0.573
<b>CBE1</b>	0.710	0.440	0.572	0.805	0.519
<b>CBE3</b>	0.386	0.309	0.581	0.784	0.724

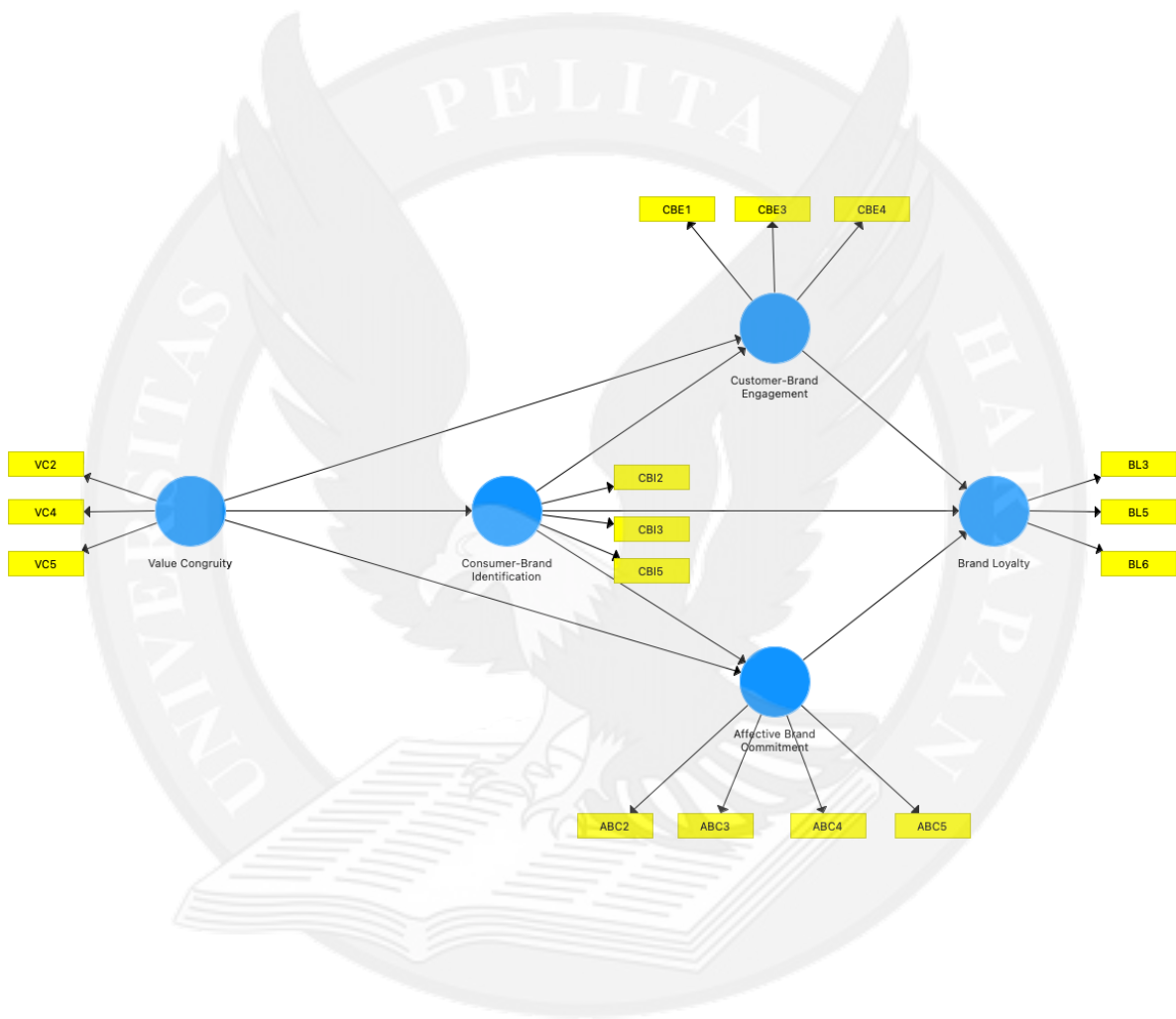
<b>CBE4</b>	0.323	0.356	0.709	0.834	0.618
<b>ABC2</b>	0.423	0.338	0.459	0.639	0.858
<b>ABC3</b>	0.265	0.120	0.396	0.591	0.762
<b>ABC4</b>	0.439	0.359	0.614	0.714	0.914
<b>ABC5</b>	0.332	0.274	0.482	0.618	0.857





# **APPENDIX F**

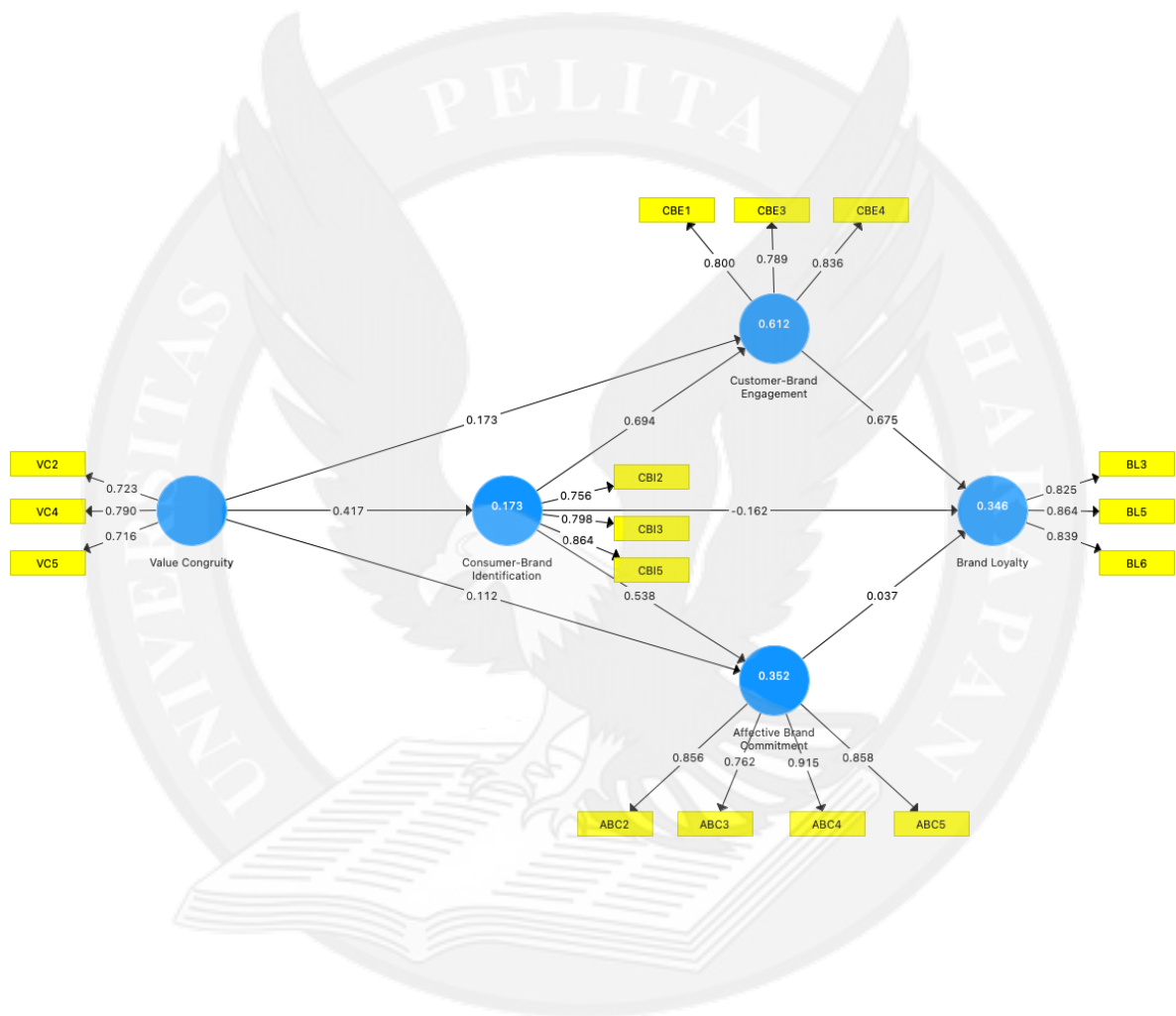
## **PRE-TEST MODEL**





# **APPENDIX G**

## **PRE-TEST MEASUREMENT MODEL**



**PRELIMINARY TEST  
MEASUREMENT MODEL**

**Construct Reliability and Validity**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Brand Loyalty</b>	0.798	0.810	0.880	0.710
<b>Value Congruity</b>	0.606	0.621	0.788	0.554
<b>Consumer-Brand Identification</b>	0.748	0.816	0.848	0.652
<b>Customer-Brand Engagement</b>	0.737	0.742	0.850	0.654
<b>Affective Brand Commitment</b>	0.872	0.903	0.912	0.722



### Outer Loadings

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL3</b>	0.825				
<b>BL5</b>	0.864				
<b>BL6</b>	0.839				
<b>VC2</b>		0.723			
<b>VC4</b>		0.790			
<b>VC5</b>		0.716			
<b>CBI2</b>			0.756		
<b>CB13</b>			0.798		
<b>CBI5</b>			0.864		
<b>CBE1</b>				0.800	
<b>CBE3</b>				0.789	
<b>CBE4</b>				0.836	
<b>ABC2</b>					0.856
<b>ABC3</b>					0.762
<b>ABC4</b>					0.915

<b>ABC5</b>					0.858
-------------	--	--	--	--	-------

**Discriminant Validity – Cross Loading**

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL3</b>	0.825	0.463	0.319	0.423	0.329
<b>BL5</b>	0.864	0.511	0.239	0.456	0.464
<b>BL6</b>	0.839	0.500	0.385	0.564	0.352
<b>VC2</b>	0.340	0.723	0.232	0.299	0.219
<b>VC4</b>	0.407	0.790	0.428	0.346	0.336
<b>VC5</b>	0.571	0.716	0.228	0.390	0.166
<b>CBI2</b>	0.048	0.182	0.756	0.380	0.396
<b>CB13</b>	0.369	0.337	0.798	0.519	0.401
<b>CBI5</b>	0.391	0.420	0.864	0.822	0.574
<b>CBE1</b>	0.667	0.440	0.572	0.800	0.519
<b>CBE3</b>	0.391	0.309	0.582	0.789	0.723
<b>CBE4</b>	0.305	0.356	0.710	0.836	0.619
<b>ABC2</b>	0.414	0.338	0.459	0.640	0.856
<b>ABC3</b>	0.278	0.120	0.396	0.594	0.762

<b>ABC4</b>	0.473	0.359	0.614	0.714	0.915
<b>ABC5</b>	0.340	0.274	0.482	0.620	0.858





# **APPENDIX H**

## **ACTUAL TEST QUESTIONNAIRE**

## **A BUSINESS RESEARCH QUESTIONNAIRE**

### **The Influence of Value Congruity. Consumer-Brand Identification, Customer-Brand Engagement and Affective Brand Commitment Towards Brand Loyalty on the Global Brand Spotify**

Dear Respondents,

My name is Joanna Clarissa, Surjadi, a final year student majoring in Management (IB) at Pelita Harapan University (UPH) and guidance from Dr. Pauline Henriette P. Tan, S.E., M.Si. Conducting a research on “The Influence of Value Congruity, Consumer-Brand Identification, Customer-Brand Engagement and Affective Brand Commitment Towards Brand Loyalty on the Global Brand Spotify”. This questionnaire will take around 3-5 minutes to complete, please fill out this questionnaire honestly and seriously. Thank you for taking the time to fill out this questionnaire.

Your participation is entirely voluntary, and all information collected in this questionnaire will be kept strictly confidential. If you have any inquiries regarding the questionnaire, do contact me via email: [cs80058@student.uph.edu](mailto:cs80058@student.uph.edu)

Best Regards,

Joanna Clarissa Surjadi ([cs80058@student.uph.edu](mailto:cs80058@student.uph.edu))

Dr. Pauline Henriette P. Tan, S.E., M.Si. ([pauline.henriette@uph.edu](mailto:pauline.henriette@uph.edu))

**TERMINOLOGY: Respondents who currently subscribed or have previously subscribed to Spotify Premium**

**ANSWER INSTRUCTIONS:**

Please mark (✓) the answer that best represents your opinion of the statement on this questionnaire.

**ANSWER DESCRIPTIONS:**

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

**RESPONDENT PROFILE**

**1. Do you live in the Jabodetabek area?**

- ➔ Yes, continue
- ➔ No, close questionnaire

**2. Are you currently subscribed or have previously subscribed to Spotify Premium?**

- ➔ Yes, continue
- ➔ No, close questionnaire

**3. Demographics**

- **Gender**
  - Male
  - Female

➤ **Age**

- 17 – 22
- 23 – 27
- 28 – 33
- > 33

➤ **Domicile**

- Jakarta
- Bogor
- Depok
- Tangerang
- Bekasi

➤ **Latest Education**

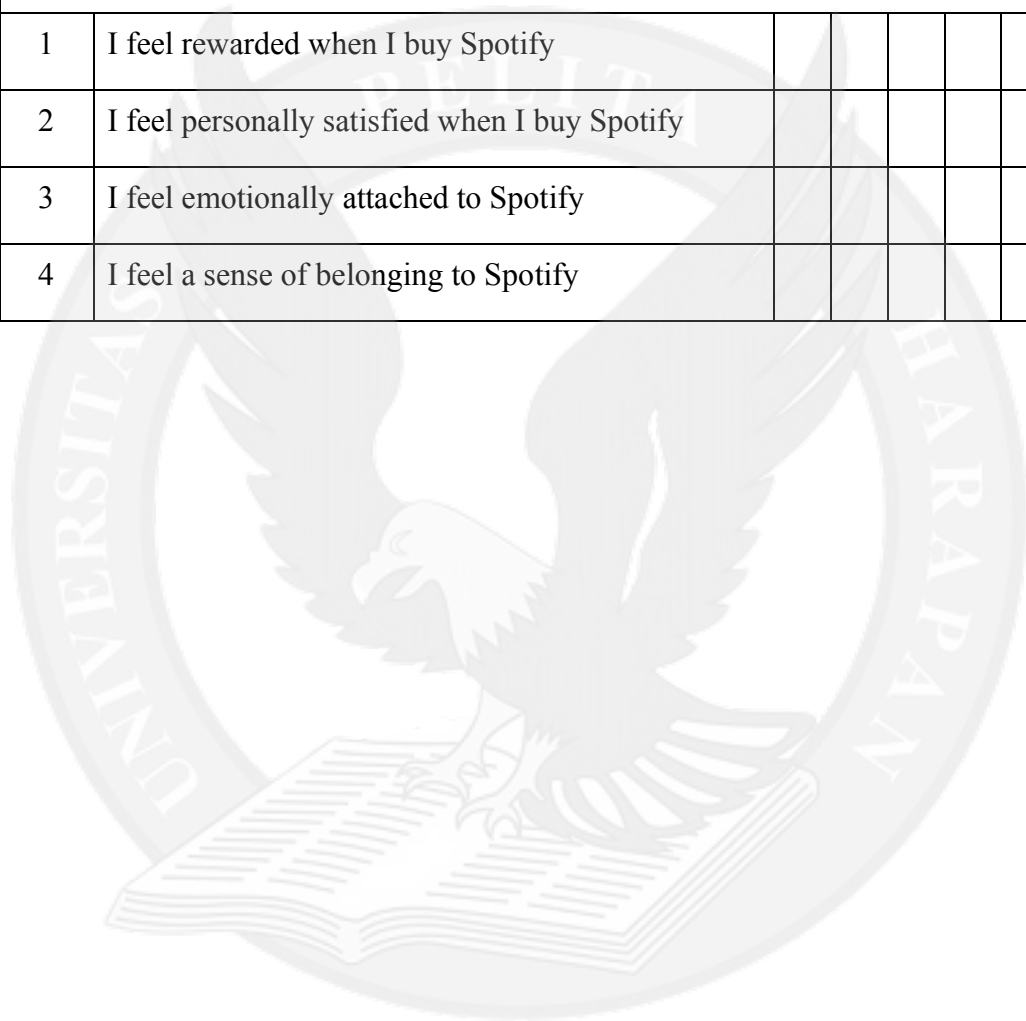
- Highschool
- Undergraduate (S1)
- > Graduate

No.	Statement	Answer				
		1	2	3	4	5
<b>Brand Loyalty</b>						
Brand loyalty encompasses the actual and intimate behavior which leads customers to consistently repurchase preferred products or services, despite other competitors' efforts and strategies to change their behavior.						
1	I would say positive things about Spotify to other people					
2	I am a loyal customer of the brand Spotify					

3	I am willing to maintain my relationship with Spotify					
<b>Value Congruity</b>						
Value congruity explains the value similarity between the customer and the brand, where customers prefer to use products or services that represent their values.						
1	I support the intent of the core values Spotify has					
2	Spotify is relevant to my values					
3	Spotify is relevant to my needs					
<b>Consumer-Brand Identification</b>						
Consumer-brand identification elucidates the individuals' beliefs about their own identity, lifestyles, and preferences since the consumers will repeatedly choose those products and services that represent their preferred (ideal self) and/or their perceived image.						
1	When I talk about Spotify, I usually say "we" rather than "they"					
2	I feel that my personality and the personality of Spotify are very similar					
3	I feel good when I notice positive news in the media about Spotify					
<b>Customer-Brand Engagement</b>						
Customer-brand engagement is considered to be a context-dependent, psychological construct, reflected by emotional, cognitive, and intentional states generated by interactive experiences underlying behavioral interactions.						
1	I feel good when I use Spotify					
2	Using Spotify gets me to think about Spotify					



3	Using Spotify stimulates my interest to learn more about Spotify					
<b>Affective Brand Commitment</b>						
Affective commitment is an emotional factor that develops through personal involvement or reciprocity that a consumer has towards a company, this would then result in a higher level of commitment and loyalty						
1	I feel rewarded when I buy Spotify					
2	I feel personally satisfied when I buy Spotify					
3	I feel emotionally attached to Spotify					
4	I feel a sense of belonging to Spotify					





# **APPENDIX I**

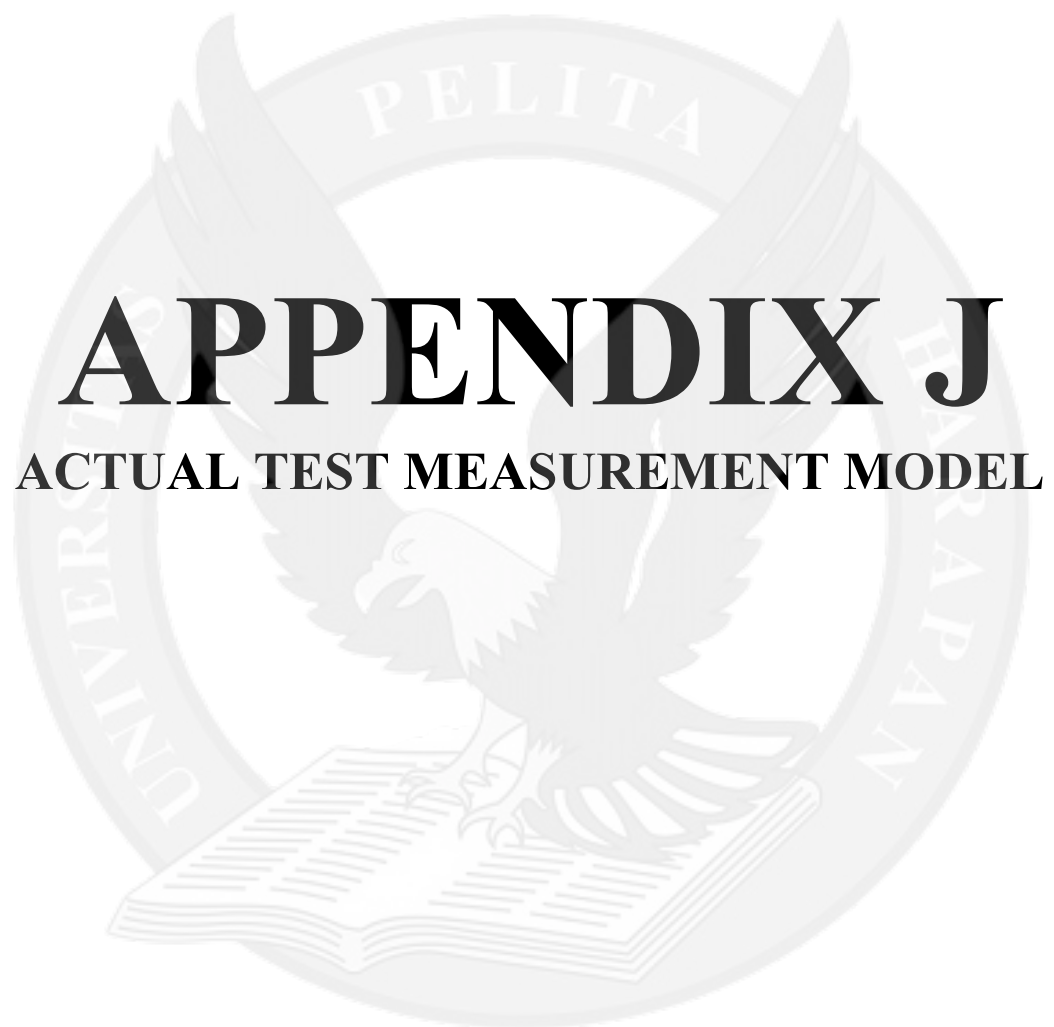
**ACTUAL TEST DATA**

To access all of the data, please scan the barcode below:



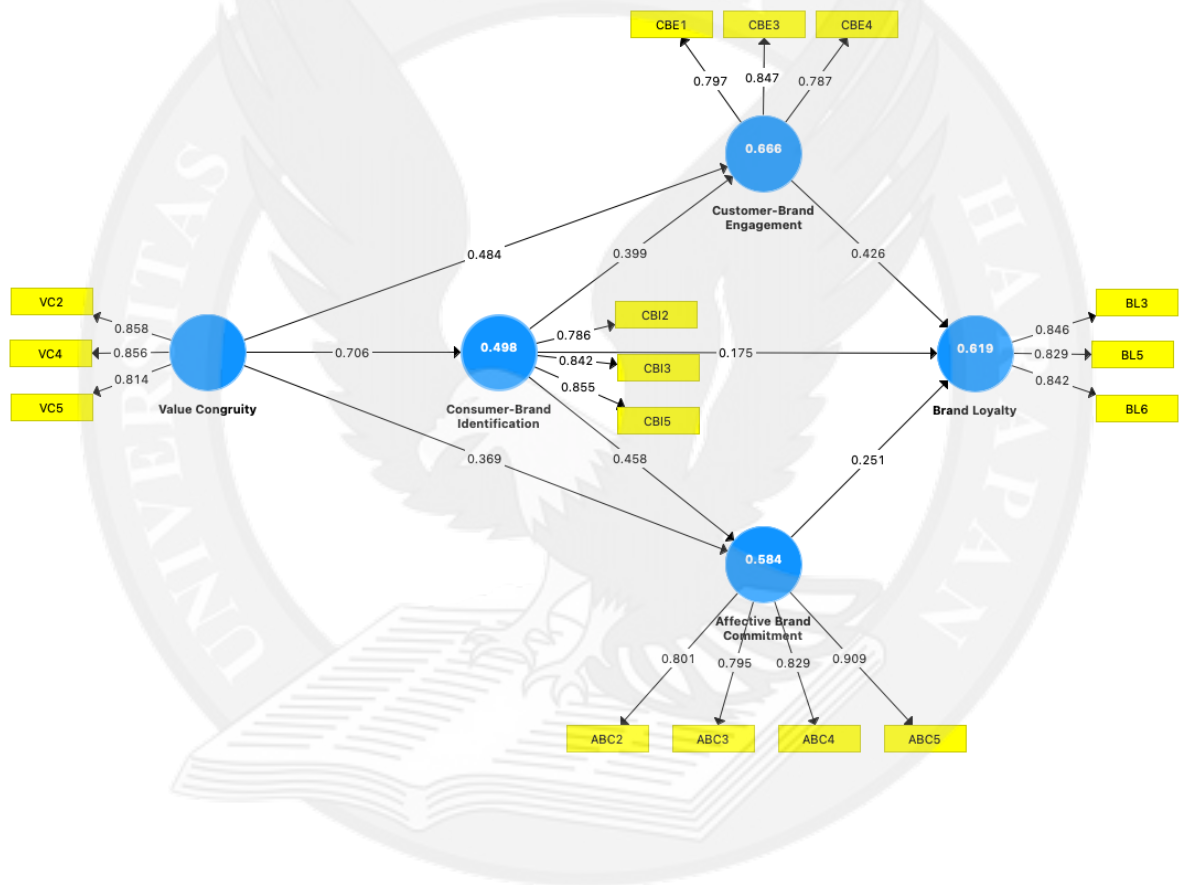
Or access through the link below:

[https://docs.google.com/spreadsheets/d/1Jdd00VJkq7QOuL\\_t7saVX2pDB8k8IxHU/edit?usp=sharing&oid=110227476668968807405&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1Jdd00VJkq7QOuL_t7saVX2pDB8k8IxHU/edit?usp=sharing&oid=110227476668968807405&rtpof=true&sd=true)



# **APPENDIX J**

## **ACTUAL TEST MEASUREMENT MODEL**



**ACTUAL TEST  
MEASUREMENT MODEL**

**Construct Reliability and Validity**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Brand Loyalty</b>	0.791	0.794	0.877	0.704
<b>Value Congruity</b>	0.796	0.800	0.880	0.710
<b>Consumer-Brand Identification</b>	0.774	0.791	0.868	0.686
<b>Customer-Brand Engagement</b>	0.739	0.742	0.852	0.657
<b>Affective Brand Commitment</b>	0.854	0.861	0.902	0.697

### Outer Loadings

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL3</b>	0.846				
<b>BL5</b>	0.829				
<b>BL6</b>	0.842				
<b>VC2</b>		0.858			
<b>VC4</b>		0.856			
<b>VC5</b>		0.814			
<b>CBI2</b>			0.786		
<b>CB13</b>			0.842		
<b>CBI5</b>			0.855		
<b>CBE1</b>				0.797	
<b>CBE3</b>				0.847	
<b>CBE4</b>				0.787	
<b>ABC2</b>					0.801
<b>ABC3</b>					0.795
<b>ABC4</b>					0.829
<b>ABC5</b>					0.909

**Discriminant Validity – Cross Loading**

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL3</b>	0.846	0.645	0.586	0.687	0.598
<b>BL5</b>	0.829	0.527	0.552	0.667	0.635
<b>BL6</b>	0.842	0.589	0.549	0.531	0.562
<b>VC2</b>	0.598	0.858	0.644	0.652	0.589
<b>VC4</b>	0.596	0.856	0.609	0.657	0.629
<b>VC5</b>	0.576	0.814	0.526	0.626	0.527
<b>CBI2</b>	0.451	0.461	0.786	0.487	0.446
<b>CB13</b>	0.576	0.653	0.842	0.679	0.671
<b>CBI5</b>	0.619	0.612	0.855	0.647	0.634
<b>CBE1</b>	0.649	0.687	0.523	0.797	0.635
<b>CBE3</b>	0.656	0.603	0.625	0.847	0.704
<b>CBE4</b>	0.523	0.567	0.660	0.787	0.589
<b>ABC2</b>	0.506	0.558	0.613	0.640	0.801
<b>ABC3</b>	0.571	0.515	0.553	0.618	0.795
<b>ABC4</b>	0.651	0.581	0.579	0.673	0.829



<b>ABC5</b>	0.652	0.649	0.652	0.718	<b>0.909</b>
-------------	-------	-------	-------	-------	--------------

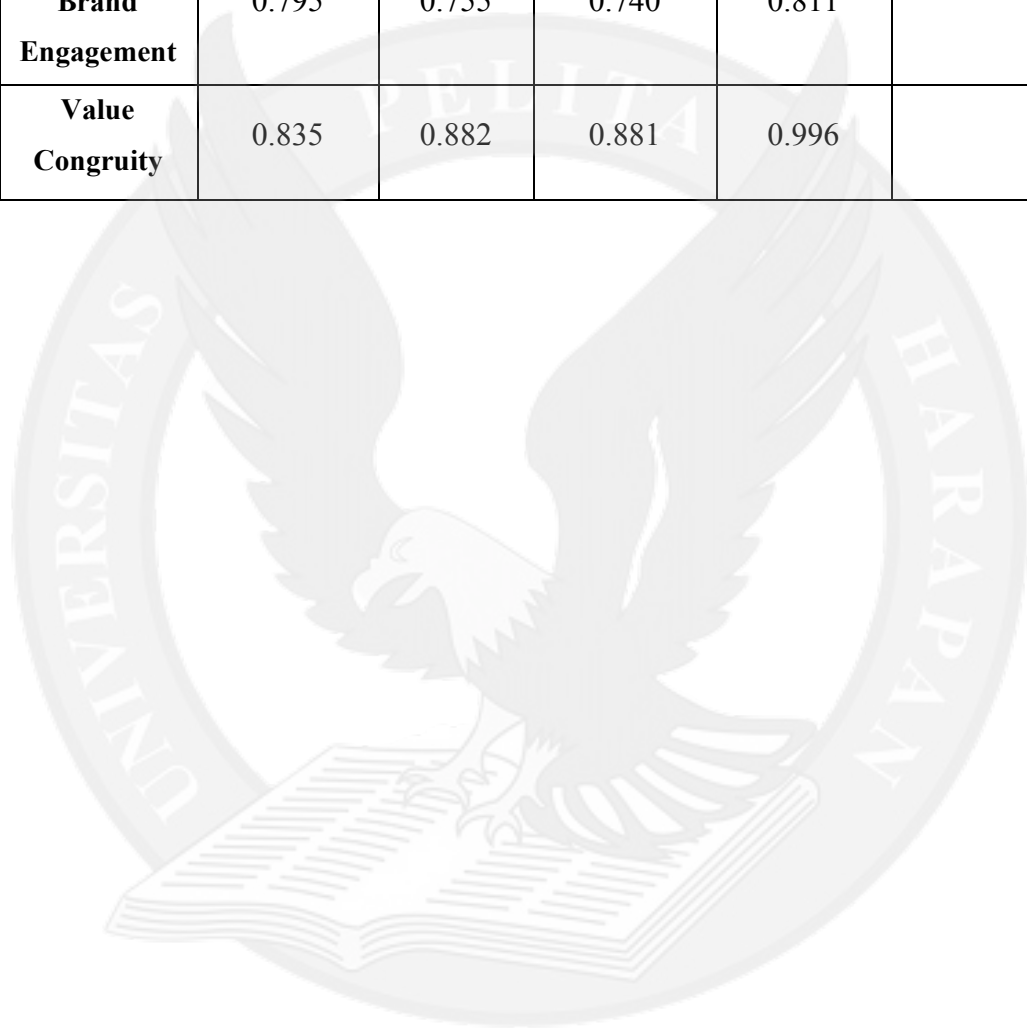
**Discriminant Validity – Heterotrait-Monotrait Ratio HTMT**

	<b>Affective Brand Commitment</b>	<b>Brand Loyalty</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Value Congruity</b>
<b>Affective Brand Commitment</b>					
<b>Brand Loyalty</b>	0.865				
<b>Consumer-Brand Identification</b>	0.866	0.844			
<b>Customer-Brand Engagement</b>	0.998	0.976	0.967		
<b>Value Congruity</b>	0.835	0.882	0.881	0.996	

**Discriminant Validity – Fornell-Lacker**

	<b>Affective Brand Commitment</b>	<b>Brand Loyalty</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Value Congruity</b>
<b>Affective Brand Commitment</b>	0.835				

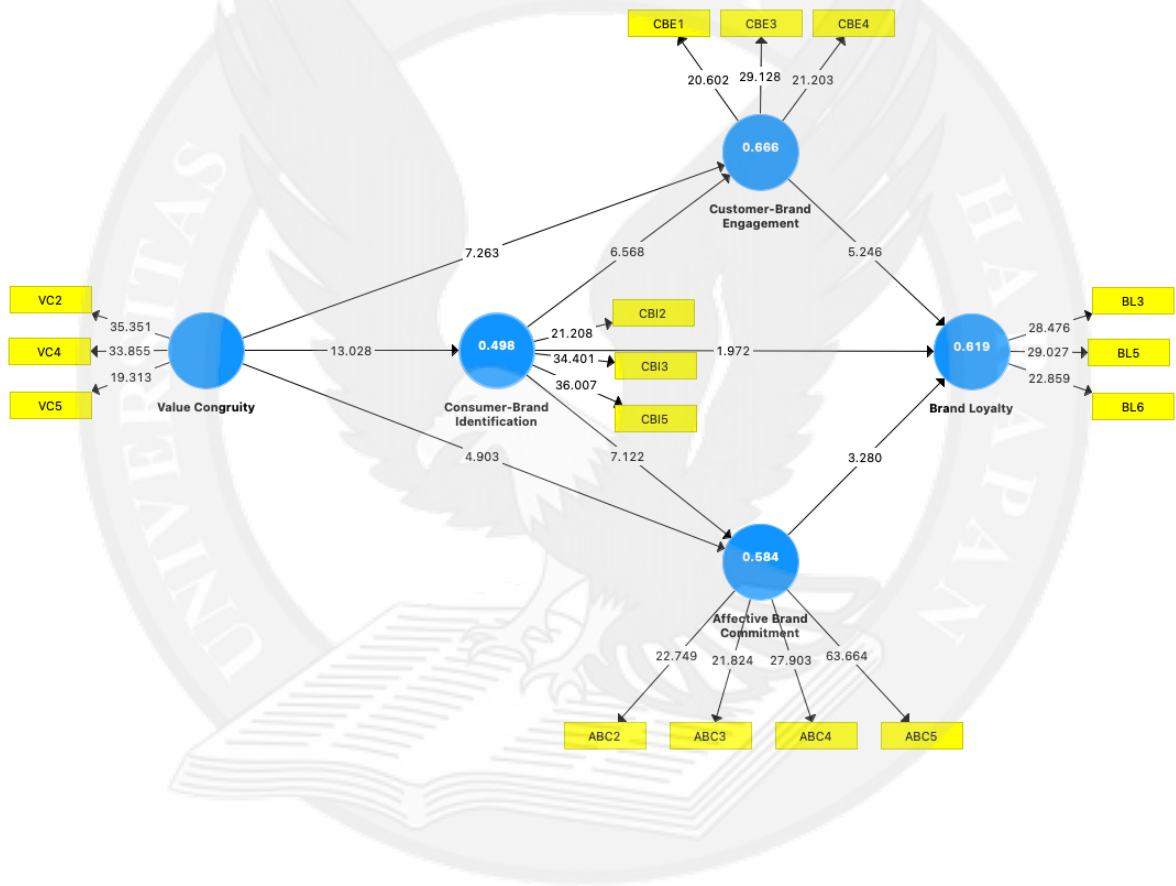
<b>Brand Loyalty</b>	0.716	0.839			
<b>Consumer-Brand Identification</b>	0.718	0.671	0.828		
<b>Customer-Brand Engagement</b>	0.795	0.755	0.740	0.811	
<b>Value Congruity</b>	0.835	0.882	0.881	0.996	





# **APPENDIX K**

## **ACTUAL TEST STRUCTURAL MODEL**



## ACTUAL TEST

### STRUCTURAL MODEL MEASUREMENT

#### Path Coefficients

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (IO/STDEVI)</b>	<b>P Values</b>
Value Congruity → Consumer- Brand Identification	0.706	0.704	0.054	13.165	0.000
Value Congruity → Customer- Brand Engagement	0.484	0.488	0.064	7.551	0.000
Value Congruity → Affective Brand Commitment	0.369	0.365	0.072	5.142	0.000

Consumer-Brand Identification → Customer-Brand Engagement	0.399	0.392	0.060	6.607	0.000
Consumer-Brand Identification → Brand Loyalty	0.175	0.172	0.083	2.123	0.017
Consumer-Brand Identification → Affective Brand Commitment	0.458	0.458	0.063	7.267	0.000
Affective Brand Commitment → Brand Loyalty	0.251	0.256	0.077	3.269	0.001
Customer-Brand Engagement → Brand Loyalty	0.426	0.422	0.079	5.400	0.000

### Specific Indirect Effects

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (IO/STDEV)</b>	<b>P Values</b>
Value Congruity → Consumer-Brand Identification → Customer-Brand Engagement	0.282	0.276	0.050	5.634	0.000
Value Congruity → Consumer-Brand Identification → Affective Brand Commitment	0.323	0.323	0.055	5.896	0.000
Value Congruity → Consumer-Brand Identification → Brand Loyalty	0.124	0.121	0.060	2.081	0.019

### Outer VIF

<b>Indicator</b>	<b>VIF</b>
<b>BL3</b>	1.684
<b>BL5</b>	1.563
<b>BL6</b>	1.812
<b>VC2</b>	1.767

<b>VC4</b>	1.744
<b>VC5</b>	1.597
<b>CBI2</b>	1.579
<b>CBI3</b>	1.537
<b>CBI5</b>	1.674
<b>CBE1</b>	1.395
<b>CBE3</b>	1.634
<b>CBE4</b>	1.463
<b>ABC2</b>	1.785
<b>ABC3</b>	1.855
<b>ABC4</b>	2.180
<b>ABC5</b>	3.071

**Inner VIF**

	<b>Brand Loyalty</b>	<b>Value Congruity</b>	<b>Consumer-Brand Identification</b>	<b>Customer-Brand Engagement</b>	<b>Affective Brand Commitment</b>
<b>BL</b>					
<b>VC</b>			1.000	1.993	1.993
<b>CBI</b>	2.464			1.993	1.993



<b>CBE</b>	3.237				
<b>ABC</b>	3.022				

### Model Fit

	Saturated Model	Estimated Model
<b>SRMR</b>	0.073	0.083
<b>d_ULS</b>	0.733	0.936
<b>d_G</b>	0.393	0.438
<b>Chi-Square</b>	579.317	611.486
<b>NFI</b>	0.777	0.764
<b>RMSTheta</b>	0.198	

### R-Square and R-Square Adjusted

	R-Square (R <sup>2</sup> )	R-Square Adjusted
Brand Loyalty	0.619	0.614
Consumer-Brand Identification	0.498	0.496
Customer-Brand Engagement	0.666	0.663
Affective Brand Commitment	0.584	0.581