ABSTRACT

(VI + 209 pages, 33 tables, 5 figures)

The wellness industry, specifically the premium traditional massage and reflexology sector, represents a growing area of consumer interest and economic potential in Indonesia and worldwide. This study investigates the psychological and behavioral dynamics that influence oppositional loyalty among customers within this sector, focusing on constructs such as self-brand similarity, brand prestige, brand uniqueness, consumer-brand identification, and the moderating roles of inter-consumer brand rivalry and brand community engagement. Using survey data of 491 respondents taken with purposive sampling via online questionnaire distribution and processed utilizing Partial Least Squares-Structural Equation Modelling (PLS-SEM) through SmartPLS 4, the research examines how these factors shape oppositional loyalty, an emerging phenomenon in service-oriented industries. The research findings indicate that self-brand similarity, brand prestige, and brand uniqueness positively influence oppositional loyalty mediated by consumer-brand identification. In addition, moderators including inter-consumer brand rivalry and brand community engagement do showcase influence between consumer-brand identification and oppositional loyalty in customers of Nano Healthy Family, Yu Yuan Tang, Chien Kang Tang, Kokuo Family Massage and Reflexology, alongside Nakamura The Healing Touch. Key takeaways for managers include fostering self-brand similarity, brand community engagement, and consumer-brand identification, as these hold the highest priority, and in addition, leveraging high-performing aspects like brand prestige and brand uniqueness while periodically monitoring market trends is also advised.

Keywords: **Wellness industry, Oppositional loyalty, Self-brand similarity, Brand prestige, Brand uniqueness, Consumer-brand identification, Inter-consumer brand rivalry, Brand community engagement; Greater Jakarta**