Antecedents and Consequences of Brand Attachment

Michelle Agnes Patricia¹, Dheandra Frisca Alvionita², dan Fatik Rahayu³

¹,²,³ Management Research Program, Trisakti University, Jakarta
Faculty of Economics and Business, Trisakti University

¹) michelle22001906004@student.trisakti.ac.id; ²) dheandra022002016501@student.trisakti.ac.id; ³) fatik.rahayu@trisakti.ac.id

corresponding author

Received: August 4, 2022 Accepted: October 5, 2022 Published: December 31, 2022

To cite this article: Patricia, MA; Alvionita, DF; Rahayu, F., 2022. Antecedents and Consequences of Brand Attachment. The Management Journal of BINANIAGA, 7(2), 171-182. doi:10.33062/mjb.v7i2.8

Abstract: The purpose of this research was to analyze the effect of Usability, Security / Privacy, Interactivity and Brand Attachment have a positive effect on WOM. The sampling technique in this research used "purposive sampling" with the respondent criteria being individuals who are users of the mobile banking application. This research uses primary data obtained through questionnaires distributed to 208 respondents. The results of this research indicate that there is a positive effect of Usability, Security / Privacy, Interactivity and Brand Attachment have a positive effect on WOM, a positive effect also has a positive effect Usability, Security / Privacy, Interactivity has an effect on Brand Attachment.

Keywords: Brand Attachment, Interactivity, Security / Privacy, Usability, WOM

INTRODUCTION

Technology has transformed digitally to facilitate human work that was previously difficult to do. According to Fatah Syukur (2008), technology is a development of science to design tools or machines to be developed so that their use can be more effective, efficient and practical.

Mobile is a programming that is ready to use and can be conducted seamlessly, operations can be conducted on mobile devices such as smartphones or tablets (Sieglzer, 2008). Mobile Banking is a banking service that uses the application of information-based digital technology (Syamsul H, 2015). Mobile Banking services are provided by the bank in order to create convenience for customers in conducting banking activities. The effectiveness and efficiency of customers in conducting various transactions via Mobile Banking must be supported by mobile devices such as cell phones and internet networks (Syamsul H, 2015). Even though the use of digital technology-based Mobile Banking can still be considered safe and profitable for customers. This is in line with the opinion of Nur Auliani (2008) who said that Mobile Banking services use multiple or layered security networks, this relies on operators providing cellular networks and the banking network itself, so there is no need to doubt its security for customers who use it.

In accordance with the results of the 2021 Bank Service Excellence Monitor (BSEM) survey conducted by Marketing Research Indonesia (MRI), there are 5 main rankings of banks with the most mobile banking users, namely first place starting from BNI bank at 94.92%, second is BCA bank 94.88%, the third is BRI bank 93.42%, then Mandiri bank 87.26%, then finally Artha Graha bank 82.37%. BSEM considers various features owned by the five largest banks as superior digital services and surpasses national banks providing similar services.

Word of mouth is one of the strategies needed in the banking world to increase customer interest and loyalty in using Mobile Banking. Word of mouth is a marketing strategy that triggers consumers to talk about, promote, provide recommendations, and
sell related products or brands to other consumers (Freddy R, 2013). Therefore, in accordance with the background that has been described, researchers are interested in analyzing the relationship between brand attachment and Mobile Banking service quality with positive word-of-mouth.

Formulation of the Problem

1. Is there a positive effect between usability on brand attachment?
2. Is there a positive effect between security / privacy on brand attachment?
3. Is there a positive effect between interactivity on brand attachment?
4. Is there a positive effect between usability on word of mouth?
5. Is there a positive effect between security / privacy on word of mouth?
6. Is there a positive effect between interactivity on word of mouth?
7. Is there a positive effect between brand attachments to word of mouth?

LITERATURE REVIEWS

Usability

In accordance with ISO (2018), usability is the extent to which a product can be used by consumers to achieve set goals effectively and efficiently. By using usability, we can find out how capable consumers are in learning and operating a product or service in order to obtain a goal and what is the level of satisfaction with using the product.

Security/Privacy

Security (or privacy) are various steps to protect personal data security owned by consumers through the conditions that have been met for sharing and exchanging personal data with companies (Dewi, 2018).

Interactivity

Interactivity is a communication plus choices where there is the use of media to communicate ideas in a certain way (Muzzaki, Abdurrohman: 2020).

Brand Attachment

Agnes and Trixie (2022) state that brand attachment is an emotional bond between a consumer and a particular brand. This is in line with the opinion of Malár et al., (2013) which defines that brand attachment is a construct of an emotional relationship that reflects the self-concept of the consumer’s personality, seen in accordance with the suitability or compatibility between the brand and the actual self (actual self) and the ideal self that is expected by consumers (ideal self). Japutra et al., (2014) revealed that consumers who realize that the brand they like is suitable in reflecting themselves and their lifestyle, consumers will tend to develop an emotional bond with that brand in the long term. This opinion is supported by what was stated by Aureliano-Silva et al., (2017) where brand attachment is the main key in the marketing aspect which states an emotional psychological relationship between consumers and brands, which forms brand personification in creating emotional attachments in the long term.

Word of Mouth

Word of mouth is a behavior in which consumers provide information to other consumers about products, services or brands (Qadhafi, 2017). Consumers who know the existence of a product through word of mouth communication is generally an effective
way for companies to promote their products, services or brands. Consumer brand awareness regarding products and brands can be established between consumer groups in the community, namely through shopping experiences and observations of product use from other consumers, or by seeking information by asking other consumers who have used or purchased these products (Suryani, 2013). If consumers spread information about product superiority, it is called positive WOM, however, if consumers disseminate negative information about the ugliness of the product, it is referred to as negative WOM (Arbaniah, 2010).

Conceptual Framework

Source: Lova Rajaobelina, Sandrine Prom Tep, Manon Arcand and Line Ricard (2021)

Hypothesis Development

The ease of use (usability) that is reflected in cellular application affects customer experience (McLean and Wilson, 2016). McLean (2018) found that the utility of cellular application affects brand engagement, which correlates quality with brand stickiness (Kumalr and Nalyalk, 2019).

The theory of continuance shows that the development of natural and emotional entanglements in objects is mutually related (Lalm in Shalnkalr, 2014). This relationship is important for cellular devices which is controlled by failure in emotional relationships. Consumers have greater concerns about the risk of death associated with adoption or the use of adversity services such as mobile banking (Shalnkalr et al., 2020).

Several studies have shown that interactivity affects the quality of the relationship between the consumer and the brand (Gligor and Bozkurt, 2022). When consumers feel that they have a certain level of control over the communication process, they tend to believe that their relationship with the brand is exclusive (Gligor and Bozkurt, 2022).

The hypotheses that were generated is as follows

Michelle Agnes Patricia; Dheandra Frisca Alvionita; Fatik Rahayu. Antecedents and Consequences of Brand Attachment
H1: (a-Usability, b-Security / privacy, c-Interactivity) is positively related to Brand Attachment

Nalyebi et al., (2013) argued that the use of cellular applicationlications helps users in achieving sales goals in task performance, according to Kalrenal that this has an effect on increasing user experience. In addition, Galbisch and Milne (2014) argue that the use of cellular applicationlications results in positive WOM.

In mobile balancing has an internal correlation of perceptions of normality/privacy with WOM (Tralbesi Zoghlalmi et al., 2018). Hariyalanto (2016) argues that the company’s ability to protect its users from the potential for harm is perceived by users as the greatest advantage.

Blazquez (2014) has shown that interactive technology leads to a more enjoyable shopping experience, which can produce positive WOM. Although the direct relationship between interactivity and WOM has not been explored in the cellular context, interactivity has had positive consequences.

The hypotheses that were generated is as follows:

H2: (a-Usability, b-Security / privacy, c-Interactivity) is positively related to Word of Mouth.

Brand affinity has been proven to be in accordance with important variables such as WOM (Hung, 2014). Consumers who feel emotionally bound and feel compatible with a brand will create positive WOM (Jalputral et al., 2014). Consumers with quality brand loyalty provide preferential treatment at the brand and engage in behaviors that fake consumer brand relationships which are renewed through positive WOM (Hung, 2014).

The hypotheses that were generated is as follows:

H3: Brand Attachment is positively related to Word of Mouth.

RESEARCH METHODOLOGY

This research was counducted in accordance with research that had been conducted previously, namely by Loval Raaljalobelinal, Salndrine Prom Tep, Malnon Alrcalnd and Line Ricalrd (2021) entitled "The relationship of brand and alternative conversation and mobile balancing service quality with positive word of mouth". This research uses a qualitative research applicationroach method. According to Sugiyono (2017), qualitative research is an objective research applicationroach which includes collection and numerical analysis (number) and qualitative data which is processed using statistical methods. The type of research test used is the internal hypothesis test in which several hypotheses are tested over and over again. According to Poletiek (2013), Hypothesis test is counducted in order to test assumptions about recognizing a parameter from several research variables in a population by using the data measured in a sample. In this research, hypothesis test is counducted to determine whether there is an internal variable effect that is being studied, namely the effect of usability, security/privacy, interactivity, and brand attachment on word of mouth.

The data obtained is primary data, which is obtained from distributing the questionnaire through the Google Form. This research will also use the Cross-Sectional method in which the research is collected in one walkthrough with many objects. The measurement scale used in this research is a Likert scale with a wide range of scales starting from 1 (really disagree) to 5 (really agree). The sample selection technique used

Michelle Agnes Patricia; Dheandra Frisca Alvionita; Fatik Rahayu. Antecedents and Consequences of Brand Attachment
in this research uses a purposive sampling technique with the criteria of respondents who meet the criteria, namely respondents who have used Mobile Balancing which is the best in Indonesia. The number of samples used in this research was 208 respondents. Even the object that is researched in this research is an individual who is willing to invest in BNI, BCAI, BRI, in Mandiri and Artha Graha. Taking the timeframe for this research will be conducted starting in 2021. The all-in-one analysis that is used in this research is Structural Equalization Modeling (SEM). The SEM (Structural Equalization Modeling) method is used to look at the calibrated linear relationship between the indicators in a variable that cannot be measured directly (latent variable) (Prihalndini in Sunalryo, 2011).

RESULTS AND DISCUSSION

Validity Test

The validity test in this research was conducted to see whether there was a match between the statement items and the variable to be measured and to find out whether the respondents understood the meaning of the existing statement items, so that the answers given would reflect the actual situation. The validity test relates to the extent to which a measure can represent the concept of research (Hair et al., 2014). Therefore, the more valid an indicator is, the more precise the indicator is in measuring a variable. The Validital test was conducted by processing 208 samples with alal in conducting the validity test is factor analysis with output in the form of factor loading.

Table 1
Instrument Test Results

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Loading Factor</th>
<th>Cronbach Alpha</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The m-banking application allows consumers to input data easily.</td>
<td>0.739</td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>User access is designed effectively in the m-banking application.</td>
<td>0.784</td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>The m-banking application is easy to use.</td>
<td>0.779</td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>4</td>
<td>For consumers, the m-banking applications has many functions.</td>
<td>0.789</td>
<td>0.783</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>According to consumers, the applicationication of m-banking is usefull.</td>
<td>0.743</td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>6</td>
<td>The m-banking applications is valueable and is also useful to consumers.</td>
<td>0.713</td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>7</td>
<td>M-banking application content is presented effectively.</td>
<td>0.832</td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>8</td>
<td>Consumers believe that m-banking applications present content very well.</td>
<td>0.758</td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td><strong>Security/privacy</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Consumers think that any personal information provided by consumers in this applicationication is well protected.</td>
<td>0.842</td>
<td>0.825</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>Consumers think transactions made on this applicationication are safe.</td>
<td>0.891</td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>Consumers think that the confidentiality and privacy of my personal information is guaranteed on</td>
<td>0.888</td>
<td></td>
<td>Valid</td>
</tr>
</tbody>
</table>

Michelle Agnes Patricia; Dheandra Frisca Alvionita; Fatik Rahayu. Antecedents and Consequences of Brand Attachment
Michelle Agnes Patricia; Dheandra Frisca Alvionita; Fatik Rahayu. Antecedents and Consequences of Brand Attachment

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Loading Factor</th>
<th>Cronbach Alpha Coefficient</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Consumers think that providing bank account or credit card information to these m-banking applicationis safe.</td>
<td>0.750</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Interactivity**

<table>
<thead>
<tr>
<th></th>
<th>Statement</th>
<th>Factor</th>
<th>Coefficient</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The m-banking application facilitates two-way communication.</td>
<td>0.856</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The m-banking application gives users the opportunity to provide feedback.</td>
<td>0.926</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>This m-banking application makes me feel heard as an m-banking user.</td>
<td>0.885</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The m-banking application is effective in collecting suggestions and criticisms from m-banking users.</td>
<td>0.879</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Brand Attachment**

<table>
<thead>
<tr>
<th></th>
<th>Statement</th>
<th>Factor</th>
<th>Coefficient</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The m-banking application is part of the consumer.</td>
<td>0.881</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Consumers feel a personal bond with the m-banking application.</td>
<td>0.921</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Consumers’ thoughts and feelings are aligned with the m-banking application.</td>
<td>0.885</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Consumers feel that they always remember this m-banking application.</td>
<td>0.905</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Positive Word of Mouth**

<table>
<thead>
<tr>
<th></th>
<th>Statement</th>
<th>Factor</th>
<th>Coefficient</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consumers intend to invite friends and relatives to become m-banking applicationationication users.</td>
<td>0.900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Consumers intend to say positive things about m-banking applications in the next few years.</td>
<td>0.930</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Consumers would recommend the m-banking application to someone who needs my advice.</td>
<td>0.908</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In accordance with the indicators of the variables in the results of the instrument test above, it can be concluded that all variables in the research are valid or correct and also reliable.

Table 2

<table>
<thead>
<tr>
<th>Type of Measurement</th>
<th>Measurement</th>
<th>Value</th>
<th>Channeled acceptance limit</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Absolute fit measures</strong></td>
<td>$p$</td>
<td>0.000</td>
<td>$\geq 0.05$</td>
<td>Poor of Fit</td>
</tr>
<tr>
<td></td>
<td>ECVI</td>
<td>4.452</td>
<td>Closer to saturated value than independent</td>
<td>Goodness of Fit</td>
</tr>
<tr>
<td></td>
<td>RMSEA</td>
<td>0.093</td>
<td>$\leq 0.1$</td>
<td>Goodness of Fit</td>
</tr>
<tr>
<td><strong>Incremental fit measures</strong></td>
<td>IFI</td>
<td>0.878</td>
<td>$\geq 0.90$ or close to 1</td>
<td>Marginal of Fit</td>
</tr>
<tr>
<td></td>
<td>NFI</td>
<td>0.821</td>
<td>$\geq 0.90$ or close to 1</td>
<td>Marginal of Fit</td>
</tr>
<tr>
<td></td>
<td>TLI</td>
<td>0.859</td>
<td>$\geq 0.90$ or close to 1</td>
<td>Marginal of Fit</td>
</tr>
<tr>
<td></td>
<td>CFI</td>
<td>0.877</td>
<td>$\geq 0.90$ or close to 1</td>
<td>Marginal of Fit</td>
</tr>
</tbody>
</table>
In accordance with the Goodness of Fit Model test results in the table above, it can be seen that the model is used alphabetically and has a balance of altogether more goodness of fit criteria that are met. In accordance with the results of test the validity of the model using Absolute Fit Measures, Incremental Fit Measures, and Parsimonious Fit Measures, the conclusion of goodness of fit is reached. So the model test is canceled feasible to proceed to the next test, namely hypothesis test.

Hypothesis Test Results

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Estimate</th>
<th>p-value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Usability has a positive effect on Brand Attachment</td>
<td>0.175</td>
<td>0.186</td>
<td>Not Supported</td>
</tr>
<tr>
<td>b. Security / privacy has a positive effect on Brand Attachment</td>
<td>0.117</td>
<td>0.224</td>
<td>Not Supported</td>
</tr>
<tr>
<td>c. Interactivity has a positive effect on Brand Attachment</td>
<td>0.441</td>
<td>0.000</td>
<td>Supported</td>
</tr>
</tbody>
</table>

The first hypothesis purposes to test the effect of usability, security / privacy, interactivity on brand attachment with the statement of the null hypothesis (Ho) and the alternative hypothesis (Ha) as follows:

Ho: There is no positive effect of usability, security/privacy, interactivity on brand attachment.
Ha: There is a positive effect of usability, security / privacy, interactivity on brand attachment.

In accordance with table 3, the results of the first hypothesis test of the Usability variable having a positive effect on Brand Attachment have an estimate value of 0.175 with a p-value of 0.186 ≤ 0.05 so that the hypothesis is not supported (Ho is accepted, Ha is rejected). It can be concluded that Usability has no effect on Brand Attachment. The resulting estimate value is 0.175. Furthermore, the results of the first hypothesis test of the Security / Privacy variable had a positive effect on Brand Attachment has an estimate value of 0.117 with a p-value of 0.224 ≤ 0.05 so that the hypothesis is not supported (Ho accepted, Ha rejected). It can be concluded that Security / Privacy has no effect on Brand Attachment. The resulting estimate value is 0.224. Then, the results of the first hypothesis test of the Interactivity variable had a positive effect on Brand Attachment has an estimate value of 0.441 with a p-value of 0.000 ≥ 0.05 so that the hypothesis is supported (Ho is rejected, Ha is accepted). It can be concluded that Interactivity has an effect on Brand Attachment. The resulting estimate value is 0.441.

Michelle Agnes Patricia; Dheandra Frisca Alvionita; Fatik Rahayu. Antecedents and Consequences of Brand Attachment
The second hypothesis purposes to test the effect of usability, security / privacy, interactivity on WOM with the null hypothesis statement (Ho) and alternative hypothesis (Ha) as follows:

Ho: There is no positive effect of usability, value, security / privacy, interactivity on WOM.
H1: There is a positive effect of usability, value, security / privacy, interactivity on WOM.

In accordance with table 4, the results of the second hypothesis test of the Usability variable have a positive effect on WOM, which has an estimate value of 0.559 with a p-value of 0.001 ≥ 0.05 so that the hypothesis is supported (Ho is rejected, Ha is accepted). It can be concluded that Usability has an effect on WOM. The resulting estimate value is 0.559. Then, from the results of the second hypothesis test, the Security / Privacy variable has a positive effect on WOM has an estimate value of 0.355 with a p-value of 0.008 ≥ 0.05 so that the hypothesis is supported (Ho is rejected, Ha is accepted). It can be concluded that Security / Privacy has an effect on WOM. The resulting estimate value is 0.355. Finally, the results of the second hypothesis test Interactivity variable had a positive effect on WOM has an estimate value of 0.203 with a p-value of 0.009 ≥ 0.05 so that the hypothesis is supported (Ho is rejected, Ha is accepted). It can be concluded that Interactivity has an effect on WOM. The resulting estimate value is 0.203.

The third hypothesis purposes to test the effect of brand attachment on WOM with the following null hypothesis (Ho) and alternative hypothesis (Ha) statements:

Ho: There is no positive effect of brand attachment on WOM.
H1: There is a positive effect of brand attachment on WOM.

In accordance with table 5, the results of the third hypothesis test, Brand Attachment has a positive effect on WOM has an estimate value of 0.462 with a p-value of 0.000 ≥ 0.05 so that the hypothesis is supported (Ho is rejected, Ha is accepted). It can be concluded that Brand Attachment has an effect on WOM. The resulting estimate value is 0.462.

In accordance with the results of the research we have been done, the following results are obtained:

H1. A. Usability has no effect on Brand Attachment
The results of test the first hypothesis (a) that has been conducted in this research show that there is no direct effect of usability on brand attachment. The results of this research refute previous research by Lova Rajaobelina, Sandrine Prom Tep, Manon Arcand and Line Ricard (2021) which states that usability has a positive effect on brand attachment.
H1. B. Security / Privacy has no effect on Brand Attachment
The results of test the first hypothesis (b) that has been conducted in this research show that there is no direct effect of security / privacy on brand attachment. The results of this research refute previous research by Lova Rajaobelina, Sandrine Prom Tep, Manon Arcand and Line Ricard (2021) which states that security / privacy has a positive effect on brand attachment.

H1. C. Interactivity has an effect on Brand Attachment
The results of test the first hypothesis (c) that has been conducted in this research show that there is a direct effect of interactivity on brand attachment. The results of this research do not refute previous research by Lova Rajaobelina, Sandrine Prom Tep, Manon Arcand and Line Ricard (2021) which states that interactivity has a positive effect on brand attachment.

H2. A. Usability has an effect on WOM
The results of test the second hypothesis (a) that have been conducted in this research show that there is a direct effect of usability on WOM. The results of this research do not refute previous research by Lova Rajaobelina, Sandrine Prom Tep, Manon Arcand and Line Ricard (2021) which states that usability has a positive effect on WOM.

H2. B. Security / Privacy has no effect on WOM
The results of test the second hypothesis (b) that have been conducted in this research show that there is a direct effect of security / privacy on WOM. The results of this research do not refute previous research by Lova Rajaobelina, Sandrine Prom Tep, Manon Arcand and Line Ricard (2021) which states that security / privacy has a positive effect on WOM.

H2. C. Interactivity has an effect on WOM
The results of test the second hypothesis (c) that have been conducted in this research show that there is a direct effect of interactivity on WOM. The results of this research do not refute previous research by Lova Rajaobelina, Sandrine Prom Tep, Manon Arcand and Line Ricard (2021) which states that interactivity has a positive effect on WOM.

H3. Brand Attachment has an effect on WOM
The results of test the third hypothesis that has been conducted in this research show that there is a direct effect of brand attachment on WOM. The results of this research do not refute previous research by Lova Rajaobelina, Sandrine Prom Tep, Manon Arcand and Line Ricard (2021) which states that brand attachment has a positive effect on WOM.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

In accordance with the results of the research and discussion that has been conducted previously, it can be concluded that:
1. Usability has no effect on Brand Attachment
2. Security / Privacy has no effect on Brand Attachment

Michelle Agnes Patricia; Dheandra Frisca Alvionita; Fatik Rahayu. Antecedents and Consequences of Brand Attachment
3. Interactivity has an effect on Brand Attachment
4. Usability has an effect on WOM
5. Security / Privacy has no effect on WOM
6. Interactivity has an effect on WOM
7. Brand Attachment has an effect on WOM

Recommendation

1. Further research is recommended to add other variables that can affect the Positive Word of Mouth variable.
2. It is suggested that further research can develop hypotheses involving mediation / moderation so that the results may be positive.

REFERENCES


McLean, Graeme and Wilson, Alan. (2016). Evolving the online customer experience … is there a role for online customer support? Computers in Human Behaviour, 60. pp. 602-610. ISSN 0747-5632. https://dx.doi.org/10.1016/j.chb.2016.02.084


Michelle Agnes Patricia; Dheandra Frisca Alvionita; Fatik Rahayu. Antecedents and Consequences of Brand Attachment


