

BAB V

PENUTUP DAN IMPLIKASI MANAJERIAL

5.1 Kesimpulan Penelitian

Penelitian ini dilakukan untuk menguji pengaruh Pengetahuan Produk terhadap Loyalitas Merek pada merek Erigo, dengan Citra Merek sebagai variabel mediasi. Berdasarkan hasil analisis dengan pendekatan model mediasi menggunakan PROCESS Macro model 4, diperoleh kesimpulan bahwa Pengetahuan Produk memiliki pengaruh positif dan signifikan terhadap Loyalitas Merek. Artinya, semakin tinggi pengetahuan konsumen mengenai produk-produk Erigo, semakin besar kecenderungan mereka untuk tetap setia terhadap merek tersebut.

Selain itu, Pengetahuan Produk juga terbukti berpengaruh positif dan signifikan terhadap Citra Merek. Informasi dan pemahaman yang dimiliki konsumen tentang kualitas, desain, atau keunggulan produk Erigo membentuk persepsi positif terhadap citra merek di benak konsumen. Selanjutnya, Citra Merek juga menunjukkan pengaruh positif dan signifikan terhadap Loyalitas Merek, yang berarti bahwa semakin positif persepsi konsumen terhadap merek Erigo, semakin besar pula kemungkinan mereka untuk tetap loyal terhadapnya.

Lebih lanjut, hasil penelitian ini juga menunjukkan bahwa Citra Merek berperan sebagai variabel mediasi yang signifikan dalam hubungan antara Pengetahuan Produk dan Loyalitas Merek. Berdasarkan klasifikasi mediasi yang dikemukakan oleh Zhao et al. (2010), bentuk mediasi yang terjadi dalam

penelitian ini adalah *complementary mediation*. Hal ini ditandai dengan signifikansi baik pada efek langsung maupun tidak langsung, serta arah pengaruh yang sejalan dan positif. Temuan ini mengindikasikan bahwa Pengetahuan Produk tidak hanya berpengaruh langsung terhadap Loyalitas Merek, tetapi juga memperkuat pengaruh tersebut melalui peningkatan Citra Merek. Dengan kata lain, pembentukan loyalitas konsumen terhadap merek lokal seperti Erigo tidak lepas dari peran pengetahuan produk yang kuat dan citra merek yang positif di mata konsumen.

5.2 Implikasi Manajerial

Penelitian ini memberikan kontribusi pada literatur mengenai perilaku konsumen, khususnya dalam konteks industri *fashion* lokal di Indonesia. Hasil penelitian ini memperkuat bukti empiris bahwa pengetahuan produk dan citra merek merupakan faktor penting yang memengaruhi loyalitas merek. Secara khusus, temuan bahwa citra merek berfungsi sebagai variabel mediasi memberikan pemahaman yang lebih mendalam mengenai bagaimana pengaruh pengetahuan produk dapat bekerja secara tidak langsung melalui pembentukan persepsi merek yang kuat di benak konsumen.

Bagi Erigo maupun merek lain di industri fashion lokal, hasil penelitian ini memiliki beberapa implikasi manajerial yang penting. Pertama, perusahaan perlu merancang strategi komunikasi yang relevan dengan karakteristik masyarakat di era saat ini yang sudah sangat aktif di media sosial, seperti

kampanye digital berbasis visual di platform TikTok dan Instagram. Pendekatan ini memungkinkan merek menjangkau konsumen secara lebih efektif dengan konten yang sesuai gaya dan preferensi mereka.

Kedua, untuk memaksimalkan pengaruh pengetahuan produk terhadap citra dan loyalitas merek, perusahaan disarankan menyampaikan informasi produk secara menarik dan edukatif melalui konten digital. Misalnya, menampilkan cerita di balik desain, proses produksi, serta kualitas bahan yang digunakan, sehingga konsumen merasa lebih dekat dan memahami nilai produk.

Ketiga, karena citra merek berperan sebagai mediator yang signifikan, penguatan citra merek harus menjadi prioritas strategis. Hal ini dapat dilakukan dengan menjaga konsistensi kualitas produk, mengikuti tren *fashion* global, serta menjalin kolaborasi dengan influencer dengan berpartisipasi dalam ajang *fashion* internasional untuk membangun citra yang eksklusif dan mengikuti tren.

Keempat, mengingat loyalitas tidak hanya terbentuk dari kualitas produk saja, melainkan juga dari pengalaman menyeluruh konsumen terhadap merek, manajemen perlu mengelola aspek layanan pelanggan dengan baik. Mulai dari pelayanan yang responsif, kecepatan pengiriman, dan kemudahan dalam mengakses platform digital untuk menciptakan pengalaman positif yang memperkuat loyalitas.

Kelima, program loyalitas digital yang dirancang secara inovatif dan selaras dengan nilai-nilai yang dijunjung tinggi oleh konsumen Erigo seperti

keberlanjutan, lokalitas, serta ekspresi diri berpotensi menjadi strategi yang efektif dalam membangun hubungan emosional jangka panjang antara konsumen dan merek. Pendekatan ini tidak hanya memperkuat keterikatan emosional, tetapi juga mampu meningkatkan retensi konsumen terhadap merek Erigo secara berkelanjutan.

5.3 Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, penelitian ini memiliki keterbatasan dan kelemahan penelitian sebagai berikut. Penelitian ini memiliki keterbatasan pertama yaitu hanya berfokus pada satu merek lokal, yaitu Erigo, yang bergerak dalam industri *fashion*. Oleh karena itu, temuan yang diperoleh belum tentu dapat digeneralisasi atau diterapkan pada merek lokal lain di industri berbeda, maupun merek *fashion* dengan karakteristik konsumen yang berbeda. Dengan demikian, hasil penelitian ini terbatas pada konteks industri pakaian, khususnya merek lokal Erigo, sehingga penggunaannya sebagai acuan perlu disesuaikan dengan kondisi dan karakteristik masing-masing merek atau industri.

Keterbatasan kedua terletak pada variabel yang digunakan dalam penelitian ini, yang hanya mencakup pengetahuan produk, citra merek, dan loyalitas merek. Di mana, pada sisi lain loyalitas konsumen dapat dipengaruhi oleh berbagai faktor lain seperti kepuasan pelanggan, kepercayaan terhadap merek, persepsi harga, serta pengalaman pelanggan secara keseluruhan. Oleh

sebab itu, penambahan variabel-variabel tersebut pada penelitian selanjutnya diharapkan dapat memberikan gambaran yang lebih komprehensif mengenai faktor-faktor yang memengaruhi pembentukan loyalitas merek.

Keterbatasan ketiga dalam penelitian ini terletak pada indikator pertanyaan yang digunakan untuk mengukur variabel pengetahuan produk, di mana masing-masing indikator belum secara eksplisit merepresentasikan dimensi-dimensi utama dari konsep pengetahuan produk itu sendiri, seperti kesadaran merek, kebiasaan penggunaan, serta pengalaman konsumen terhadap produk sebagaimana dijelaskan dalam landasan teori. Ketidaktepatan dalam merepresentasikan dimensi ini dapat menimbulkan bias interpretasi di kalangan responden, karena masing-masing individu dapat memahami makna “pengetahuan produk” secara berbeda sesuai dengan pengalaman dan persepsi pribadi. Akibatnya, validitas konstruk dari variabel pengetahuan produk dalam penelitian ini dapat diragukan, sehingga berpengaruh terhadap keakuratan hasil pengukuran dan kesimpulan yang ditarik dari analisis data.

5.4 Saran Untuk Penelitian Selanjutnya

Berdasarkan keterbatasan yang ditemukan dalam penelitian ini, terdapat beberapa saran yang dapat dijadikan pertimbangan untuk penelitian selanjutnya. Pertama, karena penelitian ini hanya berfokus pada satu merek lokal, yaitu Erigo, disarankan agar penelitian berikutnya melibatkan beberapa merek lokal dari berbagai kategori dalam industri fashion. Pendekatan ini akan

memberikan pemahaman yang lebih luas mengenai dinamika perilaku konsumen di industri fashion lokal serta memungkinkan perbandingan hasil antara merek-merek yang berbeda untuk mengidentifikasi persamaan dan perbedaan dalam pola konsumsi.

Kedua, mengingat variabel yang digunakan dalam penelitian ini terbatas pada pengetahuan produk, citra merek, dan loyalitas merek, penelitian selanjutnya sebaiknya mempertimbangkan penambahan variabel lain yang berpotensi memengaruhi loyalitas konsumen. Variabel seperti kepuasan pelanggan, kepercayaan terhadap merek, persepsi harga, dan pengalaman pelanggan diharapkan dapat memberikan gambaran yang lebih komprehensif mengenai faktor-faktor yang membentuk loyalitas merek. Dengan demikian, diharapkan pada penelitian selanjutnya dapat memberikan pemahaman yang baik mengenai perilaku konsumen di industri fashion lokal.

Ketiga, disarankan untuk penelitian selanjutnya untuk merancang instrumen yang lebih komprehensif dan merefleksikan dimensi-dimensi utama dari konstruk pengetahuan produk. Indikator-indikator tersebut sebaiknya dapat menjelaskan dari berbagai aspek yang relevan, seperti pengetahuan faktual mengenai fitur dan karakteristik produk, pengalaman langsung konsumen dalam menggunakan produk, serta kemampuan membandingkan produk dengan merek lain yang sejenis. Di samping itu, disarankan pula untuk melakukan uji *face validity* atau *content validity* sebelum instrumen disebarluaskan, guna memastikan bahwa setiap item yang digunakan memiliki

kejelasan makna dan relevansi yang tinggi terhadap konstruk yang diukur, sehingga dapat meningkatkan validitas dan reliabilitas hasil penelitian.



DAFTAR PUSTAKA

- Alhaddad, A. A., & Alhaddad, A. (2015). Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty. *Quest Journals Journal of Research in Business and Management*, 3(4), 1–08. www.questjournals.org
- Anderson, E. W., & Mittal, V. (2000). *Strengthening the Satisfaction-Profit Chain*.
- Aslam, E., Ashraf, M. S., & Iqbal, A. (2023). Impact of corporate image on customer loyalty of Islamic banks: the role of religiosity, collectivism, sight cues and CSR. *Journal of Islamic Marketing*, 14(5), 1310–1324. <https://doi.org/10.1108/JIMA-09-2021-0314>
- Ataman, B., & Ülengin, B. (2003). A note on the effect of brand image on sales. *Journal of Product & Brand Management*, 12(4), 237–250. <https://doi.org/10.1108/10610420310485041>
- Başer, İ. U., Cintamür, İ. G., & Arslan, F. M. (2016). EXAMINING THE EFFECT OF BRAND EXPERIENCE ON CONSUMER SATISFACTION, BRAND TRUST AND BRAND LOYALTY. *İktisadi ve İdari Bilimler Dergisi*, 37(2), 101. <https://doi.org/10.14780/iibd.51125>
- Bellman, J. R., & Whan Park, C. (1980). *Effects of Prior Knowledge and Experience and Phase of the Choice Process on Consumer Decision Processes: A Protocol Analysis*. <http://jcr.oxfordjournals.org/>

- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Creating effective online customer experiences. *Journal of Marketing*, 83(2), 98–119.
<https://doi.org/10.1177/0022242918809930>
- Brucks, M. (1985). *The Effects of Product Class Knowledge on Information Search Behavior**. <http://jcr.oxfordjournals.org/>
- Canta Honores, J. L., & Barcellos-Paula, L. (2024). Mediation of brand reputation and image in the relationship between perceived corporate social responsibility and brand equity and loyalty of technology companies among Generation Z: the moderating role of gender. *Cogent Business and Management*, 11(1).
<https://doi.org/10.1080/23311975.2024.2424484>
- Chang, W. J. (2021). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1), 209–223.
<https://doi.org/10.1108/BFJ-01-2020-0014>
- Činjurević, M., Agić, E., & Peštek, A. (2018). When Consumers are in Doubt, You Better Watch Out! The Moderating Role of Consumer Skepticism and Subjective Knowledge in the Context of Organic Food Consumption. *Zagreb International Review of Economics and Business*, 21(s1), 1–14.
<https://doi.org/10.2478/zireb-2018-0020>
- Clement, L. M., & Bradley-Garcia, M. (2022). A Step-By-Step Tutorial for Performing a Moderated Mediation Analysis using PROCESS. *The Quantitative Methods for Psychology*, 18(3), 258–271.
<https://doi.org/10.20982/tqmp.18.3.p258>

- Cooper, D. R., & Schindler, P. S. (2014). *Business research methods (12th ed.)*.
- Creswell. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches (3th ed.)*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- GoodStats. (2023). *Data preferensi merek fashion Indonesia tahun 2023*.
- Ismail, A., & Yunan, Y. S. M. (2016). SERVICE QUALITY AS A PREDICTOR OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY. *Logforum*, 12(4). <https://doi.org/10.17270/J.LOG.2016.4.7>
- Keller, K. L. (n.d.). *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity*.
- Kim, S., Leht, X., & Kandampully, J. (2019). The role of familiarity in consumer destination image formation. *Tourism Review*, 74(4), 885–901. <https://doi.org/10.1108/TR-10-2018-0141>
- Kitapci, O., Akdogan, C., & Dortyol, İ. T. (2014). The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare Industry. *Procedia - Social and Behavioral Sciences*, 148, 161–169. <https://doi.org/10.1016/j.sbspro.2014.07.030>
- Kusumastuti, A. D., Hidayah, M. N., & Kurniawan, D. R. (2025). Tinjauan Literatur: Peran Brand Image dalam Membangun Loyalitas Pelanggan dan

- Pengaruhnya dalam Sektor Ritel. *Jurnal EMT KITA*, 9(2), 694–699.
<https://doi.org/10.35870/emt.v9i2.4005>
- Lakshmanan, A., & Krishnan, H. S. (2011). *The Aha! Experience: Insight and Discontinuous Learning in Product Usage*.
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. In *Journal of Consumer Marketing* (Vol. 12, Issue 4, pp. 11–19).
<https://doi.org/10.1108/07363769510095270>
- Lin, L. Y., & Chen, C. S. (2006a). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265.
<https://doi.org/10.1108/07363760610681655>
- Lin, L. Y., & Chen, C. S. (2006b). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265.
<https://doi.org/10.1108/07363760610681655>
- Marliawati, A., & Cahyaningdyah, D. (2020). Management Analysis Journal Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust Article Information. In *Management Analysis Journal* (Vol. 9, Issue 2). <http://maj.unnes.ac.id>

- Mohd Suki, N. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893–2910. <https://doi.org/10.1108/BFJ-06-2016-0295>
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, 65. <https://doi.org/10.1016/j.jretconser.2021.102842>
- Mudambi, S. (2002). Branding importance in business-to-business markets. Three buyer clusters. *Industrial Marketing Management*, 31(6), 525–533. [https://doi.org/10.1016/S0019-8501\(02\)00184-0](https://doi.org/10.1016/S0019-8501(02)00184-0)
- Mujanah, S., & Satriatama, R. (2022). The Effect of Customer Delight, Brand Image, and Product Innovation on The Purchase Decision of The Erigo Brand in The City of Surabaya. *Journal of Applied Management and Business (JAMB)*, 3(2), 65–76. <https://doi.org/10.37802/jamb.v3i2.280>
- Neupane, R. (2015). The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK. *International Journal of Social Sciences and Management*, 2(1), 9–26. <https://doi.org/10.3126/ijssm.v2i1.11814>
- Novizal, G., & Rizal, A. (n.d.). *SEBAGAI VARIABEL MODERASI (STUDI PADA KONSUMEN MOBIL WULING DI DEALER WULING SEMARANG)*.
- Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product

awareness. *Journal of Islamic Marketing*, 11(3), 603–620.
<https://doi.org/10.1108/JIMA-11-2018-0220>

Oliver, R. L. (1999). *Whence Consumer Loyalty?*

Pina, J. M., Iversen, N. M., & Martinez, E. (2010). Feedback effects of brand extensions on the brand image of global brands: A comparison between Spain and Norway. *Journal of Marketing Management*, 26(9–10), 943–966.
<https://doi.org/10.1080/02672570903458789>

Rhazaoui, Y., SÖZER, E. G., CİVELEK, M. E., & ERTEMEL, A. V. (2024). The Mediator Role of Brand Image in the Effect of Product Knowledge on Brand Loyalty: A Study on Mobile Phone Brands. *Business and Economics Research Journal*. <https://doi.org/10.20409/berj.2024.442>

Rizky, H., Khrisnanda, R., Made, I., & Dirgantara, B. (2021). THE EFFECT OF BRAND AWARENESS, BRAND IMAGE, AND BRAND CREDIBILITY ON OPPO MOBILE PHONE BRAND PRODUCT PURCHASE INTENTION. *DIPONEGORO JOURNAL OF MANAGEMENT*, 10(2).
<http://ejournal-s1.undip.ac.id/index.php/dbr>

Sastrawati, M., Darsono, N., & Tabrani, M. (2020). THE EFFECT OF BRAND AWARENESS, PRODUCT KNOWLEDGE AND PRODUCT QUALITY ON PURCHASE DECISIONS AND ITS IMPACT ON CONSUMER LOYALTY IN MOORLIFE PRODUCTS IN BANDA ACEH CITY, INDONESIA. *International Journal of Business Management and Economic Review*, 03(01), 60–69. <https://doi.org/10.35409/ijbmer.2020.3138>

Shabbir, S. A. (2020). IMPACT OF SERVICE QUALITY AND BRAND IMAGE ON BRAND LOYALTY: THE MEDIATING ROLE OF CUSTOMER SATISFACTION. *Eurasian Journal of Social Sciences*, 8(2), 75–84. <https://doi.org/10.15604/ejss.2020.08.02.004>

Shin, M., Back, K. J., Lee, C. K., & Lee, Y. S. (2020). Enhancing customer-brand relationship by leveraging loyalty program experiences that foster customer-brand identification. *International Journal of Contemporary Hospitality Management*, 13(12), 3991–4016. <https://doi.org/10.1108/IJCHM-06-2020-0550>

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.

Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: CV Alfabeta.

Uma Sekaran, & Roger Bougie. (2019). *Research Methods For Business: A Skill Building Approach (8th ed.)*. Wiley Global Education US. <https://bookshelf.vitalsource.com/books/9781119561248>

Vibizmedia. (2024). *Erigo dan transformasi digital di industri fashion*.

Watson, G. F., Beck, J. T., Henderson, C. M., & Palmatier, R. W. (2015). Building, measuring, and profiting from customer loyalty. *Journal of the Academy of Marketing Science*, 43(6), 790–825. <https://doi.org/10.1007/s11747-015-0439-4>

Wolter, J. S., Bock, D., Smith, J. S., & Cronin, J. J. (2017). Creating Ultimate Customer Loyalty Through Loyalty Conviction and Customer-Company Identification. *Journal of Retailing*, 93(4), 458–476. <https://doi.org/10.1016/j.jretai.2017.08.004>

Yoo, M., & Bai, B. (2013). Customer loyalty marketing research: A comparative approach between hospitality and business journals. *International Journal of Hospitality Management*, 33(1), 166–177. <https://doi.org/10.1016/j.ijhm.2012.07.009>

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>

LAMPIRAN

Lampiran 1 Kuesioner Google Form

Haloo, perkenalkan saya Nathaniel Davito Adi Pradana, Mahasiswa S1 Program Studi Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang melakukan penyusunan skripsi atau tugas akhir sebagai syarat kelulusan studi saya dengan judul "Pengaruh Pengetahuan Produk terhadap Loyalitas Merek dengan Citra Merek sebagai Variabel Mediasi pada Merek Erigo", Penelitian ini bertujuan untuk menganalisis bagaimana pengetahuan produk memengaruhi loyalitas merek melalui citra merek, dengan objek penelitian pada konsumen merek pakaian Erigo.

Adapun kriteria responden yang dibutuhkan dalam penelitian ini adalah sebagai berikut:

1. Memiliki pengetahuan mengenai jenis produk yang ditawarkan Erigo.
2. Pernah membeli produk merek pakaian Erigo sebanyak dua kali atau lebih.

Seluruh data dan jawaban yang teman-teman berikan akan digunakan hanya untuk keperluan akademik, dan seluruh informasi yang diberikan akan dijaga kerahasiaannya.

Terimakasih yang sebesar-besarnya kepada teman-teman yang telah bersedia meluangkan waktu untuk mengisi kuesioner ini dan berpartisipasi dalam penelitian ini.

Apabila terdapat pertanyaan dapat menghubungi nomor atau email dibawah ini:

WhatsApp: 082135024200

Email: nathanieldavito00@gmail.com

Terimakasih dan sukses selalu!

Petunjuk Pengisian Kuesioner

Setiap pernyataan dalam kuesioner ini menggunakan Skala Likert 5 poin.

Silakan pilih jawaban yang paling sesuai dengan pendapat Anda terhadap pernyataan yang diberikan.

Berikut adalah skala penilaiannya:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Pertanyaan Filter 1

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai dengan penelitian ini.

Apakah Anda mengetahui berbagai jenis produk yang ditawarkan oleh Erigo?

a. Ya

b. Tidak

Pertanyaan Filter 1

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai dengan penelitian ini.

Apakah Anda pernah membeli produk Erigo sebanyak dua kali atau lebih (baik online maupun offline)?

a. Ya

b. Tidak

Terimakasih atas waktunya

Silahkan kirim jawaban Anda dan Anda bisa meninggalkan formulir ini. Terimakasih



Profil Responden

Pertanyaan ini digunakan untuk memahami karakteristik dasar responden guna mendukung analisis data dan memastikan relevansi serta keakuratan hasil penelitian.

Jenis Kelamin

- a. Laki-laki
- b. Perempuan

Usia

- a. < 18 tahun
- b. 18–20 tahun
- c. 21–25 tahun
- d. 26–30 tahun
- e. > 30 tahun

Pendapatan per-bulan

- a. < Rp.1.000.000
- b. Rp.1.000.000 - Rp.3.000.000
- c. Rp.3.000.001 - Rp.5.000.000
- d. > Rp.5.000.000

Pendidikan Terakhir

- a. SMP/Sederajat
- b. SMA/SMK/Sederajat
- c. Diploma (D1/D2/D3)
- d. Sarjana (S1)
- e. Pascasarjana (S2/S3)

Pekerjaan

- a. Pelajar/Mahasiswa

- b. Pegawai Negeri/Swasta
- c. Wirausaha
- d. Freelance
- e. Other

Pengetahuan Produk

Bagian ini bertujuan untuk mengetahui sejauh mana Anda mengenal dan memahami produk dari merek pakaian Erigo. Pertanyaan-pertanyaan dalam bagian ini mencakup tingkat pengetahuan Anda terhadap koleksi produk, kualitas, dan informasi umum yang berkaitan dengan merek tersebut.

Pertanyaan:

Saya memiliki tingkat pengetahuan yang tinggi tentang merek pakaian Erigo.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Pengetahuan saya tentang merek pakaian Erigo sangat tinggi dibandingkan dengan merek lain.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral

4. Setuju
5. Sangat Setuju

Saya mengetahui berbagai koleksi dan produk yang ditawarkan oleh Erigo.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Citra Merek

Bagian ini bertujuan untuk mengetahui bagaimana persepsi Anda terhadap merek pakaian Erigo. Pertanyaan-pertanyaan berikut akan menggambarkan pandangan Anda mengenai kualitas, karakteristik, reputasi, dan daya tarik merek Erigo dibandingkan dengan merek lain.

Pertanyaan:

Erigo adalah merek pakaian lokal yang memiliki kualitas tinggi.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Erigo memiliki karakteristik yang lebih baik dibandingkan dengan merek pakaian lokal lain.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Dibandingkan pesaingnya, Erigo memiliki citra merek yang lebih eksklusif meskipun harganya lebih tinggi.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Erigo adalah merek pakaian lokal yang bagus.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Erigo memiliki identitas atau kepribadian unik yang membedakannya dari pesaing.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Produk yang ditawarkan oleh Erigo tidak pernah mengecewakan.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Erigo adalah salah satu merek pakaian terbaik di industri fashion lokal.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Erigo adalah merek yang sudah populer di pasar.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju

5. Sangat Setuju

Loyalitas Merek

Bagian ini bertujuan untuk mengetahui sejauh mana tingkat loyalitas Anda terhadap merek pakaian Erigo. Pertanyaan-pertanyaan berikut akan menggambarkan seberapa besar kecenderungan Anda untuk tetap memilih, membeli kembali, dan merekomendasikan Erigo kepada orang lain, meskipun tersedia banyak merek pakaian lainnya di pasaran.

Pertanyaan:

Saya menganggap diri saya loyal terhadap merek Erigo.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Saya lebih memilih produk dari Erigo dibandingkan dengan merek pakaian lokal lainnya.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Erigo adalah pilihan terbaik dalam kategori pakaian kasual dan streetwear.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Pengaruh Pengetahuan Produk terhadap Loyalitas Merek dengan Citra Merek sebagai Variabel Mediasi pada Merek Erigo

Terima kasih telah meluangkan waktu untuk mengisi kuesioner ini.

Setiap jawaban yang teman-teman berikan sangat berarti dan akan membantu dalam proses penyusunan penelitian mengenai merek pakaian Erigo. Semoga selalu sehat dan sukses selalu. GBU! 🙏

Hormat saya,

Nathaniel Davito Adi Pradana

Lampiran 2 Screenshoot Kuesioner Google Gform

ERIGO

Pengaruh Pengetahuan Produk terhadap Loyalitas Merek dengan Citra Merek sebagai Variabel Mediasi pada Merek Erigo

Haloo, perkenalkan saya Nathaniel Davito Adi Pradana , Mahasiswa S1 Program Studi Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang melakukan penyusunan skripsi atau tugas akhir sebagai syarat kelulusan studi saya dengan judul "**Pengaruh Pengetahuan Produk terhadap Loyalitas Merek dengan Citra Merek sebagai Variabel Mediasi pada Merek Erigo**", Penelitian ini bertujuan untuk menganalisis bagaimana pengetahuan produk memengaruhi loyalitas merek melalui citra merek, dengan objek penelitian pada konsumen merek pakaian Erigo.

merek melalui citra merek, dengan objek penelitian pada konsumen merek pakaian Erigo.

Adapun kriteria responden yang dibutuhkan dalam penelitian ini adalah sebagai berikut:

1. Memiliki pengetahuan mengenai jenis produk yang ditawarkan Erigo.
2. Pernah membeli produk merek pakaian Erigo sebanyak dua kali atau lebih.

Seluruh data dan jawaban yang teman-teman berikan akan digunakan hanya untuk keperluan akademik, dan seluruh informasi yang diberikan akan dijaga kerahasiaannya.

Terimakasih yang sebesar-besarnya kepada teman-teman yang telah bersedia meluangkan waktu untuk mengisi kuesioner ini dan berpartisipasi dalam penelitian ini.

Apabila terdapat pertanyaan dapat menghubungi nomor atau email dibawah ini:

WhatsApp: 082135024200

Email: nathanieldavitooo@gmail.com

Terimakasih dan sukses selalu! 🙏🌟

* Indicates required question

Email *

☐

Record nathanieldavitooo@gmail.com as the email to be included with my response

Next

Clear form

Petunjuk Pengisian Kuesioner

Setiap pernyataan dalam kuesioner ini menggunakan **Skala Likert 5 poin**.
Silakan pilih jawaban yang paling sesuai dengan pendapat Anda terhadap pernyataan yang diberikan.

Berikut adalah skala penilaiannya:

- 1 = **Sangat Tidak Setuju**
- 2 = **Tidak Setuju**
- 3 = **Netral**
- 4 = **Setuju**
- 5 = **Sangat Setuju**

[Back](#)[Next](#)[Clear form](#)

Pertanyaan Filter 1

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai dengan penelitian ini.

Apakah Anda mengetahui berbagai jenis produk yang ditawarkan oleh Erigo? *

- ☐ Ya
- ☐ Tidak

[Back](#)[Next](#)[Clear form](#)

Pertanyaan Filter 2

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai dengan penelitian ini.

Apakah Anda pernah membeli produk Erigo sebanyak dua kali atau lebih (baik online maupun offline)? *

- ☐ Ya
- ☐ Tidak

Back

Next

Clear form

Terimakasih atas waktunya

Silahkan kirim jawaban Anda dan Anda bisa meninggalkan formulir ini. Terimakasih



Back

Submit

Clear form

Profil Responden

Pertanyaan ini digunakan untuk memahami karakteristik dasar responden guna mendukung analisis data dan memastikan relevansi serta keakuratan hasil penelitian.

Jenis Kelamin *

- ☐ Laki-laki
- ☐ Perempuan

Usia *

- ☐ < 18 tahun
- ☐ 18–20 tahun
- ☐ 21–25 tahun

- ☐ < 18 tahun
- ☐ 18–20 tahun
- ☐ 21–25 tahun
- ☐ 26–30 tahun
- ☐ > 30 tahun

Pendapatan per-bulan *

- ☐ <Rp.1.000.000
- ☐ Rp.1.000.000 - Rp.3.000.000
- ☐ Rp.3.000.001 - Rp.5.000.000
- ☐ >Rp.5.000.000

Pendidikan Terakhir *

- ☐ SMP/Sederajat
- ☐ SMA/SMK/Sederajat
- ☐ Diploma (D1/D2/D3)
- ☐ Sarjana (S1)
- ☐ Pascasarjana (S2/S3)

Pekerjaan *

- ☐ Pelajar/Mahasiswa
- ☐ Pegawai Negeri/Swasta
- ☐ Wirausaha
- ☐ Freelance
- ☐ Other: _____

Pengetahuan Produk

Bagian ini bertujuan untuk mengetahui sejauh mana Anda mengenal dan memahami produk dari merek pakaian **Erigo**. Pertanyaan-pertanyaan dalam bagian ini mencakup tingkat pengetahuan Anda terhadap koleksi produk, kualitas, dan informasi umum yang berkaitan dengan merek tersebut.

Saya memiliki tingkat pengetahuan yang tinggi tentang merek pakaian Erigo. *

- | | | | | | | |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Sangat Tidak Setuju | ☐ | ☐ | ☐ | ☐ | ☐ | Sangat Setuju |

Pengetahuan saya tentang merek pakaian Erigo sangat tinggi dibandingkan dengan merek lain. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

☐ ☐ ☐ ☐ ☐

Saya mengetahui berbagai koleksi dan produk yang ditawarkan oleh Erigo. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

☐ ☐ ☐ ☐ ☐

[Back](#)

[Next](#)

[Clear form](#)

Citra Merek

Bagian ini bertujuan untuk mengetahui bagaimana persepsi Anda terhadap merek pakaian **Erigo**. Pertanyaan-pertanyaan berikut akan menggambarkan pandangan Anda mengenai kualitas, karakteristik, reputasi, dan daya tarik merek Erigo dibandingkan dengan merek lain.

Erigo adalah merek pakaian lokal yang memiliki kualitas tinggi. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

☐ ☐ ☐ ☐ ☐

Erigo memiliki karakteristik yang lebih baik dibandingkan dengan merek pakaian lokal lain. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

☐ ☐ ☐ ☐ ☐

Dibandingkan pesaingnya, Erigo memiliki citra merek yang lebih eksklusif meskipun harganya lebih tinggi *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

☐ ☐ ☐ ☐ ☐

Erigo adalah merek pakaian lokal yang bagus *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

☐ ☐ ☐ ☐ ☐

Erigo memiliki identitas atau kepribadian unik yang membedakannya dari pesaing *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

☐ ☐ ☐ ☐ ☐

Produk yang ditawarkan oleh Erigo tidak pernah mengecewakan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Erigo adalah salah satu merek pakaian terbaik di industri fashion lokal *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Erigo adalah merek yang sudah populer di pasar *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Setuju

Back

Next

Clear form

Loyalitas Merek

Bagian ini bertujuan untuk mengetahui sejauh mana tingkat loyalitas Anda terhadap merek pakaian Erigo. Pertanyaan-pertanyaan berikut akan menggambarkan seberapa besar kecenderungan Anda untuk tetap memilih, membeli kembali, dan merekomendasikan Erigo kepada orang lain, meskipun tersedia banyak merek pakaian lainnya di pasaran.

Saya menganggap diri saya loyal terhadap merek Erigo *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya lebih memilih produk dari Erigo dibandingkan dengan merek pakaian lokal lainnya *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Erigo adalah pilihan terbaik dalam kategori pakaian kasual dan streetwear *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☒ Sangat Setuju

Back

Next

Clear form

Pengaruh Pengetahuan Produk terhadap Loyalitas Merek dengan Citra Merek sebagai Variabel Mediasi pada Merek Erigo

Terima kasih telah meluangkan waktu untuk mengisi kuesioner ini.
Setiap jawaban yang teman-teman berikan sangat berarti dan akan membantu dalam proses penyusunan penelitian mengenai merek pakaian **Erigo**. Semoga selalu sehat dan sukses selalu. GBU! 🙏

Hormat saya,

Nathaniel Davito Adi Pradana

[Back](#)

[Submit](#)

[Clear form](#)



Lampiran 3 Data Responden dan Jawabannya

Time Stamp	Email Adress	Pertanyaan Filter 1	Pertanyaan Filter 2	Jenis Kelamin	Usia	Pendapatan per-bulan	Pendidikan Terakhir	Pekerjaan
24/04/2025 02:41:49	franciscusrafi@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
24/04/2025 03:09:24	nicholasfarrel0801@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
24/04/2025 09:42:26	oviliadewii@gmail.com	Ya	Tidak					
24/04/2025 14:22:51	muhammadhafizhxips2@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 14:27:57	gabrielvalentino10022003@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 14:29:56	brigittamch@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Diploma (D1/D2/D3)	Pelajar/Mahasiswa
24/04/2025 14:34:36	angelachika20@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 14:58:22	gabrielseptya@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 15:08:36	naufalrahara@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	Pascasarjana (S2/S3)	Pelajar/Mahasiswa
24/04/2025 15:17:27	christopperbillie03@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	SMA/SMK/ Sederajat	Pegawai Negeri/Swasta
24/04/2025 15:30:21	axeljuanrevi@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa

24/04/2025 15:44:48	martiensaputro17@gmail.com	Ya	Ya	Laki-laki	26–30 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Wirausaha
24/04/2025 15:51:11	dendyandhikaw@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 16:39:33	srgn.bhetran@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 18:04:12	ayuindahsaputri7@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pegawai Negeri/Swasta
24/04/2025 19:29:57	petrusgrace97@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 19:42:16	edmundranu@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	Sarjana (S1)	Pelajar/Mahasiswa
24/04/2025 21:04:37	sbriantamtama@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 21:26:49	richardandersonnn94@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	Sarjana (S1)	Pegawai Negeri/Swasta
24/04/2025 21:51:49	pujalimlim1@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 22:01:16	rapha.jeep@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
24/04/2025 22:36:53	srghsamuel@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	Sarjana (S1)	Pelajar/Mahasiswa
24/04/2025 22:45:00	kevinteocahya02@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 22:49:46	tiaraagis@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
24/04/2025 23:15:00	shelomitahaloho01@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
25/04/2025 01:00:41	daappidzz@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Freelance

25/04/2025 01:35:15	ikevional@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pelajar/Mahasiswa
25/04/2025 01:48:17	keren03arif@gmail.com	Ya	Ya	Perempuan	18–20 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
25/04/2025 10:06:30	nagossiahaan05@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
25/04/2025 10:09:29	valerinito99@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	Sarjana (S1)	Wirausaha
25/04/2025 10:15:09	evanezra24@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	Pascasarjana (S2/S3)	Freelance
25/04/2025 10:20:31	aninda774@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pegawai Negeri/Swasta
25/04/2025 10:22:56	yohanesian28@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
25/04/2025 10:24:46	nurchayani1503@gmail.com	Ya	Tidak					
25/04/2025 10:25:08	rafaelhisnu@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
25/04/2025 10:30:13	emmanuela.putri@gmail.com	Ya	Ya	Perempuan	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
25/04/2025 10:42:22	hrmawanadelia@gmail.com	Ya	Ya	Perempuan	21–25 tahun	>Rp.5.000.000	SMA/SMK/ Sederajat	Wirausaha
25/04/2025 10:43:00	asteriafray@gmail.com	Ya	Ya	Perempuan	> 30 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pegawai Negeri/Swasta
25/04/2025 10:43:09	damianusjuhar05@gmail.com	Ya	Tidak					
25/04/2025 10:59:17	velinziatrixie10@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pegawai Negeri/Swasta

25/04/2025 11:08:27	ejuendkale10@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 11:41:22	madegopin73@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 11:52:01	nathanaelandre76@gmail.com	Ya	Ya	Laki-laki	18–20 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 11:57:34	teofilosimbolon03@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 12:04:23	anindityacs@gmail.com	Ya	Tidak					
25/04/2025 12:04:48	maurasael03@gmail.com	Ya	Ya	Perempuan	21–25 tahun	<Rp.1.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 12:09:18	radhityavirya.ps@gmail.com	Ya	Ya	Perempuan	21–25 tahun	>Rp.5.000.000	Pascasarjana (S2/S3)	Pegawai Negeri/Swa sta
25/04/2025 12:18:50	arielganendra33@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 12:51:41	vin.satrio099@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 12:58:58	vanialisa26@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Wirausaha
25/04/2025 13:04:17	hilariustitan08@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 13:07:32	azzahrasifaaa@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 13:08:02	gerlandsakti76@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 13:15:24	caturariyadharma@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 13:28:49	natalialintang18@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pegawai Negeri/Swa sta

25/04/2025 13:51:08	ehudnatanielpurba@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 14:03:10	yonatanivan09@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pegawai Negeri/Swa sta
25/04/2025 14:18:54	franciskusvalent02@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 14:41:45	redinatareynando@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 14:43:08	martincs428@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	Pascasarjan a (S2/S3)	Wirausaha
25/04/2025 14:59:47	davidpratama082232367178@gmail.com	Ya	Ya	Perempuan	21–25 tahun	>Rp.5.000.000	SMA/SMK/ Sederajat	Wirausaha
25/04/2025 18:50:42	rajakevin20@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 19:01:47	lidyayudithia@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 19:03:37	calaveralintang@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 19:17:15	kaliasaras@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 19:38:01	vincentialn6@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 19:44:56	vinsenciac@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 20:47:19	salvatoreandriy@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
25/04/2025 21:10:06	evan.pandu08@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
25/04/2025 21:28:18	askmokow@gmail.com	Ya	Ya	Laki-laki	26–30 tahun	>Rp.5.000.000	Sarjana (S1)	Wirausaha

26/04/2025 00:09:51	scholastika.ervinda25@gmail.com	Ya	Ya	Perempuan	26–30 tahun	Rp.1.000.000 - Rp.3.000.000	Diploma (D1/D2/D3)	Pegawai Negeri/Swa sta
26/04/2025 12:36:43	yustinus.arjuna@gmail.com	Ya	Ya	Laki-laki	> 30 tahun	>Rp.5.000.000	Sarjana (S1)	Pegawai Negeri/Swa sta
26/04/2025 18:14:40	satryaaditya351@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pegawai Negeri/Swa sta
26/04/2025 19:01:08	marianobirowobj@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
26/04/2025 19:18:32	anastasiasophie48@gmail.com	Ya	Ya	Perempuan	21–25 tahun	<Rp.1.000.000	Sarjana (S1)	Pelajar/Mah asiswa
26/04/2025 23:09:39	patrice20nemesiasinaga@gmail.com	Ya	Tidak					
26/04/2025 23:12:26	lawrenceadrian806@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
27/04/2025 07:46:00	theosantoso2003@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Freelance
27/04/2025 11:39:36	vindaclaudia@gmail.com	Ya	Ya	Perempuan	> 30 tahun	>Rp.5.000.000	Sarjana (S1)	Pegawai Negeri/Swa sta
27/04/2025 13:47:57	agustinertanto@gmail.com	Ya	Ya	Perempuan	21–25 tahun	>Rp.5.000.000	Sarjana (S1)	Pelajar/Mah asiswa
27/04/2025 18:17:12	fanindithaa@gmail.com	Ya	Ya	Perempuan	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
27/04/2025 20:12:17	reinardusmario07@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMP/Sedera jat	Pelajar/Mah asiswa
28/04/2025 17:26:13	rafaelchristev@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa

28/04/2025 17:41:43	dimasbaguuss28@gmail.com	Ya	Ya	Laki-laki	26–30 tahun	>Rp.5.000.000	Sarjana (S1)	Pegawai Negeri/Swa sta
28/04/2025 18:53:34	sopeworldjjang@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
29/04/2025 12:04:49	libertysatriatama05@gmail.com	Ya	Ya	Laki-laki	18–20 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
29/04/2025 12:28:54	nicholasvalent60@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pelajar/Mah asiswa
29/04/2025 20:54:59	romariodarma040102@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
29/04/2025 21:52:36	nathanaelkevinavrillio25@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	Sarjana (S1)	Pelajar/Mah asiswa
29/04/2025 21:55:41	sandrisong@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
29/04/2025 22:26:06	gabrieltegar12@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mah asiswa
29/04/2025 22:36:30	rendiyosef@gmail.com	Ya	Ya	Laki-laki	18–20 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
29/04/2025 22:46:33	monicavianneylv@gmail.com	Ya	Ya	Perempuan	18–20 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
29/04/2025 22:47:24	evan.setiadii@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
29/04/2025 22:54:45	lintangmaharmya@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pelajar/Mah asiswa
29/04/2025 22:57:27	keziastevs28@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa
29/04/2025 23:25:38	eugeniawidyandari@gmail.com	Ya	Tidak					
29/04/2025 23:49:30	vaniaclarissa1516@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mah asiswa

30/04/2025 00:01:12	pramestielisabeth@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pelajar/Mahasiswa
30/04/2025 00:11:23	nikolasnkf29@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pelajar/Mahasiswa
30/04/2025 00:25:28	gregoriusvic9@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 05:03:06	gabriellaruauw66@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
30/04/2025 08:11:34	sheryllsihombing14@gmail.com	Ya	Tidak					
30/04/2025 08:12:30	theresiadlafa@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 08:26:40	geovanihenry23@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 09:19:17	agnesshe04@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
30/04/2025 09:29:12	hasnaazizahh10@gmail.com	Ya	Ya	Perempuan	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 09:41:03	chandrawijayaa02@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	Sarjana (S1)	Pelajar/Mahasiswa
30/04/2025 09:58:01	eleonoragemailcom@gmail.com	Ya	Ya	Perempuan	18–20 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 11:32:14	bacilliusagung7691@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 13:49:34	samuelmanroe34@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 13:56:28	putrishintaelisabeth@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
30/04/2025 13:56:38	kaylamona0999@gmail.com	Ya	Ya	Perempuan	18–20 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 14:26:36	abeldewanto@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa

30/04/2025 15:34:46	radixwidya@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	<Rp.1.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 15:55:44	salomoraphael@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 18:04:11	farrellesr@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	Sarjana (S1)	Pelajar/Mahasiswa
30/04/2025 19:30:56	adriansabastiannico@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 21:35:53	yemimaprizh@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
30/04/2025 23:18:27	antssross@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
02/05/2025 18:21:31	ichajessica20@gmail.com	Ya	Ya	Perempuan	21–25 tahun	Rp.1.000.000 - Rp.3.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
03/05/2025 17:49:53	justinusdhiyas@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	>Rp.5.000.000	Sarjana (S1)	Pegawai Negeri/Swasta
04/05/2025 00:50:35	fadhlikhairi671@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
04/05/2025 20:22:17	billieariyanta612@gmail.com	Ya	Ya	Laki-laki	21–25 tahun	Rp.3.000.001 - Rp.5.000.000	SMA/SMK/ Sederajat	Pelajar/Mahasiswa
05/05/2025 19:55:30	melewasa0@gmail.com	Ya	Ya	Laki-laki	26–30 tahun	>Rp.5.000.000	Sarjana (S1)	Wirausaha

Lampiran 4 Data Mentah Kuesioner

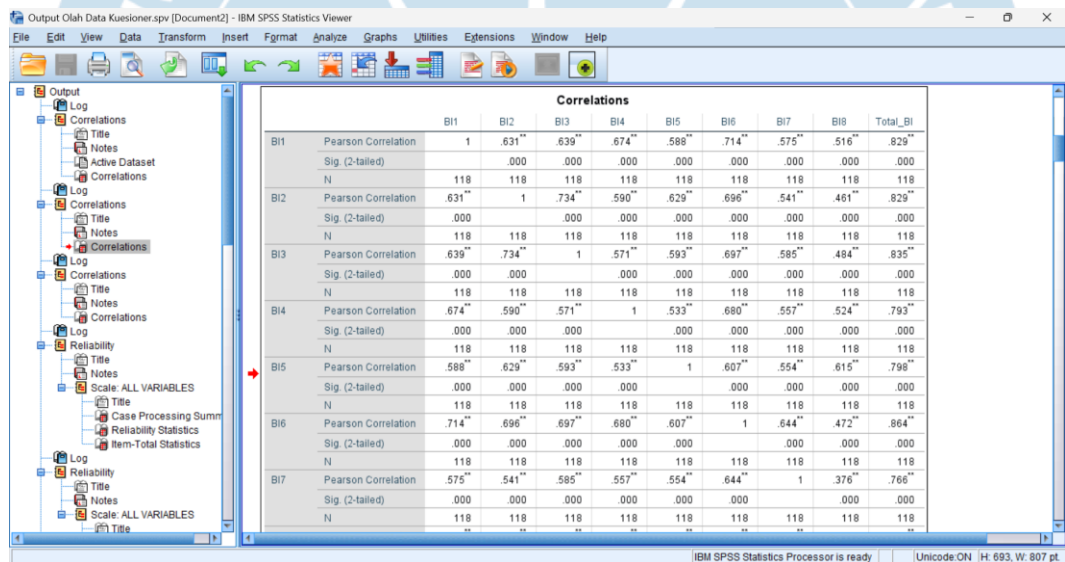
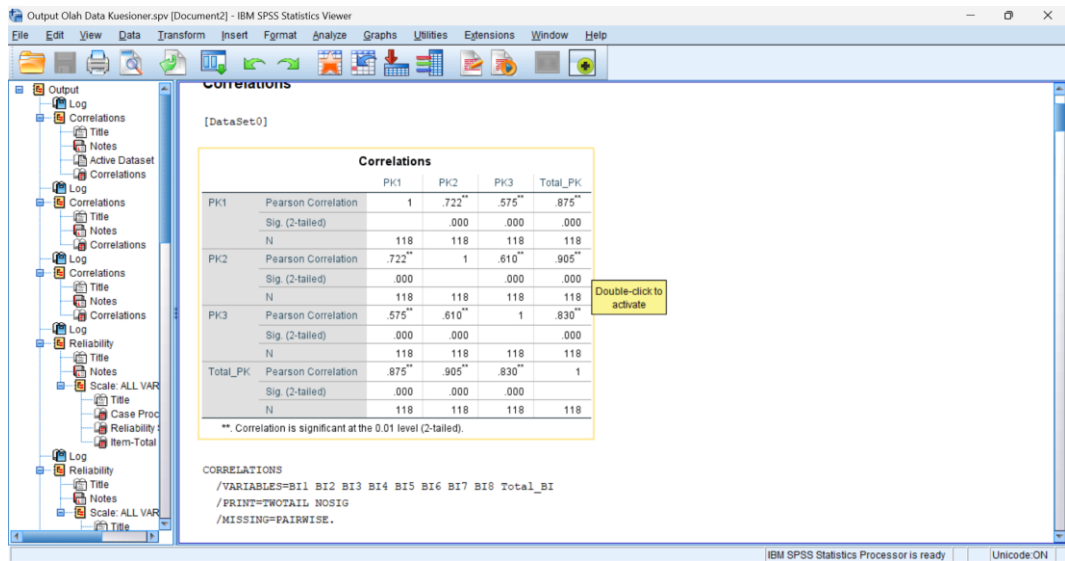
PK1	PK2	PK3	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BL1	BL2	BL3
5	4	4	5	5	4	4	5	5	4	5	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	4	4	5	5	5	5	4	4	4
4	4	5	4	4	4	4	5	4	5	4	4	4	5
5	5	4	4	5	4	5	5	4	5	3	5	4	5
4	3	4	3	4	4	4	5	4	5	5	4	5	5
4	4	5	5	5	4	4	5	4	4	5	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	5	4	4	5	4	4	5	4	4	5	5
4	4	4	5	4	4	5	5	5	4	4	4	4	4
5	5	5	4	4	4	4	5	4	4	4	5	5	5
3	3	3	4	4	3	4	4	4	4	4	2	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	4	4	4	5	4	4	4	4	4	5	5
3	3	4	3	3	3	3	3	3	3	3	3	2	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	2	2	2	2	2	2	2	2	2	2	2	2	2
5	3	3	4	4	3	3	4	2	2	4	1	2	2
4	4	4	5	5	5	5	5	5	5	5	4	4	4
3	4	4	4	4	3	5	4	3	4	5	3	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	5	4	4	4	5	4	5	4	4	4	5	5
4	4	5	5	5	4	5	4	5	5	5	4	4	5
4	4	4	4	4	4	5	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5

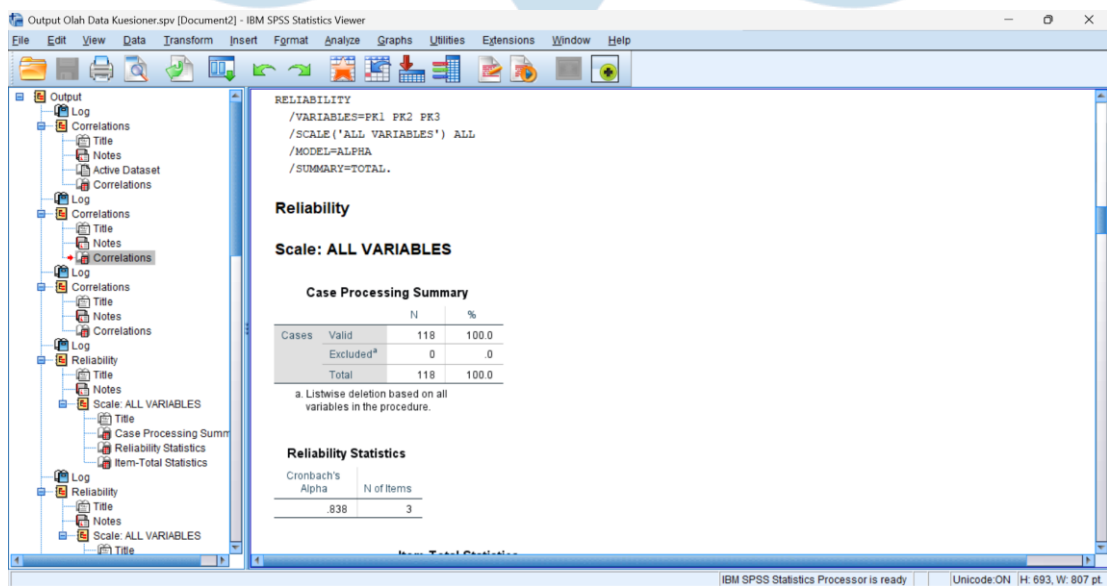
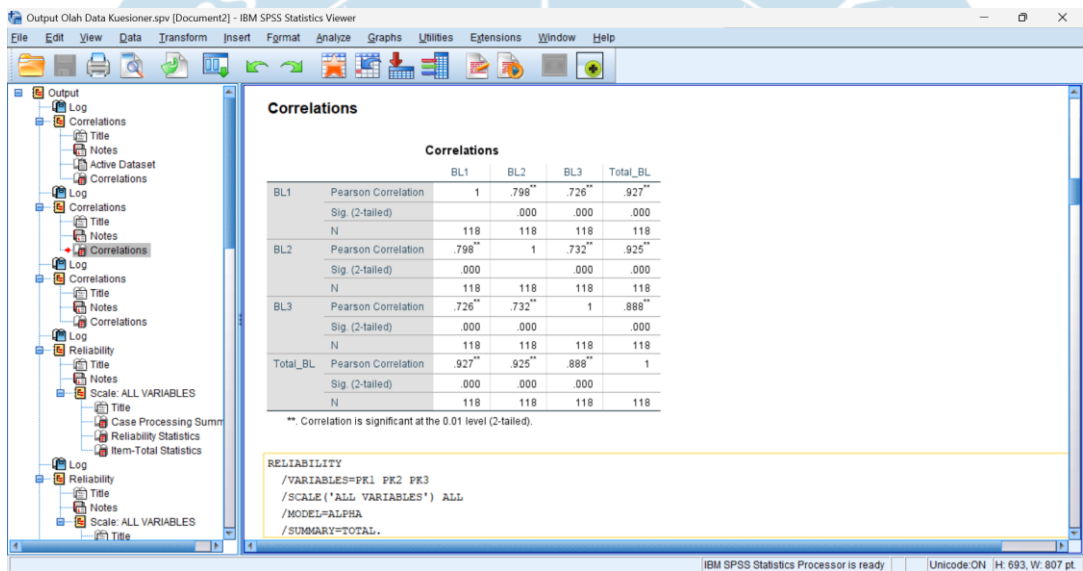
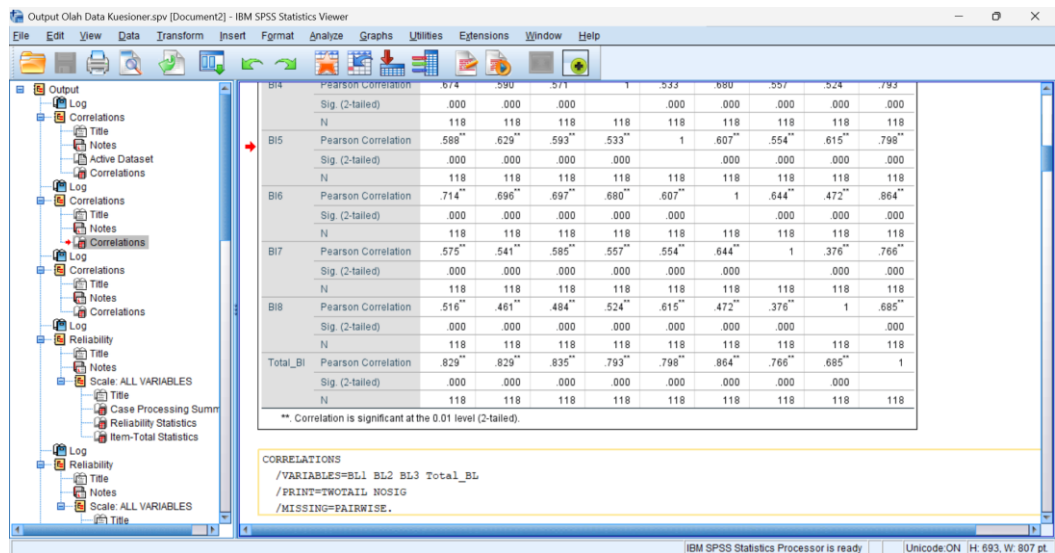
2	2	2	2	2	2	2	2	2	3	3	2	2	3
5	4	5	4	5	4	5	4	5	4	5	5	4	4
5	5	4	5	5	5	4	5	5	4	5	5	5	4
5	5	5	5	5	5	5	5	5	5	5	4	5	5
4	4	5	4	5	3	4	5	4	3	4	3	4	5
4	4	2	2	5	5	4	5	4	4	5	2	5	1
4	4	4	4	4	4	5	5	4	4	5	4	4	4
4	4	5	5	4	4	5	4	5	4	4	4	4	4
4	3	5	4	4	4	5	5	5	4	5	3	3	4
3	3	4	4	4	4	5	3	3	3	3	3	3	4
3	4	4	4	4	4	4	3	4	3	5	3	3	3
4	5	4	4	5	4	5	4	4	4	5	4	4	5
3	3	4	4	5	4	4	5	4	5	5	5	4	5
3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	3	4	4
5	4	4	5	5	4	4	4	3	4	5	3	3	4
4	5	4	5	4	4	5	4	5	5	3	2	2	3
3	2	2	3	2	2	4	3	3	2	4	1	1	2
2	2	3	3	3	2	3	2	3	2	2	1	2	2
5	5	5	5	5	5	5	5	5	5	5	5	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	3	4	4	4	4	4	4	4	4	4	4	4	4
3	2	4	4	3	3	4	4	3	3	5	3	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	4	5	5	4	5	4	4	5	4	4	5
5	4	5	5	4	5	4	5	4	5	4	4	5	4
5	4	3	4	4	4	4	4	4	4	4	3	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	5	4	5	4	5	4	4	4	4	5	4	4
4	3	3	3	3	2	4	4	3	2	4	2	3	3

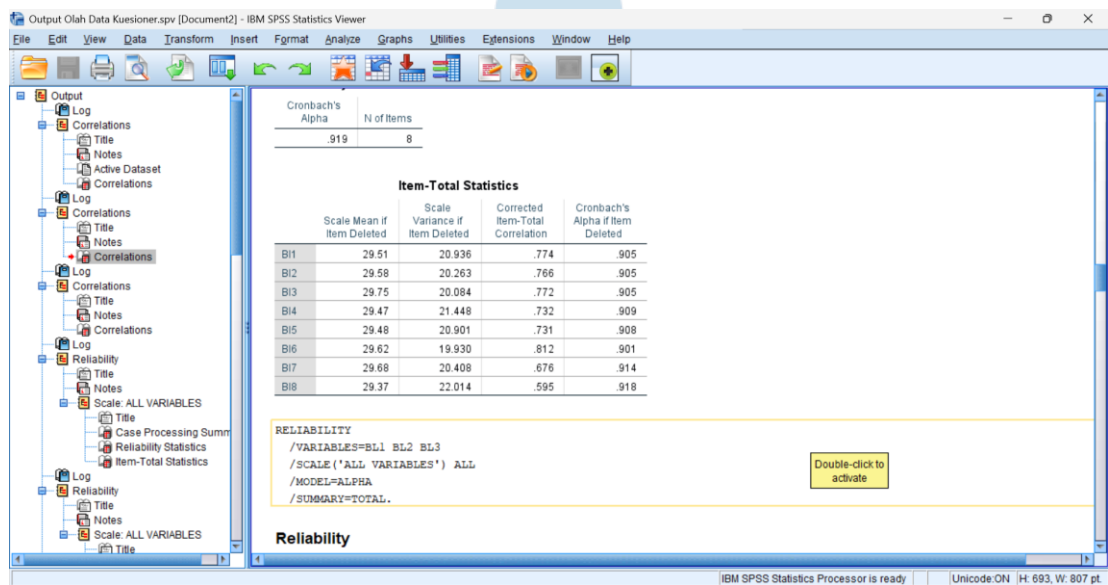
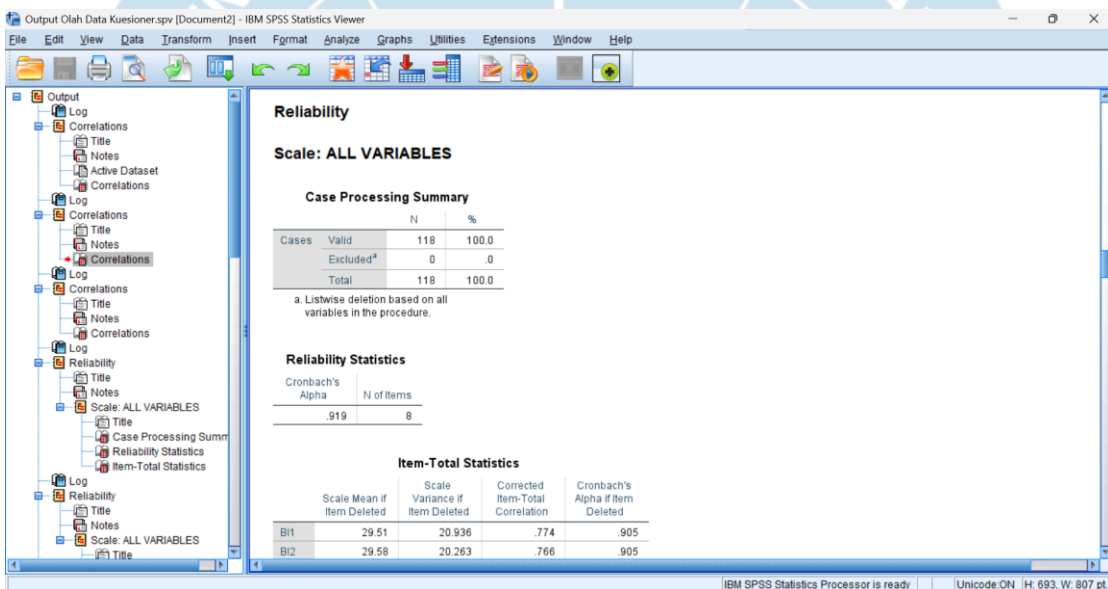
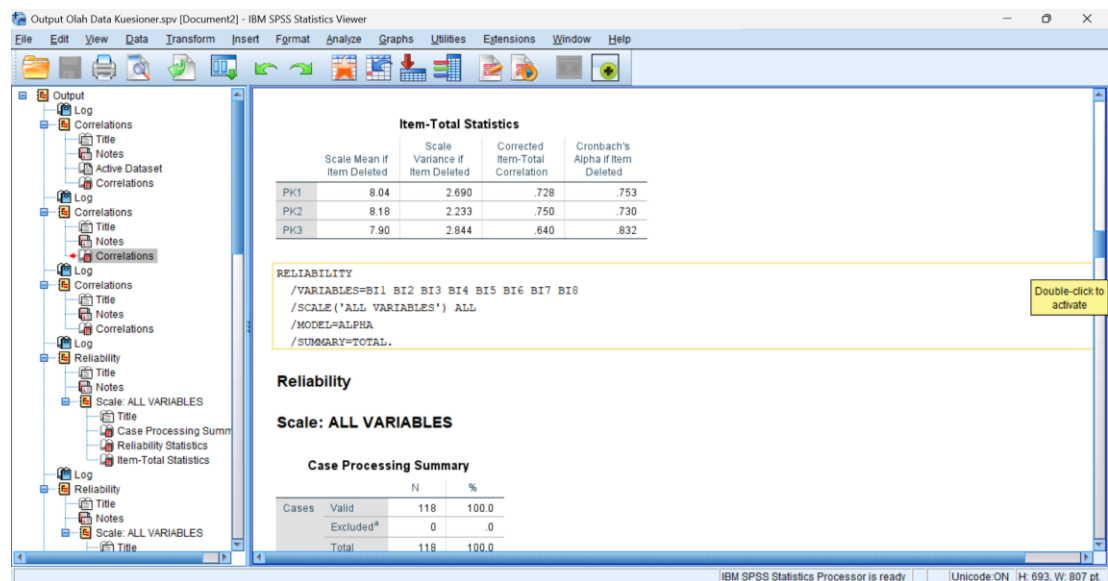
5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
3	3	3	3	3	3	3	3	3	3	3	3	1	1	2
4	4	5	5	5	5	5	4	5	5	5	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	4	4	4
5	4	4	5	5	5	5	5	5	5	5	5	4	5	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	2	4	3	5	3	4	5	3	3	5	5	2	2	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	3	4	4	3	3	4	4	3	3	4	4	2	3	3
5	4	4	4	4	4	5	4	4	4	5	4	5	5	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	4	4	4	4	4	4	4	4	4	3	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	3	5	5	4	5	5	4	4	4	5	3	3	3	3
4	3	3	5	5	4	5	4	5	5	3	4	4	4	5
4	5	5	4	4	5	4	4	5	5	4	4	4	4	5
3	3	4	4	4	4	5	4	3	3	5	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	3	3	3	3	4	4	4	4	3	4	5	5
4	5	5	5	5	4	4	5	4	5	4	4	5	4	4
2	2	4	4	2	2	4	4	4	4	5	1	2	4	4
3	2	4	4	3	2	4	4	3	4	4	2	3	3	3
5	5	5	5	5	5	5	5	5	5	4	4	5	4	4
4	3	5	4	3	2	4	4	3	4	5	2	2	4	4
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	5	5	4	4	4	4	4	5	4	4	4	4
4	4	5	4	5	4	5	4	5	5	4	5	4	4	4
3	3	4	4	3	3	4	4	4	4	4	3	3	3	3
2	2	3	4	4	4	5	2	4	5	5	1	2	3	3
5	5	4	5	5	5	5	5	5	5	5	4	4	4	5

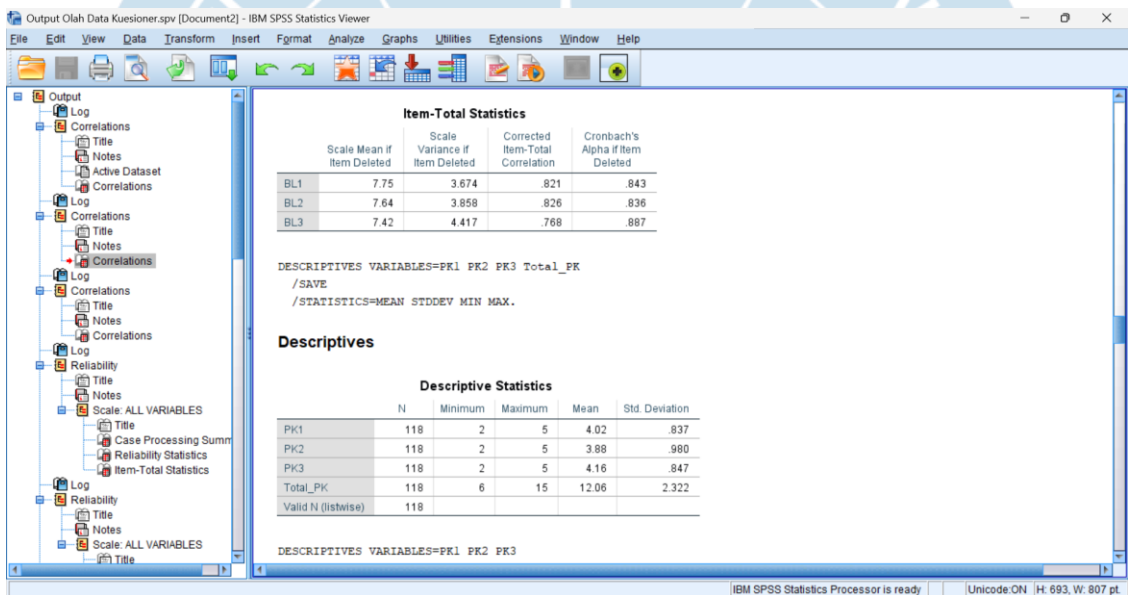
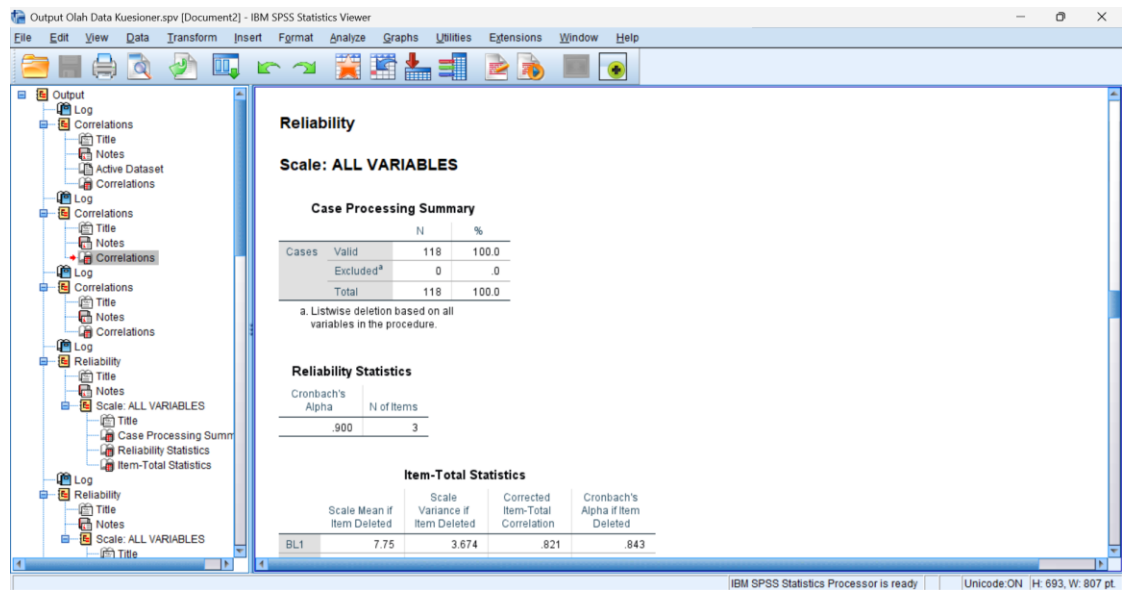
3	3	4	4	4	4	3	4	3	4	4	3	4	4
3	3	4	3	3	3	4	4	3	4	5	3	4	4
5	4	5	5	5	4	5	4	5	5	5	4	4	5
4	4	4	5	4	3	5	5	5	5	5	3	3	5
4	4	5	5	4	5	4	5	4	5	5	5	5	5
5	2	2	4	2	4	4	5	2	3	5	4	2	2
5	4	5	5	4	4	5	5	4	5	4	4	5	5
4	5	5	5	5	5	5	5	5	5	5	4	4	4
4	3	4	4	5	5	5	4	4	3	4	3	4	3
3	3	4	5	5	5	5	5	5	5	5	3	4	4
4	3	5	4	4	4	4	5	4	4	5	4	3	4
4	5	4	4	4	5	4	5	5	4	5	4	5	3
4	2	5	4	3	4	4	3	3	4	5	3	2	3
5	5	5	5	5	5	5	5	5	1	5	1	1	1
4	5	4	5	4	4	5	5	5	4	5	5	4	5
4	4	4	4	5	4	4	5	5	4	4	4	4	4
3	2	2	4	3	3	4	4	4	4	4	3	3	3
4	4	5	4	5	4	4	5	4	4	5	4	4	4
4	4	4	5	5	4	4	5	5	4	5	5	4	5
3	3	3	4	3	3	3	3	3	3	3	2	2	2
4	5	4	5	5	4	4	4	5	4	4	5	5	4
5	5	5	5	4	5	4	5	5	5	5	5	5	5
4	4	4	5	4	4	5	4	5	4	5	4	3	4
2	3	3	4	4	4	3	3	4	2	5	3	2	2
4	3	4	4	4	3	4	4	3	3	4	2	2	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	2	4	3	4	4	3	4	2	4	3	2	3
4	4	4	3	4	4	3	3	3	4	2	4	3	3
4	5	5	5	5	5	4	5	5	4	5	4	4	5

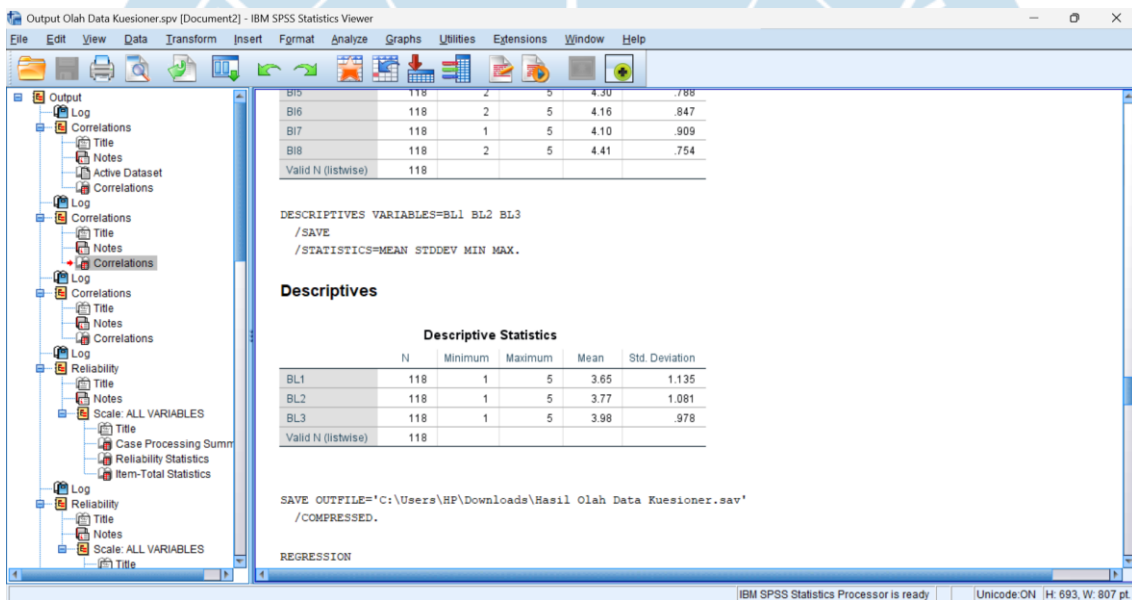
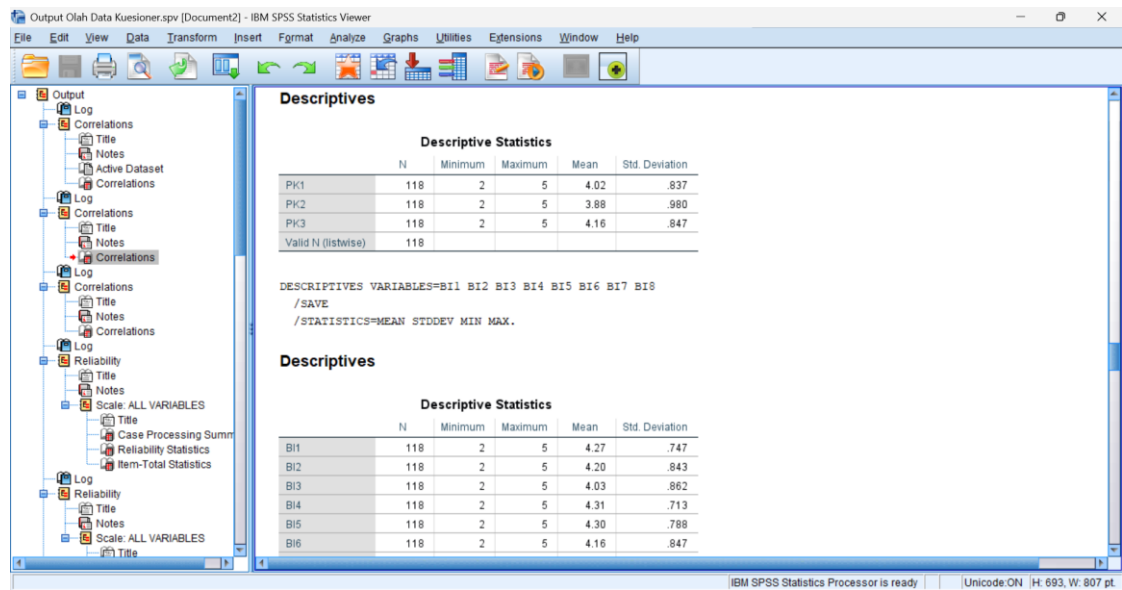
Lampiran 5 Screenshoot Hasil Olah Data SPSS











Output Olah Data Kuesioner.spv [Document2] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output

- Log
- Correlations
 - Title
 - Notes
 - Active Dataset
 - Correlations
- Log
- Correlations
 - Title
 - Notes
 - Correlations
- Log
- Reliability
 - Title
 - Notes
 - Scale: ALL VARIABLES
 - Case Processing Summ
 - Reliability Statistics
 - Item-Total Statistics
- Log
- Reliability
 - Title
 - Notes
 - Scale: ALL VARIABLES

Regression

[DataSet1] D:\Backup Skripsi Davito\Skripsi Nathaniel Davito\Back Up Skripsi\Hasil Olah Data Kuesioner.sav

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Total_PK ^b	.	Enter

a. Dependent Variable: Total_BL
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 ^a	.563	.559	1.940

a. Predictors: (Constant), Total_PK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	561.711	1	561.711	149.185	.000 ^b
	Residual	436.763	116	3.765		
	Total	998.475	117			

IBM SPSS Statistics Processor is ready | Unicode:ON | H: 693, W: 807 pt.

Output Olah Data Kuesioner.spv [Document2] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output

- Log
- Correlations
 - Title
 - Notes
 - Active Dataset
 - Correlations
- Log
- Correlations
 - Title
 - Notes
 - Correlations
- Log
- Reliability
 - Title
 - Notes
 - Scale: ALL VARIABLES
 - Case Processing Summ
 - Reliability Statistics
 - Item-Total Statistics
- Log
- Reliability
 - Title
 - Notes
 - Scale: ALL VARIABLES

Regression

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	561.711	1	561.711	149.185	.000 ^b
	Residual	436.763	116	3.765		
	Total	998.475	117			

a. Dependent Variable: Total_BL
b. Predictors: (Constant), Total_PK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.025	.949		.026	.979
	Total_PK	.944	.077	.750	12.214	.000

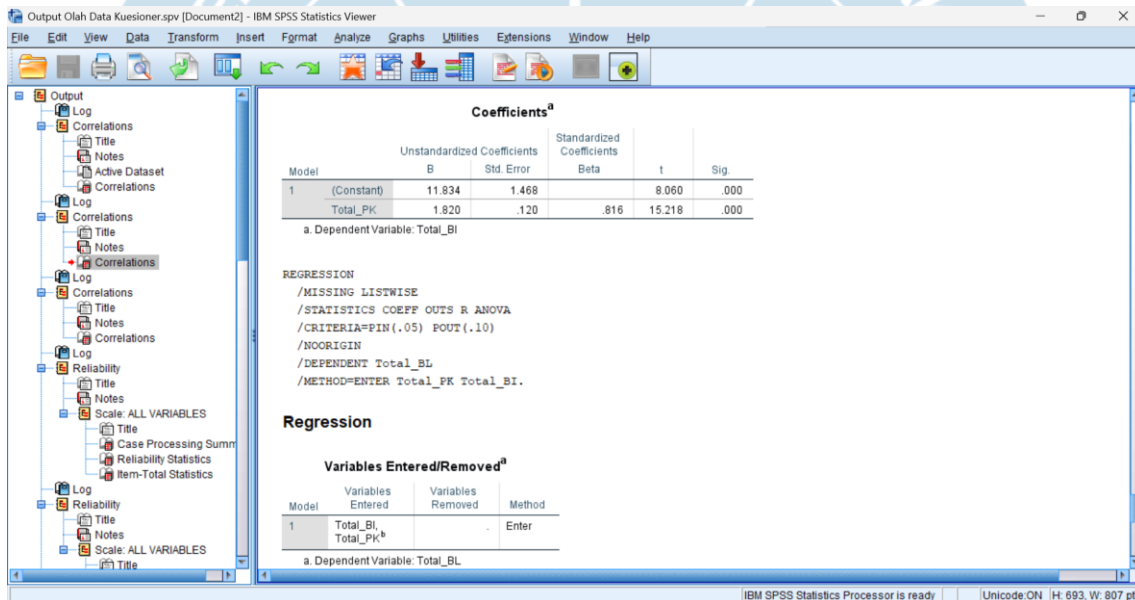
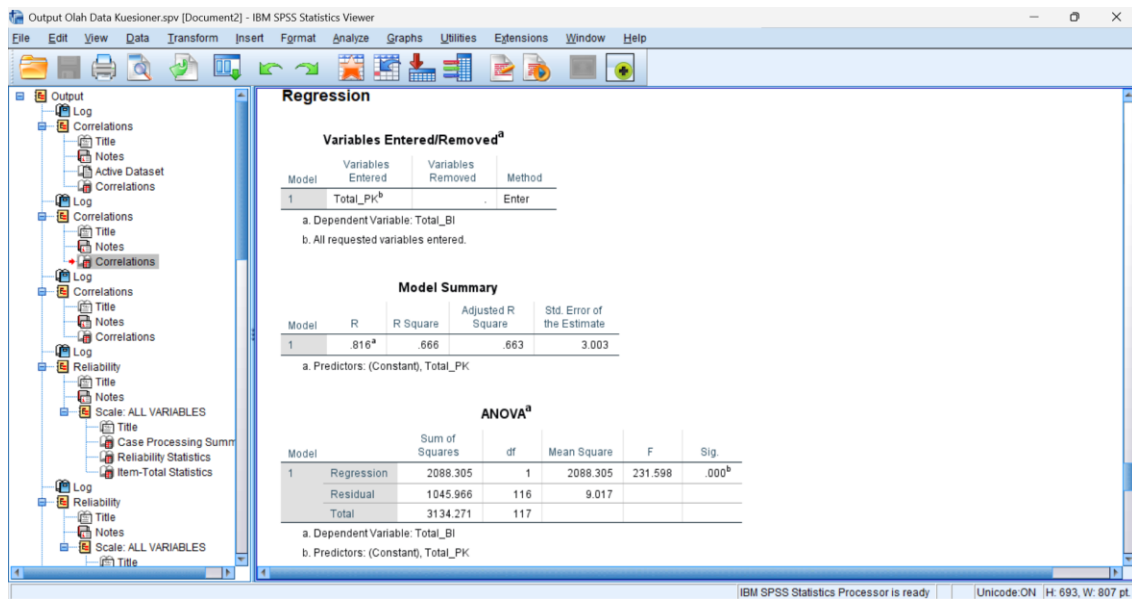
a. Dependent Variable: Total_BL

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Total_BI
/METHOD=ENTER Total_PK.

Regression

Variables Entered/Removed^a

IBM SPSS Statistics Processor is ready | Unicode:ON | H: 693, W: 807 pt.



IBM SPSS Statistics Processor is ready Unicode ON

27°C Berawan 21:45 06/06/2025

*Output1 [Document1] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output Log Matrix Title Notes Active Dataset Text Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : Total_BL
X : Total_PK
M : Total_BI

Sample
Size: 118

OUTCOME VARIABLE:
Total_BI

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,8163	,6663	9,0169	231,5978	1,0000	116,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	11,8340	1,4683	8,0596	,0000	8,9259	14,7422

*Output1 [Document1] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output
Log
Matrix
Title
Notes
Active Dataset
Text Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : Total_BL
X : Total_PK
M : Total_BI

Sample
Size: 118

OUTCOME VARIABLE:
Total_BI

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,8163	,6663	9,0169	231,5978	1,0000	116,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	11,8340	1,4683	8,0596	,0000	8,9259	14,7422

IBM SPSS Statistics Processor is ready | Unicode ON

27°C Berawan 21:45 06/06/2025

*Output1 [Document1] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Output
Log
Matrix
Title
Notes
Active Dataset
Text Output

constant 11,8340 1,4683 8,0596 ,0000 8,9259 14,7422
Total_PK 1,8198 ,1196 15,2183 ,0000 1,5830 2,0567

OUTCOME VARIABLE:
Total_BL

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,7903	,6246	3,2594	95,6677	2,0000	115,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-2,8545	1,1026	-2,5889	,0109	-5,0385	-,6705
Total_PK	,5010	,1245	4,0256	,0001	,2545	,7475
Total_BI	,2433	,0558	4,3590	,0000	,1328	,3539

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

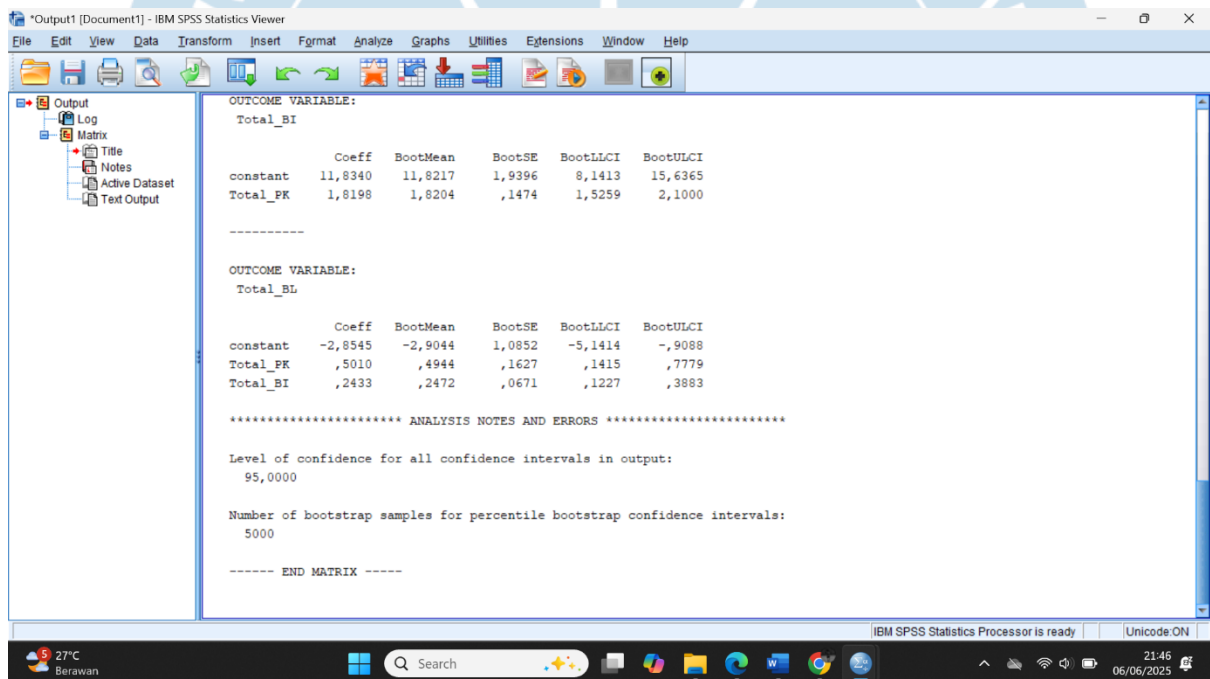
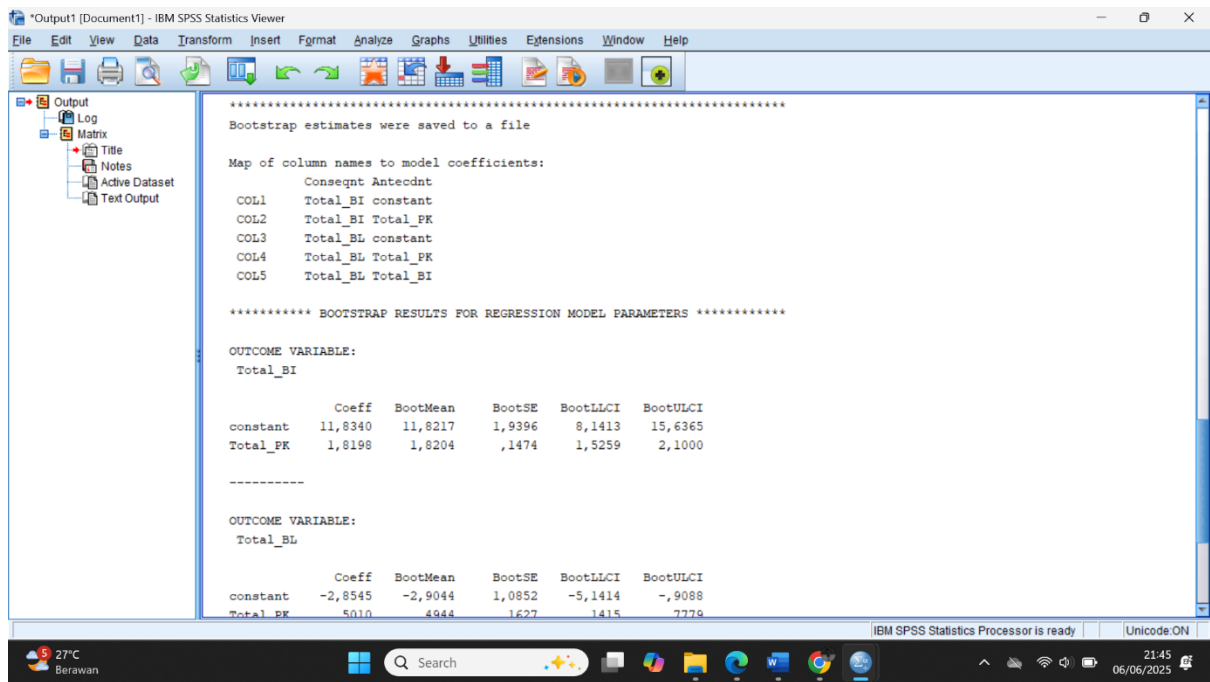
Effect	se	t	p	LLCI	ULCI
Total_PK	,1245	4,0256	,0001	,2545	,7475

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
Total_BI	,4428	,1295	,2202

IBM SPSS Statistics Processor is ready | Unicode ON

27°C Berawan 21:45 06/06/2025





The Mediator Role of Brand Image in the Effect of Product Knowledge on Brand Loyalty: A Study on Mobile Phone Brands

Yasmine Rhazaoui¹ , Edin Güçlü Sözer² , Mustafa Emre Civelek³ ,
Adnan Veysel Ertemel⁴

Abstract: *The objective of this study is to explore the relationships between product knowledge, brand image, and brand loyalty in the mobile phone brands context. Specifically, the study investigates the effect of product knowledge level on brand image and brand loyalty, the effect of brand image on brand loyalty, and how brand image mediates the effect of product knowledge on the brand loyalty of mobile phone users. The participants of the study were mobile phone users in the prominent cities of Turkey. A total of 426 participants were identified with the utilization of convenience sampling methodology and the data collection process was executed through a questionnaire distributed electronically. The results of the study confirmed the direct positive and significant effects of the product knowledge level of consumers on brand image and brand loyalty. On the other hand, the image perception of consumers regarding the mobile phone brand is found to have a significant and positive direct effect on brand loyalty. When brand image is included in the model as a mediating variable, the direct effect of product knowledge on brand loyalty turns into an insignificant one, which confirms the mediating role of brand image on the effect of product knowledge on brand loyalty.*

Keywords: Brand Image, Product Knowledge, Brand Loyalty, Consumer Behavior, Consumer Electronics

JEL: M30, M31, M39

Received : 23 April 2024

Revised : 07 June 2024

Accepted : 14 June 2024

Type : Research

1. Introduction

In the contemporary consumer markets, brands compete in extensively competitive market conditions full of competitors who struggle to gain shares in the minds and hearts of consumers to acquire and retain them for generating long-term and profitable relationships bringing increased wallet shares. However, realizing such objectives is becoming harder as the number of competitors are rising, the available options for consumers are abundant and their standards as well as expectations are at the highest point since ever. Average number of ads each consumer is exposed every single day increased from five hundred to five

Cite this article as: Rhazaoui, Y., Sözer, E. G., Civelek, M. E., & Ertemel, A. V. (2024). The mediator role of brand image in the effect of product knowledge on brand loyalty: A Study on mobile phone brands. *Business and Economics Research Journal*, 15(3), 211-227. <http://dx.doi.org/10.20409/berj.2024.442>

Copyright: © 2024 by the authors. This is an open access article distributed under the terms and conditions of the Creative Commons Attribution 4.0 (CC BY-NC) International License.

¹ PhD. Candidate, Istanbul Okan University, Faculty of Business and Administrative Sciences, Department of Business Administration, Istanbul, Türkiye, yasmine.rhazaoui@gmail.com

² Assoc. Prof. PhD., Istanbul Okan University, Faculty of Business and Administrative Sciences, Department of Business Administration, Istanbul, Türkiye, edin.sozer@okan.edu.tr (Corresponding Author)

³ Assoc. Prof. PhD., Antalya Bilim University, Faculty of Economics, Administrative and Social Sciences, Department of Business Administration, Antalya, Türkiye, mustafa.civelek@antalya.edu.tr

⁴ Assoc. Prof. PhD., Istanbul Technical University, Faculty of Business Administration, Department of Management Engineering, Istanbul, Türkiye, ertemelav@itu.edu.tr

thousand in 2017, and it reached at more than six thousand commercial messages a day as of 2021 (Carr, 2021). Thus, it became extremely difficult to attract the attention of consumers in the cluttered environment, to convince them with an offer, and to retain the relationship in this competitive environment. The strength of the relationship between consumers and brands are dependent on several cognitive and affective factors including physical and psychological needs of consumers, physical attributes of brand and products as well as the perception of consumers related to the symbolic values provided by the brands (Hankinson & Cowking, 1993). The dynamics of consumer decision making process, which leads to the decision to sustain or drop the relationship with the brand, becomes more and more complex. Previous studies in the literature, which focused on the direct determinants of the brand loyalty, reported a direct, positive and also significant effect of customer experience and customer satisfaction on customer loyalty as the leading factors (Anderson & Mittal, 2000; Bleier et al., 2019; Molinillo et al., 2022). However, consumer decision regarding the continuation of the relationship between the brand and customer may also a product of other interrelated factors including the perceptions of consumers related to the image congruency between the brand, product, and consumer (Ataman & Ülengin, 2003) as well as their level of product knowledge (Alba & Hutchinsons, 1987). This study focuses on the impacts of product knowledge on brand image perceptions and brand loyalty behavior of consumers and the mediating role of the brand image on the effect of product knowledge on brand loyalty. The study contributes to the marketing literature by focusing on the mediating role of the product knowledge in the relationship between the brand image and brand loyalty. The investigation of this unexplored area of product knowledge, brand image and brand loyalty relationship is the novelty provided by this study.

In the following section, the conceptual and theoretical framework of the study is presented by focusing on the brand image, product knowledge and brand loyalty constructs as well as the explanation of the underlying theoretical and empirical grounds leading to the development of research model and hypothesis to be tested in the study. In section three, the research methodology of the study is presented including sampling and data collection procedures as well as data analysis methodology. The results of the analysis including the presentation of the hypothesis testing are presented in section four. In the final section, academic and managerial implications of the results are explained. Academic implications are presented by comparing the findings with the existing theoretical framework as well as the findings of the previous studies in the literature. Managerial implications are provided with the translation of the findings to the applications in the brand management practices.

2. Literature Review and Hypothesis Development

2.1. Brand Image

Based on the associative networks model of knowledge formation and activation, information related to some concepts is stored in the memory of human beings at specific locations and some associative pathways are employed to relate this information to each other (Wyer & Carlston, 1979). As it is explained by spreading activation model, when something comes to a mind of a person, that knowledge unit in the memory is activated and the activation spreads to other units in the knowledge structure through the associative pathways (Collins & Loftus, 1975). Thus, the knowledge related to the brands can be regarded as a function of nodes and links of several primary and secondary associations related to the brand (Keller, 1993). When the excitation reaches an adequate level of strength at one unit of node, that node is also activated and the excitation continues to spread to other linked nodes through the associative pathways. As a result of this process, the information required to make a decision is transferred into the working memory of the person (Anderson, 1983).

The totality of the associations connected to an entity in consumer memory generates the overall perception of the consumer related to that entity. In line with the associative networks model of knowledge formation and activation, the concept of brand image was first conceptualized and introduced by Gardner and Levy (1955). As explained by Paivio (1969), the image can be regarded as a mental representative of the meaning related to something and the combined impact of the whole tangible and intangible associations

linked to the brand is called as brand image (Engel et al., 1993). Many studies conceptualized brand image from different perspectives including its meaning, personal relevance as well as the cognitive and psychological elements embedded into the construct. Several studies provided the definition of brand image as the totality of consumers' perceptions, impressions about the brand, and their opinion about its attributes and products (Dichter, 1985; Herzog, 1963; Newman, 1985). Other studies focused on the personal meaning of the brand image for consumers and defined the brand image construct as the symbolic meaning embedded in the products, services, and attributes of the brand (Levy, 1973; Noth, 1988; Sommers, 1964). Some other studies employed a self-concept and self-image approach and defined the brand image as the reflection of characteristics and personality of consumers (Sirgy, 1985; Martineau, 1957). The last group of studies focused on the cognitive and psychological aspects of the brand image and defined it as the totality of consumer opinions, attitudes and emotions towards the brand reflecting the cognitive and psychological aspects of the brand (Gardner & Levy, 1955).

Consumers develop an image of the brand in their memory through the collection, decoding, extracting and interpretation of signals transmitted by the brand as a result of the brand marketing activities (Kapferer, 1992). In turn, this signals lead to the formation of associations in consumer memory. When the associations related to the brand are positive, this leads to the formation of a strong brand image which eventually generates a positive impact on the brand equity (Aaker, 1991). Previous studies, which compared the brands with high and lower equity in terms of the associations, reported that higher equity brands are more likely to have positive associations than other brands (Krishnan, 1996). Thus, the formation and management of strong brand image is essential in brand management. Based on the image congruence model, consumers prefer the products of brands which are in line with their self-images, especially actual self and ideal self-images are the two key dimensions of self-image which are directly employed in the process (Sirgy, 1985). Previous studies in the literature confirmed the positive impact of image congruence on the attitudes of consumers towards the brands in different contexts and product categories (Belk et al., 1982; Hong & Zinkhan, 1995). Moreover, a strong brand image provides support for differentiating the products and services of the brand from its competitors, and it is the basis of the competitive advantage. This leads the image to overwrite the functional values with the symbolic ones imposed and the brand image plays an essential role in competition and sales (Murphy, 1990). Previous studies also confirm that strong images lead to the acceptance of premium prices by consumers and the preference of brands (Khrisnanda & Dirgantara, 2021; Kwon, 1990; Lassar et al., 1995). On the other hand, while a positive and strong brand image contributes to the consumer preference and sales, when the brand image is weak or vulnerable, then it may have negative consequences.

Overall, brand image is composed of knowledge about product, functional value benefits and consequences of using a brand and the personality of the brand (Plummer, 2000). The interaction of these three factors generates the overall perception of the consumers related to the brand. Brand image is an important factor playing role in consumer decision making process and eventually influences consumer behavior. Strong brand images support brands to differentiate from competition, generate competitive power and it is an important factor boosting market performance (Keller, 1993; Park et al., 1991).

2.2. Product Knowledge

Product knowledge is the totality of information consumers possess about a product category or a specific branded product. According to Brucks (1985), product knowledge is composed of memories and information related to the product. Lin and Chen (2006) define the three categories of product knowledge as perceived knowledge, objective knowledge, and experience-based knowledge. On the other hand, Alba and Hutchinson (1987), categorize the product knowledge structure into two, namely expertise and product familiarity. Thus, product knowledge is the product of previous experiences of consumer with the product category or a specific product, the information received through different channels as well the past exposures of consumer to the marketing efforts of the brands. This knowledge structure, which can be the composed of both declarative as well as procedural knowledge, is utilized by consumers along with other factors such as a brand image when there is a need to compare and evaluate the products in a purchase or usage situation.

The product knowledge is composed of intrinsic cues as well as extrinsic cues related to the product. Intrinsic cues are those which are directly related with the functional attributes of the products while extrinsic cues are those which are non-functional attributes and do not directly change the product features (Blair & Innis, 1996). As an example, brand image is one of the extrinsic cues of products which are employed by consumers in the decision-making processes.

The product knowledge of consumers is one of the key factors which play an important role in several stages of consumer decision making process (Bettman & Park, 1980). The level of product knowledge is expected to impact the result of the decision-making process. Previous studies, which focused on the effect of product knowledge level on the information processing and evaluation, confirmed this significant effect. When consumer have strong product knowledge structures, this leads to the formation of developed and complex schemata related to a product (Marks & Olson, 1981). On the other hand, when the product knowledge structure is weak, higher cognitive efforts are needed and evaluation capacity becomes lower compared to those having higher level of product knowledge. Stronger knowledge structures related to the product mitigate the risk of evaluation bias, and this leads to the increasing capacity and effectiveness of product evaluation (Bian & Moutinho, 2011). Thus, the level of product knowledge is expected to have a significant impact on the information search behavior of consumers (Rao & Sieben, 1992). In addition to its effects on the information search behavior, the level of product knowledge is also effective on the selections of consumers in the purchasing situations. When the product knowledge level is high and evaluation bias risk is mitigated, then the decision of consumer is expected to be less dependent to the extrinsic cues of the product, including image related components as well as other exposures. In their study, Lin and Chen (2006) investigated the effect of product knowledge, product involvement, and country of origin on the purchase intention of consumer in the insurance and catering services context and confirmed that consumers with higher level of product knowledge exhibit higher levels of purchase intentions. Similarly, Suki (2016) investigated the effect of product knowledge on purchase intention in the green branding context and confirmed the positive and significant effect of green product knowledge on the green product purchase intentions. Other studies in different context also confirmed the positive and significant influence of product knowledge on the purchase intentions of consumers (Nurhayati & Hendar, 2020). Overall, product knowledge is a multidimensional construct which reflects the awareness, familiarity and experience of consumers related to a product or product category (Cinjarevic et al., 2018). The level of product knowledge influences may dimension of consumer behavior including information search behavior, product evaluation, product preference as well as purchase intentions.

2.3. Brand Loyalty

Customer loyalty is one of the most explored concepts in the marketing literature and scholars focus on this concept since the first half of the twentieth century (Bhatnagar et al., 2017). As a general approach, customer loyalty reflects the attitudinal and behavioral state of consumers towards a brand, retailer, or an entity. Watson et al. (2015), in the meta-review of previous research in the field, defined brand loyalty as the totality of attitudes and series of purchasing behavior aligned together and directed to a particular entity. Thus, brand loyalty can be regarded as a long-term commitment to re-purchase of the offerings of a brand, company or to re-visit a retailer in the future (Oliver, 1999). Since customer loyalty and brand loyalty are used inter-changeably in the marketing literature, this study also applies the same approach and employs both terms inter-changeably. While the initial definitions of customer loyalty in the marketing literature were focused on the repeat purchases of a specific product, later studies categorized the dimensions of customer loyalty as being attitudinal, behavioral, and composite (Yoo & Bai, 2013). Marketing literature consists of large number of studies which are focused on the determinants of customer loyalty and these studies reported more than one hundred factors over the last four decades (Vaitone & Skackauskiene, 2020). Customer loyalty is the ultimate objective of customer relationship management process since loyal customers provide the comfort of long-term cash flow for the company through their repeat purchases as well as contribute to the brand performance by engaging into positive word-of-mouth behavior with other consumers in the community (Kitapci et al., 2014).

There is a large number of previous studies in the marketing literature which are focused on the determinants of customer loyalty. These studies can be grouped into customer related factors, brand related factors and market based factors. Customer related factors which are expected to influence the customer loyalty level include several demographic factors such as age, gender, income level as well as value-based ones such as the switching costs. Previous studies in the marketing literature reported differing levels of loyalty towards brands during the different life stages of consumers (Homjitr & Sato, 2017). In this perspective, older consumers show higher levels of loyalty propensity and resistance to change compared to younger consumers and young consumers show higher propensity to shift to other brands as they show less commitment to the brands (Anderson & Sharp, 2010; Srivastava, 2017). Previous studies also confirmed that male consumers exhibit weaker bonds and loyalty to brands compared to female consumers in several contexts (Kamath et al., 2019; Tweneboah-Koduah & Farley, 2016). Income level is also another demographic factor which impacts the level of loyalty behavior of consumers. For example, in the services context, due to the scarcity of options, low-income consumers exhibit higher level of brand loyalty (Orhan & Kaplan, 2018; Tasci, 2017). Switching costs, such as search costs, contract termination costs, set-up costs, benefit losses, and risks related to the new acquisition are those actual or perceived costs which can be incurred as a result of changing the brand, product, or service provider. When a perceived cost of switching from one brand to another is high, consumers become less motivated to switch their existing brand, product, or service provider (Li et al., 2018). In addition to the demographic factors mentioned below, there are also several brand related factors which play an important role on consumer loyalty behavior. Customer satisfaction which can be defined as the satisfactory or pleasurable consumption of a product or service (Oliver, 1999), is another factor which is directly influential on the customer loyalty level of consumers. Previous studies confirmed the positive effect of customer satisfaction on customer loyalty in different contexts (Al Amin et al., 2021; Koay et al., 2022; Slack et al., 2020). In the last couple of decades, many studies in the marketing discipline focused on the customer experience construct and its effects on consumer behavior. Customer experience, which can be defined as the cognitive, sensory, affective and behavioral reactions of consumers as a direct and indirect contact with a company, is one of the key factors which are effective in shaping customer satisfaction and loyalty. In their study, Başer et al. (2015) investigated the effect of customer experience on customer satisfaction and loyalty in four different product categories and reported a significant and positive effect of customer experience on both satisfaction and loyalty. Similarly, customer experience is found to have a significant and positive effect on customer loyalty through customer satisfaction in the online retailing context (Rose et al., 2012). Overall, customer loyalty and consequently the generation of customer equity, which can be realized through the satisfactory experiences of customers, is the ultimate objective of marketing efforts of all brands.

2.4. The Effect of Product Knowledge on Brand Image

The information possessed by consumers related to a product and the image of the associated brand are inter-related and connected mental formations. Brand image is the composition of many tangible and intangible associations which are directly and indirectly linked to the brand in the mind of consumer (Engel et al., 1993). Thus, brand image contains some information related to the brand which is already placed in the memory of consumers. On the other hand, product knowledge consists of information related to the product itself or the category of the product and it is the function of perceived knowledge, objective knowledge and experience-based knowledge related to the product (Lin & Chen, 2006). Thus, the product knowledge is one of the sources which make-up the brand image since the products which are offered by a brand are directly contributing to its associations in the memory of the consumer. Previous exposures to a product is expected to generate some familiarity of that product and when consumers' familiarity of the product increases, their ability to recall the product increases (Kent & Allen, 1994), perceived risk level decreases (Kim et al., 2019) and finally stronger familiarity leads to a stronger level of emotional associations in consumer memory (Kang et al., 2017). These cognitive and affective influences of knowledge formation are also supported by the mere exposure effect which is introduced and explained by Zajonc (1968). According to Zajonc, repeated exposure to a stimulus is expected to enhance the attitude towards the entity. This affective impact of knowledge generated through exposure is also confirmed in the meta-analysis of 134

studies conducted by Bornstein (1989). In this perspective, it is believed that when consumers will have higher level of knowledge structures related to a product, the positive effects of such familiarity and knowledge related to that product will be transferred to the associations of the owner brand of that product. Thus, in the light of the theoretical foundations as well as the findings of the previous literature, we propose the following hypotheses:

H₁: Increasing level of product knowledge will contribute positively to the brand image.

2.5. The Effect of Brand Image on Brand Loyalty

Brand image is one of the key factors which play an important role in the consumer decision making process. Associations related to the brand, which are acquired by consumer through exposure to the marketing efforts of the brand or through the direct experience with the products of the brand, lead to the formation of brand image (Keller, 1993). Brand image is inhibited in the mind of consumer through an associative memory network structure, and it leads to bias in brand evocation as well as evaluation (Kapferer, 1992). When the brand image is strong and positive, this is expected to lead to favorable consumer responses towards the brand and its products (Kwon, 1990). Thus, brand image can be regarded as an important asset of a company which directly influences purchase decisions of consumers (Grönroos, 2002). Previous research studies focusing on the effects of brand image on consumer behavior reported several important findings. In their study, Durmaz et al. (2018) investigated the effect of brand benefits and brand image on the loyalty of customers and reported the significant and positive effect of brand image on brand loyalty. Another study, which is conducted by Aslam et al. (2023) in the services context, focused on the impact of corporate social responsibility activities and corporate image on the customer loyalty. Authors of the study reported the significant effect of corporate image on customer loyalty in the banking industry. Chang (2021) conducted a study investigating the relationship between experiential marketing, brand image and brand loyalty in the retailing context. The results of the study confirmed the role of brand image mediating the effect of experiential marketing activities on the brand loyalty. In this perspective, it is believed that when a brand will have a well-known and positive image, this will support the brand to generate a loyal customer base. In the light of the theoretical foundations as well as the findings of the previous literature, we propose the following hypotheses:

H₂: The more positive is the brand image, the higher will be customers' level of brand loyalty.

2.6. The Effect of Product Knowledge on Brand Loyalty

Product knowledge is a critical factor which plays an important role in several stages of consumer decision making (Bettman & Park, 1980). One of these stages of decision-making process which is influenced by the level of product knowledge is the re-purchase situations. Product knowledge in consumer memory is formed as a function of familiarity and the direct experience with the product (Alba & Hutchinson, 1987). Thus, when consumers purchase a product and directly experience the consumption or usage process, this contributes to the knowledge base and product knowledge becomes stronger with additional associations in the memory. The impact of product knowledge level of consumers on their intention to re-buy the products of the brand can be explained on the basis of cost-benefit paradigm. Cost-benefit paradigm explains human behavior as a result of a trade-off calculation between the benefits or gains of an action and the costs associated with that particular action (Beach & Mitchell, 1978). When we apply the cost-benefit paradigm into the consumer behavior field, the trade-off calculation related to the benefits and associated costs of re-buying a product or switching to another brand determines the final decision of consumers. In this perspective, when the experiential factors leading to a satisfaction related to the product consumption are positive and constant, the level of product knowledge and familiarity is expected to generate a comfort zone for the customer to block the switching behavior since doing so will generate additional costs for the consumer in terms information search effort, sacrifices related to the time consumption as well as risks associated with the unfamiliar or less familiar options. Several studies in the literature focused on the effect of product knowledge level on customer loyalty or purchase intentions and the results of these studies support the theoretical foundations based on the cost-benefit paradigm. In their study, Xu et al. (2011)

investigated the effect of product knowledge on customer loyalty in the online services context and reported a positive and significant effect of product knowledge on customer loyalty. In addition to cost-benefit paradigm foundations, previous studies indicate that when consumers become more knowledgeable about a product, they rely more on objective information rather than external subjective information such as recommendations (King & Balasubramanian, 1994). Thus, purchasing a product is expected to lead to the formation of a stronger knowledge structure through direct experience and objective information acquisition. This will lead to the less reliance on external information sources such as recommendations and less sensitivity to competitive marketing efforts, which in turn, will eventually decrease the effect of competitive options, leading to the increase in the brand loyalty of the consumer. In the light of the theoretical foundations as well as the findings of the previous literature, we propose the following hypotheses:

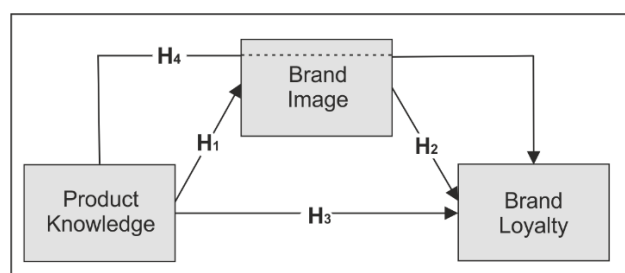
H₃: Increasing level of product knowledge will contribute positively to the brand loyalty.

2.7. The Mediation Effect of Brand Image

The image of a brand is the combination of several primary and secondary tangible and intangible associations in the memory of consumer which collectively generate the meaning of that brand for the particular consumer through the associative networks model of knowledge formation and activation (Engel et al., 1993; Paivio, 1969). Thus, brand image can be regarded as the totality of consumer impressions, perceptions, and opinions (Newman, 1985), the symbolic meaning of the products or services (Levy, 1973; Noth, 1988), the reflection of characteristics and personality of the consumer (Sirgy, 1985; Martineau, 1957) as well as attitudes and emotions towards the brand reflecting the cognitive and psychological aspects of the brand (Gardner & Levy, 1955). On the other hand, product knowledge is the totality of information consumers possess about a product category or a specific branded product. Thus, it is composed of memories and information related to the product in the format of three types of knowledge, namely perceived, objective and experience-based knowledge (Lin & Chen 2006). Whatever is the format of product knowledge, the focal content is the functional and non-functional aspects related to the product in the memory (Blair & Innis, 1996). In this perspective, it can be stated that there is a parent-child relationship between brand image and product knowledge. In this inter-dependent relationship, when product information is updated, brand image is also supported. However, as the brand associations which are the basis of brand image involves anything linked to the brand in the memory (Aaker, 1991), product knowledge can be regarded as one part of the brand image formation. Thus, as the parent in this inter-dependent relationship, brand image, is expected to possess the potential of overwriting the impact of product knowledge on consumer behavior. This leads us to the consideration of a possible mediation effect of brand image on the effect of product knowledge on brand loyalty. It is believed that, due to the parent status of brand image, the significant and positive effect of product knowledge on brand loyalty may be overwritten by the mediating effect of brand image and the significant and positive effect of product knowledge on brand loyalty may become stronger, weaker or may turn into insignificant. In the light of the theoretical foundations as well as the findings of the previous literature, we propose the following hypotheses:

H₄: Brand Image will have a mediating role on the effect of product knowledge on brand loyalty.

The conceptual research model, which is developed based on the proposed hypothesis, shows the relationship between product knowledge, brand image and brand loyalty constructs and it is presented in Figure 1.

Figure 1. Conceptual Research Model

3. Research Methodology

3.1. Research Design and Sampling

This study was designed to explore the relationship between the product knowledge, brand image and brand loyalty in the consumer electronics context. Specifically, the effect of brand knowledge on brand image and brand loyalty, the effect of brand image on brand loyalty and the mediating effect of brand image on the effect of brand knowledge on brand loyalty was measured. The participants of this study were mobile phone users with different aged groups above 18 years old living in the prominent cities of Turkey including Istanbul, Ankara, İzmir and Antalya. The sample of the participants was identified based on the convenience sampling method and online survey links were distributed to the participants through e-mails and other applications. In order to conduct the field study, Ethics Committee approval was obtained on 14.02.2024. Participants were asked to fill out a questionnaire composed of demographic questions, mobile phone brand preference as well as statements related to the measurement of the product knowledge level, brand image perceptions and brand loyalty variables employed in the study. Questionnaires were prepared in the Google Forms application and distributed through the internet. A total of 426 valid surveys were collected with the support of personal, professional, and academic network of the authors. The demographic composition of participants is presented in Table 1.

Table 1. Demographic Composition of Participants

Gender	# of Participants	% of Participants
Male	148	35%
Female	278	65%
Total	426	100%
Age Group	# of Participants	% of Participants
18-24	115	16%
25-34	199	61%
35-44	87	17%
Other*	25	6%
Total	426	100%

*Other includes 45-54 (19 participants) and 55-64 (6 participants) age groups.

SPSS Statistics Version 29 was used for data management and basic statistical analysis. SPSS AMOS version 29 was used for conducting confirmatory factor analysis (CFA) to confirm the validity of the constructs and to test the hypothesis through the structural equation modelling.

The mediator role of brand image was detected by using the Baron & Kenny technique. Three models are derived according to the Baron and Kenny (1986) technique where the aim of this method is to reveal the mediator effect among the research model constructs. Firstly, validity of the constructs in the model have been determined by means of the confirmatory factor analysis (CFA). Subsequently structural equation modelling has been used to test the hypotheses in order to measures direct and indirect relationships within

a single model which reduces measurement errors (Anderson & Gerbing, 1988; Byrne, 2010; Fornell & Larcker, 1981; Meydan & Şen, 2011).

3.2. Operationalization of Variables

The scales of the variables employed in the conceptual research model are borrowed from the studies in the existing marketing literature. Product knowledge scale, which measures the knowledge level and familiarity of consumer about the related product in question, was borrowed from the studies of Lakshmanan and Krishnan (2011). Authors developed and validated the six items seven points product knowledge scale and reported a Cronbach Alpha score of 0.88, confirming its internal reliability. For the purpose of this study, three scale items from this original scale were employed and translated into Turkish. The scale was applied in the format of seven-points Likert type scale. The internal reliability testing yielded a Cronbach Alpha score 0.91, re-confirming the internal reliability of the scale. The scale and associated items employed for the Product Knowledge scale are presented in Table 2.

Table 2. Brand Knowledge Scale Items and Statements

Scale Item	Code	Scale Item Statement
Product Knowledge 1	PRK1	I have a high level of knowledge about X Branded Phone
Product Knowledge 2	PRK2	Compared to the rest of the population, my knowledge about X Branded Phone is very high
Product Knowledge 3	PRK3	I have a high level of knowledge about the X Brand

Brand Image scale, which measures the perception of consumer regarding the brand and its products in three dimensions, including functional image, affective image and reputational image, was borrowed from the studies of Pina et al. (2010). Authors employed and validated the brand image scale which is composed of functional, affective and reputational dimensions based on the existing literature (Aaker, 1996; Martin & Brown, 1990; Weiss et al., 1999). For the purpose of this study, all items of the scale from this original scale were employed and translated into Turkish. The internal reliability testing yielded a Cronbach alpha score 0.88, confirming the internal reliability of the scale. Finally, the brand loyalty scale, which measures the strength of the consumer's belief regarding the superiority of a brand and the cognitive attachment to it, was borrowed from the study of Wolter et al. (2017). Authors developed and validated the three items nine points brand loyalty scale and reported a Cronbach Alpha score of 0.83, confirming its internal reliability. For the purpose of this study, all scale items from this original scale were employed and translated into Turkish. The internal reliability testing yielded a Cronbach Alpha score 0.89, re-confirming the internal reliability of the scale. Both scales were applied in the format of five points Likert-type scales in the study. The brand image and brand loyalty scales and associated items employed in the study are presented in Table 3.

Table 3. Brand Image and Brand Loyalty Scale Items and Statements

Scale Item	Code	Scale Item Statement
Brand Image 1	BRI1	X Branded Phone is a high-quality product
Brand Image 2	BRI2	X Branded Phone has better characteristic than competitors
Brand Image 3	BRI3	The products of X Brand's competitors are cheaper
Brand Image 4	BRI4	X Branded Phone is a nice one
Brand Image 5	BRI5	X Brand has a personality that distinguishes itself from competitors
Brand Image 6	BRI6	X Branded Phone doesn't disappoint its customers
Brand Image 7	BRI7	X Brand is one of the best brands in the sector
Brand Image 8	BRI8	X Brand is a very consolidated one in the market
Brand Loyalty 1	BRL1	I consider myself loyal to X Brand
Brand Loyalty 2	BRL2	I prefer X Branded Phone over any of the alternatives
Brand Loyalty 3	BRL3	X Branded Phone is the superior choice

4. Findings

4.1. Construct Validity and Reliability

To determine the convergent validity, CFA was used (Anderson & Gerbing, 1988). Initially, principal component analysis has been performed to purify the items. Subsequently, confirmatory factor analysis (CFA) was conducted for the 11 remained items. CFA fit indices are found sufficient: $\chi^2/DF = 1.672$, CFI=0.992, IFI=0.992, RMSEA= 0.04. χ^2/DF indicates the obtained model fits the initial model. The factor loads obtained from CFA are shown in Table 4. Standardized factor loads have been bigger than 0.5 and significant (Civelek, 2018).

Table 4. Results of the Confirmatory Factor Analysis

Variables	Items	Standardized Factor Loads	Unstandardized Factor Loads
Brand Image (BRI)	BRI06	0.703	1
	BRI05	0.773	1.242
	BRI04	0.788	1.020
	BRI02	0.837	1.300
	BRI01	0.815	1.217
Product Knowledge (PRK)	PRK03	0.849	1
	PRK02	0.901	1.019
	PRK01	0.768	0.937
Brand Loyalty (BRL)	BRL03	0.862	1
	BRL02	0.920	1.149
	BRL01	0.867	1.033

$p < 0.05$ for all items

*Items BRI03, BRI07 and BRI08 were excluded due to the low factor loadings.

Convergent validity of the scales has been determined according to the CFA results. In order to confirm discriminant validity of the scales, Average Variance Extracted Values have been calculated for each construct and a comparison between AVE scores and values of correlation in the same column has been made in Table 5 (Civelek, 2018). The values in brackets represent the square root of the AVE scores for each construct. They are higher than the correlation values in each column. This means that discriminant validity of the scales was confirmed. Cronbach Alpha and composite reliability values are above the threshold (i.e. 0.7) (Fornell & Larcker, 1981) as shown in Table 5.

Table 5. Descriptives Statistics, Correlations and Reliability

Variables	1	2	3
1. Brand Image	(0.784)		
2. Product Knowledge	0.471*	(0.840)	
3. Brand Loyalty	0.596*	0.337*	(0.883)
Composite reliability	0.889	0.878	0.914
Average variance ext.	0.615	0.707	0.780
Cronbach α	0.882	0.875	0.913

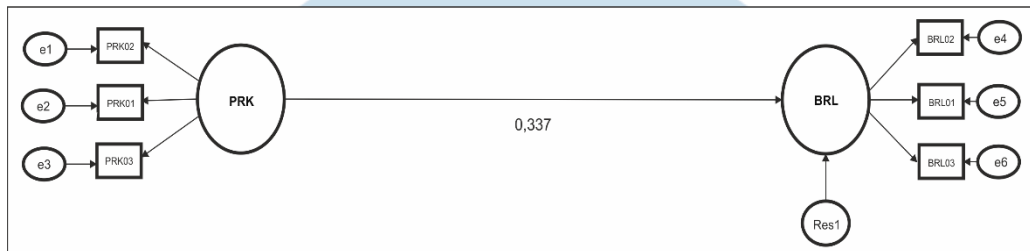
* $p < 0.01$; Note: Values in the bracket indicate the square root of AVEs.

4.2. Test of Hypotheses

The Baron and Kenny (1986) approach has been used to test research hypotheses. In order to use the Baron and Kenny approach, the coefficients of correlation between the variables must initially be significant (Baron & Kenny, 1986). This is necessary before conducting a mediator variable analysis.

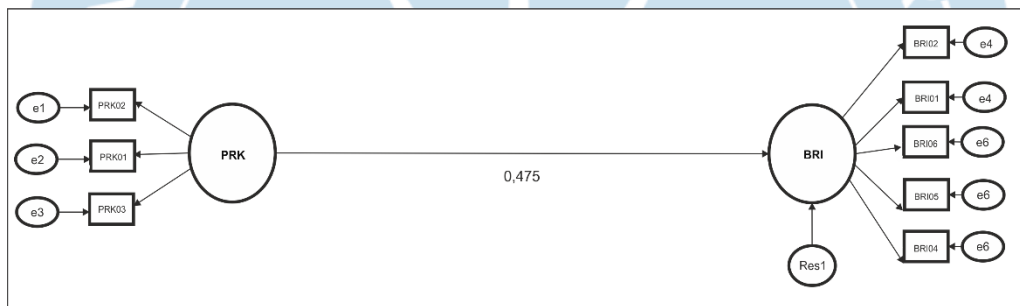
Significant correlation coefficients were discovered during the analysis, as indicated in Table 5. Three models had to be tested in order to implement this strategy. Figures 2, Figure 3, and Figure 4 present, respectively, these three models. The first model measures the direct relationship between the dependent variables and independent variables. The second model measures the connection between the mediator and independent variables. The third model measures all of the conceptual model's variables' interactions simultaneously. The following values have been found for Model 1: χ^2/DF value is 1.561. CFI and IFI are 0.997. RMSEA is 0.036. For Model 2: χ^2/DF value is 1.460. CFI and IFI are 0.995. RMSEA is 0.033. For Model 3: χ^2/DF value is 1.955. CFI is 0.988 and IFI is 0.988. RMSEA is 0.047. Each model's fit indices are considered independently. These fit indices values are beyond the thresholds (Civelek, 2018).

Figure 2. Results of SEM Analysis of Model 1



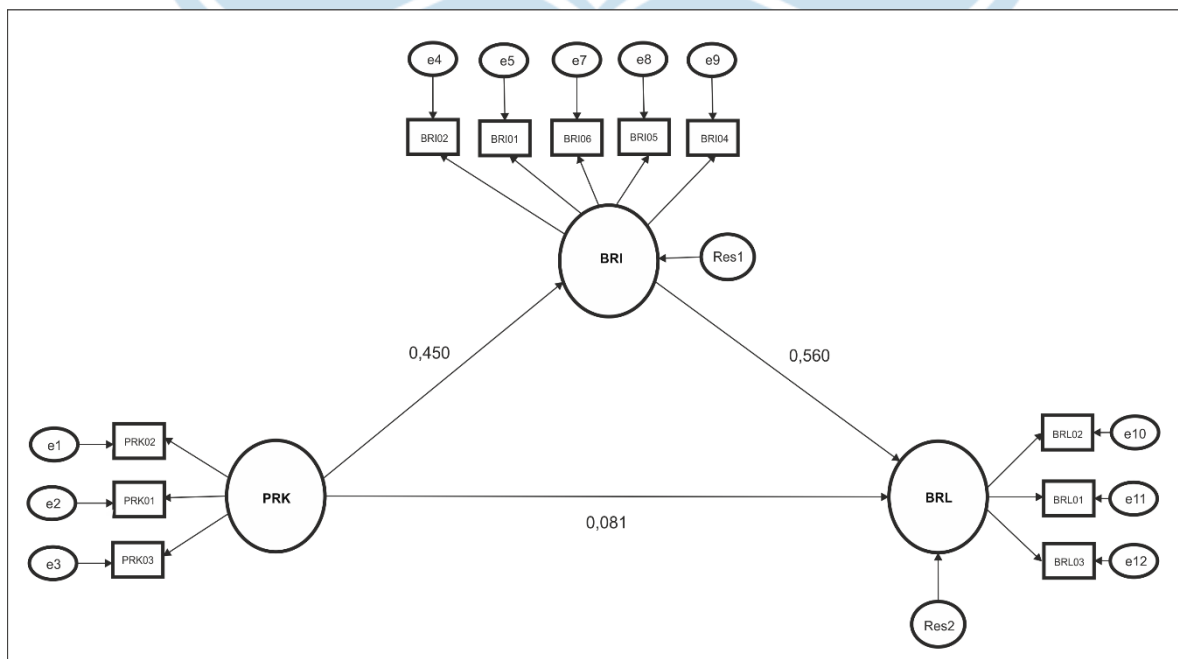
Note: $\chi^2/DF = 1.561$, CFI = 0.997, IFI = 0.997, RMSEA= 0.036

Figure 3. Results of SEM Analysis of Model 2



Note: $\chi^2/DF = 1.460$, CFI = 0.995, IFI = 0.995, RMSEA= 0.033

Figure 4. Results of SEM Analysis of Model 3



Note: $\chi^2/DF = 1.955$, CFI = 0.988, IFI = 0.988, RMSEA= 0.047

Table 6 indicates test results of three models. According to analyses results all the hypotheses are accepted. The link between PRK and BRL disappeared and turned to insignificant after BRI was included in the final model. This means that BRI plays mediator roles in the relationship between PRK and BRL.

Table 6. Test Results of the Models

Relationships	Model 1	Model 2	Model 3
PRK → BRL	0.337*		0.081
PRK → BRI		0.475*	0.450*
BRI → BRL			0.560*

Note: Path coefficients are standardized; *p < 0.01

5. Discussion and Conclusion

This study focuses on the impacts of product knowledge on brand image perceptions and brand loyalty behavior of consumers and the mediating role of the brand image on the effect of product knowledge on brand loyalty. The study contributes to the marketing literature by focusing on the mediating role of the product image in the relationship between the product knowledge and brand loyalty. The investigation of this unexplored area of product knowledge, brand image and brand loyalty relationship is the novelty provided by this study. Results of the analysis confirmed the positive and significant direct effect of product knowledge on brand image. When a consumer has a higher level of knowledge related to the product of a brand, this familiarity contributes positively to the image of the brand. This result was in line with the findings and conclusions of previous studies which indicate the positive effects of familiarity on the cognitive and emotional structures through knowledge formation in the memory of consumers (Kang et al., 2017; Kent & Allen, 1994; Kim et al., 2019). Another finding of this study is the significant and positive direct effect of brand image on brand loyalty. Results of the study confirmed the contribution of positive brand image perceptions on the formation of brand loyalty behavior of consumers. The findings of this study are in line with the conclusions of the existing studies in the literature (Aslam et al., 2023; Durmaz et al. 2018). The product knowledge level of consumers is also found to have a significant and positive direct effect on brand loyalty of consumers. Results confirmed that when the product knowledge level of consumers becomes higher, the brand loyalty of consumers also becomes stronger. This finding is in line with the theoretical foundations such as cost-benefit paradigm (Beach & Mitchell, 1978) and findings of the previous studies in the marketing literature (Xu et al., 2011). The final but the most important contribution of this study is the mediating effect of brand image on the effect of product knowledge on brand loyalty. When brand image is included into the model as the mediating variable, the effect of product knowledge on brand loyalty turns into an insignificant one. This is in line with the theoretical foundations since the brand image is the totality of cognitive and psychological aspects of the brand and covers product knowledge of consumers as a part of it. This parent-child relationship between two constructs caused to the shift in the significant effect of product knowledge on brand loyalty and turned into an insignificant one when other associations which make up the brand image overwrote the significant direct effect.

There are several managerial implications regarding the findings reported in the study which strongly merit to be discussed in this section. The results of the study confirm the importance of the product knowledge and brand image as the direct contributors to the brand loyalty level of consumers. Thus, brand managers, marketing managers, and customer experience managers need to focus on improving the product familiarity and brand image in the target market. In order to improve the product familiarity, more product focused marketing communication activities, product placement activities, product related social media coverage are expected to be supportive to increase the familiarity in the target segment. As the product knowledge is composed of both primary as well as secondary associations in consumer minds, marketing activities leading to the formation of primary as well as secondary associations may be utilized. In addition to the marketing communication activities such as advertising, product placement, and sampling, which mainly lead to the formation of primary associations, those marketing activities which can generate

secondary product knowledge associations, such as sponsorships, product brand cooperation with celebrity endorsers and opinion leaders, may help to the generation of secondary associations which in turn will collectively support the formation of a strong product knowledge base in consumer mind. On the other hand, a more critical point is related to the formation of strong brand image since the mediating effect of brand image on the effect of product knowledge on brand loyalty is significant and this leads us to the conclusion that the strength of the brand image is more critical than product knowledge level in determining the brand loyalty level of consumers. In order to enhance the brand image, marketing and brand managers may focus on the corporate social responsibility activities and the articulation of the social impact generated by the brand in the context of sustainability. Specifically, brands may be involved into the social causes and articulate the contributions made by the brands through the development and implementation of social marketing programs and media coverage plans. In this perspective, brand managers, marketing managers and customer experience managers need to focus on the cognitive and emotional building blocks of brand image and generate effective plans to build up or support the brand image.

This study focuses on the direct effect of product knowledge on brand image and brand loyalty, the direct effect of brand image on brand loyalty and the mediating effect of brand image on the effect of product knowledge on brand loyalty in the consumer electronics and mobile phone brands context. There are some limitations of the study which needs to be mentioned. First of all, the study was conducted in the context of mobile phone users, which can be regarded as a type of high involvement product. Product involvement level may have a differentiation effect on the mediation effect of brand image on the effect of product knowledge on brand loyalty. Moreover, the effect of product involvement, as a moderating variable, may change the direction and magnitude of inter-variable effects in the study. This leads to limitations in terms of generalizability of the results in this study across other product categories. This study may be conducted by focusing on the other retail product categories including FMCG (fast-moving consumer goods) as the low involvement product category. A second important limitation of the study is related with the cultural context. The measurement of the mediation effect of brand image on the effect of product knowledge on brand loyalty may yield different results and conclusions in different cultural contexts such as different countries. This also leads to limitations in terms of generalizability of the results in this study across different cultural contexts. The study may also be conducted in several countries at once in a cross-country comparison format to make a cross-country or cross-cultural comparison. Thus, there is a need of future research studies, which can be conducted in different contexts, in order to reach at conclusive results covering a large area of application in the marketing literature.

Declarations and Disclosures

Ethical Responsibilities of Authors: The authors of this article confirm that their work complies with the principles of research and publication ethics.

Ethical Approval: Ethical approval was obtained from Okan University Ethics Committee on 14.02.2024.

Conflicts of Interest: No potential conflict of interest was reported by the authors.

Funding: The authors received no financial support for the preparation and/or publication of this article.

Author Contributions: The authors confirm contribution to the article as follows: Conceptualization and design, Y. Rhazaoui and E. G. Sözer; data collection, Y. Rhazaoui and E. G. Sözer; analysis of data and interpretation of results, M. E. Civelek and A. V. Ertemel; writing the first draft of the manuscript, Y. Rhazaoui and E. G. Sözer; review and editing, A. V. Ertemel and M. E. Civelek. The manuscript/article was read and approved by all the authors, and all authors accepted responsibility for their article.

Plagiarism Checking: This article was screened for potential plagiarism using a plagiarism screening program.

References

- Aaker, D. (1991). *Managing brand equity*. The Free Press.
- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120.
- Al Amin, M., Arefin, M. S., Sultana, N., Islam, M. R., Jahan, I., & Akhtar, A. (2021). Evaluating the customers' dining attitudes, e-satisfaction and continuance intention toward mobile food ordering apps (MFOAs): Evidence from Bangladesh. *European Journal of Management and Business Economics*, 30(2), 211-229. <https://doi.org/10.1108/EJMBE-04-2020-0066>
- Alba, J., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(4), 411-415. <https://doi.org/10.1086/209080>
- Anderson, E. W., & Mittal, V. (2000). Strengthening the satisfaction profit chain. *Journal of Service Research*, 3(2), 107-120. <https://doi.org/10.1177/109467050032001>
- Anderson, J. R. (1983). *The architecture of cognition*. Harvard University Press.
- Anderson, K., & Sharp, B. (2010). Do growing brands win younger consumers? *International Journal of Marketing Research*, 52(4), 433-441. <https://doi.org/10.2501/S1470785309201387>
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423. <https://doi.org/10.1037/0033-2909.103.3.411>
- Aslam, E., Ashraf, M. S., & Iqbal, A. (2023). Impact of corporate image on customer loyalty of Islamic banks: The role of religiosity, collectivism, sight cues and CSR. *Journal of Islamic Marketing*, 14(5), 1310-1324. <https://doi.org/10.1108/JIMA-09-2021-0314>
- Ataman, B., & Ülengin, B. (2003). A note on the effect of brand image on sales. *Journal of Product and Brand Management*, 12(4), 237-250. <https://doi.org/10.1108/10610420310485041>
- Baron, R., & Kenny, D. (1986). The Moderator - mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Başer, İ. U., Cintamür, I. G., & Arslan F. M. (2015). Examining the effect of brand experience on consumer satisfaction, brand trust and brand loyalty. *Marmara Üniversitesi İİB Fakültesi Dergisi*, 37(2), 101-128. <https://doi.org/10.14780/iibd.51125>
- Beach, L. R., & Mitchell, T. R. (1978). A contingency model for the selection of decision strategies. *The Academy of Management Review*, 3(3), 439-449. <https://doi.org/10.2307/257535>
- Belk, R. W., Bahn, K. D., & Mayer, R. N. (1982). Developmental recognition of consumption symbolism. *Journal of Consumer Research*, 9, 4-17. <https://doi.org/10.1086/208892>
- Bettman, J. R., & Park, C. W. (1980). Effects of prior knowledge and experience and phase of the choice process on consumer decision processes: A protocol analysis. *Journal of Consumer Research*, 7(3), 234-48. <https://doi.org/10.1086/208812>
- Bhatnagar, S. B., Syed, A. A. & Mishra, J. K. (2017). Identifying customer loyalty supporting factors in the retail banking context: An empirical examination. *Journal of Relationship Marketing*, 16(3), 197-225. <https://doi.org/10.1080/15332667.2017.1349556>
- Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behavior of counterfeits. *European Journal of Marketing*, 45(1/2), 191-216. <https://doi.org/10.1108/03090561111095658>
- Blair, M. E., & Innis, D. E. (1996). The effects of product knowledge on the evaluation of warranted brands. *Psychology and Marketing*, 13(5), 445-456. [https://doi.org/10.1002/\(SICI\)1520-6793\(199608\)13:5<445::AID-MAR1>3.0.CO;2-9](https://doi.org/10.1002/(SICI)1520-6793(199608)13:5<445::AID-MAR1>3.0.CO;2-9)
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Creating effective online customer experiences. *Journal of Marketing*, 83(2), 98-119. <https://doi.org/10.1177/0022242918809930>
- Bornstein, R. F. (1989). Exposure and affect: Overview and meta-analysis of research, 1968-1987. *Psychological Bulletin*, 106(2), 265-289. <https://doi.org/10.1037/0033-2909.106.2.265>
- Brucks, M. (1985). The effect of product class knowledge on information search behavior. *Journal of Consumer Research*, 12(1), 1-16. <https://doi.org/10.1086/209031>
- Byrne, B. M. (2010). *Structural equation modeling with AMOS*. Routledge Taylor & Francis Group.

- Carr, S. (2021). How many ads do we see a day in 2023? <https://lunio.ai/blog/strategy/how-many-ads-do-we-see-a-day/> (Access Date: 05.01.2024).
- Cinjarevic, M., Agic, E., & Pestek, A. (2018). When consumers are in doubt, you better watch out! The moderating role of consumer skepticism and subjective knowledge in the context of organic food consumption. *Zagreb International Review Economics & Business*, 21(1), 1-14.
- Chang, W. J. (2021). Experiential marketing, brand image and brand loyalty: A case study of Starbucks. *British Food Journal*, 123(1), 209-223. <https://doi.org/10.1108/BFJ-01-2020-0014>
- Civelek, M. (2018). *Essentials of structural equation modeling*. University of Nebraska Lincoln-Zea Books.
- Collins, A. M., & Loftus, E. F. (1975). A spreading-activation theory of semantic processing. *Psychological Review*, 82(6), 407-428. <https://doi.org/10.1037/0033-295X.82.6.407>
- Dichter, E. (1985). What's in an image. *Journal of Consumer Marketing*, 2(1), 75-81. <https://doi.org/10.1108/eb038824>
- Durmaz, Y., Çavuşoğlu, S., & Özer, Ö. (2018). The effect of brand image and brand benefit on customer loyalty: The case of Turkey. *International Journal of Academic Research in Business and Social Sciences*, 8(5), 528-540. <https://doi.org/10.6007/IJARBS/v8-i5/4140>
- Engel, J. F., Blackwell, R. D., & Miniard, P.W. (1993). In Miniard, P.W. (Ed.), *Consumer behavior* (7th ed.). Dryden Press.
- Fornell, C., & Larcker, D. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. <https://doi.org/10.2307/3151312>
- Gardner, B., & Levy, S. (1955). The product and the brand. *Harvard Business Review*, March-April, 33-39.
- Grönroos, C. (2002). *Service management och marknadsföring – en CRM ansats*. Malmö, Sweden: Liber ekonomi.
- Hankinson, G., & Cowking, P. (1993). *Branding in action: Cases and strategies for profitable brand management*. McGraw-Hill.
- Herzog, H. (1963). Behavioral science concepts for analyzing the consumer. In: Bliss, P. (Ed.), *Marketing and the Behavioral Sciences* (pp. 76-86). Allyn and Bacon, Inc.
- Homjitr, S., & Sato, S. C. (2017). Factors affecting brand loyalty of essence of chicken brand towards consumers in Bangkok. *UTCC International Journal of Business and Economics*, 9, 33-47.
- Hong, J. W., & Zinkhan, G. M. (1995). Self-concept and advertising effectiveness: The influence of congruency, conspicuousness, and response mode. *Psychology and Marketing*, 12(1), 53-77. <https://doi.org/10.1002/mar.4220120105>
- Kamath, P. R., Yogesh, P. P., & Prabhu, K. P. (2019). Building customer loyalty in retail banking: A serial-mediation approach. *International Journal of Bank Marketing*, 38(2), 456-484. <https://doi.org/10.1108/ijbm-01-2019-0034>
- Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. (2017). An investigation of brand experience on brand attachment, knowledge, and trust in the lodging industry. *Journal of Hospitality Marketing and Management*, 26(1), 1-22. <https://doi.org/10.1080/19368623.2016.1172534>
- Kapferer, J. N. (1992). *Strategic brand management: New approaches to creating and evaluating brand equity*. The Free Press.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. <https://doi.org/10.1177/002224299305700101>
- Kent, R. J., & Allen, C. T. (1994). Competitive interference effects in consumer memory of advertising: The role of brand familiarity. *Journal of Marketing*, 58(3), 97-105. <https://doi.org/10.1177/002224299405800307>
- King, M. F., & Balasubramanian, S. K. (1994). The effects of expertise, end goal and product type on adoption of preference formation strategy. *Journal of the Academy of Marketing Science*, 22, 146-159. <https://doi.org/10.1177/0092070394222004>
- Kitapci, O., Akdoğan, C., & Dörtol, I. T. (2014). The impact of service quality dimensions on patient satisfaction, repurchase intentions and word-of-mouth communication in the public healthcare industry. *Procedia - Social and Behavioral Sciences*, 148, 161-169. <https://doi.org/10.1016/j.sbspro.2014.07.030>
- Koay, K. Y., Cheah C. W., & Chang, Y. X. (2022). A model of online food delivery service quality, customer satisfaction and customer loyalty: A combination of PLS-SEM and NCA approaches. *British Food Journal*, 124(12), 4516-4532. <https://doi.org/10.1108/BFJ-10-2021-116>
- Krishnan, H. S. (1996). Characteristics of memory associations: A consumer based brand equity perspective. *International Journal of Research in Marketing*, 13(4), 389-405. [https://doi.org/10.1016/S0167-8116\(96\)00021-3](https://doi.org/10.1016/S0167-8116(96)00021-3)

- Khrisnanda, H. R. R., & Dirgantara, I. M. B. (2021). The effect of brand awareness, brand image, and brand credibility on Oppo mobile phone brand product purchase intention. *Diponegoro Journal of Management*, 10(2), 1-10.
- Kim, S., Lehto, X., & Kandampully, J. (2019). The role of familiarity in consumer destination image formation. *Tourism Review*, 74(4), 885-901. <https://doi.org/10.1108/TR-10-2018-0141>
- Kwon, Y. H. (1990). Brand name awareness and image perception of women's daytime apparel. *Perceptual and Motor Skills*, 71(3), 743-752. <https://doi.org/10.2466/pms.1990.71.3.743>
- Lakshmanan, A., & Krishnan, H. S. (2011). The Aha! Experience: Insight and discontinuous learning in product usage. *Journal of Marketing*, 75(6), 105-123. <https://doi.org/10.1509/jm.10.0348>
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11-19. <https://doi.org/10.1108/07363769510095270>
- Levy, S. J. (1973). Imagery and symbolism. In: Steward, H.B. (Ed.), *Brands, Consumers, Symbols and Research*, Sidney J Levy on Marketing, Dartnell, Chicago, 233.
- Li, Y., Liu, H., Lim, E. T. K., Goh, J. M., Yang, F., & Lee, M. K. O. (2018). Customer's reaction to cross-channel integration in omnichannel retailing: The mediating roles of retailer uncertainty, identity attractiveness, and switching costs. *Decision Support Systems*, 109, 50-60. <https://doi.org/10.1016/j.dss.2017.12.010>
- Lin, L. Y., & Chen, C. S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248-265. <https://doi.org/10.1108/07363760610681655>
- Marks, L. J., & Olson, J. C. (1981). Toward a cognitive structure conceptualization of product familiarity. *Advances in Consumer Research*, 8, 145-50.
- Martin, G. S., & Brown, T. J., MacKenzie, C., Skinner, L., Heckler, L., & Fisk, G. (1990). In search of brand equity: The conceptualization and measurement of the brand impression construct. *Marketing Theory and Applications*, 2, 431-438.
- Martineau, P. (1957). Motivation in advertising. *Journal of Historical Research in Marketing*, 8(4), 585-594. <https://doi.org/10.1108/JHRM-05-2016-0012>
- Meydan, C. H., & Şen, H. (2011). *Yapısal eşitlik modellemesi AMOS uygulamaları*. Detay Yayıncılık.
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, 65, 1-10. <https://doi.org/10.1016/j.jretconser.2021.102842>
- Murphy, J. M. (1990). *Brand strategy*. Prentice-Hall.
- Newman, S. L. (1985). Facies interpretations and lateral relationships of the Blackhawk formation and Mancos shale, East-Central Utah. *Rocky Mountain Section SEPM*, 10, 60-69.
- Noth, W. (1988). The language of commodities groundwork for a semiotics of consumer goods. *International Journal of Research in Marketing*, 4(3), 173-186. [https://doi.org/10.1016/S0167-8116\(88\)80003-X](https://doi.org/10.1016/S0167-8116(88)80003-X)
- Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603-620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33-44. <https://doi.org/10.1177/00222429990634s105>
- Orhan, S., & Kaplan, Z. (2018). Analysis on brand preference and loyalty of physical education and sports teachers. *Universal Journal of Education Research*, 6(11), 2471-2477. <https://doi.org/10.13189/ujer.2018.061110>
- Paivio, A. (1969). Mental imagery in associative learning and memory. *Psychological Review*, 76(3), 241-263. <https://doi.org/10.1037/h0027272>
- Park, C., Milberg, S., & Lawson, R. (1991). Evaluation of brand extension: the role of product-level similarity and brand concept consistency. *Journal of Consumer Research*, 18(2), 185-93. <https://doi.org/10.1086/209251>
- Pina, J. M., Iversen, N. M., & Martinez, E. (2010). Feedback effects of brand extensions on the brand image of global brands: A comparison between Spain and Norway. *Journal of Marketing Management*, 26(9-10), 943-966. <https://doi.org/10.1080/02672570903458789>
- Plummer, J. T. (2000). How personality makes a difference. *Journal of Advertising Research*, 40(6), 79-83. <https://doi.org/10.2501/JAR-40-6-79-83>

- Rao, A. R., & Sieben, W. A. (1992). The effect of prior knowledge on price acceptability and the type of information examined. *Journal of Consumer Research*, 19(2), 256-70. <https://doi.org/10.1086/209300>
- Rose, S., Moria, C., Samouel, P., & Hair, N. (2012). Online customer experience in e-retailing: An empirical model of antecedents and outcomes. *Journal of Retailing*, 88(2), 308-322. <https://doi.org/10.1016/j.jretai.2012.03.001>
- Sommers, M. S. (1964). Product symbolism and the perception of social strata. *Proceedings of the American Marketing Association*, Chicago.
- Sirgy, M. J. (1985). Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*, 13(3), 195-206. [https://doi.org/10.1016/0148-2963\(85\)90026-8](https://doi.org/10.1016/0148-2963(85)90026-8)
- Slack, N., Singh, G., & Sharma S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*, 12(3), 297-318. <https://doi.org/10.1108/IJQSS-10-2019-0114>
- Suki, N. M. (2016). Green product purchase intention: Impact of green brands, attitude, and knowledge. *British Food Journal*, 118(2), 2893-2910. <https://doi.org/10.1108/BFJ-06-2016-0295>
- Srivastava, R. K. (2017). How differing demographic factors impact upon customer loyalty towards national or international fast-food chains: A comparative study in emerging markets. *Journal of Food Products Marketing*, 23(8), 901-925. <https://doi.org/10.1080/10454446.2017.1266542>
- Tasci, A. D. A. (2017). A quest for destination loyalty by profiling loyal travelers. *Journal of Destination & Marketing Management*, 6(3), 207-220. <https://doi.org/10.1016/j.jdmm.2016.04.001>
- Tweneboah-Koduah, E. Y., & Farley, A. Y. D. (2016). Relationship between customer satisfaction and customer loyalty in the retail banking sector of Ghana. *International Journal of Business and Management*, 11(1), 249-262. <https://doi.org/10.5539/ijbm.v11n1p249>
- Vaitone, N. V., & Skackauskiene, I. (2020). Service customer loyalty: An evaluation based on loyalty factors. *Sustainability*, 12(2260), 1-20. <https://doi.org/10.3390/su12062260>
- Watson, G. F., Beck, J. T., Henderson, C. M., & Palmatier, R. W. (2015). Building, measuring, and profiting from customer loyalty. *Journal of the Academy of Marketing Science*, 43(6), 790-825. <https://doi.org/10.1007/s11747-015-0439-4>
- Weiss, A. M., Anderson, E., & MacInnis, D. J. (1999). Reputation management as a motivation for sales structure decisions. *Journal of Marketing*, 63(4), 74-89. <https://doi.org/10.1177/002224299906300407>
- Wolter, J. S., Bock, D., Smith, J. S., & Cronin, J. J. (2017). Creating ultimate customer loyalty through loyalty conviction and customer-company identification. *Journal of Retailing*, 93(4), 458-476. <https://doi.org/10.1016/j.jretai.2017.08.004>
- Wyer, R. S., & Carlston, D. E. (1979). *Social cognition, inference and attribution*. Lawrence Erlbaum Associates Publishers.
- Xu, J., Benbasat, I., & Cenfetelli, R. (2011). The effects of service and consumer product knowledge on online customer loyalty. *Journal of the Association for Information Systems*, 12(11), 741-766. <https://doi.org/10.17705/1jais.00279>
- Yoo, M., & Bai, B. (2013). Customer loyalty marketing research: a comparative approach between hospitality and business journals. *International Journal of Hospitality Management*, 33, 166-177. <https://doi.org/10.1016/j.ijhm.2012.07.009>
- Zajonc, R. B. (1968). Attitudinal effects of mere exposure. *Journal of Personality and Social Psychology Monographs*, 9(2), 1-27. <https://doi.org/10.1037/h0025848>

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.

