

The Influence of Brand Satisfaction and Luxury Brand Attachment on Customer Advocacy Through Brand Loyalty on Zalora Marketplace

Michelle Yoanna Franscisca Brigitta¹, M. Irhas Effendi², Dyah Sugandini³,
Ignatius Agus Suryono⁴

Universitas Pembangunan Nasional "Veteran" Yogyakarta^{1,2,3,4}

Jl. Lingkar Utara 104, Yogyakarta, Indonesia

Correspondence Email: m_irhaseffendi@upnyk.ac.id

ORCID ID: 0000-0003-4600-0033

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ABSTRACT

This study is an exploratory study where researchers try to measure the influence of luxury brand fashion objects during the Covid-19 pandemic. The purpose of this research is to produce an overview of the marketing strategy for the online store of Zalora Indonesia which sells luxury fashion brands, in an effort to face very tight competition in the market in Indonesia and to recover after being affected by the Covid-19 pandemic by measuring the magnitude of the influence of brand satisfaction, luxury brand attachment, and brand loyalty on customer advocacy. The respondents in this study were 150 who were customers of luxury fashion brands in Zalora Indonesia who had made a purchase at least once. Non-probability sampling is the sampling technique, and purposive sampling is the sampling method. The results show that luxury brand attachments have an influence on brand loyalty, and will increase customer advocacy. The practical implication of this research is that Zalora Indonesia, which sells luxury goods, can increase customer advocacy for online purchases through Zalora Indonesia.

Keywords: Brand Loyalty, Brand Satisfaction, Customer Advocacy, Luxury Brand Attachment, Online Shop

INTRODUCTION

The advancement of marketing technology 4.0 has heightened competition in the marketplace. Because the online market is on the customer's cellphone, the era of digital marketing 4.0 has resulted in customers easily switching from making repeat purchases at the same online shop (Suryono et al., 2021). This poses a threat to luxury brands because, with the rise of e-commerce, more sellers are selling luxury brand products with KW or unoriginal quality, particularly during the pandemic's economic shocks.

On the other hand, the Covid-19 pandemic has made several online marketplaces experience an increase in sales due to changes in people's lifestyles during this pandemic. However, it is different from Zalora Indonesia, which is a marketplace that is known to the public for the luxury brand products it sells. Zalora Indonesia experienced a decline in sales during the pandemic. This is presumably because the middle and upper economic class must be more careful in spending their money on luxury brand products. Meanwhile, Zalora Indonesia offers products online, where people cannot see directly the goods they buy.

Zalora Indonesia is also a marketplace that sells a variety of original luxury brand products that are sourced directly from manufacturing companies such as. Zalora Indonesia is a practical choice for people who want to buy original luxury brands without having to come to the store directly and the authenticity and quality of the goods will be the same. Consumers do not need to worry that the goods received are not genuine. Zalora Indonesia is also a marketplace that provides a free 30-day return guarantee. So that if the goods purchased are not suitable, the goods can be returned within 30 days without any fees. This guarantee makes customers not easily disappointed and increases customer satisfaction because they can choose the right product. Especially for original luxury brand products, this guarantee can prevent customers from feeling that they have wasted money because they bought a product that turned out to be unsuitable after being received and tried on.

On the competition map for online stores or e-commerce in Indonesia (Iprice, 2022), Zalora shows a decrease in visitors, in the 3rd quarter. Where other e-commerce shows an increase in visitors. This decline was caused by the economic shocks in Indonesia for all economic classes. The luxury brands offered by Zalora Indonesia are indeed targeting middle and upper economy class consumers. However, during the Covid-19 pandemic, upper-class people must regulate consumption for luxury goods because they have to survive in the midst of this Covid-19 pandemic. Competition is also very tight in the e-commerce market, especially with many more e-commerce offering unoriginal products for luxury brands, but having similar features at much lower prices. These competitors who offer unoriginal luxury brands products provide a lot of information that convinces consumers to buy their products, especially during the Covid-19 pandemic. The condition of the Covid-19 pandemic has become one of the driving forces for these competitors to offer unoriginal luxury brands products on a large scale because the people's economy has been shaken by this pandemic.

Advocacy from Zalora Indonesia customers has an important role here. Therefore, Zalora Indonesia needs to pay attention to the level of customer advocacy. Moreover, today's technology is developing very rapidly, which is followed by the development of the internet which makes market competition even tighter. Convenience of consumers in obtaining information is an important reason for them to move easily between marketplaces. This makes customer advocacy of the market very important to influence consumer behavior.

Zalora Indonesia is one of the e-commerce marketplaces that offers a variety of original luxury brands. The community's declining economy as a result of Covid-19, aided by a large number of sellers selling duplicate luxury brands at low prices, has reduced market share. According to data from the fourth quarter of 2021 and the first quarter of 2022, Zalora Indonesia marketplaces are experiencing a surge (Iprice, 2022). Aside from the economic shock caused by Covid-19, customers are very easy to switch to marketplaces in this era of digital marketing 4.0. Customers switch to marketplaces because it is simple for them to obtain information via internet media via gadgets. It is as the Pahlavi said. 2017 as time goes by, the form and number of e-commerce is increasing which results in fierce competition. The declining position of market share in Zalora Indonesia, which sells luxury brands, is of interest in this research to provide solutions from science to the problems faced by Zalora Indonesia. The lack of research on luxury brands is also an interest in conducting this research.

LITERATURE REVIEW

Customer Advocacy

A business relies on its customers for success, with a thriving enterprise benefiting from a substantial base of loyal customers to bolster its sales (Aryani et al., 2021). A strategy that has been a company's strategy and competitive advantage, namely customer advocacy, in which companies apply customer-friendly principles as their business model (Kotler & Armstrong, 2016). Customer advocacy can be seen from customer side, customer advocacy is how to treat customer according to what they want or in short actions from the customer's side the customer is in position to do the same thing. According to Kotler et al. (2017b), the best way to find customers who want to become advocates because of their passion for the industry rather than financial incentives is to revolutionize the customer value proposition.

According to Kotler et al. (2017b), customer advocacy is defined as consumers who are loyal to a brand and are willing to support and suggest businesses to their friends and family. Proponents of the peer-to-peer assisted model argue that it is a strategy that is faster, cheaper, and often more successful in terms of first-time resolution and knowledge generation when compared to traditional customer service tactics (Hill-Wilson & Blunt, 2013). Customer advocacy is also known as Word-of-Mouth (WOM) Champions, customer champions, and customer evangelists. Brand advocates and brand ambassadors are words that are sometimes used interchangeably. However, because companies often pay or offering additional incentives to brand ambassadors so they can promote their brands and goods, this does not meet the definition of brand advocacy (Fuggetta, 2012).

Internet access that is owned is an important thing that allows consumers to voice their opinions which in the end these opinions can be known by many people. Client advocacy can persuade customers that recommendations from strangers are more trustworthy than endorsements from celebrities. In effect, the connection provides the ideal environment for consumer advocacy for the industry (Kotler et al., 2017a).

Loyalty vs Advocacy

Advocacy, according to Kotler et al. (2017b), has become a new definition of "loyalty" over the previous decade and defines customer advocacy as consumers who are perceived as loyal to the company and have a willingness to support and refer businesses to their friends. and family. Some experts disagree with this equation; Lowenstein (2011) previously said that advocacy is the greatest manifestation of customer loyalty behavior which will become a future benchmark for brand success and company performance. Fuggetta (2012) further says that advocacy is not the same as

loyalty, and customer loyalty is not always the same as customer advocacy. According to this research, one out of every five loyal consumers become a detractor. They go out of their way to disparage the company and its products, causing the company's revenue and reputation to suffer. Customer behavior research even supports the idea that loyalty and advocacy are different but related ideas (Susanta et al., 2013).

Brand Loyalty

According to psychological theory, loyalty is an important motivator for strengthening interpersonal bonds. Brand loyalty is something that result from customer strong bonding with a brand. According to Schreiner in Suleiman et al. (2021), brand loyalty is commonly characterized as a manifestation of continued purchasing actions, including future repurchases, recommendations, and word-of-mouth referrals, rooted in trust in the brand. This is an identification from marketing studies (Aksoy et al., 2015) is widely accepted. other than the brand (Oliver, 1980).

Various lines of research have identified the cognitive, affective, and conative components of brand loyalty that lead to positive customer behavior and the desire to return (Dick & Basu, 1994). Customers aspire to maintain a bond for a longer period of time and become loyal to the brand as a result of the emotional state of feeling satisfied and sticking to a brand. Furthermore, brand loyal customers spread positive word of mouth about the brand and are willing to pay more for it. Brand loyalty is related to repeated purchase behavior of users over time with positive emotional, evaluative and/or behavioral tendencies towards product choices or branded, labeled, or graded product choices (Sheth, 2013). Integrated marketing communications play an indispensable role in assuring brand loyalty (Šerić & Gil-Saura, 2012). Customers who consistently rebuild or change preferred products have initiated repeat purchases of the same brand or set of brands (Luarn & Lin, 2003). Likewise, brand loyalty influences their purchase decision for the same product (Huang & Huddleston, 2009). In other words, they become loyal to their preferred product brand and stick to well-known brand names (Sun et al., 2004), as well as use it for social recognition (Manrai, 2001). Customers develop brand loyalty by creating a positive output from brand equity that positively engenders brand preference over other brands (Atilgan et al., 2005; Severi & Ling, 2013; Vogel et al., 2008; Binninger, 2008; Zhang et al., 2014).

Brand Loyalty Behavior

Ehrenberg (2000) stated brand loyalty behavior is divided into two operationalizations as follows. The first is the purchase frequency of brand loyalty. Purchase frequency is the behavior of customers who buy certain brands more often than other customers. Purchase frequency is the number of times a customer buys in a certain period of time. Second is, the share of category requirements in brand loyalty. Brand category is customer behavior that always devotes a larger proportion of category purchases to brands than other brands. Each market consists of many competing brands.

Building Brand Loyalty

Krishnan (1996) stated brand loyalty can be built by developing and strengthening memories about a brand in three main ways: a. Exposure to marketing communications, b. Receiving word of mouth communication, c. Direct personal experience. In addition, one can make inferences about a brand from pre-existing associations about the company or country of origin (Keller, 1993). Of these, direct personal experience has the strongest influence (Burnkrant & Unnava, 1995), meaning that those who have purchased the brand more frequently in the past have more reinforcement through direct experience. Thus, they should have developed much stronger associations in memory than those who previously purchased the brand less frequently.

The Affective Component of Brand Loyalty

Recent studies demonstrate the strong influence of brand on place, where people with good cognitive belief in the brand report more positive perceptions and willingness to visit places associated with the brand (Lee et al., 2015). We extend this notion and suggest that emotional aspects such as affective brand loyalty also influence people's relationships with places. First, loyalty reflects a deeply held commitment to respond positively to a preferred brand consistently in the future (Oliver, 1980). When people are loyal to a brand, brand associations stand out and are accessible to them. Second, an important aspect of loyalty is that it is emotionally rooted and associated with relatively hot influences (Oliver, 1980). When customers achieve higher levels of loyalty, it is encoded as cognition and affect, and associations are integrated and emotionally colored (Olsen, 2002). Loyalty shown is directed at the level of influence (liking), and thus the affective component is available (Oliver, 1980).

Therefore, loyalty has a greater influence than 'cooler' beliefs because of the affective component. Loyalty will result in the formation of a set of memories that are rich in influence associated with a brand. customers are motivated to use this emotional memory as a categorization cue to allocate their emotional, cognitive, and behavioral resources to the object and assess their anticipatory feelings about future engagement with it.

Brand loyalty can increase customer feelings towards a product or service. Taking the perspective of feelings as information, customers use the existing positive influence embedded in brand loyalty as a source of information to form a positive image of the related place. The affective aspect of loyalty shows high accessibility of affection towards the brand, which in turn generates anticipated emotions. customers who have positive affective brand loyalty will anticipate positive emotional experiences when engaging with the brand and its associations. Customers also have as strong a motivation to use feeling to identify a category as they usually do forming an impression on other customers by using bottom-up processing that is by paying attention to the specific behavior of customers or top-down that is utilizing stereotypical knowledge about categories. The results of these studies show that customers in a happy mood are more likely to adopt top-down processing (Bodenhausen et al., 1994). When making purchase decisions, happy customers are more likely to rely on stereotypical brand information than unhappy customers (Adaval, 2001). Therefore, customers with higher affective product brand loyalty are more likely to draw stereotyped inferences and form impressions about product or service categories.

Brand Satisfaction

A person's feelings of happiness or disappointment as a result of equating the product performance (or outcome) experienced with expectations are referred to as brand satisfaction. The customer is dissatisfied if the performance or experience does not meet expectations. If it meets expectations, the customer is happy. The customer is very satisfied or happy if it exceeds expectations. An evaluation of how the ability of product or service to meet customer needs and expectations is called satisfaction (Zeithaml & Bitner, 2017). Failure to meet needs and expectations leads to dissatisfaction with a product or service. According to Peppers and Rogers (2016), satisfaction is a short-term condition driven primarily by predictable operational aspects and the industry's value proposition. According to Robbins (2006), satisfaction occurs when at least one or two benefits (of a product or service) can help achieve goals or fulfill core values. If a brand meets expectations, the customer is likely to be pleased.

Robbins (2006) has the view that satisfaction is when at least one or two benefits (from a product or service) are able to help achieve goals or fulfill core values. If a brand lives

up to expectations, it is likely to become a satisfied customer. In essence, on the other hand, Chaudhuri and Holbrook (2001) summarize it as a cognitive evaluation resulting from the fulfillment of expectations. This definition is in line with Jasfar in Arif and Syahputri (2021) which stated that evaluating elements of a product or service that contribute to meeting customer consumption needs is what constitutes customer satisfaction. In short, satisfaction is fundamental to the well-being of individual customers, to the profits of companies supported through buying and protection, and to the stability of economic and political structures. All of these entities benefit from providing and receiving satisfactory life outcomes, particularly in the market.

Satisfaction has a close relationship with expectations. According to Oliver (1980) expectations are important factors in post-purchase evaluation, of course there are different points of view on the process of disconfirmation of expectations. Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy buying customers but fail to attract enough buyers. If they set expectations too high, then the buyer may be disappointed (Kotler & Armstrong, 2016) define it as the extent to which the perceived performance of a product (or service) matches the buyer's expectations. From there it can be understood that if the performance of the product (or service) is far from expectations, then the customer is not satisfied. If performance matches expectations, the customer is certainly satisfied. If performance exceeds expectations, the customer will be highly satisfied or delighted.

Luxury Brand Attachment

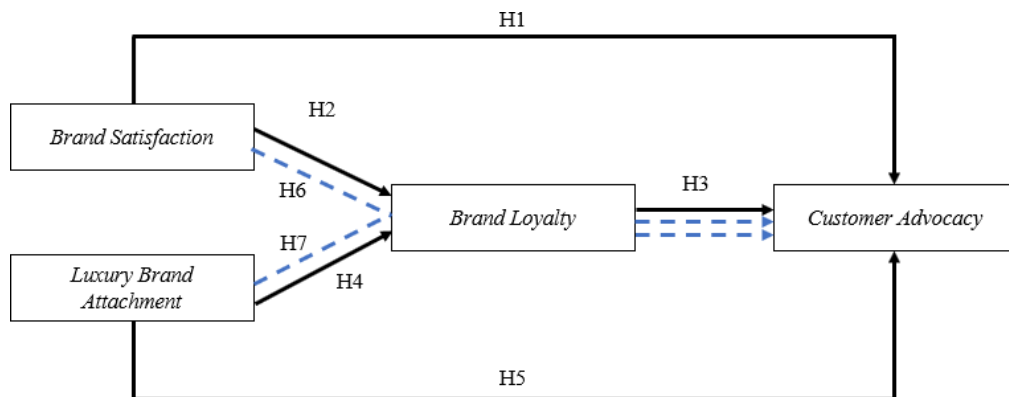
There is some research on the elegant brand, its relationship with a premium price, as well as the consuming attitude of people who seek prestige (Vigneron & Johnson, 2004). The global financial crisis of 2008 has slowed consumption of luxury brands in majority of developed countries. However, some developing countries, such as China and Russia, have continued to consume luxury goods. For example, China maintained a 3% increase in luxury product consumption after the global financial crisis and is now the third largest market for luxury goods (Xinhua, 2008).

A brand where it goes beyond the value of functionality, but places more emphasis on enhancing someone's status and image is called a luxury brand (Nueno & Quelch, 1998). In comparison to consumer goods, elegant products frequently emphasize image over objective physical attributes. Success, social status, self-respect, and increasing one's self-confidence are shown by the possession of luxury goods, where it has become a justification (Klynveld Peat Marwick Goerdeler [KPMG], 2011). These factors demonstrate that luxury brands offer people more image and non-functional properties than convenience products. What one person considers a luxury may be considered commonplace by another.

Luxury is the "emotional bond that connects customers to luxury brands and develops deep customer feelings towards the luxury brand" (Shimul & Phau, 2018). Based on the attachment theory, brand attachment has been conceptualized as a bond between the brand and the customer. Early research on brand attachment identified the brand-self relationship and brand excellence as two main drivers of brand attachment. Subsequent studies in the field argue that perceived congruence between self-results and emotional attachment to the brand is an outcome that customers experience (Malär et al., 2011). The emotional aspect of attachment has been emphasized in more recent studies on luxury brand attachment by customers (Shimul & Phau, 2018). The luxury customer's need for exclusivity, beauty, as well as the joy and pleasure derived from luxury brands strengthen the strong emotional bond between the customer and a brand (Kim & Joung, 2016).

Research Framework

Figure 1. Research Framework



RESEARCH METHOD

Population and Sample

Research on the effect of brand satisfaction and luxury brand attachment on customer advocacy through descriptive brand loyalty and quantitative analysis. This research design uses a survey procedure. Surveys are a system for collecting data from or about people to describe, equate, or explain their knowledge, behavior, and attitudes (Sugiyono, 2017). An illustration is a portion of the population with a certain identity, where not all members of the population can be examined due to matters of time, energy, and funds (Sugiyono, 2017). The method of taking illustrations in this research is by purposive sampling. The illustration in this research is that some of Zalora Indonesia's customers are 150 respondents who have carried out customer advocacy.

RESULTS

The research results were analyzed using SPSS. The H2 test obtained Brand Satisfaction has a significant positive effect on Brand Loyalty, which means that Brand Satisfaction has meaning on brand loyalty. While the H5 test obtained that luxury brand attachment has a significant and positive effect on brand loyalty, where this result also shows that luxury brand attachment has meaning on brand loyalty.

Table 1. Multiple Regression Analysis 1

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,388	,225		1,723	,087
	BSX1	,602	,082	,541	7,370	,000
	LBAX2	,305	,075	,299	4,074	,000

a. Dependent Variable: BLY

$Y = 0.388 + 0.602X_1 + 0.305X_2 + e$ is a multiple linear equation. R squared adjusted to 0.607, or 61%. According to the results H2 of the findings of this study, it can be said that brand satisfaction cannot encourage customers to feel more attached to a brand so that they can become loyal to a brand, because brand satisfaction does not affect customer brand loyalty. This also ensures that the presence of the Luxury Brand Attachment has an effect on increasing Brand Loyalty for Zalora Indonesia customers who purchase luxury brand fashion items.

SPSS software was used to analyze research findings. The H1 test is rejected for Brand Satisfaction because it has no significant effect on Customer Advocacy where this result indicates that brand satisfaction has no meaning on customer advocacy. Whereas the H6 test is accepted for Luxury Brand Attachment because it has a positive and significant effect on Customer Advocacy, which means that luxury brand attachment has a direct meaning on customer advocacy. The H3 test is accepted for Brand Loyalty because it has a significant positive effect on Customer Advocacy, which means that brand loyalty has direct meaning towards customer advocacy.

Table 2. Multiple Regression Analysis 2

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,922	,267		3,455	,001
	BSX1	,004	,112	,004	,037	,971
	LBAX2	,210	,093	,206	2,270	,025
	BLX3	,522	,097	,523	5,396	,000

a. Dependent Variable: CAY

$Y = 0.922 + 0.004X_1 + 0.210X_2 + 0.522X_3 + e$ is a multiple linear equation. The results H1 of this study reveal that brand satisfaction which continues to increase cannot ensure or become a benchmark that customer advocacy for the brand also increases for Zalora Indonesia customers, because the results of calculating the effect on these two variables are not significant, so they have no meaning. These results H5 also confirm that the presence of a Luxury Brand Attachment can ensure an increased level of customer advocacy for luxury fashion products among Zalora Indonesia customers, because the results of the calculations show significant, so the influence of these two variables has meaning. Based on the findings of this study, it was also found that Zalora Indonesia has a high level of brand loyalty, where a high level of brand loyalty can affect Zalora Indonesia's high level of customer advocacy, because from the calculation results it is known that the influence between the two variables is significant, which means it has a positive meaning.

Table 3. Multiple Linear Regression Analysis – Path Analysis 1

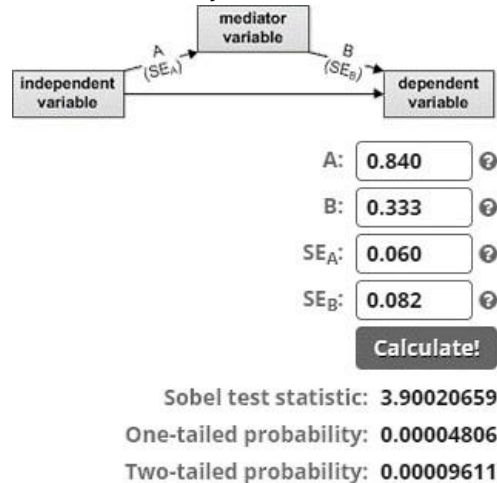
		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,288	,237		1,216	,226
	BSX1	,500	,091	,458	5,493	,000
	BLX2	,333	,082	,340	4,074	,000

a. Dependent Variable: CAY

The SPSS output shows an unstandardized beta value of 0.500 on the Brand Satisfaction variable. With a significance value of the calculation results of 0.000, where the result is smaller than 0.05, so that it meets the requirements for significance and with the results of these calculations it is known that the standard error value is 0.091. the SPSS output results can also be seen in the table above, showing an unstandardized value of 0.333 for Brand Loyalty variable with a significance value of 0.000 which is smaller than the existing requirement of 0.05 so that it can be said to meet the significance requirements with a standard error of 0.082.

The Sobel test was used to process the results of the research to test the effect of mediation, and H6 was accepted. Brand Satisfaction indirectly has a positive and significant effect on Customer Advocacy through mediation by the Brand Loyalty Variable.

Figure 2. Sobel Test Result – Path Analysis 1



Sobel test results for H6 show the Sobel test statistic value of 3.900 and p-value of 0.000. with the results of the Sobel test statistic >1.96 and p-value <0.05, the positive effect of Brand Satisfaction on Customer Advocacy through Brand Loyalty mediation can be concluded as significant.

Table 4. Multiple Linear Regression Analysis – Path Analysis 2
Coefficients^a

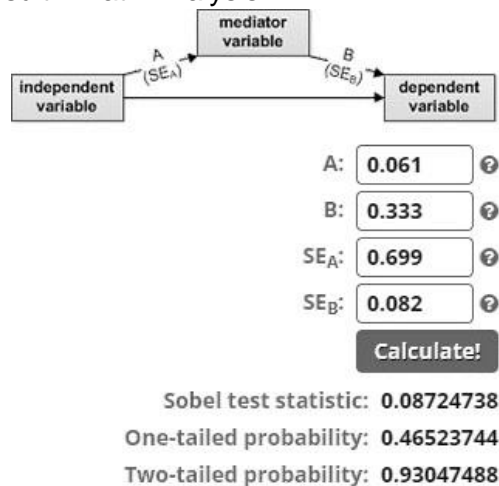
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,926	,242		3,822	,000
	LBAX1	,211	,084	,208	2,517	,013
	BLX2	,523	,082	,525	6,359	,000

a. Dependent Variable: CAY

From the SPSS table which shows the results of the linear regression equation above, it shows that the unstandardized beta on the Luxury Brand Attachment variable has a value of 0.211 with a resulting significance of 0.013 where the value is below the requirement of 0.05, which means that the value can be said to be significant with a standard error that is there is 0.084. From the table can also show an unstandardized value of 0.523 for the Brand loyalty variable with a resulting significance of 0.000, where the value is below the existing requirements of 0.05, so that value can be said to be significant with a standard error indicated at 0.082.

The H7 test results received from the Luxury Brand Attachment calculation stated that there was no positive and significant influence from the indirect relationship to the Customer Advocacy variable through mediation by Brand Loyalty.

Figure 3. Sobel Test Result – Path Analysis 2



Sobel test results for the H7. The statistical Sobel test value is 0.087, and the p-value is 0.465. The positive influence of Luxury Brand Attachment - Brand Loyalty - Customer Advocacy is declared insignificant using Sobel test statistical results 1.96 and p-value 0.05.

DISCUSSION

The findings of the first research hypothesis show that Brand Satisfaction has no effect on the level of Customer Advocacy of Zalora Indonesia customers for fashion luxury brand products. Where this is shown by the results of calculating the influence between the two variables which have no meaning. So, if the level of brand satisfaction increases, it cannot determine whether the level of customer advocacy carried out by customers also increases. Brand Satisfaction is not a significant factor in determining the level of Customer Advocacy. Brand Satisfaction cannot encourage customers to be loyal to the products they buy, thereby affecting Brand Loyalty. According to respondents, the brand satisfaction they feel with Zalora Indonesia's services for purchasing luxury fashion products cannot encourage them to advocate for others. This is inconsistent with U.S. research. Shimul and Phau (2018) showed that Brand Satisfaction had a significant positive effect on Customer Advocacy. This difference may be due to the fact that this research was conducted during the Covid-19 pandemic, there were differences in the characteristics of the respondents, there were differences in the culture of the respondents which resulted in differences in the behavior of the respondents.

The second hypothesis Brand satisfaction has a significant positive effect on Zalora Indonesia's customer brand loyalty towards high-end fashion brands, according to the findings. Where this shows that brand satisfaction has a meaning to brand loyalty, so that brand satisfaction is a significant predictor of brand loyalty. This also shows that if there is an increase in brand satisfaction, it can affect the level of customer loyalty, which also increases for Zalora Indonesia customers who buy luxury fashion products. Based on this research, Zalora Indonesia has a high level of satisfaction and brand loyalty towards high-end fashion brands. According to respondents, Zalora Indonesia has a safe shopping system with a variety of services available so that customers can feel comfortable and satisfied when shopping online through Zalora Indonesia. This is in line with research by Shimul and Phau (2018) which showed that Brand Satisfaction has a significant positive effect on Brand Loyalty. This shows that for the development of online business strategies, efforts must be made to increase Brand Satisfaction to achieve Brand Loyalty from existing customers. This concept is in line with psychological theory that considers loyalty as an important driver for strengthening interpersonal relationships. A number of marketing studies have identified brand loyalty as the primary outcome of

strong customer-brand relationships (Aksoy et al., 2015; Chaudhuri & Holbrook, 2001; Dick & Basu, 1994) is widely accepted. certain brands and customers' refusal to accept alternatives to the brand (Oliver, 1980).

The research results support the third hypothesis. Customer support for high-end fashion products branded by Zalora Indonesia customers is positively and significantly influenced by brand loyalty. Brand loyalty is an important factor in determining the level of customer protection Zalora Indonesia. This also shows that an increase in brand loyalty has an effect on the level of customer support Zalora Indonesia's customers have for high-end fashion brands. According to this study, Zalora Indonesia has strong customer support brand loyalty. Respondents believe that they will support or recommend to others the luxury products they buy and trust from Zalora Indonesia if they have Brand Loyalty. Based on the findings of this study H3 it was also found that Zalora Indonesia has a high level of Brand Loyalty, where a high level of Brand Loyalty can affect Zalora Indonesia's high level of Customer Advocacy, because from the calculation results it is known that the influence between the two variables is significant, meaning that it has a meaning positive. This is in line with research by Shimul and Phau (2018) which indicated that Brand Loyalty had a significant positive effect on the level of Customer Advocacy for luxury fashion products among Zalora Indonesia customers, because the calculation results showed a significant positive. This shows that for the development of an online business strategy that sells luxury products, efforts must be made to increase Brand Loyalty to achieve a level of Customer Advocacy from existing customers. The results of this study indicate that the online shop development strategy that sells luxury products must be built from Brand Loyalty if you want to build Customer Advocacy, building Brand Loyalty in line with the concept presented by Krishnan (1996) which says brand loyalty can be built by developing and strengthening memories about a brand in three Main ways: exposure to marketing communications, receiving from word of mouth and direct personal experience.

The results of the research testing the fourth hypothesis show that brand satisfaction has a positive and significant effect on customer support through Zalora Indonesia's customer brand loyalty towards high-end fashion brands. This means that increased brand satisfaction leads to increased brand loyalty, which in turn leads to increased customer support. Based on the findings of this study H4 it can be said that luxury brand attachment gives Brand Loyalty to feel more attached to a luxury brand so that they can become loyal to a brand, because luxury brand attachment affects customer brand loyalty. This also ensures that the presence of a luxury brand attachment has an effect on increasing Brand Loyalty for Zalora Indonesia customers who purchase luxury brand fashion items. This is in line with research by Shimul and Phau (2018) that study showed that luxury brand attachment has a significant positive effect on brand loyalty. This shows that for the development of an online business strategy that sells luxury products, efforts must be made to increase luxury brand attachment to achieve Brand Loyalty from existing customers.

Based on the research findings, the fifth hypothesis is that satisfaction with high-end brands has a positive effect on Zalora Indonesia's customer brand loyalty towards high-end fashion brands. Brand loyalty is strongly influenced by luxury brand attachment. This also shows that the presence of high-end brand attachments affects Zalora Indonesia's customer brand loyalty towards high-end fashion brands. This study shows that luxury brand attachment can affect customer loyalty to the brand. This is in line with research by Shimul and Phau (2018) which showed that luxury brand attachment has a significant positive effect on the level of customer advocacy for luxury fashion products among Zalora Indonesia customers, because the calculation results show a significant positive. This shows that for the development of an online business strategy that sells luxury

products, efforts must be made to increase luxury brand attachment to achieve the level of Customer Advocacy from existing customers.

The sixth hypothesis of luxury brand attachment has a positive effect on Zalora Indonesia's customer support for high-end fashion brands, according to the results. Luxury brand attachment is an important factor in determining customer loyalty. It also shows how luxury brand engagement can influence increased customer support for Zalora Indonesia's high-fashion brand customers. Based on the findings of this study, Zalora Indonesia has a luxury brand attachment that can influence customer service. Respondents believe they will recommend products from premium brands that are well-known in the market to others. This is in line with the research of Suryono et al. (2021) in this study showing Brand Satisfaction on Customer Advocacy mediated by brand loyalty has a significant positive effect. This shows that developing an online business strategy that sells luxury products to increase Brand Satisfaction to achieve Customer Advocacy levels from existing customers can be developed through a communication strategy through brand loyalty. If you compare the direct effect of H1 with the indirect effect of H6, the strategy that must be taken by online businesses selling luxury products to achieve the maximum level of customer advocacy must be developed by e-marketing communication using mediation H6, because the influence is greater than the direct effect of H1, with a smaller level of significance, so it has a lower error for almost the same target market or respondents who have almost the same characteristics and culture as this study.

The test results do not support the seventh hypothesis. Luxury brand attachment has meaning in customer advocacy for the Zalora Indonesia fashion brand through brand loyalty. That is, increased attachment to luxury brands does not lead to increased brand loyalty, which leads to increased customer support indirectly. This is not in line with the research of Suryono et al. (2021) in this study showing that Luxury Brand Attachment to Customer Advocacy mediated by brand loyalty has a positive but not significant effect, which shows that the mediation variable brand loyalty does not give meaning to efforts to increase Customer Advocacy. This shows that developing an online business strategy that sells luxury products to increase Luxury Brand Attachment to achieve Customer Advocacy levels from existing customers cannot be developed through a mediation communication strategy. If a comparison is made between the direct effect of H5 and the indirect effect of H7, the strategy that must be taken by online businesses selling luxury products to achieve the maximum level of customer advocacy must be developed. the same as this research will have an influence on Customer Advocacy, because the influence is from the direct influence of H7, with a significance level that exceeds the standard error determined for almost the same target market or respondents who have almost the same characteristics and culture as this research.

CONCLUSION

From the results of the research that has been found, it can be concluded that customers who buy luxury goods through Zalora Indonesia and then feel satisfied with what they get may not directly encourage them to advocate for customers or encourage other people to be interested in or buy luxury goods through Zalora Indonesia by suggesting or giving a positive review about their experience shopping for luxury goods through Zalora Indonesia which makes other people want to do the same. This can happen because the research results show that customer satisfaction cannot influence or give meaning to customer advocacy directly. However, when satisfied customers shop for luxury goods and then become loyal to the brands they use, this can encourage customers to want to provide customer advocacy to others or encourage other people to be interested in or buy luxury goods through Zalora Indonesia. This is because the

research results show that brand satisfaction will be able to influence customer advocacy if it is mediated by brand loyalty by customers.

From the results of the study, it can also be concluded that customers who feel bound to buy luxury goods or customers who feel they have an attachment to a luxury brand and then they become loyal to a brand, then this cannot encourage the willingness of customers to recommend their brand or encourage other people to be interested. and/or buy luxury items like hers. This is because the results of the study show that luxury brand attachment mediated by brand loyalty cannot influence customer advocacy. However, if a customer feels attached to luxury goods, when they buy or own luxury goods they can or want to immediately recommend it to others so that other people can also be interested in luxury goods like they have by purchasing the same way. This is because in research it is known that attachment to luxury brands without any mediation can directly influence or give meaning to Zalora Indonesia customer advocacy.

For future researchers, it is suggested to be able to conduct research with exogenous variables that are different from those used in this study. Where this can help Zalora Indonesia as an object of research in increasing customer advocacy.

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The researcher has received research funding and the researcher is only interested in this research for academic purposes.

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