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The Impact of Brand Personality, Brand Experience and Emotional Customer

Artikel

[PDF] The Impact of Brand Personality, Brand Experience and Emotional Customer Value on Repurchase Intention

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The Impact of Brand Personality, Brand Experience and Emotional Customer Value on Repurchase Intention

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Abstract

This research aims to analyze the influence of Brand Personality, Brand Experience, and Emotional Customer value against Repurchase Intention. Brands play an important role in repurchase. The technique sampling used is purposive sampling as many as 130 respondents of batik products. The technique analysis is using AMOS research results shows that the Brand personality has no significant effect on the Emotional Customer value. Customer branding and Emotional Customer Value have no significant effect on repurchase intention and Repurchase Intention. Brand personality significant influence on Brand experience, Brand experience has significant effect on emotional Customer value and Customer bond as well as Brand experience has significant effect on repurchase intention.

Keywords: Brand Personality; Brand Experience; Emotional Customer Value and

 Repurchase Intention

Introduction

The increasingly intense competition in today's business world was requiring every company to place customer satisfaction orientation as the main goal (Peppard & Ward, 1999). The concept of consumer behavior explains that the perception of consumers to the quality of a product is very important, because the perception of consumers to the product quality is very decisive in the selection products purchased by consumers. Consumers will maximize the functionality or usability of the product by conducting the evaluation process and determining the selection of the various products available in the market that can provide the highest utility for itself (Stanton, 1983).

Research on batik Business done by (Sularso, 2018) who researched the attitude and intent of online purchase (study on the purchase of batik in East Java) using SEM found that the Perceived Ease of Use (X1) significantly affects the intention of re-purchase Online (Y2) amounted to 0368. In addition, the consumer attitude (Y1) significantly affects the online re-purchase intention (Y2) with a positive path of 0293. (Widyanto, 2011) Research examined the repurchase intention at the Lasem Batik Shop; the result is a significant positive customer value to repeated purchases.

(Krisnawati, 2016) consumer loyalty is batik in South Tangerang significantly influenced by brand awareness (0505), brand Association (0368), Brand perception (0.12), brand loyalty (0313) and unique (0299). Meanwhile, (Fenita, 2011) examined the repurchase intention Batik Keris in Surabaya. The result of this research is the value of perception and customer satisfaction significantly affecting the intention of buyback. In addition, customer confidence does not significantly affect the intent of buyback.

The research of (Antonio & Astika, 2019) examines the antecedent consumption value and its impact on the behavior of the batik cloth customer. The results showed that the social, emotional and epistemic values showed significant positive impacts on e-WOM and customer purchase intention. Interesting social value found as the strongest predictor of purchase intention.

Related to repurchase intention, (Ahmad, Jun, Khan, Abdullah, & Ghauri, 2016) found that Brand Trust, Perceived Value and Consumer Loyalty were significantly positive towards repurchase

Managing Change in SMEs in the Field of Industrial Maintenance in Romania

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Abstract

The contemporary society is marked by a complex identification, assessment, confrontation and action process, one that is known as change. The need for constant improvement of performances and continuous creation of opportunities is of such a nature as to determine and/or produce change. We can look upon the concept of change with a positive attitude, as a benefit, because change can be a synonym for the concept of evolution, regardless if we are referring to the influences of certain factors which are external to the organizations, or internal factors. It is imperative that organizations evolve, so as to survive in an oscillating environment and in order to obtain a level of organizational and individual performances that is as high as possible. As open systems, the organizations must be capable of studying the environment in which they function, in order to permanently adapt to changes appearing within it.

Keywords: Strategy, Change, Change management, SMEs, Maintenance

Introduction

Contemporary society and, implicitly, the organizations that operate within it are permanently subject to the changes that occur both at international level, see the effects of globalization, as well as at national, organizational and especially individual level. More or less, change can be perceived in the positive sense as an upward evolution, needed in order to be able to adapt to the demands of both external and internal environment. Definitions of conceptual and operational change are provided by various specialists in the field. Although, the term of change, its meanings and consequences are by no means foreign to us, there are few studies that focus on change, and change management as such, therefore becoming an area approached relatively recently, given the premises and demands that have emerged in the organizational environments.

Igor Ansoff argues that the height of resistance to change "will occur when environmental changes simultaneously imply changes in culture and a redistribution of power." Therefore, employees are afraid of losing their status, afraid of skills change, and of the ability to perform in a new environment, etc. In conclusion in any organization, the tendency of the employees will be to display a behaviour that supports change or, on the contrary, that opposes change. In order to better understand this concept of resistance and to be able to diminish or eliminate it altogether, it is useful to present the perception of the author of the work "Beyond the Wall of Resistance", Rick Maurer, according to whom at the basis of resistance to change there are two levels of manifestation: 1. the informational-logical level, characterized by visibility. Therefore, people do not hide their feelings, experiences and thoughts, yet they represent the level that is relatively easy to understand and oppose; 2. the level of personal-affective nature, according to which people avoid displaying it and which must be carefully discovered, evaluated and approached, represents the most difficult level to perceive and to oppose.

According to the specialized studies, over time people have tried to identify the main causes or sources of resistance to change of employees. The results of the studies have led to their increase in number and thus I consider the opinion of Professor Ovidiu Nicolescu to be relevant and useful, according to which, the main sources of resistance to change are: personal comfort; individual habits; fear of the unknown; own economic interests; lack of trust in change and/or in those who promote it; the risks involved in change; loss of power and/or reduction of personal prestige; inability to perform the new tasks; disturbance of the relational system of which they are part; different perceptions of change;

Specificities of Human Resources Management in Information Technologies on The Example of Small Enterprises in The Republic of Serbia, Survey-Based Research Study

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Abstract

Information technologies represent a developing industry. Thanks to innovations and, first of all, inventions within the framework of the development of software, hardware and information systems and networks, there are numerous advantages people enjoy every day through their business integration in micro-, small, as well as medium-sized and big, enterprises, particularly so where savings and salaries are the highest exactly thanks to the success of information technologies.Through the secondary and primary research studies, the differences between human resources management in the form and scope usually present in the practice of enterprises in the Republic of Serbia and the foreign practice of the majority of business activities, on the one hand, and the practice present in IT enterprises (the broader subject matter of the research), especially in small IT enterprise, as those studied in the paper are (the narrower subject matter of the research), are perceived in the paper. Small IT enterprises that develop and implement different software and other IT solutions are significant partners (suppliers) of medium-sized and big enterprises and systems, for which reason they have great significance for the economy. That is the reason why the authors have shown an interest exactly in small IT enterprises and the manner in which the function is organized, as well as the practice of human resources management in them. A survey of the employed in the enterprise was also conducted within the framework of the primary research. Out of 310 potential participants in the research study, i.e. out of the number of those to whom the survey had been sent, a total of 260 of them took part in it and expressed their attitudes towards the working hours, extra working hours, waiting for the first job, the creativity and challenges that working in the IT sector offers, and other questions and assertions, also exhibited through a 5-degree Likert scale.

Keywords: information technologies, small enterprises, human resources management

Introduction

Small enterprises and entrepreneurs in the field of information technologies are a significant partner of medium-sized and big enterprises and systems through the outsourcing of different services and solutions in the domain of information technologies with respect to business operations automation. (Ilić, 2017) The significance of micro- and small IT enterprises reflects in the fact that implemented software and other solutions can be used in medium-sized and big enterprises and systems.

Human resources management in a business organization represents a precondition for its success. Big enterprises are often characterized by a complex organizational structure, so human resources management is organized through a sector or service, which makes the function complete. (Ilić, 2018) In small enterprises, there is frequently no such organization of human resources management in place, but in the best case there are specialists in human resources, and the owner (the founder) of the business,

Essay to a Centred Human Factors Strategy
Challenging a New Model of Occupational Health Maturity Evaluation: Human Factors Strategy and Occupational Health Model

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Abstract

According to systems thinking, before upgrading a system, we first should understand it. In order to upgrade Occupational Health and Safety maturity (OHS) and institutionalize its culture, centred human factor systems should be integrated in strategy management. It is the way to develop a global view of performance. In this paper we develop OHS strategy taking into account the changing context and the new business challenges of human organizations. An OHS evaluation maturity model was developed in another paper, we complete here the description of OHS indicators used in this model and a sensitivity analysis of the model is calculated by One-At- a-Time (OAT) method to validate the model consistency and stand out impactful factors to upgrade OHS maturity.

Keywords: Strategy; OHS maturity; Human Factors; Sensitivity analysis; Global Performance; Change Management.

To centred Human Factor Strategy

What is strategy?

The elementary definition is the overall choices of an executive to allocate resources in order to define/respond to aim their objectives in a scope of activities. Strategy is the main component of strategic management, which involves the formulation, and implementation of the major goals and initiatives taken by the executive of an organization. It consists on the allocation of the resources and an assessment of the external and internal environments in which the organization operates.

Let's talk about Strategy through literature. Strategy is relatively a new concept of business and organization management. It was associated with the vision and goals, the long term plan or the allocation of resources. Today it is more and more challenging to be a good strategist, because of the agility of the market stake and the fierce competition. Innovation is the key word to seize new opportunities of success and leadership.

The Impact of Brand Personality, Brand Experience and Emotional Customer Value on Repurchase Intention

by Nanik Trihastuti

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Related to repurchase intention, (Ahmad, Jun, Khan, Abdullah, & Ghauri, 2016) found that Brand Trust, Perceived Value and Consumer Loyalty were significantly positive towards repurchase

intention. Research (Erciş, Ünal, Candan, & Yıldırım, 2012) showed that effective commitments affect the intention and loyalty of repurchase, but the ongoing commitment is invisible to its effect on the intention and loyalty of buyback.

(Hellier, Geursen, Carr, & Rickard, 2003) stated that the influence classified into seven factors (service quality, equity and value, customer satisfaction, past loyalty, expected switching cost and brand preference.) against Repurchase Intention. The Finding that brand preference is the intervening factor between customer satisfaction and repurchases intention. Research on (Ebrahim, Ghoneim, Irani, & Fan, 2016) in their model of repurchase intention into the outcome showing the result of partial support that the brand experience is significantly positive towards the brand preference but not on repurchase intention (sig = 0395). However, the brand experience has an indirect impact on repurchase intention through a variable brand preference (sig = 0.023) with a value of standardize path estimate 0245. It also supported by research from (Rose, Hair, & Clark, 2011). Brand personality has a significant impact on the brand experience with the value of standardize path estimate 0398 (sig = 0.001) while against repurchase intention the value standardize path estimate 0176 (sig = 0071).

Research from (Zhang, Gu, & Jahromi, 2019) examined that repurchase intention which influenced by Technical value, Economic Value, Social Value and Emotional Value. Results showed all significant positive variables against repurchase intention with the coefficient value of the largest Social Value (0.65), Emotional Value (0.45), Economic Value (0.1) and Technical Value (0.05).

Literature Review

State of the Art

- **Brand Personality**

Brand Personality defined by (J. L. Aaker, 1997) as a set of human characteristics embedded in a brand. While (Heding, Knudtzen, & Bjerre, 2008) saw brand personality as an efficient tool to increase consumer preference, Brand Personality gave consumers a better understanding of the brand image because it is manifested in the form of experience (Clatworthy, 2012). Personality and arrest by the senses about the brand will affect the consumer experience. Therefore, Brand personality could influence brand preference and long-term behavior such as loyalty (Folse, Netemeyer, & Burton, 2012).

- **Emotional Customer Value**

Emotion was an important consideration in social behavior (Parkinson, Russell-Bennett, & Previte, 2018). (Previte, Russell-Bennett, Mulcahy, & Hartel, 2019) explains that literature suggests emotions (emotional values) as the center of consumer experience in assessing customer perception (Parkinson et al., 2018). Another study conducted (Sweeney & Soutar, 2001) examined the emotional values attributed to the affective state of the service experience. (Parkinson et al., 2018) explained that the emotional value that customers perceived as a significant and consistent impetus compared to other value dimensions.

Given the importance of the emotion, value of (Previte et al., 2019) makes emotional values as a mediator, as well as the impetus, of other value dimensions. Emotional values will play a mediation role when consumers read E-WOM and evaluate other dimensions of the customer's perceived value dimension (e.g. Read E-WOM ➔ Emotional value ➔ functional/social/altruistic values).

The emotional component was an important aspect of the consumer experience (HAVLENA, 1986). Consumers are emotionally involved with the brand and develop positive feelings for them (B. Schmitt, 1999). The role of emotional response in understanding consumer preference (Grimm, 2005) and repurchase intention (Shu-pei, 2005) demonstrated. (Zajonc, 1980) suggested that sensory responses from consumer exposure to the brand preceded the affective response.

(Zhang et al., 2019) in qualitative data, respondents highlighted feelings of delight and surprise during the sharing of economic activity. Some respondents reported that their stay with Airbnb hosts was more like being at home than at the hotel, which satisfies their emotional needs. (Yannopoulou, 2013) characterized Airbnb's identity with emotion. They believe that hosts and guests experience a more meaningful life through friendship and simplicity in the context of sharing economics, creating emotional value for both sides.

- **Brand Experience**

(Pine & Gilmore, 1998) stated that experience could be a factor that increases economic value. According to (Gentile, Spiller, & Noci, 2007), experience was an ongoing concept that reflects the irrational aspect of consumers interacting with brands that go beyond rational limitations.

(B. H. Schmitt, Zarantonello, & Brakus, 2009) described that Brand Experience as the sensation, feelings, cognition, and behavioral responses inflicted on the brand (design and identity, packaging, communication, and brand environment). According to (Alloza, 2008), brand experience defined as consumer perception, at every moment of contact that they have with Brand, (Şahin, Zehir, & Kitapçi, 2011) described brand experience as subjective, related to the response posed is part of the design and brand identity, packaging, communication, and environment.

(Gentile et al., 2007) explained that the consumer experience was holistic and distinguishing between the basic cognitive, affective and sensory systems, while its own brand experience comprises aspects of pragmatic and lifestyle experiences (Gentile et al., 2007). Sensory, emotional, intellectual and behavioral aspects stated by (B. H. Schmitt et al., 2009), Social (Chang & Chieng, 2006). Through this interaction, experience consumers will build their preferences and purchasing decisions (Holbrook, 2007). Brand experience can also increase the intent of consumer behavior, in the form of brand loyalty (B. H. Schmitt et al., 2009). (Ambler et al., 2002) explained that brand experience formed when consumers use the brand; Talk to others about the brand; Search for brand-related information such as promotions, related events and more.

Unlike the customer's enjoyment, the brand experience does not only occur after ingestion; they happen whenever there is direct or indirect interaction with the brand. In addition, brand experience does not need to be surprising; Can be expected and unexpected (B. H. Schmitt et al., 2009). Brand experience will affect against brand loyalty and increased profitability (Morrison & Crane, 2007).

- **Customer Bond**

Customer Bond is identically with consumer's commitment and loyalty. Loyalty is a guarantee of customers who purchase products on a recurring basis that not influenced by promotions, specific terms and other brands (Oliver, 1999). (Ahmad et al., 2016) when customers were already had loyalty to a particular company; it would reduce their efforts in the search of needed products and search for existing product alternative. Customer satisfaction is the most important indicator of customer loyalty (Ziaul Hoq & Amin, 2009).

(Erciş et al., 2012) in marketing literature the terms of loyalty are often used interchangeably with operational definitions (measurements) to refer to; Repeat purchases, preferences, commitments and loyalty. Consumer relationships with brands are essential to establishing brand loyalty (Chang & Chieng, 2006).

While commitment is, a lasting desire to connect with brands (Suh & Han, 2002). Consumers with high brand commitment will have a stronger affective bond for the brand (Sarkar, Ponnam, & Murthy, 2013). (Erciş et al., 2012) explained the affective commitment is an emotional connection with a brand that represents a strong sense of personal identity. (McAlexander, Schouten, & Koenig, 2002) found an affective commitment explaining the profound attachment to the brand.

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- **Repurchase Intention**

Repurchase Intention reflected consumer intent to repeat the action of buying behavior of brands (Hellier et al., 2003). Customer satisfaction, customer loyalty, perceived value and trust all these are the driving force of consumer intent re-buying (Hellier et al., 2003). (Ahmad et al., 2016) customers who commit to brands become loyal customers of that brand and demonstrate repeated purchase behavior.

(Olaru, Purchase, & Peterson, 2008) suggested that positive perception of the value of influence on repurchase intention affect the intention of buyback. (Bhatti, Zaheer, & ur Rehman, 2011) supported that there were ties linking trusts and repurchase intentions.

Brand loyalty is stated as "tendency to consistently choose one brand among multiple brands in the same product group and continually buy that brand " (D. A. Aaker, 1992).

The study from (Ebrahim et al., 2016) in the model of brand preference determined by consumer and knowledge and brand experience. In order the brand knowledge explained by five factors, the attribute perception, price perception, appearance perception, brand personality and self-congruity. In addition, repurchase intention into the outcome variable.

The Definition of Research Variable Operational

No	Variable Names	Indicators	Sources
1.	Brand Personality	1. Using a brand of batik products that suit feel comfortable. 2. Using Batik brand products in an emotional self-confident 3. Having experience with the use of brand batik products 4. Using the brand of batik products in accordance with taste 5. Always use the same brand of batik products 6. Always consistently use the brand of batik products according to taste 7. Always use brand of batik products that reflect the personality. 8. Always loyal in using batik products.	Aaker, J. L.(1997)

2.	Emotional Customer Value	1. Feeling enjoy while wearing the brand of batik products. 2. Feeling comfortable using clothes with brand batik products 3. Feeling happy by using clothes with brand batik products. 4. Feeling the brand of batik products can give pleasure when using brand batik products	(Yannopoulou, 2013)
3.	Brand Experience	1. Having unique experience with batik brand Products. 2. Having emotional experience with brand batik stationery products. 3. BE3: Having an interesting feature experience with brand batik stationery products	(B. H. Schmitt, Zarantonello, & Brakus, 2009)
4.	Customer Bond	1. Trusting in the information of the brand excellence of batik products promoted 2. Believing brand of batik products and motifs with various advantages. 3. Connecting with sellers with a brand of batik products actively	Ercis,et.al,2012
5.	Repurchase Intention	1. Continue to use the brand of batik products in the future. 2. Considering the brand of batik products as the first choice when buying batik products. 3. Meaning to buy back if there is a new batik product design developed 4. Will always buy the same brand of batik products for the future.	(Hellier et al., 2003). (Ahmad et al., 2016)
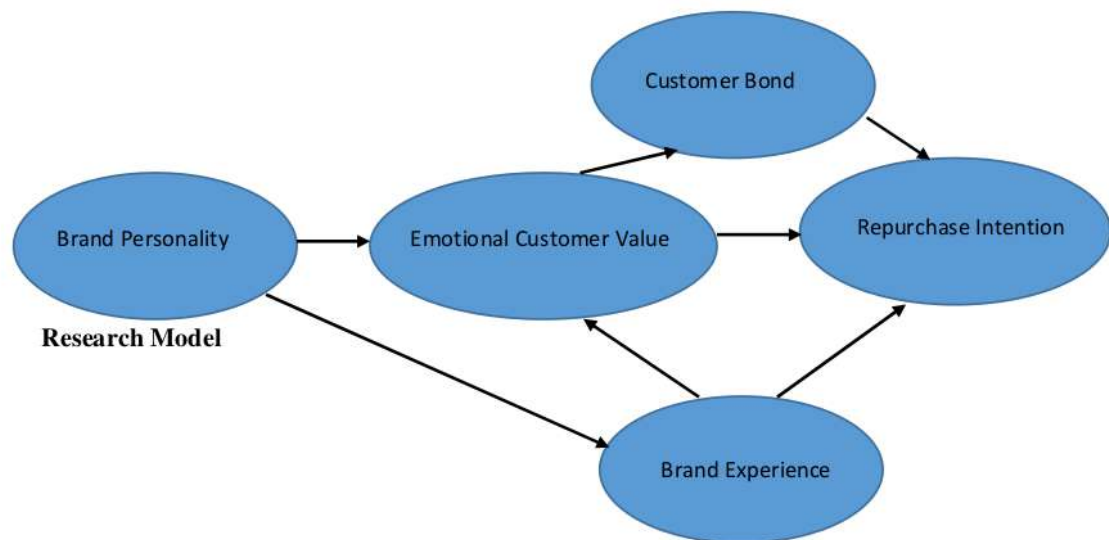
Research Model

Research Method

Kind and Data Source

This Research related to quantitative approach with survey method, which is to share questionnaire to the respondents are the owner or manager of Small Medium Enterprise (SMEs) about research variables include variable Brand Personality, Emotional Customer value, Customer Bond, Brand Experience and Repurchase Intention.

Population and Sample

The population in this research is the community of Central Java as much as 130 respondents. Sampling technique is *random sampling* of the buyer/consumer of ordinary batik products in Central Java in Indonesia.

Data Collection Method

Data sources are primary data that obtained by primary and secondary data that is data obtained indirectly as well as validity and reliability tests. Further data is collected by using questionnaires to respondents using a Likert scale with 5 measuring scales i.e. 1) very concur, 2) agree, 3) neutral, 4) disagree and 5) strongly disagree, the methods of analysis used in this study are:

    A. Validity and reliability test
    B. Hypothesis Test

Technique Analysis

The analysis tool used in this research was *Structural Equation Modeling* (SEM PLS). The amount of sample data used in this study refer to (Hair, Black, Babin, & Anderson, 2010). SEM uses a simultaneous and very precise approach to use for complex models, even when the full effects of mediation hypothesized.

Result and Discussion

- **Respondents Identities**

Respondents taken in this study were respondents who made the purchase of ordinary batik products in Temanggung district. The number of respondents in this study was 130 people from different backgrounds – the difference between genders, age, education, duration of effort, number of income, main product. Respondents will give different ratings about Brand Personality, Emotional Customer Value, Brand Experience, Customer Bond and Repurchase Intention.

- **Respondents Identities Bases on Gender Classification**

Data on the type of respondent intended to know the gender-average of the respondents amounting to 130 people as consumers who buy ordinary batik products. The respondent's gender Data shown in table 2.1

Table 2.1: Respondents Identities

No	Genders Classification	Frequency	Percentages
1.	Male	49	37,6%
2.	Female	81	62,4%
	Total	130	100%
No	Educational Level	Frequency	Percentage
1.	Elementary School	-	-
2.	Junior High School	-	-
3.	Senior High School	49	37,6%
4.	Diploma	22	16,9%
5.	Bachelor Degree	51	39,2%
6.	Post Graduate Program	8	6,15%
	Total	130	100.00%
No	Marital Status	Frequency	Percentage
1.	Married	78	60%
2.	Single	52	40%
3.	Widow/ Widower	-	-
	Total	130	100.00%
No	Length of Business	Frequency	Percentage
1.	< 1 Years	29	22,3%
2.	2 - 4 Years	89	68,4%
3.	5 - 7 Years	12	9,2%%
4.	> 7 Years	-	-
	Total	130	100.00%
No	Job Types	Frequency	Percentage
1.	Self employed	52	40%
2.	Civil Servant/ Official	18	13,8%
3.	Private employees	40	30,7%
4.	Others	20	15,3%
	Total	130	100.00%
No	Incomes	Frequency	Percentage
1.	< 2 Million	-	-
2.	3 - 4 Million	79	60,7%
3.	5 - 6 Million	31	23,8%
4.	> 6 Million	20	15,3%
	Total	130	100%

Source: Primary Data Managed, 2018

According to the data in table 2.1, from 130 respondents, which are Data on the level of education, the respondent aims to know the background of the respondent's education. The level of one's education will determine one's attitude and mindset, because in general the higher the level of education one eats the wider the knowledge also. The level of education included in this study was the last education that the respondent had taken. Data on marital status aims to know the status of the marriage that owned by consumers who buy ordinary batik, such as married, unmarried, or widow/widower. The Data on the use of batik aims to know how long the respondents use ordinary batik products. The longer the use of batik used then give effect to the quality of batik.

Research Variable Description

This section would discuss on the perception of respondents to variables through the analysis of answers given by respondents based on questionnaires.

Table 2.2 : Research Variables

Indicator Variables of Brand Personality	Averages
BP1: Using a brand of batik products that suit feel comfortable	5,92
BP2: Using Batik brand products in an emotional self-confident	5,36
BP3: Having experience with the use of brand batik products	5,17
BP4: Using the brand of batik products in accordance with taste	5,50
BP5: Always use the same brand of batik products	4,03
BP6: Always consistently use the brand of batik products according to taste	4,60
BP7: Always use brand of batik products that reflect the personality	4,73
BP8: Always loyal in using batik products	4,07
Indicator Emotional Customer Value	**Averages**
ECV1: Feeling enjoy while wearing the brand of batik products	5,46
ECV2: Feeling comfortable using clothes with brand batik products	5,34
ECV3: Feeling happy by using clothes with brand batik products	5,07
ECV4: Feeling the brand of batik products can give pleasure when using brand batik products	4,91
Indicator Variable of Customer Bond	**Averages**
CB1: Trusting in the information of the brand excellence of batik products promoted	4,68
CB2: Believing brand of batik products and motifs with various advantages	4,57
CB3: Connecting with sellers with a brand of batik products actively	4,80
Indicators Variables of Brand Experience	**Averages**
BE1: Having unique experience with batik brand Products	5,06
BE2: Having emotional experience with brand batik stationery products	5,30
BE3: Having an interesting feature experience with brand batik stationery products	4,20
Indicator Variables of Repurchase Intention	**Averages**
RI1: Continue to use the brand of batik products in the future	4,62
RI2: Considering the brand of batik products as the first choice when buying batik products	4,70
RI3: Meaning to buy back if there is a new batik product design developed	4,79
RI4: Will always buy the same brand of batik products for the future	4,10

Source: Primary Data Managed, 2018

- **Description about Brand Personality**

According to table 2.2, it can be noted that in general the brand personality variables have 8 questions used. Variable brand personality generally resides at a score of 4.41. This shows the average brand personality as the value considered by consumers. The question that has the highest response is to use a brand of batik products that suits feel comfortable (BP1). Questions that have the lowest response are always using the same brand of batik products (BP5).

- **Description Variable of Emotional Customer Value**

According to table, 2.2 can be known that in general the variable emotional customer value has 4 questions used. The Emotional Customer Value variable generally resides at a score of 5.19. This show on average has Emotional Customer Value as a medium to introduce ordinary batik products. The question that has the highest response is to feel enjoy while wearing a brand of batik products (ECV1). The question that has the lowest response felt the brand of batik products can give pleasure when using brand Batik products (ECV4).

- **Description Variable of Customer Bond**

According to table 2.2, it can know that in general, customer bond variables have 3 questions conveyed. Customer bond variables generally reside at a score of 4.63. This indicates that the average customer bond has managed to make the buyer confident. The question that has the highest response is to establish a relationship with the seller with the brand of batik products actively (CB3). The question that has the lowest response is to like the brand of batik products and motifs with various advantages (CB3).

Description about Brand Experience

According to table 2.2, it can be noted that in general the Brand Experience variable has 3 questions used. Brand Experience variable is generally at a score of 4.85. This indicates that the average of Brand Experience has managed to make the buyer confident. The question that has the highest response is to have an emotional experience with the brand of handmade Batik products (BE21). The question that has the lowest response is having an interesting feature experience with the brand of handmade batik products (BE3).

Description Variables of Repurchase Intention

Bases on table 2.2 above it can be known that generally variable of repurchase intention has four questions used. Variable of repurchase intention generally resides at a score of 4.55. This indicates that there is a question above that the average high and the question below the low averages. The question that has the highest response is the meaning of buying back if there is a new product of batik design developed (RI3) and the question that has the lowest response will always buy the same brand of batik products for the future (RI4) .
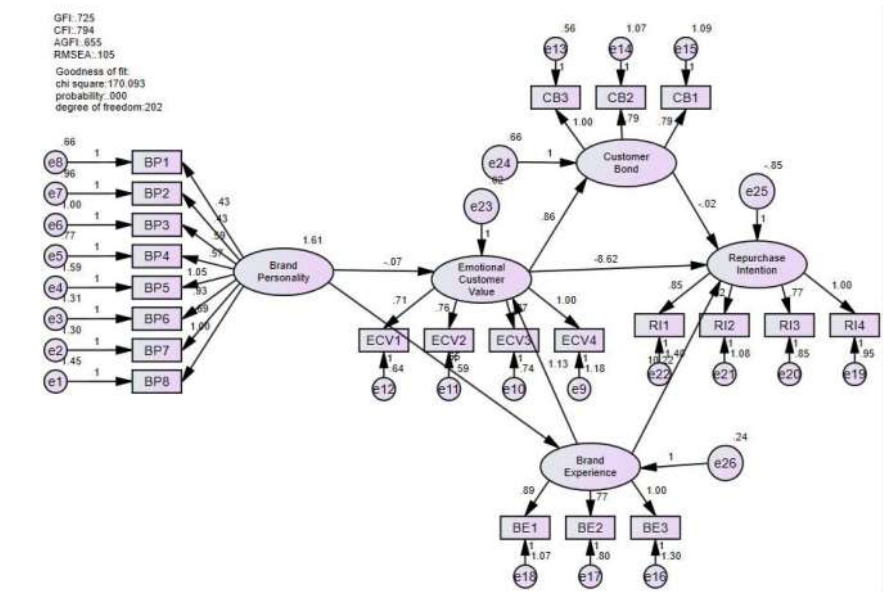
Validity Examination

Overall C. R value is greater twice from S. E, which shows all indicators are valid

Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
BP8	<---	Brand Personality	1.000				
BP7	<---	Brand Personality	.686	.103	6.665	***	par_1
BP6	<---	Brand Personality	.934	.123	7.610	***	par_2
BP5	<---	Brand Personality	1.050	.130	8.078	***	par_3
BP4	<---	Brand Personality	.574	.086	6.672	***	par_4
BP3	<---	Brand Personality	.593	.097	6.120	***	par_5
BP2	<---	Brand Personality	.435	.086	5.033	***	par_6
BP1	<---	Brand Personality	.431	.076	5.677	***	par_7
ECV4	<---	Emotional Customer Value	1.000				
ECV3	<---	Emotional Customer Value	.868	.124	7.026	***	par_8
ECV2	<---	Emotional Customer Value	.765	.112	6.843	***	par_9
ECV1	<---	Emotional Customer Value	.707	.107	6.623	***	par_10
CB3	<---	Customer Bond	1.000				
CB2	<---	Customer Bond	.794	.116	6.872	***	par_11
CB1	<---	Customer Bond	.792	.116	6.836	***	par_12
BE3	<---	Brand Experience	1.000				
BE2	<---	Brand Experience	.769	.128	6.029	***	par_13

			Estimate	S.E.	C.R.	P	Label
BE1	<---	Brand Experience	.888	.147	6.026	***	par_14
RI4	<---	Repurchase Intention	1.000				
RI3	<---	Repurchase Intention	.767	.087	8.771	***	par_15
RI2	<---	Repurchase Intention	.620	.085	7.310	***	par_16
RI1	<---	Repurchase Intention	.845	.104	8.106	***	par_17

The Examination of Composite Reliability, AVE and Descriminant Validity
Standardized Regression Weights: (Group number 1 - Default model)
Composite Reliability and AVE

Variables	Indicators	Standardized Loading	Measurement Error	CR	AVE
Brand Personality	BP1	.557	.233	.803	.743
	BP2	.590	.302		
	BP3	.602	.576		
	BP4	.639	.622		
	BP5	.726	.540		
	BP6	.718	.443		
	BP7	.606	.501		
	BP8	.725	.409		
Emotional Customer Value	ECV1	.669	.671	.872	.786
	ECV2	.712	.578		
	ECV3	.717	.544		
	ECV4	.683	.329		
Brand Experience	BE1	.636	.222	.951	.831
	BE2	.636	.457		
	BE3	.644	.655		
Customer Bond	CB1	.672	.457	.830	.754
	CB2	.677	.555		
	CB3	.847	.592		
Repurchase Intention	RI1	.706	.498	.893	.791
	RI2	.640	.449		
	RI3	.757	.502		
	RI4	.819	.229		

Descriminant Validity

	BP	ECV	BE	CB	RI
Brand Personality	0.790				
Emotional Customer Value		.801			
Brand Experience			.823		
Customer Bond				.761	
Repurchase Intention					.899

Assessment of normality (Group number 1)

Test normalcy Data with normality Univariate and Multivariate. Univariate sees CR value in Skewness expected to be around ± 2.58. In Overall, that is normal data.

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
RI1	1.000	7.000	-.671	-3.122	-.629	-1.464
RI2	2.000	7.000	-.249	-1.160	-.812	-1.889
RI3	1.000	7.000	-.497	-2.315	-.337	-.785
RI4	1.000	7.000	-.187	-.870	-.935	-2.177
BE1	1.000	7.000	-.918	-4.271	.346	.805
BE2	1.000	7.000	-1.013	-4.717	1.175	2.734
BE3	1.000	7.000	-.149	-.696	-.625	-1.454
CB1	1.000	7.000	-.338	-1.571	-.664	-1.545
CB2	1.000	7.000	-.308	-1.435	-.485	-1.129
CB3	1.000	7.000	-.481	-2.239	-.296	-.689
ECV1	2.000	7.000	-.755	-3.515	-.107	-.249
ECV2	2.000	7.000	-.611	-2.843	-.303	-.706
ECV3	1.000	7.000	-.591	-2.751	-.129	-.300
ECV4	1.000	7.000	-.666	-3.102	-.124	-.288
BP1	2.000	7.000	-1.261	-5.871	1.889	4.397
BP2	1.000	7.000	-1.021	-4.752	1.334	3.104
BP3	2.000	7.000	-.384	-1.789	-.659	-1.533
BP4	2.000	7.000	-.770	-3.583	.153	.357
BP5	1.000	7.000	-.004	-.020	-1.208	-2.812
BP6	1.000	7.000	-.433	-2.014	-.837	-1.949
BP7	2.000	7.000	-.335	-1.557	-.777	-1.810
BP8	1.000	7.000	-.161	-.749	-.985	-2.292
Multivariate					139.400	24.455

Outliner Evaluation

Observations farthest from the centroid (Mahalanobis Distance) (Group number 1)
Based on the data by looking at the Calculate Mahalanobis count < Chi Square table. The result is a minimum of Mahalanobis = 10,217 and maximal = 75,869. The value of Chi-square with a free degree 22 indicators at a signification rate of 0.001, hence the value of Mahalanobis = 40.289. There are several numbers above 40.289 as many as 12 numbers so become outlier are in yellow color.

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
5	75.869	.000	.000
2	58.888	.000	.000
75	53.681	.000	.000
7	52.281	.000	.000
111	48.371	.001	.000
125	46.297	.002	.000
83	45.067	.003	.000
71	44.465	.003	.000
8	43.215	.004	.000
69	42.858	.005	.000
4	42.146	.006	.000
70	40.780	.009	.000
3	39.773	.011	.000
74	39.358	.013	.000
59	38.585	.016	.000
85	38.554	.016	.000
98	37.980	.018	.000
79	35.926	.031	.000
100	35.812	.032	.000
1	35.527	.034	.000
84	35.378	.035	.000
124	34.797	.041	.000
86	33.892	.050	.000
112	32.651	.067	.000
81	32.508	.069	.000
72	32.366	.071	.000
6	32.141	.075	.000
115	31.933	.079	.000
51	30.879	.099	.000
65	30.857	.099	.000
108	30.808	.100	.000
82	29.683	.126	.000
122	29.251	.138	.000
67	28.493	.160	.002
130	27.940	.178	.006

Observation number	Mahalanobis d-squared	p1	p2
97	27.782	.183	.006
68	27.767	.184	.003
60	27.700	.186	.002
123	27.648	.188	.001
63	27.630	.188	.001
117	27.224	.203	.002
128	27.086	.208	.001
99	26.945	.213	.001
76	26.525	.230	.003
105	26.515	.230	.002
58	26.194	.243	.003
95	25.563	.271	.015
64	25.294	.283	.021
127	25.294	.283	.013
107	25.259	.285	.009
61	25.190	.288	.007
92	24.950	.299	.009
106	24.219	.336	.052
62	23.989	.348	.065
116	23.847	.355	.065
110	23.708	.363	.065
52	23.329	.383	.115
53	23.028	.400	.163
94	22.837	.411	.183
66	22.692	.419	.187
26	22.552	.427	.190
54	22.018	.459	.371
96	21.997	.460	.317
88	21.906	.466	.300
101	21.020	.519	.703
34	20.646	.543	.813
89	20.282	.565	.892
80	19.817	.595	.959
77	19.650	.605	.965
73	19.601	.608	.956
93	19.529	.612	.949
56	19.427	.619	.946
27	19.381	.622	.933
91	18.539	.674	.995
119	18.459	.678	.994
103	18.453	.679	.991
104	17.707	.723	1.000
129	17.641	.727	.999
13	16.700	.780	1.000

Observation number	Mahalanobis d-squared	p1	p2
120	16.654	.782	1.000
90	15.873	.822	1.000
78	14.716	.874	1.000
10	14.282	.891	1.000
12	13.290	.925	1.000
49	13.104	.930	1.000
113	13.015	.933	1.000
40	12.951	.935	1.000
11	12.664	.942	1.000
28	12.258	.952	1.000
50	12.258	.952	1.000
25	12.242	.952	1.000
32	12.236	.952	1.000
35	11.724	.963	1.000
114	11.564	.966	1.000
57	11.375	.969	1.000
109	11.336	.970	1.000
44	11.225	.971	1.000
55	10.888	.976	1.000
87	10.649	.979	1.000
23	10.217	.984	1.000

Goodness of fit index

The value the Goodness of Fit index of the full model results that the most important are Square very well. If the other index fulfilled, then the data is getting fit.

Goodness of fit indeks	Cut of Value	Hasil Analisis	Evaluasi Model
Chi Square	<175,278	170,093	Baik
Probability	>0,05	0,000	Baik
GFI	>0,07	.725	Baik
CMIN/DF	<2,00	2.02	Marginal
CFI	>0,07	.794	Baik
RMSEA	<0,08	0.105	Baik

Hypotheses

The hypothesis test is significant when the CR value is > 1.97 and P value is < 0.05. The result can be concluded that there are some variables that have no effect so the hypothesis is rejected. The rest is significant.

**Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
Brand Experience	<---	Brand Personality	.650	.114	5.697	***	par_18
Emotional Customer Value	<---	Brand Experience	1.130	.200	5.647	***	par_23
Emotional Customer Value	<---	Brand Personality	-.072	.128	-.562	.574	par_24
Customer Bond	<---	Emotional Customer Value	.864	.142	6.066	***	par_21
Repurchase Intention	<---	Emotional Customer Value	-8.621	15.240	-.566	.572	par_19
Repurchase Intention	<---	Brand Experience	10.219	16.454	5.621	***	par_20
Repurchase Intention	<---	Customer Bond	-.025	.160	-.155	.876	par_22

Based on the results above shows that Brand personality is significantly positive towards Brand Experience with an estimated value of 0.65, this result was in line with a study from (Ebrahim et al., 2016) which found that Brand personality had a significant impact on the brand experience with the value standardize path estimate of 0398 (sig = 0.001). The significant positive impact of brand personality in the brand experience reveals that the consumer experience reflects the consumption of symbolism (Addis, Morris B. Holbrook, & Holbrook, 2001). Nevertheless, brand personality is not significant to Emotional Customer Value.

Brand experience is significantly positive towards emotional customer value with an estimated value of 1.13 and a significant positive against repurchase intention with a value of 10,219. It is somewhat different research from (Ebrahim et al., 2016) showing the brand Experience is not significant to repurchase intention (sig = 0395) but had an indirect effect on repurchase intention through the variable brand preference (sig = 0.023) with the value standardize path estimate of 0245. It also supported by research from (Rose et al., 2011).

Emotional Customer Value is significantly positive against the customer bond with an estimated value of 0864, but not significant to repurchase intention. This is in different with the research from (Zhang et al., 2019) that Emotional Value was significantly positive towards repurchase intention with an estimated value of 0.45.

While Customer bond is not significant against repurchase intention. The findings differ from the research from (Ebrahim et al., 2016) which found significant positive Consumer Loyalty to repurchase intention.
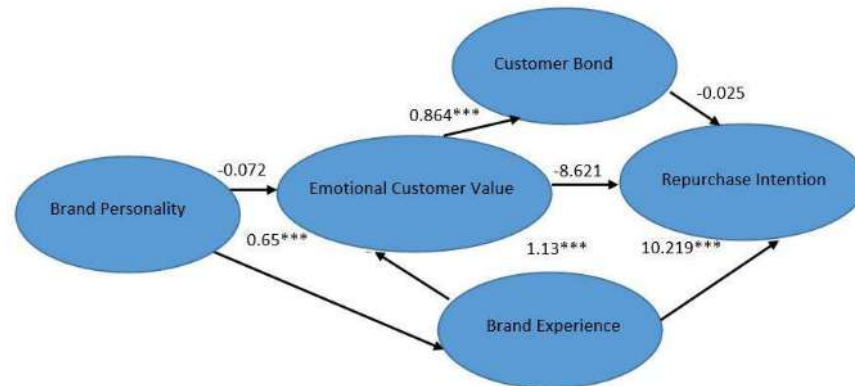
*** Significant*

The limitation in the study is the research location only in Central Java Province, especially for buyer of batik stamp products instead of Batik stamp so that customer bond around this brand is still weak, considering the product of Batik stamp price Relatively is cheaper. The future research need to be done for the owner or the production as unit analysis that have good quality so that consumers have strong brand ties with the company in order able to increase the selling of marketing performance for the SMEs owner.

Acknowledgement

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