

TRUST, COMMITMENT AND SATISFACTION IN THE RELATIONSHIP
BETWEEN BRAND LOYALTY AND SATISFACTION IN THE MOBILE
PHONE INDUSTRY

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DEDICATION

By the grace of almighty Allah (swt)

To my beloved mother and father

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ABSTRACT

Brands are accepted as one of the most valuable assets that a firm needs to build. To maintain a competitive advantage, the strategy of the creation and maintenance of brand loyalty plays a vital role. The main aim of this study is to examine the theoretical and empirical evidence on the causal relationships among different factors i.e., brand personality, image, experience, satisfaction, trust and commitment that have direct and indirect effects in the creation of brand loyalty. This study also aims to investigate the relationship between brand personality and brand image constructs that influence brand loyalty independently. Based on the objectives of the study, sixteen hypotheses were developed to test the relationships among brand loyalty determinants. The study was conducted using survey questionnaire and the data were collected from 490 mobile phone users in Malaysia. Structural Equation Modeling (SEM) using Partial Least Squares (PLS) method was applied to test the relationships in this study. The findings indicate that brand personality, brand image and brand experience are key sources of brand satisfaction. In addition, all the factors i.e., image, experience, satisfaction, trust and commitment have a direct and indirect impact on brand loyalty. However, the role of brand personality on brand loyalty is recognized through brand satisfaction. The contribution of this study has been to confirm the distinction between brand personality and brand image. Overall, these results indicate that the personality of brand is an essential driver for brand satisfaction. However, contrary to the hypothesis, brand personality does not have any significant effect on brand loyalty directly. These findings enhance our understanding that brand image and brand personality must not be used interchangeably, specifically when technological brands are involved. Furthermore, the results also support the mediating effects of the relational constructs i.e., commitment and trust in association between satisfaction and loyalty. This study provides significant theoretical and managerial implications. Limitations and suggestions for future investigation are also discussed.

ABSTRAK

Jenama diterima sebagai salah satu aset yang paling berharga bagi sesebuah firma perlu bangunkan. Untuk mengekalkan kelebihan daya saing, strategi penciptaan dan pengendalian kesetiaan jenama memainkan peranan penting. Tujuan utama kajian ini adalah untuk mengkaji bukti secara teoritikal dan empirikal tentang perhubungan bersebab antara faktor-faktor yang berbeza iaitu personaliti jenama, imej, pengalaman, kepuasan, kepercayaan dan komitmen yang mempunyai kesan langsung dan tidak langsung dalam penciptaan kesetiaan jenama. Kajian ini juga bertujuan untuk mengkaji hubungan antara konstruk personaliti jenama dan imej jenama yang mempengaruhi kesetiaan jenama secara bebas. Berdasarkan objektif kajian ini, enam belas hipotesis telah dibangunkan untuk menguji hubungan antara penentu kesetiaan jenama. Kajian ini dijalankan melalui tinjauan soal selidik dan data telah diperoleh daripada 490 pengguna telefon mudah alih di Malaysia. Kaedah Permodelan Persamaan Berstruktur (SEM) dengan menggunakan Kuasa Dua Terkecil Separa (PLS) telah digunakan untuk menguji hubungan dalam kajian ini. Dapatan kajian menunjukkan bahawa personaliti jenama, imej jenama dan pengalaman jenama merupakan penyumbang utama kepada kepuasan jenama. Di samping itu, semua faktor iaitu imej, pengalaman, kepuasan, kepercayaan dan komitmen mempunyai kesan langsung dan tidak langsung terhadap kesetiaan jenama. Walau bagaimanapun, peranan personaliti jenama terhadap kesetiaan jenama diiktiraf melalui kepuasan jenama. Sumbangan kajian ini adalah dalam mengesahkan perbezaan antara personaliti jenama dan imej jenama. Secara keseluruhan, keputusan ini menunjukkan bahawa personaliti jenama merupakan pendorong utama bagi kepuasan jenama. Walau bagaimanapun, bertentangan dengan hipotesis, kesetiaan jenama didapati tidak mempunyai sebarang kesan signifikan terhadap kesetiaan jenama secara langsung. Penemuan ini meningkatkan pemahaman kita bahawa imej jenama dan personaliti jenama tidak boleh ditukarganti penggunaannya, khususnya apabila melibatkan jenama teknologi. Tambahan pula, keputusan ini juga menyokong kesan pengantara konstruk hubungan iaitu komitmen dan kepercayaan dalam perkaitan antara kepuasan dan kesetiaan. Kajian ini memberi implikasi yang ketara terhadap teori dan pengurusan. Limitasi dan cadangan untuk penyelidikan di masa hadapan juga turut dibincangkan.