

The Effects Analysis of Functional Benefit And Symbolic Benefit With Self Concept Connection on Emotional Attachment And Brand Loyalty For Executive Brand Fashion In East Kalimantan

1 st Muhammad Nawawi Business Administration Department Polytechnic State of Samarinda Samarinda, Indonesia nawawi@polnes.ac.id	2 nd Gunadi Business Administration Department Polytechnic State of Samarinda Samarinda, Indonesia gunadi.polnes@gmail.com	3 rd M. Kiswanto Business Administration Department Polytechnic State of Samarinda Samarinda, Indonesia
4 th Hanifah Ekawati Management Informatika STMIK Widaya Cipta Dharma Samarinda, Indonesia hanifah@wicida.ac.id	5 th Dewi Ambarsari Marketing Polytechnic State of Samarinda Samarinda, Indonesia dewidewi1722@gmail.com	

Abstract. This study aims is to analyze the Functional Benefit and Symbolic Benefit with Self Concept Connection influences on Emotional Attachments and Brand Loyalty for the users of The Executive fashion brand products in East Kalimantan. This study uses a quantitative approach using path analysis which is processed with IBM SPSS Statistics 22 software and Structural Equation Modeling (SEM) with IBM AMOS 5 software. This study uses a sample of 120 respondents taken from a number of consumers of The Executive brand products in East Kalimantan. The measurement scale used a Likert scale with a score of 1-5. The results showed that there were 6 (six) hypotheses that had a significant effect from 7 (seven) proposed hypotheses. Based on the structural model can be proved that Functional Benefit, Symbolic Benefit, and Self Concept Connection have a significant effect on Emotional Attachment; Functional Benefit, Symbolic Benefit, and Emotional Attachment have a significant effect on Brand Loyalty; Self Concept Connection has no significant effect on Brand Loyalty.

Key word : *Functional Benefit, Symbolic Benefit, Self Concept Connection, Emotional Attachment, Brand Loyalty, SPSS, SEM (Structural Equation Modelling), AMOS*

I. INTRODUCTION

MICE Human civilization has progressed to this day. During that progress, globalization also developed as what it is. As civilization progresses, dress culture also evolves. Fashion is one of the objects that bring great influence in globalization. In the era of globalization, the fashion world is always changing from one model to another. A person who is fashionable, indirectly constructs himself as someone with a modern lifestyle and always follows the trends. Nowadays, fashion is closely related to lifestyle. An individual's lifestyle can be judged by how he dressed. This shows that

in the modern world, lifestyle assists in determining attitudes and values through shows the social and work status of an individual himself.

Fashion combines us with our emotional needs, and this expresses our inner individual personality with external signs and symbols, brands, and status items. The meaning that these results can contribute to individual feelings about who they really are. Fashion influences both our self-concept and our internal feelings[9]. A relationship between one's self-concept and what he uses. [6] found that clothing choices made are young people closely related to their self-concept, and used both as a way of assessing the people and situations they had faced.. This matter includes a collection of beliefs about the type of person both male and female. Elements of self-concept can also include self-perception related to others and the environment. Self-concept can be made from a number of different dimensions including the actual self (how someone feels himself), ideals (qualities that someone wants) and social self (how one feels trust others feel).

Much research focused on consumer behavior on consumer goods has proven that consumer loyalty to a brand is not only determined by aspects of functionality, but also symbolic criteria [5], [7]. The symbolic aspect can be in the form of diverse self-image, such as honesty, intelligence, success, social class, etc. Motivation to express self-image is often expressed through the purchase of goods and services [7]. Considering brand loyalty is very beneficial for the company. Some factors that can drive brand loyalty include brand attitude, self congruence, self-concept connection, brand image, functional benefits, symbolic benefits, experiential benefits, emotional benefits, brand attachments, brands trust, brand

preference, brand awareness, and others. Actually, in this study researchers tried to examine the factors that exist in consumers and brands such as Functional Benefit, Symbolic Benefit, Self-Concept Connection, and Emotional Attachment.

Brand loyalty can be influenced by Functional Benefit and Symbolic Benefit. Both of these variables are dimensions of variable brand image. There is a relationship between functional benefits and symbolic benefits with brand loyalty, indirectly. It means that when a brand is able to meet the functional benefits and symbolic benefits for consumers, consumers will be bound to the brand. The fulfillment of symbolic needs since the brand image perceived by consumers in accordance with the image or self-concept [2] states that since consumers have a self-concept connection, consumers tend to have emotional attachments or brand love that finally reach loyalty to a brand. As said by [8] that an individual who has a strong emotional connection (emotional attachment) to an object will produce brand loyalty and willingness to pay premium prices.

II. RESEARCH METHODS

The study entitled is analysis the Effect of Functional Benefit and Symbolic Benefit with Self Concept Connection on Brand Loyalty Through Emotional Attachment for Users of The Executive Fashion Brand Products in East Kalimantan. This research consisting of 3 types of variables, namely independent variables (X) that is a variable that affects other variables and it is not influenced by other variables or variables that are the cause of the dependent variable. The exogenous variables in this study are Functional Benefit (X1), Symbolic Benefit (X2), Self Concept Connection (X3). Then an intervening variable is a variable that is positioned as mediation or intermediary between exogenous and endogenous variables or in other words, variables that are influenced by other variables (exogenous) and affect other variables (endogenous). In this study the intervening variable is Emotional Attachment (Y1). Furthermore, The variable that is influenced by other variables (exogenous and intervening) but does not affect the other variables in this study is the Brand Loyalty (Y2).

The variables observed were 5 variables consisting of 3 exogenous variables, 1 intervening variable, and 1 endogenous variable with a total of 20 indicators, then by referring to the calculation of the minimum number of samples. The number of samples selected for this study were 120 samples.

Data Analysis

a. Reflective Equation

1) Functional Benefit (Reflective) (X1)

$$X1.1 = \alpha_1 X1 + e_1$$

$$X1.2 = \alpha_2 X1 + e_2$$

$$X1.3 = \alpha_3 X1 + e_3$$

$$X1.4 = \alpha_4 X1 + e_4$$

2) Symbolic Benefit (Reflective) (X2)

$$X2.1 = \alpha_5 X2 + e_5$$

$$X2.2 = \alpha_6 X2 + e_6$$

$$X2.3 = \alpha_7 X2 + e_7$$

$$X2.4 = \alpha_8 X2 + e_8$$

$$X2.5 = \alpha_9 X2 + e_9$$

3) Self Concept Connection (Reflective) (X3)

$$X3.1 = \alpha_{10} X3 + e_{10}$$

$$X3.2 = \alpha_{11} X3 + e_{11}$$

$$X3.3 = \alpha_{12} X3 + e_{12}$$

4) Emotional Attachment (Reflective) (Y1)

$$Y1.1 = \alpha_{13} Y1 + e_{13}$$

$$Y1.2 = \alpha_{14} Y1 + e_{14}$$

$$Y1.3 = \alpha_{15} Y1 + e_{15}$$

5) Brand Loyalty (Reflective) (Y2)

$$Y2.1 = \alpha_{16} Y2 + e_{16}$$

$$Y2.2 = \alpha_{17} Y2 + e_{17}$$

$$Y2.3 = \alpha_{18} Y2 + e_{18}$$

$$Y2.4 = \alpha_{19} Y2 + e_{19}$$

$$Y2.5 = \alpha_{20} Y2 + e_{20}$$

b. Path Analysis Equation

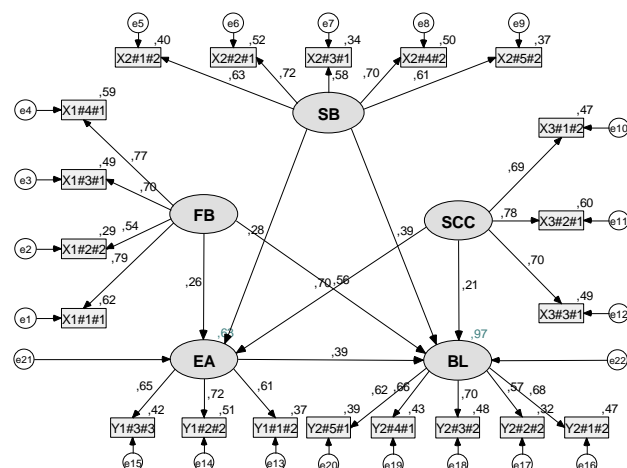
This equation is to analysis the relationship between a variable on others.

The equation can be developed as follows:

$$Y1 = \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + e_{20}$$

$$Y2 = \beta_4 X1 + \beta_5 X2 + \beta_6 X3 + \beta_7 Y1 + e_{21}$$

III. RESULT



Based on the results of the first hypothesis testing which states that the Functional Benefit variable has a significant effect on the Emotional Attachment variable for the users of Executive brand fashion products in East Kalimantan shows the value of Critical Ratio (CR) of 2.208 with a probability number of 0.027. It is resulted that the Symbolic Benefit variable has a significant effect on the Emotional Attachment variable for the users of Executive brand fashion products in East Kalimantan showing the Critical Ratio (CR) value

of 1.974 with a probability value of 0.048. The results of the third hypothesis test which states that the alleged Self Concept Connection variable has a significant effect on the Emotional Attachment variable for the users of Executive brand fashion products in East Kalimantan shows the value of Critical Ratio (CR) of 4,299 with a probability number of 0.000 (***). the fourth hypothesis which states that the Functional Benefit variable has a significant effect on Brand Loyalty variables on users of The Executive brand fashion products in East Kalimantan shows the Critical Ratio (CR) value of 5.013 with a probability value of 0.000 (***). stated that the alleged Symbolic Benefit variable had a significant effect on Brand Loyalty variables on the users of The Executive brand fashion products in East Kalimantan showing the value of Critical Ratio (CR) of 3.224 with a probability value of 0.001. The results of the sixth hypothesis test which states that the alleged Self Concept Connection variable has a significant effect on Brand Loyalty variables on users of The Executive brand fashion products in East Kalimantan shows the value of Critical Ratio (C.R) of 1,269 with a probability value of 0.204. This value does not meet the requirements for the acceptance of the sixth hypothesis because the probability number > 0.050 The seventh hypothesis test result states that it is suspected that the Emotional Attachment variable has a significant influence on Brand Loyalty variables on users of The Executive brand fashion products in East Kalimantan showing a Critical Ratio (C.R) value of 2,103 with a probability number of 0.035. From the results of testing the hypothesis, there is only one hypothesis rejected, namely the 6th hypothesis of Self Concept Connection variable does not have a significant effect on Brand Loyalty variables on users of The Executive brand fashion products. In this study, the direct relationship or influence occurs between Functional Benefit (X1) and Brand Loyalty (Y2) variables, Symbolic Benefit (X2) variables to Brand Loyalty (Y2), Self Concept Connection (X3) variables to Brand Loyalty (Y2). the direct influence of exogenous variables on endogenous variables, Functional Benefit (X1) gives direct influence on Brand Loyalty (Y2) of 0.405, Symbolic Benefit (X2) variables have a direct influence on Brand Loyalty (Y2) of 0.337, and the Self Concept Connection variable (X3) gives a direct influence on Brand Loyalty (Y2) of 0.183.

When viewed in terms of the direct influence between exogenous variables on the Brand Loyalty (Y2) endogenous variable, the Functional Benefit variable has a dominant influence on Brand Loyalty (Y2) when compared to other exogenous variables. In this study, the indirect relationship or effect occurs between Functional Benefit (X1) and Brand Loyalty (Y2) variables through Emotional

Attachment (Y1), Symbolic Benefit (X2) variables to Brand Loyalty (Y2) through Emotional Attachment (Y1), variables Self Concept Connection (X3) on Brand Loyalty (Y2) through Emotional Attachment (Y1). The indirect effect of the exogenous variable on the intervening variable, namely the Functional Benefit variable (X1) gives an indirect effect on Brand Loyalty (Y2) through Emotional Attachment (Y1) of 0.074, the Symbolic Benefit (X2) variable indirectly influences Brand Loyalty (Y2) through Emotional Attachment (Y1) is 0.092, while for Self Concept Connection (X3) variable it has an indirect effect on Brand Loyalty (Y2) through Emotional Attachment (Y1) of 0.230. The total effect between variables is the effect of the overall relationship between variables. The amount of the total effect obtained by adding up the value of the relationship from the direct influence and indirect effect. In this study, the relationship or total effect did not occur between Functional Benefit (X1) and Brand Loyalty (Y2) variables through Emotional Attachment (Y1), Symbolic Benefit (X2) variable on Brand Loyalty (Y2) through Emotional Attachment (Y1), Self variable Concept Connection (X3) against Brand Loyalty (Y2) through Emotional Attachment (Y1). The total effect of exogenous to endogenous variables is Functional Benefit X1),

Functional Benefit has a significant effect on Emotional Attachments on users of The Executive brand fashion products in East Kalimantan. Which means that the higher the Functional Benefit (X1) influence of The Executive's fashion products, the highest indicator is the emotional attachment of someone to the purchase of Executive fashion products in East Kalimantan. A product that has functional benefits according to the product category, or product use this, is in accordance with its main function, so that someone will be satisfied with the benefits of the function given or someone will get reciprocity from the price he has spent to get the functionality of the product. When the functional benefits of The Executive's fashion products have been able to meet one's needs in dressing, it affects the emotions of someone to make a purchase. The results of this study support previous research conducted by previous researchers who also examined the relationship between Functional Benefit variables to Emotional Attachments. Research conducted by [4], with the research title "Corporate Branding, Emotional Attachment and Brand Loyalty: The Case of Luxury Branding" can prove that Functional Benefit has a significant effect on Emotional Attachment.

Symbolic Benefit has a significant effect on the Emotional Attachment for the users of The Executive brand fashion products in East Kalimantan. This shows that Symbolic Benefit

(X2) has a significant effect on Emotional Attachment (Y1) on users of The Executive brand products in East Kalimantan. What this means is that the higher the influence of Symbolic Benefit (X2) from the fashion brand products of The Executive, the higher the emotional attachment of someone to the purchase of fashion products for The Executive brand in East Kalimantan. Someone who has the prestige to look fashionable, when using fashion products that have high brands such as Executive brand fashion products, it can increase the perception of others that he has a luxurious lifestyle and can reflect a person's social status. Judging from this, there is prestige when the using this brand, there is a person's emotional attachment to The Executive brand fashion products. The results of this study support previous research conducted by previous researchers who also examined the relationship between the variable Symbolic Benefit and Emotional Attachment. Research conducted by [4], with the research title "Corporate Branding, Emotional Attachment and Brand Loyalty: The Case of Luxury Branding" can prove that Symbolic Benefit has a significant effect on Emotional Attachment. Likewise with the results of previous research conducted [4] with the title of the research "The Impact of Brand Concept on Brand Equity" which proved that there is a significant influence between Symbolic Benefit on Emotional Attachment.

Self-Concept Connection has a significant effect on Emotional Attachment on the users of The Executive brand fashion products in East Kalimantan. The results of this study support previous research conducted by previous researchers who also examined the relationship between Self Concept Connection variables to Emotional Attachments. Research conducted by [3], with the research title "The Role of Emotional Aspects in Young Consumer-Brand Relationships" can prove that Self Concept Connection has a significant influence on Emotional Attachment. Likewise with the results of previous research conducted by [1] with the research title "The Impact of Consumer Emotional Aspects on Brand Loyalty" which proved that there is a significant influence between Symbolic Benefit on Emotional Attachment.

Functional Benefit has a significant effect on Brand Loyalty to the users of The Executive brand products in East Kalimantan. The Functional Benefit (X1) the highest influence of Executive fashion products, the level of purchase of Executive fashion products in East Kalimantan which ultimately achieved loyalty to the brand. The results of this study support previous research conducted by previous researchers. which also examines the relationship between Functional Benefit variables and Brand Loyalty. Research

conducted by [4] with the title of the study "Corporate Branding, Emotional Attachment and Brand Loyalty: The Case of Luxury Fashion Branding" can prove that Functional Benefit has a significant effect on Brand Loyalty.

Symbolic Benefit has a significant effect on Brand Loyalty to the users of Executive brand fashion products in East Kalimantan. Then the Symbolic Benefit (X2) variable.

IV. SUGGESTIONS

From the results of the research, it is suggested for those who manage that is the Executive brand fashion products to be able to improve the image and make the design even better to get the attention of consumers and can reflect the social status of the wearer. They still buy the Executive brand fashion products even they have low income. For example college students who do not have income but they still buy it. So to maintain consumer loyalty is mean to maintain affordable prices in accordance with the purchasing power of middle-class consumers down

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