

## BUILDING BATIK SMES CUSTOMERS' LOYALTY USING PERSONAL IMAGE AND BRAND IMAGE

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**Abstract:** Brand Personality and self-congruity are the two things that are very complex for the customers when they try to select a product. This study aims to establish and explain the quantitative model of the relationship between brand personality (BP) and self-congruity (SC) with Madura batik customer loyalty. From the literature search, no studies have raised this issue, especially batik Madura. The study was conducted in 300 respondents with those of Surabaya Madura batik customers. Questionnaire as the main data collection and data analysis were used and partial least squares and aided with software SmartPLS were implemented for analyses. It shows that the brand personality, self-congruity significant affects both loyalty and brand personality significantly, and also they affect self-congruity in which all are in the positive direction of the relationship. Different test on the variables studied from the aspects of gender was found that there was no difference between the brand personality, self-congruity and loyalty. Qualitative model that can be built for the brand personality and self-congruity is BP + SC = f (K, T, S, G, M, C region + contemporary, NY office + active outside) or self-congruity and brand personality is a function of cool, trendy, spirit, joy, luxury, style + contemporary area, comfortable office + activity outside)

**Keywords:** Brand Personality; Self Congruity; Loyalty; Personal image; Brand image.

### 1. INTRODUCTION TO STRESS MANAGEMENT

It is the fact that all cannot deny that the small and medium enterprises (SMEs) is one of the main strategies by the government for creating new jobs. It has also been an evident when the monetary crisis hit Indonesia since 1997, SMEs are able to survive and even an important part in the creation of the Gross Domestic Product (GDP) for the Indonesian economy. Therefore, greater attention to SMEs is very important to see the major role of SMEs in the Indonesian economy. A fact on the field indicates that the small and medium industries (SMEs) are the most resistant industrial sector crisis, but because of the informal nature, the products of SMEs are often difficult to compete in the international market. Another finding is that the results of the survey of SMEs thousands of products in a district in East Java, only 30 are registered trademarks of SMEs to the Ministry of Justice and Human Rights,

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whereas the results of the research Peter Fish (2006) showed that 70% of customers use the brand as a guide in making a purchase decision.

Stated that the brand is an important factor in the market as a liaison between the customer and the company [1]. Therefore, brand loyalty is a very important concept in marketing strategy, especially in the marketing communications strategy. Defines loyalty as a deep commitment to re-purchase a product or service which is consistently preference in the future by buying the same brand again, even though there are situational influences and marketing efforts that can lead to the transition behavior. Associated with the brand, brand loyalty is influenced by the personality of the brand [2]. Revealed the importance of brand building through the development of emotional values are human because consumers often associate human characteristics with the object of life is not. This trend has been in the world of cognitive psychology known as anthropomorphism [3]. Considering about the plants, it is like seeing a face on a bunch of clouds in the sky is a phenomenon that anthropomorphism can find everyday people. So no wonder those consumers are often trying to associate with the personality brand.

Developed a five (5) dimensions of brand personality (brand personality) consisting of sincerity, excitement, competence, sophistication and hardness (ruggedness) [4]. Sincerity dimension of brand consists of several items that is humble, honest, simple, and happy. Dimensions excitement consists of bold, imaginative and modern spirit. Dimensional capability consists of reliable, intelligent, and successful. Dimensions sophistication consists of glamorous / upscale and charm/flexible, while the violent dimension consists of a stout and strong.

In relation to consumer behavior, the tendency of a person consumes a product or service that has a brand image. For example, during the intake process, self-images interacts with the brand image and produces a subjective experience for consumers [5]. Correspondence between self-image and brand image is called self-image congruence [6]. Self-image is defined as one's perception of the capabilities, limitations, appearance, and personal characteristics, including his personality [7]. Self-image can be viewed as a totality of an individual's thoughts and feelings that refer to them that serves as the object [8][9]. According to the theory of self-image, people will act in a way that can maintain and enhance their self-image through the products they buy and use [10].

Revealed that the purchase decision is influenced by self-congruity (matching the self-image of individuals with the image of a product) such as a preference for the product and the desire to make a purchase through the motive of self-consistency [11]. Conformity Theories of self (self-congruity theory) explained that consumer behavior is determined in part by the conformity resulting from psychological

comparisons involving the product image and consumer self-concept (e.g., actual self-image, ideal self-image, social self-image). Psychological comparisons can be categorized as high or low self-conformity. Suitability of self-experienced when consumers feel the product image in the image of himself, and vice versa. Suitability themselves can influence consumer behavior through self-concept motives such as the need for consistency and self-esteem [12]. The core of the suitability of self is that consumers prefer brands that are associated with personality traits in accordance with certain personality traits that consumers have [13]. From that understanding proved that self-congruity may directly affect customer loyalty [14].

Correspondence between the personality of the consumer with the brand personality has important implications in which a close match between the brand and the consumer will have an impact on brand performance higher [15]. A fit between the brand personality and consumer personality can lead to a more positive evaluation of the brand by consumers. Consumers can make a statement about themselves by buying a brand, which he regarded as similar to the actual personality [16].

For users of batik, suitability brand personality with the personality he will build relationships between brands batik to its users and eventually form brand loyalty. Correspondence between the brand personalities with the user's personality can be a simple batik, happy, unique, trendy, passion, luxury, charming, cool, and flexible. Description as it is based on brand personality and self-congruity hence in this study, the variables of the study is a combination of the brand's personality theory by Aaker (1997) and the theory of self-concept developed by Sirgy (1982).

## **2. THEORETICAL FRAMEWORK**

The term of personality, can be described as follows: personality is defined as Reviews those inner psychological characteristics that both Determine and reflect how a person's response to his or her environment [17]. Personality is a thought and overall feelings towards himself [18]. Personality is a psychological notion; It is often presented as a stable and individualized unity of a set of behaviors. Because so interestingly about the personality, grew several kinds of theories about personality [19]. There are three major personality theories: (1) Theory Psychoanalytic Freud, (2) Neo-Freudian Theory, and (3) Characteristics Theory.

The third theory is considered widely used as basing theory in the study of the relationship between consumer behavior and personality. For the application of marketing, more effective use of the concept of personality may be a description of the brand. Revealed that the brand personality refers to the purpose of communication with respect to the attributes inherent in the product and also

perceptions profiles received by consumers on specific brands. Further, it is stated that the brand has three dimensions: (1) physical attributes such as color, price, and other materials; (2) the functional attributes or consequences of the use of a brand, and (3) characteristics, the brand personality as perceived by consumers [20].

Defines brand personality: Brand Refers to the human personality characteristics associated with a specific brand [21]. Brand personality is considered to possess symbolic values rather than utilitarian functions [22]. Further stated that the source of which contribute to the formation of brand personality and can be classified into two categories, namely: (1) direct sources included in this category are the human characteristics associated with the use of a particular brand, company employees, the company's CEO, and endorser brand; (2) indirect sources consist of all the decisions made by the managers of the company, such as decisions relating to product, price, distribution and promotion.

Consumers buy a product not because of its functional benefits but rather because of its symbolic value [23]. There are several reasons why a product is considered to have a specific symbol for a person, among others: (1) the product is seen clearly by others; (2) the product has variability, which means that a person has the resources to have it while others cannot have it; (3) The product has a personality symbolically. From these reasons requires companies to innovate products. If during the product innovation is confined to the functional innovation of products and do not touch the symbolic innovation of the product will be difficult to compete with products that not only offers a functional aspect but also offers a symbolic aspect.

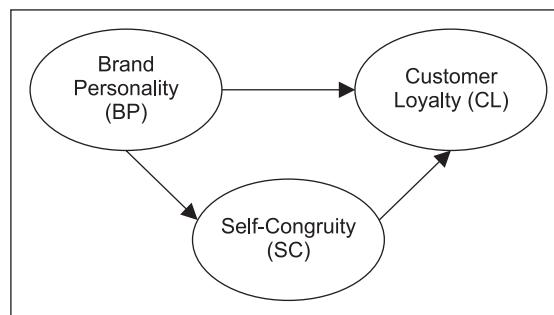
A customer will evaluate and assess a brand if a brand is in common for them. If the physical attributes or personality of the brand rated the same as the self-image of the customer, then the customer is likely to trust the brand [24]. Thus the consumer behavior in purchasing goods or services can be directed where the goods or services consumed can raise its self-image as consumers tend to consume goods or services that are consistent with self-perceived image users. Is usually described using the personality traits like self-confidence, dominance, autonomy, respect, social skills, self-defense and adaptability [25].

Self-congruity or compatibility between self-image with the image of a product affects consumer decision, such as the preference for goods or services as well as a desire to make a purchase through the motive of self-consistency [26]. The tendency of a person consumes a product that has a brand image that corresponds to the image of him. Self-image congruence is concordance between self-image and brand image [27]. A person will act in a way that can maintain and enhance their self-image through the products they buy and use. Self-image is defined as one's perception of the capabilities, limitations, appearance, and personal characteristics, including his personality [28].

Furthermore, self-images can be seen as the totality of an individual's thoughts and feelings refer to themselves that serves as an object. Self-image is a value for the individual, so that the behavior of individual consumption will be directed to the protection and enhancement of self-concept through the acquisition, display, and use of goods as a symbol that would communicate the symbolic meaning of the self and others [29]. Thus, a consumer will show the feelings that support and benefit to a brand when the brand personality in accordance with their self-image [30]. This can cause the consumers prefer a brand image or personality according to their self-image [31].

For products that are not consumed in public, the consumers usually use them with a brand that is in accordance with the actual self-image. Conversely, for products that are consumed in public, someone usually use brand products featuring the image of a certain status or how that person wants to be seen by others. People behave differently in different situations.

It is influenced by the role and rules of how he should behave, and have a need to present themselves in public [32]. Each individual very concerned about what others think of him and how he wants to or seen others (ideal self). For that, he will use the products under the brand names that illustrate the superior image in the eyes of others. The framework proposed can be drawn as in Figure 1.



**Figure 1: Framework of the Study**

### **3. OBJECTIVES OF THE STUDY**

This study attempts to reveal as the following: first, to analyze the relationship between brand personality, self-congruity of loyalty, both to analyze the relationship the brand personality and self-congruity and third analyze differences brand personality, self-congruity and gender What aspects of the loyalty of customers in Surabaya Madura batik. Another objective is to provide an input for SMEs Batik motif design process in accordance with the personality of the brand and customer self-suitability of batik.

#### 4. MATERIALS AND METHODS

This research is an explanatory research that aims to examine and explain the causal relationship between the partial and simultaneous brand personality variables, self-congruity and loyalty through hypothesis testing. The population consists of the users of Batik Madura SMEs. The unit of analysis is the Surabaya Madura batik users. The number of samples in this study was 300 respondents. The dependent variables are brand personality and self-congruity and the independent one is customer loyalty.

The operational definition of brand personality is the respondent's perception of the fit between the brand personality with the consumer themselves suitability Madura batik. The operational definition is based on the definition of brand personality by Aaker (1997). The operational definition of self-congruity is the respondent's perception of the fit between the actual self and the ideal self-Madura batik users. The operational definition is based on the definition of self-congruity Sirgy (1982) and the self-image congruence of Mukherjee (2007).

The operational definition of brand loyalty is customer perceptions about the intentions reeponden to say positive things recommend and provide information about batik. Definition of brand loyalty is based on the definition of brand loyalty according to Liu et. al., (2003)[33] and Slater (1997)[34]. This scale is used to measure the respondents of the research object with a weight value of one to five, with the provision of strongly disagree to strongly agree. Collecting data in this research techniques and procedures, first by distributing questionnaires to test as many as 30 small samples and proceed with the deployment of a number of 325. Second, the interview is used to obtain information directly from the respondent to complete the things that are needed in research, and third, the observation is done to get a clear picture of the situation on the ground. Validity and reliability on a small sample obtained by using SPSS results for brand personality indicator variable that is not valid is *bp1* (0.091), *bp2* (0,311), and *bp5* (0.292). For self-congruity indicator variable that is not valid is only *sc7* (0.328). For the loyalty of all indicator variables are in fact valid. The indicators are not valid, the small sample test is not used in subsequent analyzes. To test the reliability of all the variables declared reliable because all the above values Crhonbach's Alpha > 0.6. (*bp0.758*, *sc685* and *ly0.768*).

#### 5. RESULT AND DISCUSSION

##### Test Validity and Reliability Large Samples

The test of the validity with the large sample is to test the brand personality variable that has a loading factor of 0.50 is below the *bp6* (0280), *bp15* (0376), *bp16* (0483), *sc1* (0.450), and *sc4* (0273) has a value of loading factor low under 0:50 then the indicator aborted. Once the indicator variable *bp6*, *bp15*, *bp16*, *sc1*, and *sc4* are

reduced, and then tested the validity of the second. The validity of test results obtained by loading factor to construct latent variables all has values above 0.50, the loading factor is thus the overall indicator is valid. Figure 2 shows the loading factor to construct latent variables all has values above 0.50, the loading factor is thus the overall indicator is valid.

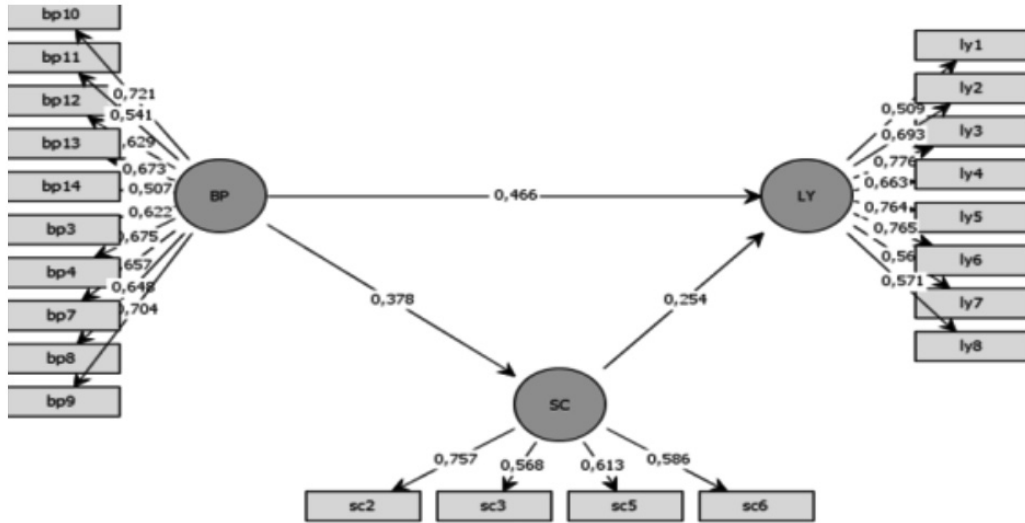


Figure 2: Full Model Path

Table 1 shows that the brand personality Composite reliability to show the value of 0.873, and self-congruity 0.728 and 0.865 loyalty. Thus the provisions of the composite can be declared the overall reliability of the constructs under study meets the criteria of composite reliability, so that each construct is able to be positioned as a research variable.

Table 1  
Composite Reliability

Variables	Composite Reliability
BP	0,873
SC	0,728
LY	0,865

### The Relationships and Effect of Brand Personality on Loyalty

To answer the first problem and prove the first hypothesis, the researcher did by looking at the value of the parameter coefficients and statistical significance of *t* values. The magnitude of the coefficient parameters 0.466 and 3.408 the value of *t* statistics for significant (5% significance *t* table = 1.645) because of the *t* statistic is

greater than  $t$  table 1.645 ( $3.408 > 1.645$ ) which means that there is a positive effect of brand personality on loyalty as in Table 2.

**Table 2**  
**Results for Inner Weights**

	<i>original sample estimate</i>	<i>mean of subsamples</i>	<i>Standard deviation</i>	<i>T-Statistic</i>
BP → SC	0.378	0.469	0.123	3.060
BP → LY	0.466	0.499	0.137	3.408
SC → LY	0.254	0.248	0.131	1.933

It is that the brand personality is the suitability of the brand personality with self-respondents suitability users Madura batik. In this case, suitability perceived by respondents are included: (a) batik Madura cool, reflect her true self; (b) the appearance of batik Madura trendy as her true self; (c) Madura batik making spirit, such as user expectations; (d) Madura batik making merry like the joy of living by the users; (e) Madura batik luxury, reflecting expectations of users Madura trendy as her true self; (c) Madura batik making spirit, such as user expectations; (d) Madura batik making merry like the joy of living by the users; (e) Madura batik luxury, reflecting expectations of users.

Brand personality can be summed to form a qualitative model is  $BP = f(K, T, S, G, M)$  or the brand personality is a function of cool, trendy, passion, joy and luxury. Not excessive if the qualitative model can strengthen our as a model that strengthen brand personality, given approximately 78.5% of the respondents aged between 18 s/d 46 years shows that at this age are of childbearing age and the age at which a person is looking and finding images themselves, their self-image when they use batik Madura represented by a cool, trendy, passion, joy and luxury.

It is also an open question about the color most preferred by respondents is the bright colors of red, green, yellow and blue show bright colors are expressing joy and courage. From other open questions unfold take them with batik Madura impression was very nice, comfortable, more stylish, unique and easily recognizable. The interesting thing is 67.5% indicates that the respondent's income is between 1 million s/d 3.9 million low-income income bracket, but the interesting fact that they feel is batik Madura also synonymous with luxury means other than Madura batik represents joy, brightness, excitement is also a luxury.

Also revealed that the frequency of purchase of batik Madura of respondents between 1 s/d 3 times in one year, meaning that even if they buy batik price instead of the price of batik is very expensive, but they can still feel that batik Madura luxurious impression. It also represented a luxurious feeling while the use of batik in which 52% of respondents using batik Madura on receptions and 32% used for office to bring batik Madura show is classy and very special in the hearts of



its users. Brand personality can create user loyalty represented by: (a) defense, if someone commented negatively about Batik Madura, (b) positive word of mouth, by telling a good experience in the use of batik Madura to others, and friends; (c) recommend, batik Madura to someone who needs the information; (d) encourage family and friends to choose batik Madura; (e) informing, about the advantages or disadvantages of batik Madura batik manufacturers; (f) provide advice, for the improvement or development of the Madura batik entrepreneurs.

### **The Relationships and the Effect of Self Congruity on Loyalty**

Table 2 shows the coefficient of 0.254 and the value of the parameter  $t$  statistically significant for 1933 (5% significance  $t$  table = 1.645) because of the  $t$  statistic is greater than  $t$  table 1645 (1933 > 1645) which means that there are positive effects of self-congruity on loyalty. Self-congruity is the match between the actual self and the ideal self-Madura batik users. Suitability is perceived by the respondents are included: (a) prefer batik patterns regionalism; (b) more comfortable when working/office wear batik Madura activity; (c) more comfortable to wear batik Madura when activity outside the home; (d) prefer contemporary batik patterns. It is concluded that self-congruity variables can form a qualitative model that  $SC = f(C \text{ region} + \text{contemporary}, NY \text{ Office} + \text{actv outside})$  or self-congruity is a function of regional characteristics and contemporary, comfortable office to the great outdoors.

Although the average value of self-congruity is only in the category of "undecided" but not excessive if it can strengthen our above model as a model that strengthens self-congruity, given a representation of the respondents currently use 52% of respondents batik using batik Madura at the reception and 32% is used for office to bring batik Madura show is suitable for show than actual self-ideal self, which means that users batik Madura in existence and shows their status in public one of which is by using their sense of batik Madura classy and very special.

Furthermore, conformity can be used as a model for the development of batik Madura on the future of respondents aged between 18 s/d 46 years shows that at this age are of childbearing age and the age at which a person is looking for and finding their self-image, their self-image when they use batik Madura who can inspire the next generation that batik Madura that highlight patterns and contemporary characteristic, bright cheerful colors can be motivated entrepreneurs and craftsmen in Madura batik production and always innovating. In addition, the open question of who was first introduced to batik Madura respondents, the answer is most of the family (father, mother and siblings) next is a friend, it means that the ideal self is there in respondents current researchers believe may be a word of mouth positively to the next generation, this is a major force for the development of batik Madura in the future.

Besides, what's interesting is approximately 67.5% of the respondents indicated that income is between 1 million *s/d* to 3.9 million, it is not possible on the future of their potential is a high-income market. So the frequency of purchase of batik Madura they no longer between 1 *s/d* 3 times in one year may be in excess of that frequency. The results of this study (self-congruity and brand personality) in accordance with previous studies conducted Sirgy (1997)[35] and the results of this study also support the results of the study (Graeff, 1996) that self-image is defined as one's perception of the capabilities, limitations, appearance and personal characteristics, including personality himself [36].

### **The Relationship and Effect of Brand Personality on Self Congruity**

In answering the third problem and prove the third hypothesis in this study by looking at the value of the parameter coefficients and statistical significance of *t* value. Table 2 shows the coefficient of 0.378 and the value of the parameter *t* statistically significant for 3060 (5% significance *t* table = 1.645) because of the *t* statistic is greater than *t* table 1645 (3060 > 1645) which means that there is a positive effect of brand personality on self-congruity.

Brand personality is the brand personality conformity with user self-suitability Madura batik, batik Madura is cool, reflecting the actual users, batik Madura is trendy as its appearance, Madura batik making spirit, such as expectations of users, Madura batik making users happy as joy of life, batik Madura is luxury, reflecting expectations of users, and self-congruity is the fit between the actual self and the ideal self-Madura batik users, which includes the regionalist prefer batik patterns, more comfortable when working/office activities Madura batik wear, more comfortable to wear batik Madura when on the move outdoors and prefers contemporary batik patterns, it can be concluded that the qualitative model can be constructed in this study for the brand personality and self-congruity is  $BP + SC = f(K, T, S, G, M, C \text{ region} + \text{contemporary, NY office} + \text{act outside})$  or self-congruity and brand personality is a function of cool, trendy, passion, joy, luxury, pattern area + contemporary, Comfortable act office + outside).

### **The Difference between the Brand Personality, Self-Congruity and Loyalty by Gender**

In the previous test, the researchers wanted to test the difference in average brand personality based on gender categories. The result was of 300 respondents, the number of respondents of 114 men and women as much as 180 and as many as six respondents did not fill their sex on the questionnaire. On average brand personality, a self-congruity and loyalty female respondent is higher than men.

Independent samples T-Test can know the result is of *F* calculated for the brand personality with equal variances assumed is 0.345 with a *P* value of 0.558. So the conclusion is  $H_0$  rejected because the *P* value  $0.558 > 0.05$  ( $\alpha$ ) means the variance

of brand personality is identical (no difference) with variance brand personality of women. For self-congruity independent samples T-test can be seen the result is of F calculated for self-congruity with equal variances are assumed for 0247 with a P value of 0620. The conclusion is thus H<sub>0</sub> is accepted as 0944 P values > 0.05 ( $\alpha$ ) means that the variance of self-congruity identical (no difference) with variance self-congruity women.

As for loyalty, independent samples T-test can be seen is the result of the F test for equal variances assumed loyalty in 1537 amounted to P value 0216. It can be concluded that conclusion is thus H<sub>0</sub> is accepted as 0216 P values > 0.05 ( $\alpha$ ) means the variance loyalty identical (no difference) with variance loyalty woman.

Of the three different test based on the variables studied from the aspects of gender was found that there was no difference between the brand personality, self-congruity and loyalty by gender. No difference was also indicated by the open-ended questions about the color most favored by respondents are the bright colors of red, green, yellow and blue showing bright colors is to express the joy and courage, but it was revealed to take their impressions with batik Madura was very nice, comfortable, more stylish, unique and easily recognizable. Other findings are also of the male respondents and a majority of women answered the color of batik Madura adjusted to the time, such as striking and bright colors are used at certain times and muted colors used other times.

## 6. CONCLUSION

In general, it can be concluded that brand personality, self-congruity significant affect loyalty and brand personality significant affect self-congruity all the positive direction of the relationship. From this evidence, it indicates that suitability of the brand personality brand personality with self-respondents suitability of batik Madura users. Conformity is perceived by respondents include: batik Madura cool; reflect the actual users; Batik Madura trendy as its appearance; Batik Madura makes the spirit, such as user expectations; Madura batik making users happy as joy of life; and the Madura batik luxurious, reflecting the expectations of users.

Brand personality can establish a qualitative model is  $BP = f(K, T, S, G, M)$  or the brand personality is a function of cool, trendy, passion, joy and luxury. However, self-congruity shows the correspondence between the actual self and the ideal self-Madura batik users. Conformity is perceived by respondents include: prefer batik patterns regionalism; more comfortable when working/office wear batik Madura for activity; more comfortable to wear batik Madura when activity outside the home; and prefers contemporary batik patterns. Self-congruity can form a qualitative model that  $SC = f(C \text{ region} + \text{contemporary}, NY \text{ office} + \text{active outside})$  or self-congruity is a function of regional characteristics and contemporary, comfortable office to the great outdoors.

In another test, the average (mean) of brand personality, self-congruity and loyalty by gender shows that the average (mean) of female respondents is higher than men. In a different test, for the brand personality, self-congruity and gender showed loyalty by independent samples T-test can be seen the result is no difference (identical) between the male and female sexes. This research revealed both women and men about the most preferred colors are bright colors of red, green, yellow and blue show bright colors is to express the joy and courage, but it was revealed to take them with batik Madura impression is very good, comfortable, more stylish, unique and easily recognizable.

The qualitative model that can be constructed in this study for the brand personality and self-congruity is  $BP + SC = f(K, T, S, G, M, C \text{ region} + \text{contemporary, NY office} + \text{active outside})$  or self-congruity and brand personality is a function of the Cool, trendy, passion, joy, luxury, pattern area + contemporary, Comfortable active office + outside).

It can be seen that this study provides some contributions such as the following:

1. The study provides a model for SMEs in the process of designing batik motif corresponding to the brand's personality and suitability self so as to increase the loyalty of customers, especially increasing the positive word of mouth.
2. It also provides a model for other SMEs to understand their customers in order to create a product that suits the personality and suitability of their customer's suggestion.
3. The employers and batik makers are advised to maintain or improve the style, color and characteristic patterns and contemporary Madura batik that reflect the fun, excitement, courage, trendy and luxury that will ultimately increase customer loyalty Batik Madura.
4. It can maintain and improve the style, quality and characteristic of batik Madura batik products can be made with bright colors and cheerful impression with dig typical elements that highlight local and contemporary and typical Madura, but still highlight the impression of luxury while still maintaining the aspects of price because in this study the majority of users are from the moderate income.
5. The product of batik is Indonesia's cultural heritage; the role of government is needed, especially in terms of managerial, funding and assistance for the batik craftsmen in the area. Facts on the field discovered that the craftsmen have not felt the positive impact on their well-being despite the development of batik Madura batik market showing a positive trend.
6. Future studies are expected to use the respondents outside the city of Surabaya, East Java advised outside to find understanding and knowledge about the existence of batik Madura so will further enrich the research findings.

7. The researcher expects to add another variable e.g. gender, ethnicity and region as a moderator variable moderating the relationship.

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