

Analysis of the Effect of Trustworthiness, Congruence, Expertise, Familiarity, Brand Involvement, Brand Engagement towards Customer Loyalty for Coach x Selena Gomez Customers in Medan (2022)

Tiffany, Ronald & Amelia

Abstract:

The conduct of Indonesians, who easily understand and adopt the current fashion trends, is a huge support and opportunity for fashion entrepreneurs. Faced with an increasingly competitive market in the fashion industry, every company is indirectly expected to be able to boost its market competitiveness. One approach for fashion brand companies to debut or market their items is to encourage well-known celebrities to collaborate in order to attract customers' attention. The purpose of this research is to examine the influence of trustworthiness, expertise, congruence, familiarity, brand involvement, and brand engagement on consumer loyalty to Coach x Selena Gomez's customers in Medan, Indonesia. With a total of 53 respondents, the sample used for this research has the following characteristics: domicile in Medan, 18-60 years old, recognition of Selena Gomez as an international artist, and purchase and use of Coach x Selena Gomez in the last five years. In this study, data is processed and analyzed using SPSS version 25 as data processing software. These empirical findings demonstrate that, based on the data processing done on the Coach x Selena Gomez object, the results of 5 hypotheses are accepted, and that there is a significant relationship between expertise, congruence, and familiarity with brand involvement, brand involvement with brand engagement, and brand engagement with customer loyalty. Meanwhile, an insignificant relationship was discovered between trustworthiness and brand involvement.



IJSB

Accepted 26 January 2023
Published 28 January 2023
DOI: 10.5281/zenodo.7578188

Keywords: *Trustworthiness, Congruence, Expertise, Familiarity, Brand Involvement, Brand Engagement, Customer Loyalty.*

About Author (s)

Tiffany (corresponding author), Economics and Business School, Magister of Management, Pelita Harapan University, Surabaya, Indonesia.

Dr. Ronald, S.T., M.M., CSMA, CDM, PMA, Pelita Harapan University, Surabaya, Indonesia.

Dr. Amelia, S.E., RFP-I. M.M., CSMA, Pelita Harapan University, Surabaya, Indonesia.

Introduction

A person's lifestyle is their way of existence in the world of everyday life, as indicated by their activities, interests, and opinions (opinions) (Kotler, 2011). Today's increased public awareness of fashion has resulted in the rapid expansion of the market from clothing products to fashion accessories. With the emergence of new fashion styles and models, brand competition is becoming more intense. Maintain product quality, keep innovative, and maintain good customer interactions to build a community for fashion brands to attract and retain customer loyalty. Faced with an increasingly competitive environment in the fashion industry, every company is indirectly expected to be able to boost its market competitiveness. Invite well-known celebrities to collaborate to attract customers as a type of sales promotion is one way that fashion brand companies can debut or market their items. Celebrities entrusted by the company are those who are not only well-known but also have a positive social image. In addition to a representative figure, the company will select a celebrity whose personality complements the brand (Hatta & Adreanus, 2019). It is predicted that by attracting celebrities, it will be able to generate a broad target market and raise brand awareness among the audience. In this modern era, many individuals follow fashion and consider celebrities they admire to be trend setters. Trendsetters are the first to adopt new trends as they emerge (Effani, 2020). It is important for Coach, as one of the pioneer fashions companies that has existed in New York since 1941, to build and grow customer loyalty, because customer loyalty is one of the keys that defines a company's success or vice versa. Coach's competition with similar companies is becoming more challenging, especially since both are employing the same technique, namely the use of celebrity impacts in promoting their respective products.

Literature Review

Customer Loyalty

Customer loyalty is evidenced by recurring subscriptions or repeat purchases of service or product providers, as well as referrals to other customers (Leninkumar, 2017). According to Oetarjo et al. (2017), client loyalty is a reaction or effect of producing customer satisfaction as the application of high-quality success in achieving customer expectations. Bernazzani (2018) defines customer loyalty as a customer's voluntary nature in buying or engaging with a brand again after having a pleasant experience, feeling happy, and the value acquired from the product or service supplied after the transaction.

Trustworthiness

A person who is deemed trustworthy is someone who can be relied on (Sari, Hayu, & Salim, 2021). According to Ohanian (2013), trustworthiness is the amount of confidence in the communicator who makes the most valid statement. Celebrities who are truthful while speaking with their audiences will be perceived as trustworthy. Celebrities who can speak honestly with the public will acquire the audience's trust more quickly, and the audience will perceive the celebrity as a trustworthy source. According to Kim et al. (2014), there is a significant influence between trustworthiness and the brand involvement variable.

H1: Trustworthiness has significant effect on Brand Involvement

Expertise

Expertise is a person's skill, experience, knowledge, or expertise that may affect the decisions of others (Kim, Lee, & Prideaux, 2014). Expertise is determined by the source's knowledge, experience, or training in a particular field (Choi & Rifon, 2012). Meanwhile, Ohanian (2013) defines expertise as persuasive communication in which sources may deliver true claims that can favorably affect changes in one's attitude. According to Sari et al., (2021), expertise can impact customer choice making. This might encourage further customer activity, such as

becoming interested in the brand's or product's development. Chen et al., (2021) discovered a significant effect between expertise and brand involvement in their research using expertise.

H2: Expertise has significant effect on Brand Involvement

Congruence

Congruence refers to the relationship between the personality of the spokesperson and the characteristics of the connected brand. 2019 (Arora, Prashar, Parsad, & Vijay). According to Fleck et al. (2015), congruence is the compatibility of personalities associated to brand image that can enable or characterize each other. According to previous research by Choi et al. (2012), a good match between a celebrity and a product is more successful in eliciting a positive response from customers than one that does not. According to Chen et al (2021).s research, there is a significant effect between congruence and the brand involvement variable.

H3: Congruence has significant effect on Brand Involvement

Familiarity

The level or frequency with which information or works from someone in the media receive public attention is referred to as familiarity (Chen, Li, & Joo, 2021). Familiarity is a cognitive action based on prior experience in which a person believes he or she recognizes the activity once again (Gefen, 2000). The level of familiarity can influence the public's appraisal of a brand or individual, with a high level of familiarity making it simpler for the public to appraise the qualities of the brand or people (Chen, Li, & Joo, 2021). Customers will be more likely to recall and form relationships if they are familiar with the subject or thing (Widiawaty, 2015). Previous study on Chen et al., (2021), namely Simonim et al., (1998), found that familiarity leads to engagement and is important in comprehending involvement.

H4: Familiarity has significant effect on Brand Involvement

Brand Involvement

Brand involvement is evidence of an individual's indelible commitment to a specific brand or product category, as demonstrated by significant information search, brand awareness, and having expectations for the brand (Arora, Prashar, Parsad, & Vijay, 2019). Brand engagement is a circumstance in which customers are interested in and feel relevant to a brand before developing a connection to it (Harrigan, Evers, Miles, & Daly, 2017). Brand engagement is also linked to customer motivation in obtaining knowledge about the brand, influencing decision making, and establishing consumer loyalty to a product or brand (Dwivedi, 2015). Chen et al., (2021) investigated if there is a significant effect between brand involvement and brand engagement variable.

H5: Brand involvement has significant effect on Brand Engagement

Brand Engagement

Brand engagement is a customer-brand interaction in which customers or consumers willingly attempt to maintain the level of interaction with a brand (Dwivedi, 2015). Furthermore, brand engagement, according to Dwivedi (2015), is the existence of a person's individual motivation level that is impacted cognitively, emotionally, and activity towards a product. Brand engagement is important because customers who are linked to a brand may determine if the brand is excellent or terrible, which can effect the establishment of customer loyalty (Adzimaturrehman et al., 2019) Because brand engagement may foster consumer customer loyalty, customer loyalty can be presented as a variable that can assist the effectiveness of a company's marketing plan (Dwivedi, 2015).

H6: Brand Engagement has a significant effect on Customer Loyalty

Research Issue and Methodology

This study used a quantitative method, with the population drawn from Coach x Selena Gomez users in Medan, Indonesia, aged 19 to 60, who recognize Selena Gomez as a multitalented world-known artist and have purchased and used Coach x Selena Gomez in the previous 5 years. Non-probability sampling was used with a questionnaire serving as the primary tool for collecting responses. The researchers used the snowball sampling technique in this study, which is a sampling technique used to pick respondents who spread the news to other possible respondents, such as family, relatives, or individuals in their immediate surroundings. The number of respondents collected are 53 and the research model can be seen below:

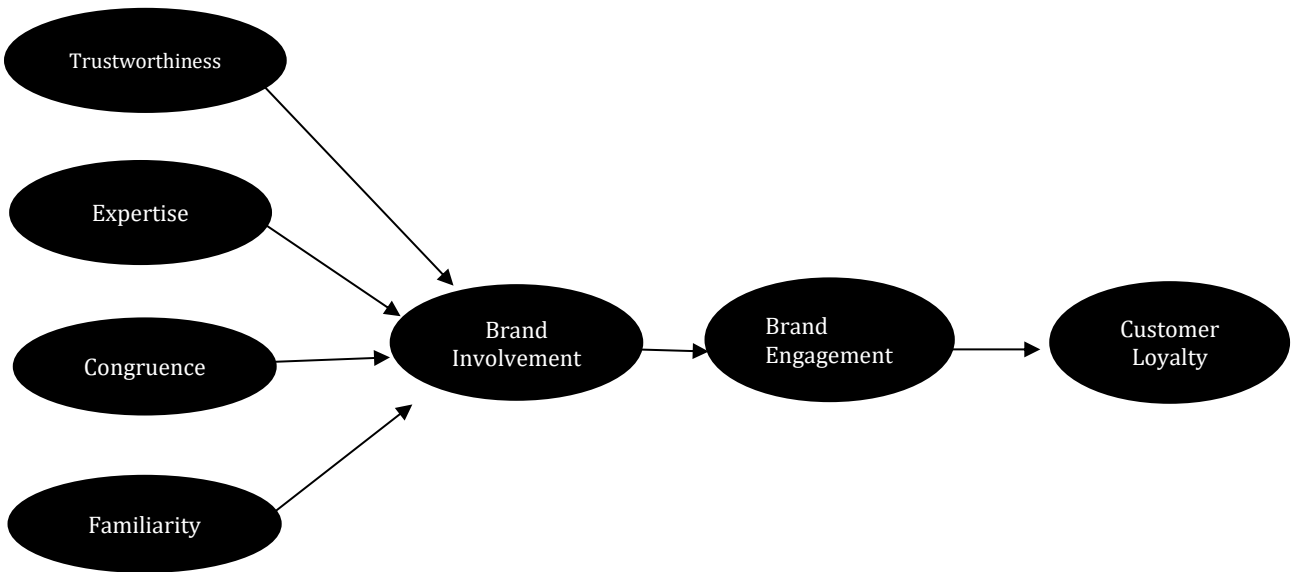


Figure 3-1 Research Model

Source: Chen et.al, 2021

Findings and Discussion

Table 4.1: Respondent by Age and Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-34	51	96,2	96,2	96,2
	35-60	2	3,8	3,8	100,0
	Total	195	100,0	100,0	

Source: Author

According to table 4.1, the majority of Coach x Selena Gomez customers in Medan are between the ages of 19 and 34, with only two responses being between the ages of 35 and 50. As a result, the majority of 51 clients aged 19-34 years are classified as productive.

Table 4.2: Respondent by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Woman	53	100,0	100,0	100,0
	Total	52	100,0	100,0	

Source: Author

Customers of Coach x Selena Gomez in Medan participated in this survey. The gender profile of the respondents in this study was described, with female respondents meeting the sample requirements or being eligible to be used in research.

Table 4-3 Descriptive Statistic

Variable	Indicator	Description	Descriptive Statistic	
			Mean	SD
Trustworthiness	T1	Selena Gomez is an international artist who always uses high-quality products	3,58	0,602
	T2	Selena Gomez's choice of brand or product will not disappoint.	3,55	0,574
	T3	Selena Gomez's brand or product selection is trustworthy.	3,75	0,617
Expertise	E1	Selena Gomez, as a multi-talented worldwide artist, has the ability to capture the public's attention.	3,74	0,593
	E2	Selena Gomez as an ambassador may benefit a company appear more attractive	4	0,679
	E3	Selena Gomez as a model may bring a brand's positive image.	4,02	0,571
Congruence	C1	There is a positive image fit between Selena Gomez as a worldwide personality and Coach.	3,42	0,497
	C2	There is a connection between Selena Gomez's city-modern look as a public person and Coach's modern design.	3,83	0,580
	C3	There is a connection between Selena Gomez's work as a worldwide multi-talented artist and the Coach brand, which works in the world of fashion.	4,09	0,405
Familiarity	F1	I feel familiar with Selena Gomez as a multitalented artist	4	0,588
	F2	I find it easy to find or obtain information about Selena Gomez	3,91	0,529
	F3	I am a fan of Selena Gomez	3,51	0,639
Brand Involvement	BI1	I am interested in finding various information related to Coach x Selena Gomez activities	3,60	0,689
	BI2	I find Coach x Selena Gomez an interesting collaboration	4,19	0,622
	BI3	I feel it's important to stay up to date with the activities of Coach x Selena Gomez	3,51	0,697
Brand Engagement	BE1	I feel like I will be using Coach x Selena Gomez products for a long time to come	3,77	0,609
	BE2	I feel proud of the success of the Coach x Selena Gomez collaboration in creating an attractive design.	3,70	0,696
	BE3	I enjoying and felt the excitement using Coach x Selena Gomez	3,68	0,754
Customer Loyalty	CL1	I intend to purchase and use the new collaboration of Coach x Selena Gomez products in the future.	3,55	0,667
	CL2	I recommend Coach x Selena Gomez to others	3,49	0,639
	CL3	I'll always have positive things to say about Coach and Selena Gomez.	3,77	0,577

Source: Author

Questionnaires sent and then processed based on frequency calculations using SPSS version 22, which processes and shows the results of respondents' replies to the questionnaire's assertions. Each statement is evaluated on a Likert Scale, with 1 being the lowest and 5 being the highest. The average answer of respondents to the seven criteria in this study, namely trustworthiness, expertise, congruence, familiarity, brand participation, brand engagement, and customer loyalty, is shown in above table

Table 4.4 Validity Test

Variable	Indicator	r count	r table	Description
Trustworthiness (X1)	T.1	0,589	0.271	Valid
	T.2	0,630	0.271	Valid
	T.3	0,463	0.271	Valid
Expertise (X2)	E.1	0,619	0.271	Valid
	E.2	0,482	0.271	Valid
	E.3	0,432	0.271	Valid

Variable	Indicator	r count	r table	Description
Congruence (X3)	C.1	0,529	0.271	Valid
	C.2	0,601	0.271	Valid
	C.3	0,494	0.271	Valid
Familiarity (X4)	F.1	0,628	0.271	Valid
	F.2	0,564	0.271	Valid
	F.3	0,536	0.271	Valid
Brand Involvement (X5)	BI.1	0,778	0.271	Valid
	BI.2	0,664	0.271	Valid
	BI.3	0,605	0.271	Valid
Brand Engagement (X6)	BE.1	0,473	0.271	Valid
	BE.2	0,535	0.271	Valid
	BE.3	0,730	0.271	Valid
Customer Loyalty (Y1)	CL.1	0,657	0.271	Valid
	CL.2	0,765	0.271	Valid
	CL.3	0,656	0.271	Valid

Source: Author

Table 4.5 Reliability Testing

Variable	Cronbach's Alpha based on Standardized Items	Critical Number	N of items	Description
Trustworthiness	0,832	0,60	3	Reliable
Expertise	0,740	0,60	3	Reliable
Congruence	0,824	0,60	3	Reliable
Familiarity	0,749	0,60	3	Reliable
Brand Involvement	0,716	0,60	3	Reliable
Brand Engagement	0,694	0,60	3	Reliable
Customer Loyalty	0,737	0,60	3	Reliable

Source: Author

As seen on the table 4.4, all indicators are valid since the r count are \geq than r table. According to the table above 4.5, all variables have a Cronbach Alpha greater than 0.60, with the following values: CL of 0.832; BE of 0.740; BI of 0.824; F of 0.749; C of 0.716; E of 0.694; T of 0.737. As a result, it is possible to infer that all variables in this study are reliable.

Normality Test

The significance value of all variables in the Kolmogorov-Smirnov column is greater than 0.05, implying that the data sample variables trustworthiness, expertise, congruence, familiarity, brand involvement, brand engagement, and customer loyalty are normally distributed, according to the output below.

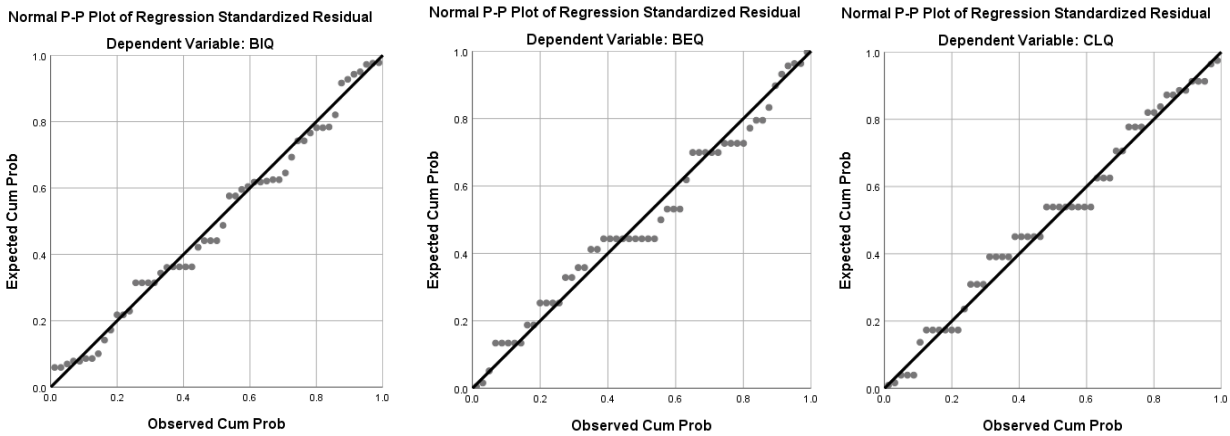
Table 4.6 Kolmogorov Smirnov (K-S) Test

Equation	Asymp. Sig. (2-tailed)	Critical Number	Description
T,E,C,F \rightarrow BI	0,200 c,d	>0,05	Normally Distributed
BI \rightarrow BE	0,200 c,d	>0,05	Normally Distributed
BE \rightarrow CL	0,200 c,d	>0,05	Normally Distributed

Source: Author

Figure 4.1-3 shows that the variables are normally distributed, as seen by the data being close to the diagonal line.

Figure 4.1-3 Kolmogorov Smirnov (K-S) Test



Multicollinearity Test

Table 4.7 Multicollinearity Test

Variable	Tolerance	VIF	Description
T*BI	0,291	3,440	Free Multicollinearity
E*BI	0,341	2,936	Free Multicollinearity
C*BI	0,383	2,609	Free Multicollinearity
F*BI	0,365	2,739	Free Multicollinearity
BI*BE	1	1	Free Multicollinearity
BE*CL	1	1	Free Multicollinearity

Source: Author

- a. In the multiple regression model, the VIF value of the variables trustworthiness (T), expertise (E), congruence (C), familiarity (F), brand involvement (BI), brand engagement (BE), and customer loyalty (CL) is less than 10 (VIF10), indicating that there is no multicollinearity between the independent variables in the regression model.
- b. In the multiple regression model, the tolerance value of trustworthiness (T), expertise (E), congruence (C), familiarity (F), brand involvement (BI), brand engagement (BE), and customer loyalty (CL) is greater than 0.1 (tolerance >0.1), indicating that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

The findings of the heteroscedasticity testing analysis can be seen on the graph, where the analysis is based on the fact that if there is no apparent pattern and the dots are scattered above and below the number 0 on the Y axis, it is determined that there is no heteroscedasticity.

Figure 4.4-6

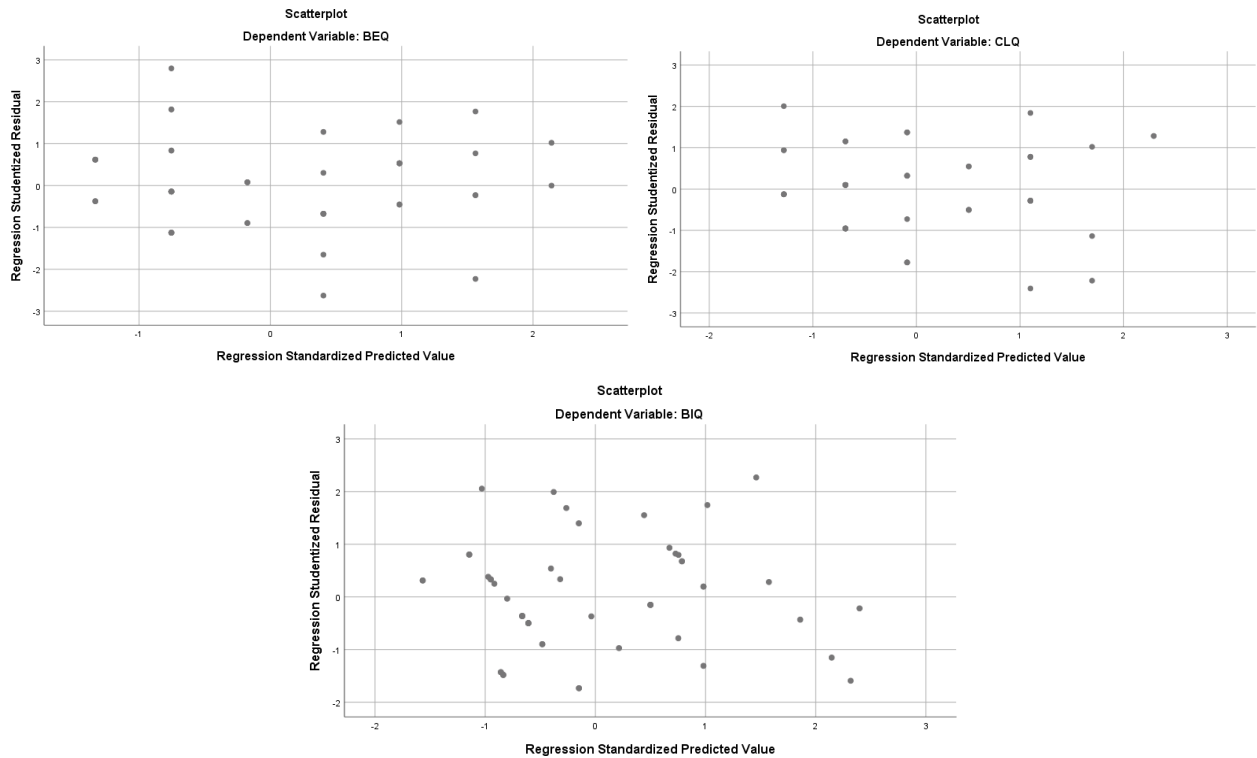


Table 4.8 Spearman Test Correlation

Variable	Unstandardized Residual Sig. (2-tailed)	Critical Number	Description
T*BI	0,790	0,5	Homogen
E*BI	0,993	0,5	Homogen
C*BI	0,894	0,5	Homogen
F*BI	0,960	0,5	Homogen
BI*BE	0,967	0,5	Homogen
BE*CL	0,997	0,5	Homogen

Source: Author

Spearsman's test findings on the variables trustworthiness (T), expertise (E), congruence (C), familiarity (F), and brand involvement (BI) have a significant value of 0.790, 0.993, 0.894, and 0.960, respectively, based on table 4.28, where the value is more than 0.05 (no heteroscedasticity). Spearsman's test yields 0.967 in the brand involvement (BI) variable group and 0.967 in the brand engagement (BE), where the value is more than 0.05 (no heteroscedasticity). Spearman's test findings in the variable groups of brand engagement (BE) and customer loyalty (CL) of 0.997, where the value is greater than 0.05 (no heteroscedasticity).

Linearity Test

Table 4.9 Linearity Test

Variable	Linearity	Standard	Description
BI*T	0,000	0,05	Linear
BI*E	0,000	0,05	Linear
BI*C	0,000	0,05	Linear
BI*F	0,000	0,05	Linear
BE*BI	0,000	0,05	Linear
CL*BE	0,000	0,05	Linear

Source: Author

The linearity significance value for all of the output variables in the table above is less than 0.05. So it can be concluded that there is a significant linear relationship between brand involvement and trustworthiness, a significant linear relationship between brand involvement and expertise, a significant linear relationship between brand involvement and congruence, a significant linear relationship between brand involvement and familiarity, a significant linear relationship between brand engagement and brand involvement, and a significant linear relationship between customer loyalty and brand engagement.

Multiple Linear Regression

Table 4.10 Multiple Linear Regression

Variable	Standardized Coefficients
Trustworthiness	0,152
Expertise	0,232
Congruence	0,252
Familiarity	0,410
Brand Involvement	0,792
Brand Engagement	0,811

Source: Author

$$\mathbf{BI = b1T + b2E + b3C + b4F}$$

$$\mathbf{BI = 0.152T + 0.232E + 0.252C + 0.410F}$$

The positive regression coefficient for trustworthiness (T) is 0.152. This demonstrates that when trustworthiness (T) grows or decreases by one unit, brand involvement (BI) increases or decreases by 0.152, and trustworthiness (T) has a substantial impact in the same direction as brand involvement (BI). The positive regression coefficient for trustworthiness (T) is 0.152. This demonstrates that when trustworthiness (T) grows or decreases by one unit, brand involvement (BI) increases or decreases by 0.152, and trustworthiness (T) has a significant effect in the same direction as brand involvement (BI). The regression coefficient for congruence (C) is 0.252 and has a positive sign, indicating that congruence (C) has a unidirectional significant influence on brand involvement (BI), which means that when congruence (C) increases or decreases by one unit, brand involvement (BI) increases or decreases by 0.252. The positive regression coefficient for familiarity (F) is 0.410. This means that when familiarity (F) rises or falls by one unit, brand involvement (BI) rises or falls by 0.410. This demonstrates that familiarity (F) has a significant influence in the same direction as brand involvement (BI).

$$\mathbf{BE = b5BI}$$

$$\mathbf{BE = 0.792BI}$$

The results of the regression calculation above demonstrate that the independent variable has a positive coefficient. The regression coefficient for brand involvement (BI) is 0.792 and has a positive sign, suggesting that as brand involvement (BI) grows or decreases by one unit, so does brand engagement (BE) grows or decreases by 0.792. This demonstrates that brand involvement (BI) has a strong effect in the same direction as brand engagement (BE).

$$\mathbf{CL = b6BE}$$

$$\mathbf{CL = 0.811BE}$$

The results of the regression calculation above demonstrate that the independent variable has a positive coefficient. When brand engagement (BE) grows or drops by one unit, customer loyalty (CL) increases or decreases by 0.811. This demonstrates that brand engagement (BE) has a significant effect in the same direction as consumer loyalty (CL).

Coefficient of Correlation (R)**Table 4.11 Coefficient of correlation**

Variable	Standardized Coefficients
T,E,C,F → BI	0,926
BI → BE	0,792
BE → CL	0,811

Source: Author

The R number is 0.926 based on the output. This explains why there is such a strong correlation. As a result, there is a strong connection between trustworthiness, competence, congruence, and familiarity with brand participation. The correlation coefficient of 0.792 indicates that there is a significant correlation between brand involvement and brand engagement. The R value of 0.811 indicates that there is a significant correlation, therefore it can be stated that there is a significant correlation between brand engagement and consumer loyalty.

Coefficient of Determination (R²)**Table 4.12 Coefficient of Determination**

Variable	Adjusted R2
T,E,C,F → BI	0,845
BI → BE	0,621
BE → CL	0,651

Source: Author

Based on the results, the R2 value is 0.845, or 84.5%. This indicates that trustworthiness, expertise, congruence, and familiarity have an 84.5% effect on the dependent variable brand involvement. This suggests that the independent variable may account for 84.5% of the dependent variable, with the remaining 15.5% impacted by factors not included in this study model. The percentage effect of brand involvement on the dependent variable brand engagement is 62.1%, based on the R2 output of 0.621 or 62.1%. This suggests that the independent variable may explain 62.1% of the dependent variable, whereas the remaining 37.9% is impacted by factors not included in this study. According to the results, the R2 value is 0.651 or 65.1%, suggesting that the effect of brand engagement on the dependent variable is 65.1% customer loyalty. This suggests that the independent variable may explain 65.1% of the dependent variable, whereas the remaining 34.9% is impacted by factors not included in this study.

F Test**Table 4.13 F Test**

Variable	Sig.	Standard	Description
T,E,C,F * BI	0,00	0,05	Accepted
BI * BE	0,00	0,05	Accepted
BE * CL	0,00	0,05	Accepted

Source: Author

The significance (T, E, C, F * BI) is 0.000 based on the ANOVA test or F test in the table above. If the significance is 0.05, the hypothesis is accepted, indicating that the independent variables trustworthiness (T), expertise (E), congruence (C), and familiarity (F) all have a significant effect on brand involvement at the same time (BI). According to the ANOVA test or F test in the table above, the significance (BI * BE) is 0.000, indicating that the independent variable brand involvement (BI) has a significant effect on brand engagement at the same time (BE). According to the ANOVA test or F test in the table above, the significance (BE * CL) is 0.000, indicating that the independent variable brand engagement (BE) has a significant effect on customer loyalty at the same time (CL).

T Test

The t test is used to determine if the trustworthiness independent variables have a significant (significant) relationship or effect partially on the dependent variable.

Table 4.14 T Test

Variable	Sig.	Standard	Description
BI*T	0,140	0,05	Hipotesis Declined
BI*E	0,017	0,05	Hipotesis Accepted
BI*C	0,006	0,05	Hipotesis Accepted
BI*F	0,000	0,05	Hipotesis Accepted
BE*BI	0,000	0,05	Hipotesis Accepted
CL*BE	0,000	0,05	Hipotesis Accepted

Source: Author

According to the data in the table above:

1. *Trustworthiness (T)*

The variable T has a significance value of 0.140 and a standard value of 0.005. The significance > standard (0.140 > 0.05), implying that variable T has no influence (0 > 0.05) on brand involvement among Coach x Selena Gomez customers in Medan.

2. *Expertise (E)*

Variable E has a significance value of 0.017 and a standard value of 0.005. The significance is < then standard (0.017 < 0.05), implying that variable E has an effect (0 < 0.05) on brand involvement among Coach x Selena Gomez customers in Medan.

3. *Congruence (C)*

Variable C has a significance value of 0.006, when the standard value is 0.005. The significance is < then standard (0.006 < 0.05), implying that variable C has an effect (0 < 0.05) on brand involvement among Coach x Selena Gomez customers in Medan.

4. *Familiarity (F)*

Variable F has a significance value of 0.000, when the standard value is 0.005. The significance is thus < standard (0.000 < 0.05), implying that variable F has an effect (0 < 0.05) on brand involvement among Coach x Selena Gomez customers in Medan.

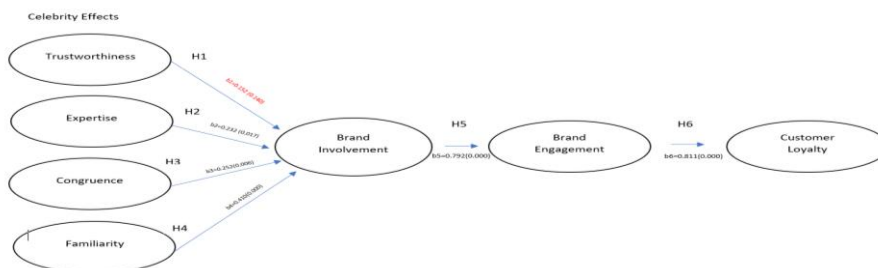
5. *Brand Involvement (BI)*

The BI variable has a significance value of 0.000, while the standard value is 0.005. The significance level (0.000 < 0.05) is then applied, and it can be determined that the BI variable has an effect (0 < 0.05) on brand engagement on Coach x Selena Gomez customers in Medan.

6. *Brand Engagement (BE)*

The BE variable has a significance value of 0.000, while the standard value is 0.005. The significance standard (0.000 < 0.05) is then applied, and it may be determined that the BE variable has an influence (0 < 0.05) on customer loyalty to Coach x Selena Gomez customers in Medan.

Figure 4.7



Discussion

The independent variable has a strong linear relationship with the dependent variable. A score of 0.926 is determined based on the findings of multiple correlation analysis or R between trustworthiness, expertise, congruence, and familiarity with brand involvement. This is claimed to have a significant correlation between these variables, as seen by the F test of 0.000, which is less than 0.05. The R2 number found for the coefficient of determination in model 1 was 0.845, or 84.5%. This indicates that trustworthiness, expertise, congruence, and familiarity have an 84.5% effect on the dependent variable brand involvement. This suggests that the independent variable may account for 84.5% of the dependent variable, with the remaining 15.5% impacted by factors not included in this study model. Five of the six hypotheses examined were accepted, while one was rejected. The first hypothesis holds that trustworthiness has a beneficial influence on brand involvement but has no significant effect. The t test supports this hypothesis, with a significance of 0.140 (more than 0.05), indicating that it is not accepted. This variable is being rejected because it will have the same amount of effect as other competitors. Customers will presume that the choice of a public figure to represent Coach must have met the requirements and provisions of the Coach center since the Coach brand is well-known worldwide. Customers believe Michael Kors and Charles and Keith to be the same in the selection of prominent individuals as brand ambassadors who must have met the requirements and specifications of the brand's center. The variable brand engagement is made up of four factors: trustworthiness, expertise, congruence, and familiarity, with familiarity having the highest regression coefficient value of 0.410, which is greater than the regression coefficient values of the other variables.

Table 5.1 Familiarity indicators

Variable	Indicator	Validity Test	Mean
Familiarity	F.1	0,628	4
	F.2	0,564	3,91
	F.3	0,536	3,51

Source: Author

F1 has the greatest validity value of familiarity, with a validity value of 0.628 and a mean value of 4, indicating that this indicator effectively measure familiarity variables and is acceptable by respondents.

Table 5.2 Congruence indicators

Variable	Indicator	Validity Test	Mean
Congruence	C.1	0,529	3,42
	C.2	0,601	3,83
	C.3	0,494	4,09

Source: Author

C2 has the highest validity value of congruence, with a validity value of 0.601 and a mean value of 3.83, where this indicator can measure the congruence variable and perceived to agree by respondents.

Table 5.3 Expertise indicators

Variable	Indicator	Validity Test	Mean
Expertise	E.1	0,619	3,74
	E.2	0,482	4
	E.3	0,432	4,02

Source: Author

E1 has the highest validity value from expertise, with a validity value of 0.619 and a mean value of 3.74, indicating that this indicator can measure the variable of expertise and is perceived as agreeable by respondents.

Table 5.4 Trustworthiness indicators

Variable	Indicator	Validity Test	Mean
<i>Trustworthiness</i>	T.1	0,589	3,58
	T.2	0,630	3,55
	T.3	0,463	3,75

Source: Author

T2 has the greatest trustworthiness validity value of 0.630 and a mean value of 3.55 where this indicator may measure the trustworthiness variable and is acceptable by respondents.

Table 5.5 Brand Involvement indicators

Variable	Indicator	Validity Test	Mean
<i>Brand Involvement</i>	BI.1	0,778	3,60
	BI.2	0,664	4,19
	BI.3	0,605	3,51

Source: Author

BI1 has the greatest validity value of brand involvement, with a validity value of 0.778 and a mean value of 3.60, indicating that this indicator best represents brand engagement and is agreed by respondents.

Table 5.6 Brand Engagement indicators

Variable	Indicator	Validity Test	Mean
<i>Brand Engagement</i>	BE.1	0,473	3,77
	BE.2	0,535	3,70
	BE.3	0,730	3,68

Source: Author

With a validity value of 0.730 and a mean value of 3.68, the indicator with the greatest validity value of brand engagement may best quantify brand engagement factors and is considered as agreeable by respondents.

Table 5.7 Customer Loyalty indicators

Variable	Indicator	Validity Test	Mean
<i>Customer Loyalty</i>	CL.1	0,657	3,55
	CL.2	0,765	3,49
	CL.3	0,656	3,77

Source: Author

CL2 has the greatest validity value of customer loyalty, with a validity value of 0.765 and a mean value of 3.49, where this indicator best represents customer loyalty and is acceptable by respondents.

Conclusion

This model was created as part of the Coach x Selena Gomez consumer loyalty research for the Medan region. The influence of brand engagement shapes this research model, where the brand engagement variable is influenced by brand involvement, and brand involvement is influenced by trustworthiness, knowledge, congruence, and familiarity. Based on the data processing, the results show that five hypotheses were accepted and one was rejected. There is a considerable relationship between brand involvement expertise, brand involvement congruence, brand involvement familiarity, brand involvement with brand engagement, and brand engagement with consumer loyalty. According to the research findings, trustworthiness, expertise, congruence, familiarity, brand involvement, and brand engagement are important factors in attracting customers to Coach x Selena Gomez in Medan, thus management implications should be more focused on these characteristics. Based on the theory that has been constructed, the following management implications may be made: First, trustworthiness is not a key variable influencing brand engagement. Because trustworthiness has no significant effect on brand involvement, the indications utilized in this variable are not a priority in assessing brand involvement. However, there is nothing wrong with improving these indicators by selecting potential brand

representatives who have communication skills and are able to influence the interests of their audience (influencers), selecting potential brand representatives because this can influence potential customers' perspectives in assessing the quality of a brand. The more lavish a prominent figure's everyday life is, the more people would believe that the items they consume are of excellent quality. People will evaluate everything Paris Hilton owns and wears as costly since it is related to her luxury daily lifestyle, as is the case with the artist Paris Hilton, who is famed for her luxurious lifestyle. Choosing a brand representative candidate who actively engages with the public in an honest and candid manner may also be considered, as this will make people feel connected to and trusting of this public person. Second, in this study, expertise is a significant variable. The best strategy to preserve and develop these indicators is to select potential brand ambassadors who can go outside their professional specialization while publicizing their joint actions. Lionel Messi, a professional football player, has no modeling experience, yet he may still work professionally for collaborations and photo sessions. In this situation, Selena Gomez, who was previously recognized as a child actor, is said to be capable of attracting public attention due to her figure and her ability to successfully carry out activities outside her field to become an expert in these activities. Then it can be considered by selecting prospective brand representatives who understand how to promote and make a product look appealing, as well as selecting prospective brand representatives whose activities are positive and not controversial, because a figure's image has an impact on the brand with which they are collaborating. Third, congruence is an important variable in this study. To preserve and develop these indicators, select brand representative candidates who dress in a manner comparable to the current style of the Coach brand. Coach, for example, will cooperate and release a collection with a gothic theme, so a public figure who is quirky and unique is a potential brand ambassador who can transmit and define a gothic concept. Second, consider brand image compatibility and prospective brand advocates who can communicate the brand's vision and objective. For example, if Coach emphasizes its vision and mission as the best premium leather fashion brand in the world in the next collaboration, it would be preferable if Coach considers and selects a potential brand representative who is considered the best or a legend in his field, such as singer Madonna or Celine Dion. Third, select a prospective brand representative who has a job experience connected to or is interested in fashion components in order to fit the Coach brand, which focuses on the world of fashion. Actresses and singers, for example, who are frequently featured in the media, will constantly maintain a tidy and appealing look. Fourth, familiarity is an important variable in this study. The best strategy to preserve and develop these indicators is to select high-achieving brand representative candidates since someone who excels in their profession will attract greater public attention. Aside from that, you may select a possible brand representative who is currently working or whose existence is not in doubt, and it is preferable if you can select a prominent figure or someone on the rise since they will be more recognizable and easily recognized by the public. Choosing a representative candidate with a large fan base is also an option, because the more fans, the more prospective consumers who will be interested in the brand. Fifth, brand involvement is an important variable in this study. Maintaining and improving these indicators can be accomplished by sharing updates in the form of daily photos or videos of collaborating artists, or by displaying the process of creating collaborative products so that potential customers can gain access to a variety of interesting information and content throughout the collaboration. To add to the excitement, video or photo upload contests can be held at the launch or pre-launch, as well as conducting small concerts, mini fan meetups, or charitable activities supported by Coach throughout the collaboration. Maintaining active relationship with customers and spreading information about product collections in the media must also be prioritized so that people can stay up to date on Coach news. Displaying periodic product cooperation video, product launch countdowns, and special offers notifications to customers,

for example. Sixth, brand involvement is an important factor in our study. To preserve and improve these indications, establish a design that is not boring or timeless, so that customers may continue to use it even after years have passed. In order to further develop brand engagement, a platform that encourages customers to evaluate or express their thoughts of Coach communications might be provided. Reposting customer review submissions, for example, or displaying a slideshow of customer images posing with Coach merchandise at Coach locations. In addition to making consumers happy, customisation services may be supplied to clients without a minimum spending requirement, particularly at the Medan branch. Second, communicate the functions and specifics of each design so that buyers understand which items may meet their demands, and produce designs that perform according to their needs while being lightweight. For example, a professor need a bag large enough to hold a laptop, everyday equipment (wallet, smartphone, etc.), and other personal items. Aside from having adequate room to satisfy their demands, the design and material of a quality bag will make the bag endure longer, reducing the need for the lecturer to change the bag on a regular basis. Coach can give greater product quality assurance in the form of a 2-year claim guarantee, in addition to maintaining quality. Seventh, customer loyalty is an important factor in our study. Improve these indicators by running a loyalty program for Coach customers, such as offering prizes such as items or discounts to customers who refer their friends to purchase, and by presenting a Coach customer service branch in Medan for repair or cleaning services. Another suggestion is to re-collaborate with Selena Gomez and increase the services supplied to clients, such as lifelong leather maintenance services. , repair services at no extra cost and in a timely manner at the Medan branch, discounts on special cleaning products for specific materials (product care), as well as maintaining quality and expanding customization services where, in addition to offering custom name tags and pictures, Coach can provide discussion forums or an event whose purpose is to gather ideas from customers, which will then be selected and designed to become exclusive Coach products.

Suggestions for further study

It is hoped that future study would include a variety of models and objects in order to obtain more broad conclusions about the variables that drive customer loyalty. Further research is expected to be able to complement the variables already present in this study in order to further our understanding of the factors that influence customer loyalty, such as the addition of variables, self-brand connection, perceived brand quality, brand interactivity, word of mouth, or other variables. Additional study can be conducted by connecting the characteristics that influence customer loyalty based on income level, age, and gender. Future research can also be carried out by growing the number of respondents who will be investigated, or by doing research in a different area than the current research, in order to provide a more comprehensive picture of customer loyalty.

References

- Adzimatollah, R., Wibowo, L., & Lisnawati. (2019). Ekspektasi Pelanggan Media Sosial: Brand Engagement dalam Mempertahankan Customer Loyalty. *Journal of Business Management Education / Volume 4, Number 2, September 2019, page. 18-23.*
- Arora, N., Prashar, S., Parsad, C., & Vijay, T. (2019). MEDIATING ROLE OF CONSUMER INVOLVEMENT BETWEEN CELEBRITY ENDORSEMENT AND CONSUMER EVALUATION: COMPARATIVE STUDY OF HIGH AND LOW INVOLVEMENT PRODUCT. *Asian Academy of Management Journal, Vol. 24, No. 2, 113-142, 2019.*
- Bernazzani, S. (2018, 12 13). *Customer Loyalty: The Ultimate Guide*. Retrieved from World Wide Web: <https://blog.hubspot.com/service/customer-loyalty>
- Brown, Z., & Tiggemann, M. (2016). Attractive celebrity and peer images on Instagram: Effect on women's mood and body image. *Body Image 19 (2016) 37-43.*

- Bush, A. J., Martin, C. A., & Bush, V. D. (2004). Sports Celebrity Influence on the Behavioral Intentions of Generation Y. *Journal of Advertising Research*.
- Chen, X., Li, W., & Joo, D. (2021). Literary celebrity, tourists' self-destination connection, and brand engagement: Based on a marketing perspective of celebrity endorsement effects. *Journal of Hospitality and Tourism Management* 48 (2021) 230–239.
- Choi, S. M., & Rifon, N. J. (2012). It Is a Match: The Impact of Congruence between Celebrity Image and Consumer Ideal Self on Endorsement Effectiveness. *Psychology and Marketing* 29(9), 6390650.
- Coach Story . (n.d.). Retrieved from Coach: <https://id.coach.com/coach-story>
- Dehghan, A., & Shahin, A. (2011). Customer Loyalty Assessment. A Case Study in Maddiran, the Distributor of LG Electronics in Iran. *Business Management and Strategy, Vol. 2, No. 1: E2, p.p. 1-23*.
- Drysdale, J. (2021, 7 22). *How Selena Gomez's Passion for Diversity Led to Her Most Inspiring Projects Yet*. Retrieved from ET Online: <https://www.etonline.com/how-selena-gomez-s-passion-for-diversity-led-to-her-most-inspiring-projects-yet-153664>
- Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact. *Journal of Retailing and Consumer Services* 24 (2015)100–109.
- Effani, A. M. (2020, January 27). *Arti Trendsetter, Apa Bedanya dengan Influencer yang Sering Diucapkan di Media Sosial*. Retrieved from TribunSumsel.com: <https://sumsel.tribunnews.com/2020/01/27/arti-trendsetter-apa-bedanya-dengan-influencer-yang-sering-diucapkan-di-media-sosial>
- Ferdinand. (2002). *Metode Penelitian Manajemen: Pedoman penelitian untuk Skripsi, Tesis, dan Desertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fleck, N., & Korchia, M. (2015). Celebrities in advertising: looking for congruence or for likability?
- Frates, C. (n.d.). *Selena Gomez Biography*. Retrieved from IMDb: <https://www.imdb.com/name/nm1411125/bio>
- Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Department of Management, LeBow College of Business, Drexel University, 101 N. 33rd St/Academic Building, Philadelphia,.*
- George, K. (2015, August 6). *Coach Pups: Ariana Grande's puppy is the latest star of the campaign* . Retrieved from marie france asia : <https://www.mariefranceasia.com/fashion/latest-news/new-campaigns/coach-pups-ariana-grandes-puppy-star-coach-campaign-117383.html#item=1>
- Ghozali, I. (2004). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Diponegoro.
- Hair, J. F., & et al. (2007). *Multivariate Data Analysis 6th Edition*. New Jersey: Pearson Education Inc.
- Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2006). *Multivariate Data Analysis Sixth Edition*. New Jersey: Pearson Prentice Hall.
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2017). Customer engagement and the relationship between involvement. *Journal of Business Research*.
- Hatta, H., & Adreanus, R. (2019). Pengaruh Influencer, Membership Program, dan Instagram Ads Terhadap Minat Pembelian Ulang Customer Brand Coach. *Journal of Entrepreneurship, Management, and Industry (JEMI)*.
- Ilieska, K. (2013). Customer Satisfaction Index - as a Base for Strategic Marketing Management. *University "St Kliment Ohridski"–Bitola, Faculty of Economics-Prilep, Gjorce Petrov bb, 7500 Prilep, Macedonia*.
- Indonesia, C. (2019, 2 23). *Modis, Yoona SNSD Dipilih Jadi Brand Ambassador Michael Kors*. Retrieved from CNN Indonesia: <https://www.cnnindonesia.com/gaya-hidup/20190219170503-277-370756/modis-yoona-snsd-dipilih-jadi-brand-ambassador-michael-kors>
- Khadka, K., & Maharjan, S. (2017). CUSTOMER SATISFACTION AND CUSTOMER LOYALTY Case Trivsel Städtjänster (Trivsel siivouspalvelut). *CENTRIA UNIVERSITY OF APPLIED SCIENCES Business Management*.
- Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate. *International Journal of Hospitality Management*.
- Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management* 37 (2014) 131– 145.

- Kim, S., & Kim, S. (2017). Perceived values of TV drama , audience involvement , and behavioral intention in film tourism. *Journal of Travel & Tourism Marketing*, 1–14.
- Kim, S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management* 37 (2014) 131– 145.
- Kotler, P. (2011). *Manajemen Pemasaran di Indonesia*. Jakarta: Salemba Empat.
- Kotler, P., Hayes, Thomas, & Bloom, P. (2002). *Marketing Professional Service*, Prentice Hall International Press.
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences* 2017, Vol. 7, No. 4 ISSN: 2222-6990.
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences* 2017, Vol. 7, No. 4 ISSN: 2222-6990.
- Memahami Sukuk Ritel sebagai Investasi Syariah. (2022). Retrieved from CIMB NIAGA: <https://www.cimbniaga.co.id/id/inspirasi/investasi/memahami-sukuk-ritel-sebagai-investasi-syariah>
- Mengenal Sukuk Instrumen Investasi Berbasis Syariah. (n.d.). Jakarta: Direktorat Pembiayaan Syariah.
- Najib H.A, S. F., Daud, I., & Rosa, A. (2019). PENGARUH TRUSTWORTHINESS, EXPERTISE DAN ATTRACTIVENESS CELEBRITY ENDORSER INTENTION PRODUK HIJAB (Studi Kasus pada Akun Instagram @gitasav). *Manajemen Fakultas Ekonomi, Universitas Sriwijaya*.
- Ningsih, T. S., & Putri, S. L. (2020). Pengaruh Celebrity Endorser Terhadap Keputusan Pembelian (Studi Pada Produk Erigo Melalui Instagram). *Jurnal Ekonomi dan Bisnis Dharma Andalas Volume 22 No 2, Juli 2020*.
- Oetarjo, M., & Prastyo, H. (2017). Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Pt. Roman Ceramic International Di Mojokerto. *Jurnal Bisnis, Manajemen & Perbankan*, 35-51.
- Ohanian, R. (2013). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19:3, 39-52,.
- Parwati, K. Y., Rohman, F., & Puspaningrum, A. (2020). The effect of self-congruity and celebrity endorsement on brand loyalty with brand attitude as a mediation variable. *Faculty of Economics and Business, Universitas Brawijaya*.
- Priyanto. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian Dengan SPSS*. Yogyakarta: Gava Media.
- Pureklolong, F. (2017). Pengaruh Kepuasan terhadap Loyalitas Konsumen Studi Kasus pada Sipink Tatto Studio Yogyakarta. *Program Studi Manajemen Jurusan Manajemen Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta*.
- Rizqi, G. (2020, 10 3). *Mengenal Lini Rare Beauty Milik Selena Gomez*. Retrieved from elle.co.id: <https://elle.co.id/beauty/mengenal-lini-rare-beauty-milik-selena-gomez/>
- Santoso, S. (1999). *SPSS: Buku Latihan SPSS Statistik Parametrik*. Jakarta: Elex Media Komputindo.
- Santoso, S. (2000). *SPSS: Mengolah Data Statistik Secara Profesional*. Jakarta: Elex Media Komputindo.
- Santoso, S. (2006). *Buku Latihan SPSS untuk Statistik Parametrik*. Jakarta: Elex Media Komputindo.
- Santoso, S. (2009). *Panduan Lengkap Menguasai Statistik dengan SPSS 17*. Jakarta: Elex Media Komputindo.
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement. *Jurnal Manajemen & Kewirausahaan Vol. 9, No. 2, 2021 : 163-172*.
- Sekaran, U. (2003). *Research Methods for Business : A Skill Building Approach 2nd Edition*. New York: John Wiley and Son.
- Solid the history of the New York brand Coach, which has attracted celebrities around the world!* (2020, June 1). Retrieved from Buysell brandchée: <https://brandchee.com/en/blogs/column/history-of-the-coach>
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *EUROPEAN JOURNAL OF MARKETING*.

- Sugiyono, P. D. (2017). *Metode Penelitian Kebijakan Pendekatan Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Evaluasi*. Bandung: Alfabeta.
- Sunyoto, S. (2011). *Analisis Regresi dan Uji Hipotesis*. Yogyakarta: Caps.
- Verriana, R., & Anshori, M. (2017). Pengaruh Kualitas Layanan (Service Quality) Terhadap Loyalitas Melalui Kepuasan Pada Mahasiswa Universitas Nu Surabaya. *Accounting And Management Journal*, 63-79.
- Widiawaty. (2015). Pengaruh Brand Familiarity terhadap Purchase Intention melalui Brand Fit pada Hotel Mulia Jakarta. *Jurnal Manajemen dan Pemasaran Jasa Volume 8, No. 2 Tahun 2015*.
- Wijaya, T. (2009). *Analisis Structural Equation Modeling Menggunakan AMOS*. Jogjakarta: Universitas Atmajaya Jogjakarta.
- Yawas, U., Babakus, E., Deitz, G. D., & Jha, S. (2014). Correlates of customer loyalty to financial institutions: A case study. *Journal of Consumer Marketing*, 31(3), 218-227.

Cite this article:

Tiffany, Ronald & Amelia (2023). Analysis of the Effect of Trustworthiness, Congruence, Expertise, Familiarity, Brand Involvement, Brand Engagement towards Customer Loyalty for Coach x Selena Gomez Customers in Medan (2022). *International Journal of Science and Business*, 18(1), 135-152. doi: <https://doi.org/10.5281/zenodo.7578188>

Retrieved from <http://ijsab.com/wp-content/uploads/2032.pdf>

Published by

