EFFECT OF CAUSE BRAND FIT ON BRAND LOYALTY THROUGH MORAL JUDGMENT ON AQUA CONSUMERS IN SURABAYA

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ABSTRACT
   This study aims to determine the effect of cause brand fit on brand loyalty and moral judgment. This research was conducted on consumers of AQUA brand drinking water products in the city of Surabaya using purposive sampling technique with the criteria of AQUA mineral water consumers who know the AQUA 1 to 10 social program. To test the hypothesis, the Amos 50 structural model is used. The results show that the cause of brand fit has a significant effect on brand loyalty, moral judgment has no significant effect on the cause of brand fit. Brand loyalty has a significant effect on moral judgment.

Keywords: *cause brand fit; moral judgment; brand loyalty*

INTRODUCTION

Companies are competing to get loyal customers because loyal customers provide benefits for the company. The advantages that can be obtained from loyal customers include if the company gets a lot of loyal customers, it will be safe or not easily shaken because any product sold by the company will have consumers. Loyal customers can also get the profit because it does not need to pay for the cost of acquisition of the magnitude acquisitions 100 times compared with the cost of customer retention (retention) (Gupta et al. 2006).

Brand loyalty referred to in this study is the consistent behaviours of customers to buy the same product brand or service category where a customer has a positive attitude towards a brand, has a commitment to the brand, and intends to buy the same branded product in the future (Aaker et al., 1990; Gray, 2000). Intention to buy is one indicator in measuring consumer loyalty to the brand of a product. Event cause related marketing has been conceived to be used as a differentiation strategy of the company. Loyal customers can be obtained from the right CRM strategy, one of which is by adjusting the brand to cause (cause brand fit). The cause of brand fit referred to in this study is the customer's assessment of the suitability, relevance, and accuracy between social activities and company products. Congruence between brand and social activity plays an important role in purchase intention. The choice of buying behaviours if the social activity has a high suitability, customers are willing and have a desire to buy products related to social activities and are less sensitive to the characteristics of the product itself.

Becker-Olsen et al. (2006) determine the degree of congruence between brands and social activities has a high degree when both brands and social activities are considered congruent (goes together) it can be related to the suitability that comes from the mission, product, market, technology, attributes, brand concept or other importantmatters. Cause-brand inconsistency pairs can also be a problem. Customers can become confused with the brand's signals when developing brand with inconsistent causes (Erden and Swati 1998; Stahilevits, 1998). Moral Judgment as an attitude characterized by distrust of an unstable company's motives for using Cause-Brand Fit as a marketing practice. The selection of mineral water food products because it is one of the favourite drinks in hot air cities so that the respondents selected in this study are the people of the city of Surabaya. Respondents are people who are at least 18 years old, have bought and consumed any brand of mineral water. In addition, there is currently an interesting phenomenon, namely the increasing public preference for mineral water products, this is because there are more and more new brands of mineral water being offered on the market.

The product selected in this research is mineral water product with the brand AQUA. In the One for Ten program, consumers can contribute in an easy way, where for every 1 litter of AQUA consumed, AQUA will provide 10 litters of clean water for people in need.
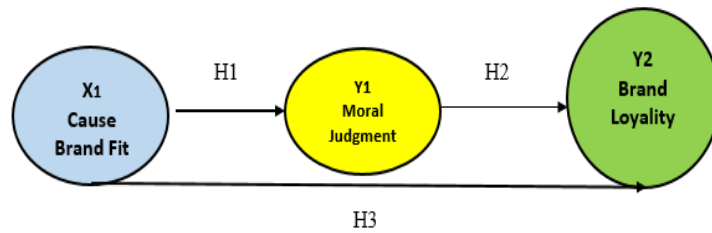
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Figure 1
Conceptual Model

METHOD
Population And Sample
This research was conducted on the population of respondents who are consumers of AQUA brand mineral water in the city of Surabaya. And the sample technique uses a purposive sample, namely with the criteria of AQUA mineral water consumers who know the AQUA 1 to 10 social program.

Tabel 1
Measurement

			Estimate	S.E.	C.R.	P	Label
Moral Judgement	←	Cause_Brand_Fit	,022	,290	,076	,940	par_20
Loyality	←	Moral Judgement	,194	,087	2,214	,027	par_3
Loyality	←	Cause_Brand_Fit	,622	,113	5,513	***	par_25
CBF3	←	Cause_Brand_Fit	1,000				
CBF2	←	Cause_Brand_Fit	1,040	,135	7,705	***	par_8
CBF1	←	Cause_Brand_Fit	1,123	,142	7,886	***	par_9
M4	←	Moral Judgement	1,000				
M3	←	Moral Judgement	1,398	,167	8,368	***	par_12
M2	←	Moral Judgement	1,117	,145	7,695	***	par_13
M1	←	Moral Judgement	,759	,112	6,764	***	par_14
L1	←	Loyalitas	1,000				
L2	←	Loyalitas	1,200	,122	9,838	***	par_17
L3	←	Loyalitas	,979	,116	8,408	***	par_18
L4	←	Loyalitas	,709	,105	6,723	***	par_19

Source: processed data

Table 2
Construct Reliablity

Variabel	(Σstd.loading)	(Σstd.loading)^2	Σerror	Construct reliability
Cause brand fit	2,003	4,012	1,662	0,707
Moral Judgment	2,748	7,552	2,076	0,784
Loyalitas merek	2,721	7,404	2,107	0,778

Source: processed data

Cause brand fit that referred to in the study this is the respondent assessment of the appropriateness of the benefits, the target program and the program slogan social with their products. This variable is measured by three indicators, namely suitability of benefit, suitability of targets, suability of slogans.

This moral judgment variable is assessed by four indicators, namely the opportunity to transfer roles, socio-cognitive conflict, religion, disposition. Brand loyalty with indicators that are used to measure this variable is saying things are positive to the other, intense to buy, in future will come to buy, a right still choose though the price is more expensive.

Analysis Techniques

After going through the and reliability tests to test the effect of these variables will be performed using SEM (Structural Equation Model) Amos 50. The techniques of statistics that allow testing of a series of relationships that are relatively complicated in simultaneously.

Table 3
AMOS Processing Result

			Estimate	S.E.	C.R.	P
Moral Judgement	←	Cause_Brand_Fit	,022	,290	,076	,940
Loyality	←	Moral Judgement	,194	,087	2,214	,027
Loyality	←	Cause_Brand_Fit	,622	,113	5,513	***

Source: processed data

DISCUSSION

The magnitude of the influence between variables is done by looking at the estimate value in each path. The greater the value of estimate, indicating that the greater the influence between one variable and another variable. The effect of Cause Brand fit on Moral Judgment on the magnitude of the CR value calculated for the cause brand fit variable on moral judgment is 0.076 with a significant level of 0.940. The significant level of 0.940 indicates that it is above the standard level of significance that is > 0.05, so it can be said that cause brand fit does not have a significant effect on moral judgment . And on the effect of Moral Judgment on Brand Loyalty, the magnitude of the CR value calculated for the moral judgment variable on brand loyalty is 2.214 with a significant level of 0.027. The significant level of 0.027 indicates that it is below the standard level of significance which is < 0.05 , so it can be said that moral judgment has a significant influence on brand loyalty . Likewise, the effect of Cause Brand fit on Brand Loyalty , the magnitude of the CR value calculated for the cause brand fit variable on brand loyalty is 5.513 with a significant level of 0.000. The significant level of 0.000 indicates that it is below the standard level of significance, which is <0.05, it can be said that cause brand fit has a significant influence on brand loyalty.

Conclusion

Based on the results of the analysis and discussion conducted, this study concludes as follows:
1. Cause brand fit no significant effect on moral judgment.
2. Moral judgments have a significant effect on brand loyalty.
3. Cause brand fit significant effect on brand loyalty

Results are consistent with research conducted by Hou (2008) revealed that the fit between the brand and social activities play an important role in purchase intention. According to Park (1996) there is no doubt that the congruence between brands and social activities in cause-related marketing has a significant impact on the choice of buying behaviours if the social activity has a high match, customers are willing and have the desire to buy products related to social activities and less sensitive to the characteristics of the product itself. Intention to buy is one indicator in measuring customer loyalty to the brand of a product. If the customer gets a match between the brand and social activities (high cause brand fit), then the customer will be supportive of cause related marketing activities and are willing to make a purchase, make a commitment to be loyal and even willing to recommend the brand to other customers. And vice versa, if the perceived suitability is low, the customer will develop a negative perception of the cause related marketing activity , resulting in the customer not being loyal to the brand.

Limitations And Recommendations For Further Research

Suggestions for further research directions are the hypotheses in this research is one not significant. However, further research should study more broadly by adding altruistic value and trust in brand variables to this research. So this research will have a major contribution to the empirical and academic world

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