Exploring Antecedents to Customer Citizenship Behaviour: A Proposed Model

Halim Dwi Putra[a], [a]English Department Politeknik Negeri Bengkalis Jl. Bathin Alam, Sungai Alam Bengkalis Riau – 28711- Indonesia, Email: [a]halim@polbeng.ac.id

The primary goal of this article is to present a conceptual model that explains antecedents to customer citizenship behaviour. Brand experience, brand love, brand trust and brand commitment are antecedents that affect consumer citizenship behaviour when using mobile wallets in Indonesia. This research is part of the author's dissertation for doctoral studies at Brawijaya University. It is planned to study as many as 450 people throughout Indonesia using the Machin formula because the diversity of respondents is not yet understood with any certainty.

Key words: *Antecedents, Customer citizenship behaviour, Machin formula, Brand experience, Mobile wallets.*

Introduction

Customer citizenship behaviour (CCB) is a new concept that can support companies in the field of product marketing. CCB can also assist the formation of long-term relationships between companies and consumers that involve feelings (brand love), trust (brand trust) and brand commitment based on previous customer experience (brand experience). According to Jaydeep and Kasatria (2015), CCB is individual behaviour that is willing to help, recommend to other customers and provide feedback to the company. CCB can influence the behaviour of Indonesian people with regard to the success of the National Non-Cash Movement (GNNT).

CCB behaviour occurs through positive information exchange in the community known as social exchange theory (Blau, 1964). According to this theory, if one party benefits from the other party then it will in turn provide benefits to the other. This behaviour occurs because of an antecedent, namely positive information that causes responses, which in turn forward information back to the other party. This is known as the theory of reasoned action.

Mobile wallets support GNNT in Indonesia towards an Industry 4.0 model of technology. The mobile wallet is a technology product that provides convenience for customers in transactions and other forms of financial services. The development of the mobile wallet in Indonesia began in 2007, with the t cash mobile wallet introduced as the first e-money in Indonesia developed by Indonesian telecommunications companies; this process continued in 2008 with Dompetku products, in 2012 in the form of Xl Cash and in mid-2012 with the Cimb mobile account. In 2013, the existence of BBM money was continued by Mandiri Ecash, in 2014 with Uangku products, in 2015 with Sakuku, in 2016 with the advent of Gopay and in 2017 through a product called OVO.

The aim of this research was to determine the main influences on customer citizenship behaviour influenced by brand experience, brand love, brand trust and brand commitment on existing mobile wallet products in Indonesia. The research used an online survey with 420 respondents. The Machin formula was chosen because the number of mobile wallet users in Indonesia is unknown. The principal purpose of this article is to recommend a conceptual version that illustrates the impact of antecedent customer citizenship behaviour on the relationship between brand experience, brand love, brand trust and brand commitment.

This research was carried out in all regions in Indonesia because the use of mobile wallet transactions has now spread throughout the country (http://www.liputan6.com). This research was conducted using an online survey with the goal of reaching all respondents in Indonesia in a borderless way. Evan and Mathur (2015) state that online surveys are a tool to reach respondents in a borderless way, and that they also create comfort, convenience and security of respondent data. The unit of analysis in this study is the individual. This research is a sample research. The population used in this study is all mobile users in Indonesia. The characteristics of the study population are as follows:
1. Respondents are Indonesian citizens who have used Mobile as a transaction tool. This is in accordance with previous research on brand experience by Huang (2017), which states that to examine brand experience it is necessary to look for respondents who have used the product.
2. The respondents in this study were men and women aged between 18 and 30 years because this age group tends to emphasise diversity, experience, lifestyle and brand values more than other age groups (Nusair et al., 2011). The 18–30 years age group has long been the target of companies that want to grow by maintaining company and customer relationships that involve emotions or feelings towards the brand (Bush et al., 2004)

The population of this study is not known with certainty, as sampling frames could not be arranged at the proposal stage. The difficulty of compiling the sampling frame causes this

study to be unable to use random sampling techniques; therefore a non-random sampling technique was selected. The sample size in this study was determined using Machin and Campbell's (1989) formula, as the study population is unknown. The formula for calculating the number of samples is as follows:

The first iteration formula:

$$U\rho = \frac{1}{2}\ln\left(\frac{1+\rho}{1-\rho}\right)$$

$$n = \frac{[Z(1-\propto)+Z(1-\beta)]2}{U\rho^2}$$

The second iteration formula:

$$U\rho = \frac{1}{2}\ln\left(\frac{1+\rho}{1-\rho}\right)+\left(\frac{\rho}{2(n-1)}\right)$$

$U\rho$ = standardized normal random variable corresponding to particular value of the correlation coefficient P

$Z1-\alpha$ = Constants obtained from normal distribution tables with a predetermined α

$Z1-\beta$ = Constants obtained from normal distribution tables with β that have been determined

 P = estimated price correlation coefficient

Based on the consideration that the lowest p value is estimated to be p = 30, then α = 0,0005 (Z1–α = 3.9205) in two-way measurements and β = 0.0025 (Z1–β = 2.8070). Based on this formula, the sample taken was 420 respondents. The calculation can be seen below:

Up = 1/2 In ((1 + 0.3) / (1–0.3)) = 0.30951960\
The first iteration formula:

$$n = \frac{(3,9205+2,807)^2}{(0,30951960)^2} + 3 = 419,410029$$

(1) To calculate the second iteration, look for it first

$$U^2\rho = \frac{1}{2}\ln\left(\frac{1+0,3}{1-0,3}\right) + \frac{0,3}{2(419-1)} = 0,31021$$

The second iteration formula:

$$n = \frac{(3,9205+2,8070)^2}{(0,31021)^2} + 3 = 419,123$$

49

The calculation using the Machin formula above shows that the result of the first iteration is 419.4 and the result of the second iteration is 419.1. In this study, the biggest iteration is 419.4 rounded up, so the sample of this study is 420.

The sampling technique used in this study was purposive sampling, which is the method of determining samples based on certain criteria. The intended sample is in accordance with the requirements or source of data needed in research. Sample requirements or criteria refer to the target population or target.

The sampling technique is done online with the stages of online sampling as follows: (1) entering into social media that is often used by Indonesian people, such as YouTube, Facebook, WhatsApp, Instagram, LINE and Twitter (www.nataconnexindo.com); 2. entering regional or provincial communities in social media such as buying and selling East Java, Central Java, etc.; (3) providing online questionnaire links to these social media; (4) collecting respondents' data online; the overlap data of respondents can be overcome by looking back at the identity of existing respondents.

This is survey research, so the data used are primary data from respondents, namely consumers who are mobile wallet users in Indonesia.

The instrument used to retrieve data in this study was a questionnaire, which was prepared to make it relevant to the data needed by researchers. It contained a number of written questions that were closed in nature and asked for consumer responses or perceptions about indicators related to brand experience, brand love, brand trust, brand commitment and customer citizenship behaviour. The primary data-collection steps for this study were as follows: (1) arranging a research questionnaire covering the characteristics of respondents and items for each research variable based on Sugiyono (2011); (2) conducting a research instrument test that included validity and reliability tests by distributing questionnaires to 30 respondents (Sugiyono, 2011); (3) after ascertaining that the research instruments were valid and reliable, continuing to distribute questionnaires to a total of 420 respondents; (4) participants filling out the questionnaire online via social media.

The aim of this analysis was to test the research hypothesis from the sample data obtained. The inferential statistical technique used was the Structural Equation Modeling (SEM) technique, a statistical modeling technique that is very common and is widely used in various sciences. SEM analyses the causality relationship between indicator variables and other construct variables. One tool for analysing structural models is the Partial Least Square (PLS) method.

According to Monecke and Leisch (2012), SEM uses PLS, which consists of three components: structural models, measurement models and weighting schemes. This third part is a special feature of SEM with PLS and is not present in SEM, which is covariant based.

SEM using PLS uses a model of relationships between variables that are recursive (unidirectional) only. This is the same as the path analysis model but different from the covariance-based SEM, which also allows the occurrence of non-recursive relationships.

The purpose of SEM with PLS is to predict and develop theories. This is different from SEM-based covariance, which is intended to test existing theories and confirmations. In addition, PLS SEM is also used to predict endogenous latent variables or identify the main variables if the research is exploratory research or an extension of an existing structural theory.

According to Hair, Ringle and Sarstedt (2011), SEM with PLS has the following characteristics:

1. SEM with PLS makes estimation of 'loadings' of manifest/indicator variables for exogenous latent variables based on predictions of endogenous latent variables not based on variants that are shared between manifest/indicator variables on the same latent variables as those that occur on SEM-based covariance. Thus 'loadings' are contributors to the path coefficient.
2. SEM with PLS offers acceptable results for measurement models where the relationship of structural models is not significant.
3. Conceptually the use of SEM with PLS is the same as the use of multiple linear regression, that is, maximising the variance explained in endogenous latent variables (dependent variable) by adding value to the data based on the characteristics of the measurement model.
4. SEM users with PLS researchers named the reflective measurement model as Model A while the format measurement model was named Model B.

Literature Review
Brand Experience and Customer Citizenship Behaviour

Sidi and Shaari's (2017) research explores customer citizenship behaviour (CCB) and the role of brand experience and brand community commitment among automobile online brand communities in Malaysia. Respondents were 273 car users with a purposive sampling technique. A 1–7 point Likert scale was used. The brand experience measurement was taken from Brakus et al. (2009) consisted of eight items; brand community commitment (Algesheimer et al., 2005, Jang, Olfman, Ko, Koh and Kim 2008 and Garbarino and Johnson 1999) was measured with six items; and CCB measurements were taken from Groth, (2005) consisted of three dimensions (helping behaviours, service firm facilitation and

recommendations). The result of this study is that there is a significant positive influence of brand experience on CCB with t value of 3.12 and a significant positive effect of brand experience on brand commitment with t value of 10.72.

For this study, brand experience reference measurements from research by Dwivedi et al. (2018) were used due to this being the latest research and in accordance with the characteristics of the object of this study.

> Proposition 1: Brand experience is significantly related to customer citizenship behaviour.

Brand Love, Brand Trust and Customer Citizenship Behaviour

Sidi and Shaari (2017) examined the effect of brand trust and customer citizenship behaviour and examined the effect of brand love and customer citizenship behaviour on car consumers in Malaysia. There were 172 respondents with purposive sampling technique and a 1–7 point Likert scale. The study showed the positive influence of brand trust on customer citizenship behaviour as well as the positive influence of brand love on customer citizenship behaviour. Measurement of brand trust variables taken from Delgado-Ballester (2004) consisted of eight items, measurement of brand love from Carrol and Ahuvia (2006) consisted of eight items and CCB measurements taken from Groth 2005 consisted of three dimensions (helping behaviours, service firm facilitation and recommendations).

For this study, reference measurements of brand love from research Carroll *and* Ahuvia (2006) were used consisting of six item and brand trust from He, Li and Harris (2012) consisting of four items.

> Proposition 2: Brand love is significantly related to customer citizenship behaviour.

> Proposition 3: Brand trust is significantly related to customer citizenship behaviour..

Brand Commitment and Customer Citizenship Behaviour

Erkmen and Hancer (2014) studied the behaviours of airline employees, discussing brand trust, brand commitment and citizenship behaviour at airlines in the United States. A total of 523 aircraft employees were surveyed using a purposive sampling technique with a 1–7 point Likert scale. The measurement of brand commitment variable is taken from Kimpakorn and Tocquer (2010), consisting of two dimensions, while brand trust is taken from Chaudhuri and Holbrook (2002), consisting of four items. The results of this study found brand trust towards positive brand commitment, brand commitment to positive brand trust, brand trust towards positive citizenship behaviour, brand trust towards positive citizenship behaviour through

brand commitment, brand commitment to positive citizenship behaviour, and brand commitment to positive brand citizenship behaviour and brand trust.

Measurement of the brand commitment variable was taken from Kimpakorn and Tocquer, (2010) and this study uses references from Jaydeep and Kataria (2015) because it is in accordance with the characteristics of the object of the research.

Proposition 4: Brand commitment is significantly related to customer citizenship behaviour.
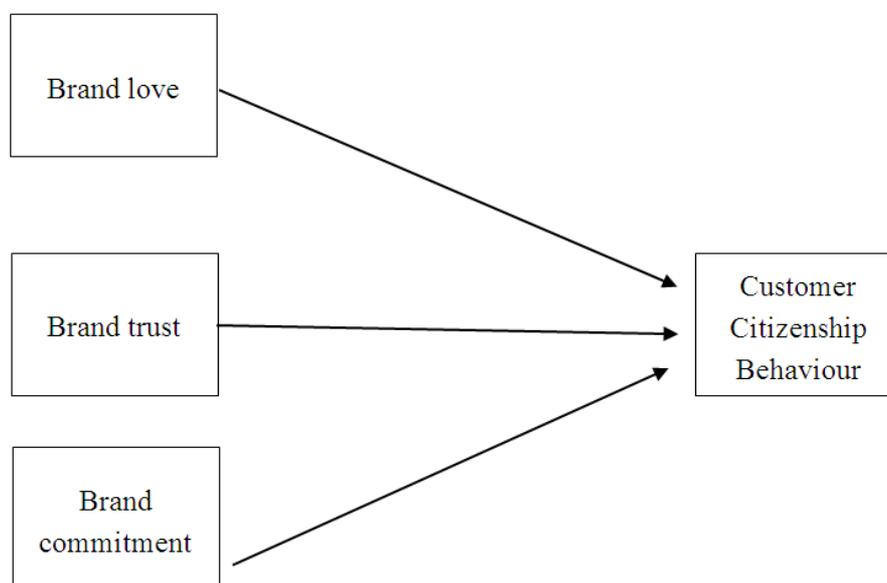

Figure 1. Conceptual model of the study

Conclusions

The main purpose of this article was to propose a conceptual model that illustrated the impact of the antecedent behaviours of customer citizenship on the relationship between brand experience, brand love, brand trust and brand commitment. While existing research has looked into the direct relationship between customer citizenship behaviour and brand experience, brand love, brand trust and brand commitment, previous findings have suggested the need for further research because there are contradictory results in studies of the relationship between these antecedents. To bridge the gap in the literature, this article has proposed the introduction of antecedent variables. Its main contribution therefore lies in the antecedent behaviours of citizens, which will form the focus as the author's final dissertation project Brawijaya University.

REFERENCES

Alba *and* Hutchinson . (2003). Dimensions of consumer expertise. *Journal of Marketing*, 13(4): 411 – 454.

Albert, Noel *and* Merunka, D. (2013). The role of brand love in consumer-brand relationships, *Journal of Consumer Marketing,* Vol. 30 Issue: 3, pp. 258-266, doi: 10.1108/07363761311328928

Algesheimer, Utpal M. Dholakia, & Andreas Herrmann The Social Influence of Brand Community: Evidence from European Car Clubs, Journal of Marketing, Vol. 69 (July 2005), 19–34

Anaza *and* Zhao. (2013). Encounter-based antecedents of e-consumer citizenship behaviours. *Journal of Services Marketing*, 27(2), 130-140

Balaji. (2014). Managing consumer citizenship behaviour: A relationship perspective. *Journal of Strategic Marketing*, 22(3), 222-239.

Bartikowski *and* Walsh. (2011). Investigating mediators between corporate reputation and customer citizenship behaviours. *Journal of Business Research*, 64(1), 39-44.

Batra, Ahuvia, *and* Bagozzi. (2012). Brand love. *Journal of Marketing*, 76(2), 1-16.

Bettencourt. (1997). Customer voluntary performance: customers as partners in service delivery. *J. Retail.* 73 (3), 383e406.

Bıçakcıoğlu, Nilay, İpek, Ilayda *and* Bayraktaroğlu Gül. (2016). Antecedents and outcomes of brand love: the mediating role of brand loyalty, *Journal of Marketing Communications*, DOI: 10.1080/13527266.2016.1244108

Blau. (1964). Exchange and Power in Social Life, Wiley, New York, NY.

Bove, Pervan, Beatty *and* Shiu. (2009). Service worker role in encouraging consumer organizational citizenship behaviors, *Journal of Business Research*, vol. 62, no. 7, pp. 698-705

Brakus, Schmitt *and* Zarantonello. (2009), 'Brand experience: what is it? how is it measured? does it affect loyalty?', *Journal of Marketing,* Vol. 73 No. 3, pp. 52-68

Brakus, Schmitt *and* Zarantonello. (2009), 'Brand experience: what is it? how is it measured? does it affect loyalty?', *Journal of Marketing,* Vol. 73 No. 3, pp. 52-68

Brakus, Schmitt, *and* Zhang. (2008). Experiential Attributes and Consumer Judgments*,' in Handbook on Brand and Experience Management,* Bernd H. Schmitt and David Rogers, eds. Northampton, MA: Edward Elgar.

Brakus, Schmitt, *and* Zhang. (2008). Experiential Attributes and Consumer Judgments*,' in Handbook on Brand and Experience Management,* Bernd H. Schmitt and David Rogers, eds. Northampton, MA: Edward Elgar.

Brakus. (2009). Brand experience: what is it? How is It measured? Does it affect loyalty?. *Journal of marketing*,73(3), 52-68

Brakus. (2009). Brand experience: what is it? How is It measured? Does it affect loyalty?. *Journal of marketing*,73(3), 52-68

Cari *and* Cova (2003). Consuming Experience, pp. 34−47. London: Routledge. Baldock, J.

Carroll *and* Ahuvia. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, 17(2), 79-89

Carroll *and* Ahuvia. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, 17(2), 79-89

Chaudhuri *and* Holbrook. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.

Chaudhuri *and* Holbrook. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.

Chen, Chen, *and* Farn (2010). Exploring determinants of citizenship behaviour on virtual communities of consumption: The perspective of social exchange theory. *International Journal of Electronic Business Management,* 8(3), 195.

Chinomona, Richard (2013). The Influence Of Brand Experience On Brand Satisfaction, Trust And Attachment In South Africa*. International Business & Economics Research Journal* – October 2013 Volume 12, Number 10 DOI: 10.19030/iber.v12i10.8138

Cooper *and* Schindler. (2006). Metode Riset Bisnis. Volume 2, Edisi 9. Penerbit PT Media Global Edukasi. Jakarta.

Delgado-ballester. (2003). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European Journal of Marketing*, 38(5/6), 573-592

Delgado-ballester. (2003). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European Journal of Marketing*, 38(5/6), 573-592

Dwivedi, A., Nayeem, T *and* Murshed F. (2018). Brand experience and consumers' willingness-to-pay (WTP) a price premium: mediating role of brand credibility and perceived uniqueness. Journal of Retailing and Consumer Services https://doi.org/10.1016/j.jretconser.2018.06.009.

El Naggar, R.A.A. and Bendary, N. (2017). The Impact of Experience and Brand trust on Brand loyalty, while considering the mediating effect of brand Equity dimensions, an empirical study on mobile operator subscribers in Egypt. *Business and Management Review,* Volume 9 Number 2 November 2017 Conference proceedings of the Academy of Business and Retail Management (ABRM)

Erdem, T. and Swait, J. (1998). Brand Equity as a signalling phenomenon. *Journal of Consumer Psychology*. 7 (April), pp. 131- 157.

Erkmen, Ezgi *and* Hancer, Murat (2014). Linking brand commitment and brand citizenship behaviours of airline employees: 'The role of Trust. *Journal of Air Transport Management xxx1e8. http://dx.doi.org/10.1016*

Erkmen, Ezgi *and* Hancer, Murat (2014). Linking brand commitment and brand citizenship behaviours of airline employees: 'The role of Trust. *Journal of Air Transport Management xxx1e8. http://dx.doi.org/10.1016*

Evanschitzky, H. (2006) The relative strength of affective commitment in securing loyalty in service relationships'. *Journal of Business Research*, Vol. 59 No. 12, pp. 1207-13.

Ferdinand, A. (2011). Structural Equation Modelling Dalam Penelitian Manajemen,BP, Undip, Semarang

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, 24(4), 343-353

Fullerton. 2005), 'How commitment both enables and undermines marketing relationships', *European Journal of Marketing*, Vol. 39 Issue: 11/12, pp.1372-1388, https://doi.org/10.1108/03090560510623307

Garbarine *and* Johnson. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *The Journal of Marketing*, 70-87

Garbarine *and* Johnson. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *The Journal of Marketing*, 70-87

Gilmore *and* Pine. (1999). The Experiences Economy: Work Is Theatre And Every Business Is A Stage.Boston Mass: HBS Press.

Grönroos.(2011), 'Value co-creation in service logic: A critical analysis', *Marketing Theory*,Vol. 11 No. 3, pp. 279-301

Groth. (2005). Customers as good soldiers: Examining citizenship behaviours in internet Service deliveries. *Journal of management*, 31(1), 7-27.

Groth. (2005). Customers as good soldiers: Examining citizenship behaviours in internet Service deliveries. *Journal of management*, 31(1), 7-27.

Gurviez *and* korchia. (2002). Proposition d'une échelle de mesure multidimensionnelle de la confiance dans la marque, *Recherche et Applications en Marketing*, vol 17, n°3, 41-61

Ha, H.Y. *and* Perks, H. (2005), 'Effects of consumer perceptions of brand experience on the web: brand familiarity, satisfaction and brand trust', *Journal of Consumer Behaviour*, Vol. 4 No. 6, pp. 438-452.

Hair, Ringle *and* Sarstedt. (2011). PLS-SEM: indeed a silver bullet', *Journal of Marketing*

He, Li *and* Harris. (2012). Social identity perspective on brand loyalty. *Journal of Business Research, 65, 648–657*

Ho. (2014). Consumer behaviour on Facebook: does consumer participation bring positive konsumer evaluation of the brand?. *EuroMed Journal of Business*, 9(3), 252-267.

Hoch *and* Deighton. (1989). Managing What Consumers Learn from Experience,'*Journal of Marketing*,53 (April), 1–20.

Hoch *and* Ha. (1986), 'Consumer Learning: Advertising and the Ambiguity of Product Experience,' *Journal of Consumer Research*, 13 (September), 221–3.

Hovland (1953) Communication and Persuasion. New Haven, CT: Yale University

https://databoks.katadata.co.id/datapublish/2019/07/11/linkaja-kurang-populer-dan-diminati-dibandingkan-gopay-dan-ovo

Huang Chin, C., (2017), 'The impacts of brand experiences on brand loyalty: mediators of brand love and trust*', Management Decision*, Vol. 55 Issue: 5, pp.915-934, https://doi.org/10.1108/ MD-10-2015-0465

Jang, Olfman, Ko, Koh and Kim (2008)The Influence of Online Brand Community Characteristics on Community Commitment and Brand Loyalty. Conference: 40th Hawaii International International Conference on Systems Science

Jaydeep. G.R.,Biswas, S.M *and* Kataria .A., (2015). 'An investigation of antecedents and consequences of brand love in India', *Asia-Pacific Journal of Business Administration*, Vol. 7 Iss 2 pp. http://dx.doi.org/10.1108/APJBA-09-2014-0112

Jaydeep. G.R.,Biswas, S.M *and* Kataria .A., (2015). 'An investigation of antecedents and consequences of brand love in India', *Asia-Pacific Journal of Business Administration*, Vol. 7 Iss 2 pp. http://dx.doi.org/10.1108/APJBA-09-2014-0112

Johnson *and* Rapp, (2010). A more comprehensive understanding and measure of customer helping behaviour. *Journal of Business Research*, 63(8), 787-792.

Kartono. (1990). Metodologi Penelitian Sosial.Bandung: Rosdakarya

Khan, Imaran *and* Fatma Mobin. (2017). Antecedents and outcomes of brand experience: an empirical study.*Journal Brand Management* DOI 10.1057/s41262-017-0040-x

Khan, Imaran *and* Fatma Mobin. (2017). Antecedents and outcomes of brand experience: an empirical study.*Journal Brand Management* DOI 10.1057/s41262-017-0040-x

Kimpakorn *and* tocquer. (2010). Service brand equity and employee brand commitment. *J. Service. Markerting*. 24 (5), 378e388.

Kimpakorn *and* tocquer. (2010). Service brand equity and employee brand commitment. *J. Service. Markerting*. 24 (5), 378e388.

Kuncoro. (2003). Metode Riset untuk Bisnis & Ekonomi, *Bagaimana Meneliti & Menulis Tesis*, Erlangga, Jakarta.

Li. 2014). Application of spectral analysis techniques in the inter-comparison of aerosol data, Part 4: Synthesized analysis of multisensor satellite and ground-based AOD measurements using combined maximum covariance analysis. *Atmos. Meas. Tech.*, 7, 2531-2549, doi:10.5194/amt-7-2531-2014.

Maholtra (2010). Marketing Research: *An Applied Orientation* (6th edn). Upper Saddle River, NJ Prentice Hall, Inc

Malik. (2014). Impact of Brand Credibility on Consumer Loyalty A CaseStudy of Fast Food Industry in DG Khan, Pakistan. *Arabian Journal of Business and Management Review* (OMAN Chapter) Vol. 3, No.6; jan. 2014

Monecke *and* Leisch (2012). SEM PLS: Structural Equation Modeling Using Partial Least Square. Journal of Statistic Software.

Moorman (1992). Factors affecting trust in Market research relationships. J. Mark. 57, 81e102.

Nunally. (1996). Psychometric theory. 3rd ed. Sydney, Australia7 McGraw Hill

Ohanion. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39- 52.

Orzan (2016). Conceptual model regarding the influence of social media marketing communication on brand trust, brand affect and brand loyalty *Economic Computation & Economic Cybernetics Studies & Research*. vol.50 (1)

Pichler *and* Hemetsberger. (2008), 'Driven by Devotion: How Consumer Interact with their Objects of Devotion,' *Advances in Consumer Research*, Vol. 35, 439-443.

Pitta *and* Franzak. (2008). Foundations for building share of heart in global brands', *Journal of Product & Brand Management*, 17(2), 64-72.

Portas, K.B.(2015). Interaction and brand experience as a path for brand love: a PLS-SEM marketing application. *2nd International Symposium on Partial Least Squares Path Modeling*, Seville (Spain)

Rageh Ismail *and* Spinelli (2012). Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers', *Journal of Fashion Marketing and Management: An International Journal,* Vol. 16 Issue: 4, pp.386-398, https://doi.org/10.1108/13612021211265791

Rodrigues, P.,Rodrigues,P. *and* Ferreira, P.(2015). Brand Experience leads to Brand Love – Retail Fashion Brand Case, *The Pertuguese marketing Conference 15 th. DOI: 10.13140/RG.2.1.2699.0489*

Rossiter *and* Bellman, (2012). 'Emotional Branding Pays Off – How brands meet share of requirements through bonding, commitment and love', *Journal of Advertising Research*, 52(3), 291-296.

Roy, Eshghi *and* Sarkar. (2013). Antecedents and Consequences of Brand love.' *Journal of Brand Management* 20: 325–332. doi:10.1057/bm.2012.24.

Sahina, Zehir *and* Kitapç, (2011). The Effects Of Brand Experiences, Trust And Satisfaction On Building Brand Loyalty; An Empricial Research On Global Brands, *The 7th International Strategic Management Conference*, Paris-France

Sallam, A.M *and* Sefnedi (2017).The impacts of brand trust and brand credibility on indonesian customers' wom communication: the mediating role of brand commitment. *International Journal of Economics, Commerce and Management United Kingdom*. Vol. V, Issue 5, ISSN 2348 0386

Schmitt. (1999). The concept of brand experience. *Journal of brand management*, 16(7), 417-419.

Shamim *and* butt (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics* 25(1): 102–117.

Sidik, Mohmd, S.N.A., *and* Shaari, Hasnizam. (2017). Customer citizenship behaviour (ccb): the role of brand experience and brand community commitment among automobile online brand community in Malaysia. *Journal of Technology Management and Business* (ISSN: 2289-7224) Vol 04, No 02

Sidik, Mohmd, S.N.A., *and* Shaari, Hasnizam. (2017). Customer citizenship behaviour (ccb): the role of brand experience and brand community commitment among automobile online brand community in Malaysia. *Journal of Technology Management and Business* (ISSN: 2289-7224) Vol 04, No 02

Sidik, Mohmd, S.N.A., *and* Shaari, Hasnizam.(2017). Antecedents of customer citizenship behaviour among automobile online brand community in Malaysia Journal of Technology Management and Business (ISSN: 2289-7224) Vol 04, No 01, 2017

Sidik, Mohmd, S.N.A., *and* Shaari, Hasnizam.(2017). Antecedents of customer citizenship behaviour among automobile online brand community in Malaysia Journal of Technology Management and Business (ISSN: 2289-7224) Vol 04, No 01, 2017

Singarimbun dan Efendi, (2012). Metode Penelitian Survei,Jakarta: LP3ES, 2008.

Singh,N., Srivastava, S *and* Sinhna N.(2017). consumer preference and satisfaction of M-wallets: a study on North Indian consumers', *International Journal of Bank Marketing*, Vol. 35 Issue: 6, pp.944-965, https://doi.org/10.1108/IJBM-06-2016-0086

Soliana, D.S, *and* Pratomo, L. A. (2016). Anteseden Dari Word Of Mouth. *Jurnal Ekonomi* Volume 7 Nomor 1, Mei 2016

Sugiyono.(2011). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Afabeta

Verhoef.(2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies,,*Journal of Retailing*,85 (1), 31–41

Wing *and* Angie. (2006). A studi of trust in E-shopping before and after first -hand experience is gained*, journal of computer information system*, summer 125-130

Xu, Li, *and* Shao, (2012). Knowledge sharing in virtual communities: A study of citizenship behaviour and its social-relational antecedents. *International Journal of Human-Computer Interaction,* 28(5), 347-359.

Y i, Gonng *and* Lee, (2013). Customer value co-creation behaviour: Scale development and validation. *Journal of Business Research*, 66(9), 1279-1284.

Yasin *and* Shamim, (2013) Brand love: Mediating role in purchase intentions and word-of-mouth. IOSR *Journal of Business and Management*, 7(2), 101-109.