



The Influence Of Brand Identification And Brand Trust On Brand Evangelism

Muhammad Fa'iq Muna¹, Yuslinda Dwi Handini², Wheny Khristianto³

^{1,2,3} Business Administration Program Study, Faculty of Social and Political Science.
University of Jember

Correspondent Author: faiqmn14@gmail.com

Abstract

This study aims to test and determine the effect of brand identification and brand trust on brand evangelism. This study used primary data from questionnaire results. The object of this research is consumers who have made purchases and transactions directly through the Shopee e-commerce application. The method used in this study is a type of explanatory research with a quantitative approach. The sampling technique uses the non-probability sampling method. The survey data was collected online and the sample number of the study was 100 respondents. Data analysis uses multiple linear regression analysis using SPSS as its analysis tool. The results showed that brand identification has a positive and significant effect on brand evangelism. Brand trust has a positive and significant effect on brand evangelism. Brand trust and brand identification have a simultaneous positive and significant effect on brand evangelism. The majority are more dominant in brand trust in brand evangelism than in brand identification. The theoretical implications in this study can contribute to future studies related to the field of brand marketing, especially on brand evangelism which is still not widely studied in Indonesia.

Keywords: brand identification, brand trust, brand evangelism

INTRODUCTION

Rapid technological development make a great influence on life Man, can be seen with ease in getting informed and communicating through the internet which can reach all over the territory quickly and hardly requires a fee and 24-hour access (Ameliany, 2019). The rapid development of the internet occurred around the world, including in Indonesia, this has had a direct impact on changes in buying and selling behavior in Indonesia, can Judging from the buying and selling activities of the community the



beginning of buying goods directly offline and now moving online through e-commerce (Putri, 2022).

According to the survey conducted by APPII internet users itself is dominated by Generation Z which has characteristics very familiar with Internet technology and communication in cyberspace (Dolot, 2018). These conditions resulted in an increase in e-commerce market trends in Indonesia resulting in brand competition between fellow e-commerce, e-commerce itself is the buying and selling process goods or services through computer networks i.e. the internet (Alwendi, 2020). thus e-commerce companies must have the right and efficient marketing strategy in order to can compete with others, either the strategy that can be used is to build brand evangelism.

Brand evangelism is a form of consumer commitment to deploy positive opinions while trying to convince and persuade others to participate tying yourself to a brand (Doss, 2014). There are several influencing factors in brand evangelism (Becerra and Badrinarayanan, 2013) state that the brand's capabilities to be trusted (brand trust) and provide construction of self-identity (brand identification) is an important building that can build brand evangelism. That way there will be a connection between the consumer and the brand that can last so long that improves brand sustainability going forward.

Related to the brand, one of the brands popular and able e-commerce maintaining its existence to the present day namely Shopee, It is proven that Shopee is still the top brand according to the first place Top Brand Index 2020-2022, making researchers interested in studying it on Shopee users. The purpose of the study is to know and test the influence of brand identification and brand trust against brand evangelism in Shopee brand e-commerce users.

LITERATURE ANALYSIS

Brand

The brand is a very asset important in the company. According to Aaker (2014), a brand is a name or symbol that is distinctively (such as a logo, stamp, or packaging) with the intent of identifying the goods or services of a seller or a specific group of sellers. Kotler and Keller (2016) explain that the brand is a name, symbol, logo, design or image, or a combination of all used to identify products or services that distinguish it from its competitors as a trait or profile.

Brand Identification

Brand identification according to Hughes and Ahearne (2010) is a construction building social relationships that involve the integration of perceived brand identity. Brand identity refers to a collection of brand associations from which a person benefits functional, emotional, and self-expressive. According to Aaker (2014), brand identification is a unique set of brand associations that meet network or maintain a strategy for brand marketing. Having an identity brand is the way a company aims to identify or position itself or the product or service in the mind user.

Brand Trust

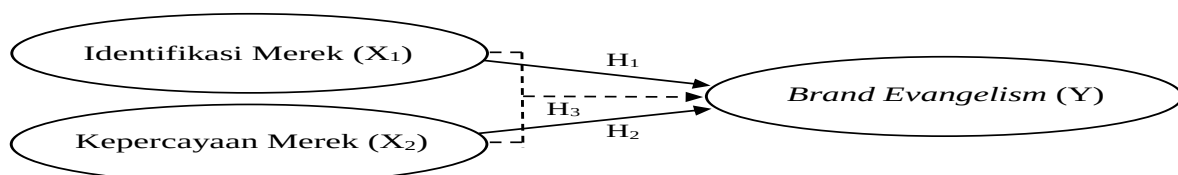
Brand trust according to Murthy (2007) is a brand that successfully created memorable brand experiences in your consumers based on integrity, honesty, and the unity of the brand. Delgado (2010) brand trust is the expectation of reliability and intent good brand. Of the several definitions described above can be concluded trust brand is how a brand can provide a sense of security, responsibility, and proof that the brand is reliable by the user.

Brand Evangelism

Brand evangelism is a form of consumer commitment to deploy positive opinions while trying to convince and persuade others to participate tying yourself to a brand (Doss, 2014). Becerra and Badrinarayanan (2013) defined it as the supportive behavior of consumers against a brand that includes purchasing from a brand, giving positive referrals regarding the brand, and having the tendency to underestimate the opponent's brand.

Hypothesis Model

The hypothetical model used in this research is using two variables free namely brand identification (X_1) and brand trust (X_2) that influences the dependent variable brand evangelism (Y_1). That way, the hypothetical model in research can be described as follows:



Picture 1. Hypothesis Model

Brand identification is a customer brand a “customer-owned” psychological state in understanding, feeling, and judging himself or taste own it with a brand, Identity a solid brand protects the brand from market changes and that's part of brand strategy (Lam et al, 2010). As is this brand identification makes consumers feel part of a brand so you can create a relationship emotional connection with the brand evangelism. In accordance with the research that has been carried out, (Doss, 2013; Munasinghe, 2018; Anggarini, 2018) brand identification provides a positive and significant influence on brand evangelism. Based on the discussion above, the hypothesis is formulated as follows:

H₁: Brand identification has an effect on Brand Evangelism

Brand trust is a construction that builds the consumer concept of brand relationships. brand trust is a person's willingness to depend on a brand because of the hope that the brand give positive results. In research, Doss (2013) states that trust brand is one factor that directly affects brand evangelism besides brand salience, identification brand, and opinion leadership. Brand evangelism itself is an emotional connection between consumers and brands so as to make a consumer participates feel a part of a brand, try to do purchases, spread positive news, and have a negative attitude towards other brands (Becerra and Badrinarayanan, 2013). In accordance with the research that has been done, (Doss, 2013; Munasinghe, 2018; Anggarini, 2018) brand trust exerts influence positively and significantly towards brand evangelism. Based on this discussion, then the hypothesis is formulated as follows:

H₂: Brand Trust has an effect on Brand Evangelism

Brand identification and trust brand a dimension of a consumer-brand relationship in their research (Becerra and Badrinarayan, 2013; Riorini and Widayanti, 2015) proved to be a contributing factor influencing brand evangelism and dimensions in the form of brand purchase intention, positive brand referrals, and oppositional brand referrals. According to research (Riorini and Widayanti, 2015; Anggarini, 2018) stated that brand identification and brand trust have positive effects on brand evangelism. Based on this discussion, then the hypothesis is formulated as follows:

H₃: Brand Identification and Brand Trust Influence on Brand Evangelism

METHODOLOGY

This research is a type of research explanatory research using a quantitative approach. The research location is at Jember Regency and the time of this research will be held in February 2023 – March 2023. The population in this study is Shopee users who are in the district Jember whose number is unknown definite (infinite). Sampling

technique using non-probability sampling with incidental sampling method with the number a sample of 100. The criteria used in sampling are as follows:

1. Shopee app users.
2. Including Generation Z, Dolot (2018) was born between 1996 – 2010
3. Shopee users who are domiciled in Jember Regency in the District Patrang, Summersari, and Kaliwates.

RESEARCH AND RESULTS

The results of data processing are 100 who were respondents in this study, based on the gender of the respondent, there are 70 respondents (70%) with gender female and 30 respondents (30%) male. The majority of respondents by age dominated by ages between 21-22 years ie as many as 45 respondents (45%). Characteristics respondents based on domicile mostly in Summersari District with 71 Respondents (71%). Characteristics of respondents high school graduates / equivalent 63 respondents (63%). Characteristics of respondents by profession as many as 84 respondents (84%) dominated by Students/Students with the majority of respondents doing the sum purchase 6-10 times as many as 78 respondents (78%).

Validity Test

A validity test is a reject measure to measure the level of validity instrument for the variable to be studied. To test the validity of this study using the Pearson product correlation moment, with $df = 98$ and significance level 5% obtained r_{table} value of 0.1966. So that shows that the instrument variables totaling 18 items have valid criteria based on criteria significance smaller than 0.05 and r_{count} greater than 0.1966, so the stated items used are valid.

Table 1. Validity Test

Variable	Item	r_{table}	r_{count}	Sig.	Information
Brand Identification (X ₁)	X _{1.1}	0,1966	0,714	0,000	Valid
	X _{1.2}	0,1966	0,721	0,000	Valid
	X _{1.3}	0,1966	0,759	0,000	Valid
	X _{1.4}	0,1966	0,820	0,000	Valid
	X _{1.5}	0,1966	0,788	0,000	Valid
	X _{1.6}	0,1966	0,775	0,000	Valid
	X _{1.7}	0,1966	0,646	0,000	Valid
	X _{1.8}	0,1966	0,707	0,000	Valid

Brand Trust (X ₂)	X _{2.1}	0,1966	0,756	0,000	Valid
	X _{2.2}	0,1966	0,804	0,000	Valid
	X _{2.3}	0,1966	0,833	0,000	Valid
	X _{2.4}	0,1966	0,736	0,000	Valid
Brand Evangelism (Y)	Y _{1.1}	0,1966	0,652	0,000	Valid
	Y _{1.2}	0,1966	0,650	0,000	Valid
	Y _{1.3}	0,1966	0,734	0,000	Valid
	Y _{1.4}	0,1966	0,668	0,000	Valid
	Y _{1.5}	0,1966	0,779	0,000	Valid
	Y _{1.6}	0,1966	0,510	0,000	Valid

Reliability Test

The reliability test is used to measure the extent to which the instrument is used and gives the same result consistently. Reliability testing in research This method uses the Cronbach Alpha method. For the instrument results for all variables obtained (> 0.60), it was concluded that the data instrument was reliable research.

Table 2. Reliability Test

No	Variable	<i>Cronbach's Alpha</i>	Information
1	Brand Identification	0,880	Reliable
2	Brand Trust	0,788	Reliable
3	Brand Evangelism	0,740	Reliable

Normality Test

Normality test using analysis statistics using tools such as the Kolmogorov-Smirnov test (K-S). Test results data normality using Kolmogorov Smirnov is known to have a significance value of 0.200 and greater than 0.05 so it can be concluded that the residual value is classified normal.

Table 3. Normality Test

	Unstandardized Residual	Information
Asymp. Sig. (2-tailed)	0,200	Normal Distribution

Multicollinearity Test

In this study, the multicollinearity test used the Variance Inflation Factor (VIF) and Tolerance (TOL) methods. It was found that the model did not have multicollinearity, this was indicated by the Variance Inflation Factor (VIF) value of $1.342 < 10$ and the Tolerance value (TOL) of $0.743 > 0.1$.

Table 4. Multicollinearity Test

No	Variable	TOL Value	VIF Value	Information
1	Brand Identification	0,745	1,342	There is no multicollinearity
2	Brand Trust	0,745	1,342	There is no multicollinearity

Heteroscedasticity Test

In this study, the heteroscedasticity test was carried out using the Glesjer test. It was found that the significance value was greater than 0.05 so from these results it could be seen that there was no heteroscedasticity.

Table 5. Heteroscedasticity Test

No	Variable	Sig. Value	Information
1	Brand Identification	0,772	There is no heteroscedasticity
2	Brand Trust	0,297	There is no heteroscedasticity

Multiple Linear Regression Analysis

The results of multiple linear regression analysis of brand identification variable, brand trust, and brand evangelism it was found that the value a of 3.947 is a constant or condition when the variable brand evangelism has not influenced by other variables, namely variables brand identification and brand trust. If the independent variable does not exist then the variable brand evangelism has not changed. A brand identification beta coefficient value of 0.296 indicates that the identification variable brand has a positive influence on brand evangelism which means that every 1% increase in the brand identification variable then it will affect brand evangelism by 0.296 and vice versa. With the assumption that other variables are not examined in this research. The value of the confidence beta coefficient brand of 0.538 indicates that the brand trust variable has a positive influence on brand evangelism which means that every 1% increase in the variable brand trust will then affect brand evangelism of 0.538 as well on the contrary. Assuming that other variables were not examined in this study.

Table 6. Multiple Linear Regression Analysis

Variable	<i>Unstandardized Coefficients</i>	<i>Standardized Coefficients</i>		
----------	------------------------------------	----------------------------------	--	--

	B	Std. Error	Beta	t	Sig
(Constant)	3.947	1.924		2.051	0,043
Brand Identification	0,296	0,061	0,427	4.887	0,000
Brand Trust	0,534	0,136	0,344	3.942	0,000

t Test (Partial)

The results of the t test found that the t_{count} value of brand identification was 4.887 meaning that this value was greater than the t_{table} of 1.985 and the significance value for a brand identification on brand evangelism was $0.000 < 0.05$, so it can be concluded that H_1 is accepted which means there is a positive influence and partially significant between brand identification and brand evangelism. This hypothesis provides evidence that there is a significant effect of brand identification partially on brand evangelism. For the brand trust variable itself, it shows a t_{count} of 3.942, meaning that this value is greater than the t_{table} of 1.985 and the significance value for brand trust in brand evangelism is $0.000 < 0.05$, so it can be concluded that H_2 is accepted, which means there is a positive and significant influence partial relationship between brand belief in brand evangelism. This hypothesis provides evidence that there is a significant influence of brand trust on brand evangelism.

Table 7. t Test

Variable	t_{count}	t_{table}	Sig.	Information
Brand Identification	4,887	1,985	0,000	H_1 Accepted
Brand Trust	3,942	1,985	0,000	H_2 Accepted

F Test (Simultaneous)

The results of the F test show that the value of $F_{\text{count}} = 39.507$ with a probability level ($0.000 < 0.05$). After knowing F_{count} , it will be compared with the F_{table} value of 3.089, so it can be concluded that $F_{\text{count}} > F_{\text{table}}$, namely $39.507 > 3.089$, which means that the brand identification variable and brand trust simultaneously affect the brand evangelism variable and it can be concluded that H_3 can be proven and accepted.

Table 8. F Test

ANOVA ^a						
Model		<i>Sum of Square</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	528,504	2	264,252	39,507	0,000
	Residual	648,806	97	6,689		
	Total	1177,310	99			

Determination Coefficient Test (R^2)

The results of the calculation of the coefficient of determination can be seen as the value of the correlation coefficient is 0.67, meaning that the correlation between brand identification and brand trust is in a strong category. The coefficient of determination (R^2) is 0.49. This means that there is an influence between brand identification and brand trust in brand evangelism at 49%, while the remaining 51% is influenced by other variables that the researchers did not involve in this study.

Table 9. Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,670	0,499	0,438	2.58626

The Effect of brand identification on brand evangelism

Brand identification is a customer's brand as a "customer's" psychological state in understanding, feeling, and assessing himself or his sense of belonging to a brand. (Lam et al, 2010). With this brand identification, a consumer feels part of a brand so they can create an emotional connection related to brand evangelism. According to Becerra & Badrinarayanan (2013) if a brand is able to increase its identification with consumers, then consumers are happy and without coercion tend to be willing to share positive recommendations with their environment. In fact, there is a tendency for consumers to defend the news received by the brand in question, which is a component of brand evangelism.

The results of multiple regression analysis and t test on the first hypothesis show that the brand identification variable has a significant effect on brand evangelism, which means that H_1 is accepted. The regression coefficient shows a positive relationship so this study succeeded in proving H_1 which states that brand identification has a positive and

significant effect on brand evangelism. This means that the lower the brand identification, the lower the level of brand evangelism, and vice versa if the higher the brand identification, the higher the level of brand evangelism. The results of this study are in line with research (Doss, 2013; Munasinghe, 2018; Anggarini, 2018) which shows that brand identification has a significant effect on brand evangelism. These results confirm that this research supports several previous studies, especially on the construct of brand identification and its effect on brand evangelism variables.

The Effect of brand trust on brand evangelism

Brand trust is a construction that builds the concept of consumer-brand relationships. Brand evangelism itself is an emotional relationship between consumers and brands that makes consumers feel part of a brand, try to make purchases, spread positive news, and have negative attitudes towards other brands (Becerra and Badrinarayanan, 2013). Consumers will not be willing to take the risk to recommend a brand if the brand has not been able to place their trust in it. Vice versa, consumers feel more free to share their consumption experiences if brands are able to give trust and meet the expectations of their consumers.

The results of multiple regression analysis and t test on the first hypothesis show that the variable brand belief has a significant effect on brand evangelism, which means that H_2 is accepted. The regression coefficient shows a positive relationship so this study succeeded in proving H_2 which states that brand trust has a positive and significant effect on brand evangelism. This means that the lower the brand trust, the lower the level of brand evangelism, and vice versa if the higher the brand trust, the higher the level of brand evangelism. The results of this study are in accordance with research that has been conducted (Doss, 2013; Munasinghe, 2018; Anggarini, 2018) brand trust has a positive and significant influence on brand evangelism. The results of this study confirm that this research supports several previous studies, especially on the construct of brand trust and its effect on brand evangelism variables.

The Effect of brand identification and brand trust on brand evangelism

Brand identification and brand trust are dimensions of consumer-brand relationship in his research (Becerra and Badrinarayanan, 2013; Riorini and Widayanti, 2015) proven to be factors that influence brand evangelism and its dimensions are brand purchase intention, positive brand referrals, and oppositional brand referrals. Based on the calculation results, it can be seen that the correlation coefficient value is 0.67, meaning

that the correlation between brand identification and brand trust is in a strong category. The value of coefficient of determination (R^2) obtained a value of 0.499. This means that there is an influence between brand identification and brand trust in brand evangelism at 49% while the remaining 51% is influenced by other variables that the researchers did not involve in this study.

Based on the results of data processing, it shows that the variable brand identification and brand trust obtained a F_{count} value of 39.507 and it is known that the sig value. $0.000 < 0.05$ and F_{count} value $39.507 > F_{\text{table}}$ value 3.089 so it can be proven that H_3 is accepted which means there is a significant positive effect between brand identification and brand trust simultaneously on brand evangelism. Based on the test results, it can be concluded that there is a positive and significant influence between brand identification and brand belief in brand evangelism. Based on the results of the regression test, it can be concluded that the majority has more influence on brand belief in brand evangelism than brand identification because the value of the regression coefficient test results on the brand trust variable is greater than brand identification. In accordance with research (Riorini and Widayanti, 2015; Anggarini, 2018) states that brand identification and brand trust have a positive and significant effect on brand evangelism. The results of this study confirm that this research supports several previous studies, especially on the constructs of brand identification and brand trust and their effect on brand evangelism variables.

CONCLUSION AND RECOMMENDATIONS

Based on the discussion of research results that have been done in this study, then can be concluded that:

1. The results of testing the first hypothesis explain brand identification influence on brand evangelism, which means that the first hypothesis is accepted.
2. The results of testing the second hypothesis define brand trust influence on brand evangelism, which means that the second hypothesis is accepted.
3. The results of testing the third hypothesis explain brand identification and brand trust have an effect on brand evangelism, meaning the third hypothesis is accepted. The majority are more dominant influence brand trust on brand evangelism compared to brand identification.

Based on the analysis that has been done in this study, there are several suggestions that researchers can convey as follows:

1. For companies, on research results the majority is more dominant brand trust in brand evangelism compared to brand identification. Therefore Shop must be able

to provide that service good and integrity to be able to give a difference to other brands so brand identification in Shopee itself is improved so you can build brand evangelism is on the rise.

2. For further researchers, results are expected this research can be used as a reference for further researchers to develop this research. The researcher can further consider other variables such as brand silence, brand awareness, and brand satisfaction as well as add samples by expanding the population area to obtain results which is more varied and can be compared in further studies.

REFERENCES

- Aaker, D. 2014. *Branding 20 Principles That Drive Success*. New York: Morgan James Publishing.
- Alwendi. 2020. Penerapan E-Commerce Dalam Meningkatkan Daya Saing Usaha. *Jurnal Manajemen Bisnis*. (Vol. 17, No. 3)
- Ameliany, N. 2019. Analisis Pemasaran Terhadap Bisnis Online (E-Commerce) Dalam Jaringan Sosial Internet. *Jurnal Ilmu Administrasi Bisnis*. (Vol. 2, No. 1)
- Anggarini, L. 2018. Understanding Brand Evangelism and the Dimensions Involved in a Consumer Becoming Brand Evangelism. *Jurnal Dinamis Ekonomi dan Bisnis Internasional Sriwijaya*. 2(1), 63-84
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2020). Hasil Survei Internet 2017-2022. APJII. <https://apjii.or.id/survei> [diakses 30 september 2022]
- Becerra, E. P. & Badrinarayanan, V. 2013. The influence of Brand trust and Brand identification on Brand evangelism. *Journal of Product & Brand Management*. (Vol. 22, No. 5/6)
- Delgado-Ballester, E., & Munuera-Aleman, J. L. 2001. Brand trust in the context of consumer loyalty. In *European Journal of Marketing* (Vol. 35, Issue 12).
- Doss, S. K. 2013. "Spreading the good word": Toward an understanding of brand evangelism. *Journal of Management and Marketing Research*.
- Doss, S. K., & Carstens, D. S. (2014). Big Five Personality Traits and Brand Evangelism. *International Journal of Marketing Studies*.
- Dollot, A. 2018. The Characteristics of Generation Z. *Article Crachow University of Economics*. "e-mentor".44-45
- Hughes, D. E., & Ahearne, M. 2010. Energizing the Reseller's Sales Force: The Power of Brand Identification. *Journal of Marketing*. (Vol. 74, 81-96)



- Kotler, P., Armstrong, G., Harris, L. C. & He, H. 2020. Principles of Marketing Eight European Edition. Harlow: Pearson Education Limited.
- Mehran, M. M., Kashmiri, T. & Pasha, A. T. 2018. Effects of Brand Trust, Brand Identification and Quality of Service on Brand Evangelism: A Study of Restaurants in Multan. Journal of Arable Crops and Marketing. 02 (01).
- Munasinghe, A. & Dissanayake, D. M. R. 2018. Impact of Brand Trust on Brand Evangelism Behaviour: A Study on Cable Brands in Sri Lanka. Sri Lanka Journal of Marketing. (Vol. 4, No. 2)
- Putri, P., & Marlien, R. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. Jesya (Jurnal Ekonomi Dan Ekonomi Syariah), 5(1), 25-36. <https://doi.org/https://doi.org/10.36778/jesya.v5i1.510>
- Riorini, S. V. & Widayati, C. C. 2015. Brand Relationship and Its Effect Towards Brand Evangelism to Banking Service. International Research Journal of Business Studies. (Vol. 8, No. 1)
- Top Brand Award. 2022. <https://www.topbrand-award.com/> [diakses 8 oktober 2022]

