

**BRAND SATISFACTION TOWARD REPURCHASE  
INTENTION WITH AFFECTIVE COMMITMENT AND  
CONTINUENCE COMMITMENT AS MEDIATOR  
VARIABLES**

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INAUGURATION PAGE

Hereby the supervisor of management international class testify for final project with entitled:  
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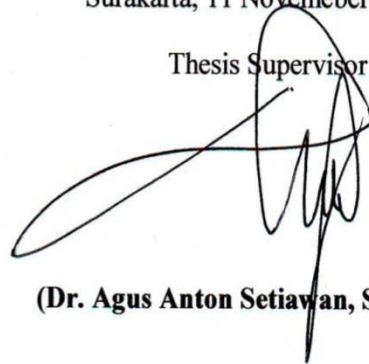
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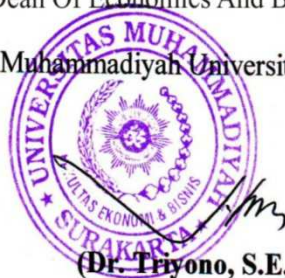


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## **Brand Satisfaction towards Repurchase Intention with Affective commitment and Continuence commitment As Mediator Variables**

### **Abstract**

The main purpose of this study to examined the extent to which afective comitment and continuence commitmet serve as mediator of brand satisfaction-repurchase itention relationship. This study replicated from (Fullerton 2005) entitled the impact of brand commitmen on loyalty to retail service brands . As object of this study is . “NIKMAT RASA” The collected samples only reached 61 out of 100 sample spreaded and classified into gender,age, job and education level. This study found that both of mediators variables are partial mediation or not significantly mediated. Using hierachical regression analysis

**Keywords:** Brand Satisfaction, Repurchase Intention , Affective Commitment, Continuence Commitment.

## **Background**

Food is one of people's basic needs. Indonesia consists of about 250,000,000 people. Then, the need for food is relatively higher than other countries. Which is part of the people have higher activities and tend to buy outside the home rather than cooking food themselves. Therefore culinary still be promising business and even increasingly developed as of today. To run the business is relatively easy either by cooking their own food or be distributor of food. To getting a recipe is easy both derived from someone who willing to teach us directly, book, or we can access everytime we want through internet. However it is not everyone successfully in running this business. There are many ways to established this business among others franchise, or start their own business from the beginning themselves. The franchise is legal and commercial relationship between the owner of a trademark, servicemark, tradename, or advertising symbol and an individual or group wishing to use that identification in a business. Eventhough franchise system seems easy to run. Just to purches one of franchise permit but in fact is not always succeed. ). These are manager or owner task to mantain their products quality. Researcher will be replicated research regarding the Impact of Brand Commitment on Loyalty to Retail Service Brands conducted by Fullerton (2005). It will replicated the part of variables from that research are brand satisfaction, affective commitment, contiunence commitment, and repurches intention. Further, all of these variables will be explain in operational variable. The object of the study is "NIKMAT RASA". It one of stall placed in Ngawi, East Java. The main menu locally known as ayam goreng kremes kampung.

## **Brand Satisfaction**

Many factors that determine successful culinary business. One of factors is should make the brand satisfaction. Brand satisfaction it is mean customer satisfaction towards the brand they used. Kotler dan Keller (2009) defined satisfaction as happy feeling or diassapointed of someone which is the result from compared a product outcome that perceived with their hope. . How satisfaction is shaped will

explained by expectation *disconfirmation* paradigm. Based on this paradigm, consumer shaped expectation that they will compared with brand outcome (Bloemer dan Ruyter, 1999). Comparison of expectation and brand outcome perceived will resulting *confirmation* can also resulting *disconfirmation*. Customer expectation will be confirmed when brand appropriately meet their hope. While *disconfirmation* constitute result of difference between expectation and outcome perception of brand. Disconfirmation divided into two types, are positive disconfirmation occurred when brand outcome exceed previous expectation and negative disconfirmation occurred. The customer becomes less or more satisfied, which in turn influences subsequent customer value expectations, purchase behaviour and overall customer satisfaction (Carr, 1990; Voss *et al.*, 1998; Woodruff, 1997) in ) in Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A.2003. Satisfaction has been regarded as an overall evaluation of the experience of owning and or consuming a product or service (Fournier & Mick, 1999) in Fullerton 2005. It has also been found that while dissatisfaction encourages switching, satisfaction does not ensure customer commitment and loyalty (Danaher and Mattsson, 1998; Heskett *et al.*, 1994; Mittal and Lassar, 1998; Söderlund, 1998; Stum and Thiry, 1991) ) in Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A Brand satisfaction can be conceptualized as an overall, summary evaluation of the entire brand-use experience (Delegado-Ballester & Manuera-Aleman, 2001) in Fullerton 2005. From explanation above can be resumed that brand satisfaction is customer feel satisfied towards any product had been consumed by them. If customer feel satisfied may they become loyal toward the brand. A high level of satisfaction is likely to increase the probability that the brand in question will be retained in the customer's consideration set and will increase the customer's preference for the brand (Westbrook and Oliver,1981) in Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A.2003. Customer satisfaction has a strongly impact towards repurchase intention. While customer satisfaction is a major factor, it is only one of the many variables that can impact upon customer repurchase intention (Jones and Sasser, 1995; Liljandar and Strandvik,1995;Mittal

and Lassar, 1998; Sharma and Patterson, 2000; Srinivasan, 1996; Storbacka *et al.*,1994) in Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A. Consumer's feeling about their relationship with brand may well explain the condition that we consider brand loyalty (Berry, 2000) in Fullerton 2005. If it occurs may customer would willing to make repurchase intention. Hellier *et al.*,(2003) suggested that repurchase intention is planned decision of someone to do repurchases intention over certain service with considered situation occurred and like level. In a relationship with the service supplier,customers select options and create value to themselves (i.e. added value) and so increase their product or service satisfaction (Carr, 1990; Grönroos, 1997; Normann and Ramírez, 1993; Ravald and Grönroos, 1996; Rosen and Surprenant, 1998; Woodruff, 1997) ) in Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A.2003

### **Organizational Commitment**

Cut Zurnali (2010) suggested that opinion of Allen and Meyer (1993) in wikipedia often used by researcher in field organizational behavior and psychology science. That organizational commitment as a psychological circumstance characterized relationship of employee with organization or its influenced implication that influence whether employees will keep survive in organization or not, identified in three components namely affective commitment, continuance commitment, and normative commitment. Affective commitment is emotional involvement of someone towards its organization be in the form of love feeling towards its organization. Continuance Commitment is perception of someone over expense and risk to leave existing organization. It means, there are two aspects in the continuance commitment, involved personal sacrifice if leave organization and absence of alternative that available to such someone. More specifically, teams are said to contribute to better outcomes for business organizations due to improved performance of employees (Applebaum & Batt, 1994), productivity (Glassop, 2002; Hamilton, Nickerson, & Owan, 2003) or organizational responsiveness and flexibility (Friedman & Casner-Lotto, 2002) in

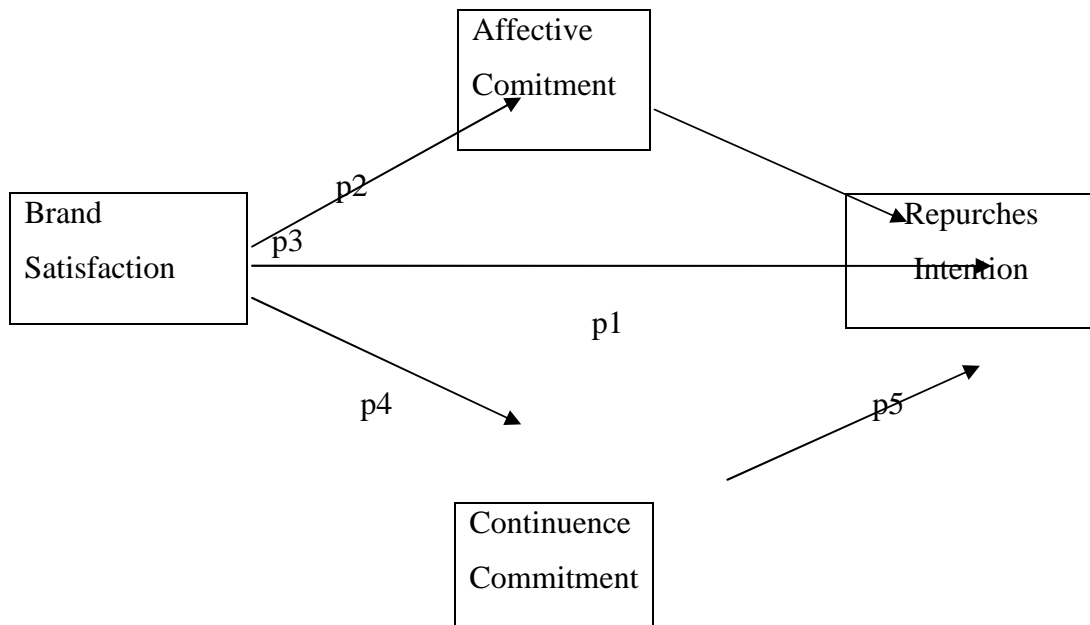
Greenberg , Sikora , Grunberg, Moore. In other definition affective commitment is rooted in shared values, identification, and attachment (Bansal et al. 2004; Fullerton, 2003; Gruen et al., 2000). When consumer experience continuance commitment they are bound to their relational partner because it is difficult to get out of the relationship or they perceive few alternatives outside the existing relationship (Fullerton, 2005). Customer commitment is a complex construct that has received significant attention in recent years from marketing scholars who have borrowed the Allen and Meyer (1990) In Fullerton 2005. Three-component model of organizational commitment from the organizational behaviour literature and applied it in a marketing context (Bansal et al., 2004; Fullerton, 2003; Gilliland & Bello, 2002; Gruen et al., 2000; Harrison-Walker, 2001) in Fullerton 2005. In this marketing context, researcher will use affective commitment and continuance commitment without normative commitment. In marketing, we generally recognize that customer commitment has two components: an affective component and a continuance commitment (Fullerton, 2003; Gilliland & Bello, 2002; Harrison-Walker, 2001). There are some reasons researcher will not include normative commitment. The limited research in the marketing literature on the three-component model of customer commitment tends to support the position that normative commitment is highly correlated with affective commitment. Its effects are weaker than affective commitment (Gruen et al., 2000) In Fullerton 2005.

### **Repurchase Intention**

Repurchase intention is personal assessment regarding back to buy a service made by company considering their existing condition (Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A. 2003).

### **Theoretical Background and Hypothesis**

In the study needs theoretical framework with variables are brand satisfaction, affective commitment, continuance commitment and repurchase intention.



H1= Affective commitment completely mediate the relationship between satisfaction with the repurchase intention

H2= Continuance commitment completely mediate the relationship between satisfaction with the repurchase intention

(P1) Brand satisfaction positively related influence towards repurchase intention

Brand satisfaction can be defined as an whole evaluation from product or service they use before. (Delegado-Ballester & Manuera-Aleman, 2001 in Fullerton 2005). Recently, conceptual frameworks have been used that integrate customer perceived value and customer satisfaction (Heskett *et al.*, 1994; Liljander and Strandvik, 1995; Storbacka *et al.*, 1994; Woodruff, 1997) in Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A.2003. A direct positive relationship between customer satisfaction and repurchase intention is supported by a wide variety of product and service studies (Anderson and Sullivan, 1993; Bolton, 1998; Cronin and Taylor, 1992; Fornell, 1992; Oliver, 1980; Patterson and Spreng, 1997; Rust and Zahorik, 1993; Selnes, 1998; Swan and Trawick, 1981; Taylor and Baker, 1994; Woodside *et al.*, 1989) in Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A.2003.



(P2) Brand satisfaction positively related influence towards affective commitment. If customer feel satisfied they would feel attached with existing business they involve. Affective commitment has its roots in identification, shared value, attachment, and trust (Fullerton, 2003; Gilliland & Bello, 2002; Morgan & Hunt, 1994) in Fullerton 2005. Fournier (1998) in Fullerton 2005 found that consumer's positive emotional connection with the brands they consume were driven by a series (sometimes a lengthy series) of satisfactory experiences. We would expect that customers will become affectively committed to brand when they are satisfied with it (Fullerton 2005).

(P3) Affective commitment positively related influence towards repurchase intention

Affective commitment is probably describes the process where it is perceived in which a buyer is loyal due to they have pleasant pose toward brand buyer who often consume the brand. The researcher perceive there is a positive relationship.

(P4) Brand satisfaction positively related influence towards continuence commitment

Continuence commitment is based in economic and phsycological switching cost due to absence of alternative (Bansal et al., 2004; Fullerton, 2003; Grue et al., 2000; Harrison-Walker, 2002 in Fullerton 2005). When buyer get continuence commitment they are attached to thir business partner they difficult to leave the existing beneficial business relationship due to a little other substitution (Fullerton 2005) So the researcher hopes that there is positive influence between brand satisfaction with continuence commitment.

(P5) continuence commitment positively related influence towards repurchase intention

It is certainly this terms if the buyer regard the the function they get from the certain product is not easy to satisfy them (Fournier; Wallendorf & Arnould, 1991 in Fullerton 2005)

Path analysis to testing influence of mediator variable. Path analysis is broadening from multilinear regression analysis, path analysis regression analysis usage to predict causal relationship among variable (model causal) have been set up before based on theory. Path Analysis itself can not be used to determine causal relationship and also can not be used as substitution for researcher to see causal relationship among variables. Casualty relationship among variables have shaped with model based on theoretical frame work. What can be done by path analysis is determine relationship pattern between three or more variables and can not be used to confirm or reject imaginary causality hypothesis gozhali (2012).

#### Research Method And Hypothesis

Variable	Percentage
Gender	
Men	19.7
Women	80.3
Occupation	
Public Servant	27.9
Entrepreneur	26.2
Employess	26.2
Learner	18.0
Army	1.6
Age	
<20	11.5
21-29	31.1
31-40	29.5
41-49	19.7
50>	8.2

Generally can be explain women respondent more than men 80.3% and 19.7% respectively. If categorized to education level then elementary school is 6.6%, junior high school is 1.6%, senior high school is 3.2%, Academy is 9.8%, university 4.9% , and latest education level mostly of respondent is degree (41%) and from work side as public servant (27.9%). Based on explanation above then there are some interesting things need to explain further. Firstly mostly of respondent is women that differences is very contrast but it is not a good spreading in a research because not yet represent perception from both genders. Secondly from latest education, respondent data shows a spreading less flat because dominated by degree, it means the data shows respondent have higher understanding with research data needed. Thirdly, from work side mostly is public servant. Meanwhile from unemployed represent by learner, it shows that brand satisfaction towards affective commitment, and continuence commitment as mediator variables under research mostly belonging by employees and higher education. The Age of respondent under twenty years old are 11.5%, 21-29 years old there is 31.1%, 31-40 are 29.5%, 41-49 are 19.7% and more than 50 are 8.2%. Therefore 21-29 criteria is the highest than others regarded as more critical and accurate in terms to choose. From work category can be separated as public servant is 27.9%, entrepreneur 26.2%, employees 26.2%, learner 18.0%, army 1.6%. Overall respondent are consumer of nikmat rasa stall with total average 1040 visitor per month, but total samples were taken just 100 based on total average of customer per month. Primary data in this case were taken directly in field by the way shared questioner toward customer while the waiting for their order. This research type was quantitative research. And search any addition of information from internet and books relevant. And used convenience sampling were full filled by customer who willing to get participated. The location and time were conducted in nikmat rasa stall on Ahmad Yani street at april-mei month 2013. The research used likert scale with Brand Satisfaction measured by Wether i am satisfied with Nikmat Rasa's products, wether i am satisfied with Nikmat Rasa's brand, and wether i am pleased with the Nikmat Rasa. Affective commitment measured by wether i feel emotionally attached to

nikmat rasa, wether Nikmat rasa has a great deal of personal meaning for me. Wheter I feel a strong sense of identification with Nikmat Rasa. Continuence commitment measured by wheter It would be very hard for me to switch away from Nikmat Rasa right now even if I wanted to, wether my life would be disrupted if I switched away from Nikmat Rasa, and It would be too costly for me to switch from Nikmat Rasa now. Repurchase intention measured by wheter Nikmat rasa is my first choiche for stall, wheter the next time i need fried chicken, i'll go to nikmat rasa, and wether i will continue to be a loyal customer of nikmat rasa.

#### Reability Test

Variable	Cronbach's alpha	N of items
Brand satisfaction	0,928	3
Affective commitment	0,856	3
Continuence commitment	0,755	3
Repurchase intention	0,792	3

This output as a result from reability analysis with cronbach alpha. The value of aplha is 0.816. According to Sekaran (1992), realibility less than 0,6 is less good, while 0,7 can be accepted, and more than 0,8 is good. It is can be concluded that all of items are realible.

## Validity Test

### Brand Satisfaction

Variable	Brand Satisfaction
BS1 Perason Correlation Sig. (2-tailed)	,843**  ,000
BS2 Perason Correlation Sig. (2-tailed)	,755**  ,000
BS3 Perason Correlation Sig. (2-tailed)	,707**  ,000

Correlation is significant at the 0.01 level (2-tailed).

Variable	Affective Comitment
AF1 Perason Correlation Sig. (2-tailed)	,877**  ,000
AF2 Perason Correlation Sig. (2-tailed)	,898**  ,000
AF3 Perason Correlation Sig. (2-tailed)	,809**  000

Correlation is significant at the 0.01 level (2-tailed).

Variable	Continuence Comitment
CC1 Pearson Correlation Sig. (2-tailed)	,0748**  ,000
CC2 Pearson Correlation Sig. (2-tailed)	,860**  ,000
CC3 Pearson Correlation Sig. (2-tailed)	,0849**  .0630

Correlation is significant at the 0.01 level (2-tailed).

Variable	Rpurchase Intention
RI1 Pearson Correlation Sig. (2-tailed)	,0796**  ,000
RI2 Pearson Correlation Sig. (2-tailed)	,0820**  ,000
RI3 Pearson Correlation Sig. (2-tailed)	,862**  ,000

Correlation is significant at the 0.01 level (2-tailed).

Overall variable are valid because derived value more than t table.

### **Result and explanation**

According to Baron and Kenny (1986) a variable can be called as mediator if the variable influence relationship between predictor variable (independent) and variable kriterion (dependent). If influence of x towards decreased to 0 with include variable mediator it means perfect mediation, but if influence x toward y decreased is not equal with 0 then it is partial mediator (Gozhali, 2011).

Step 1 to analyse affective commitmen as mediator variable

Variable	Unstandardized		Standardized	Sig.
	Coefficients		Coefficients	
	B	Std. Error	Beta	
	4,957	1,411		,001
BS	,483	,160	,462	,004
AF	,023	,170	-,021	,891

Can be seen above that when conducted linier regression with two indepdent variables are brand satisfaction and affective commitment with Unstandardized Coefficients B ,483 and ,023 respectively. and sig. ,891is not equal with 0. It means affective commitment not fully mediated or partial mediation.

Step 2 to analyse continence commitmen as mediator variable

Variable	Unstandardized		Standardized	Sig.
	Coefficients		Coefficients	
	B	Std. Error	Beta	
(Constant)	5,356	1,484		,001
BS	,394	,209	,328	,065
CC	,096	,194	,086	,624

It can be seen above that when conducted linier regression with two indepdent variables are brand satisfaction and continence commitment with Unstandardized Coefficients B ,096 and ,394 respectively sig. ,0624 is not equal with 0. It means continence commitment not fully mediated or partial mediation.

Brand satisfaction toward affective commitment

R	Rsquare	Standart Error	Sig.
,476(a)	,226	2,012	,000

Table 2.1

Brand aatisfaction toward continence commitment

R	Rsquare	Standart Error	Sig.
,391(a)	,153	2,106	,002

Table 2.2

Affective commitment towards repurchase intention

R	Rsquare	Standart Error	Sig.
,654(a)	,427	1,655	,000

Table 2.3

Affective commitment towards repurchase intention

R	Rsquare	Standart Error	Sig.
,722(a)	,521	1,319	,000

Table 2.4

R is double corelation, namely corelation between 2 or more independent variable toward other dependent variable. In simple regression pearson corelation between brand satisfaction and affective comitment 0.476 it is mean corelation between brand satisfaction and affective commitment is not tied because the value is far enough from 1. R square is shows determination coefficient. This value would be changed into percent, which is giving percentage of independent variable influence toward dependent variable.  $R^2$  result of brand satisfaction affective commitment is 0.226, it means inluencial percentage of brand satisfaction toward affective commitment is 22.6% and the rest 77.4% is inluence by other variable which is not included. Standard error of the Estimate is error meausrment prediction. In case of satisfaction toward affective commitment is 2.012. It means error in prediction is 2.012. Signification is amount of probability or oportunity to gain error in take decision. If testing use signification level of 0,05 it means



chance to gain maximum error is 5%; in other words, researcher believe that 95% is true. In simple regression pearson corelation between brand satisfaction and continence comitment 0.391 it is mean corelation between brand satisfaction and continence commitment is not tied because the value is far enough from 1. R square is shows determination coeficient. This value would be changed into percent, which is giving percentage of independent variable influence toward dependent variable.  $R^2$  result of brand satisfaction towards continence commitment is 0.153, it means inluencial percentage of brand satisfaction toward continence commitment is 15.3% and the rest 84.7% is inluenced by other variable which is not included. Standard error of the Estimate is error meausrment prediction. In case of satisfaction toward affective commitment is 2.106. It means error in prediction is 2.106. In simple regression pearson corelation between affective commitment and repurchase intention 0.654it is mean corelation between affective commitment and repurchase intention is not tied because the value is far enough from 1. R square is shows determination coeficient. This value would be changed into percent, which is giving percentage of independent variable influence toward dependent variable.  $R^2$  result of affective commitment and repurchase intention is 0.427, it means inluencial percentage of brand satisfaction toward affective commitment is 42.7% and the rest 57.3% is inluence by other variable which is not included. Standard error of the Estimate is error meausrment prediction. In case affective commitment and repurchase intention is 1.655. It means error in prediction is 1.655. . In simple regression pearson corelation between affective commitment and repurchase intention 0.722, it is mean corelation between affective commitment and repurchase intention is not tied because the value is far enough from 1. R square is shows determination coeficient. This value would be changed into percent, which is giving percentage of independent variable influence toward dependent variable.  $R^2$  result of affective commitment and repurchase intention is 0.521, it means inluencial percentage of brand satisfaction toward affective commitment is 52.1% and the rest 47.9% is inluence by other variable which is not included. Standard error of the Estimate is error meausrment prediction. In case affective commitment and

repurchase intention is 1.655. It means error in prediction is 1.655

## **Discussion**

The objective of this study is to find out relationship between brand satisfaction and affective commitment, between brand satisfaction and continuence commitment, between affective commitment and repurchase intention, between continuence commitment and repurchase intention, and the most aim is to find wether affective commitmence and continuence commitment act as mediator or intervening variable or not. The study was equipped with demography data of respondent. It can be seen from gender side above that amount of women are much than men 80.3 and 19.7 respectively in which is not good share.. From occupation side was dominated by publict servant. It is a chance to nikmat rasa to make attractive package to publict servant officer to increase its sell. While in terms of increase sell in learner segment is to provide affordable package match with their pockets. Brand satisfaction toward repurchase intention (P1) is th weakest relationhsip of given variable. Followed by brand satisfaction toward continuence commitment (P4), than followed by brand satisfaction toward affective commitment (P2), and than followed by affective commitment toward repurchase intention (P3) and the last is also the strongest relationship is represented by continuence commitment to repurchase intention. It is surprisingly after included affective commitment and continuence commitment as mediator variable becasu the result is not same with previous study with affective commitment fully mediated and continuence commitment weakly but positively realted to repurchase intention.Both of affective commtiment and continuence commitment are not fully mediated but continuence commtiment more strongly mediated. The restriction are also may because Nikmat Rasa is not as popular as object product in previous research that notably hase strong sense in customer heart in wich can not be able to covere the dimension of all variables. In further study it is better to choose service business and famoust brand like the previoust

study. Airline service brands and cellular telephone service perhaps two brands in which its setting condition probably ripe (Fullerton 2005). In buyer service environment, there are the friendship and trust connection in a hairstylist and a client is nature example an affective commitment in relationship of marketing (Price & Arnould, 1999 in Fullerton 2005). It is may because customer less love towards "Nikmat Rasa Stall". Less feel emotionally attached to it. They have no a great deal of personal meaning for it. And not feel a strong sense of identification with it. Because of respondent there are still elementary school and or late education just in elementary school they may fill in questioner not accurately. And may the question in questioner are to exaggerated for the local product such fried chicken it is more suitable if applied in famous product for instance my life would be disrupted if I switch my choice from Nikmat Rasas. For Nikmat Rasa they can evaluate their product and finally can impact to their product. It should make its product would be the only one that has add value in its city. The owner can easily take a decision with consideration from the result of the study for instance delivery service, fast in service, convenience place. For management science it can add the knowledge and improve the study in further research. The conclusion is overall variable have resulted positive relationship but are not strong. The weakest relationship is between brand satisfaction and repurchase intention.

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