THE EFFECT OF VALUE CONGRUITY, CUSTOMER BRAND ENGAGEMENT, CONSUMER BRAND IDENTIFICATION, AND AFFECTIVE BRAND COMMITMENT ON BRAND LOYALTY OF ROUGHNECK PRODUCTS 1991

Muhammad Ichsan[1], Ana Noor Andriana[2]
Universitas Mulawarman, kalimantan Timur, Indonesia
E-mail: afwkent@gmail.com

KEYWORDS	ABSTRACT
	This study aims to determine the effect of value congruity, customer brand engagement, customer brand identification, and affective commitment simultaneously and partially on customer loyalty of Roughneck 1991 products. The variables used in this study consist of independent variables, namely value congruity, (X1) customer brand engagement (X2), customer brand identification (X3,) and affective commitment (X,4) and the dependent variable namely brand loyalty (Y). The analysis method uses quantitative methods. The population of this study was consumers aged 10-41 years who purchased local Roughneck producin ts 1991 with a sample of 100 respondents. This studya used purposive sampling method. Data collection techniques for literature research, internet research, and field research in the form of interviews, observations, and questionnaires. The results of this study show that the results of the F Test calculation (simultaneous) show that the variables value congruity, customer brand engagement, customer brand identi,fication and affective brand commitment together (simultaneously) have a significant effect on brand loyalty, and from the results of the analysis Test t (partial) shows that partially the variables value congruity, customer brand engagement, customer brand identification and affective brand commitment have a significant effect on brand loyalty.

INTRODUCTION

The development of *fashion trends* in Indonesia is currently developing well. In the early stages of its development, Indonesian fashion trends imitated Western styles both from the materials used and the designs, thus allowing designers to use models to learn from popular fashion trends and create fashion variations. The fashion world is growing with the presence of several well-known brands such as sneakers, clothing, and pants. According *to the American Marketing Association*, a trademark is a symbol, distinctive design, design, or combination thereof that is intended to identify and distinguish a seller or group of goods from that seller. A local brand is a product made from local ingredients, domestic workers, the product uses a local brand and is owned by a local company if one of the four references can be identified as a local brand (Piero, A. D., &; Rubiyanti, 2021).

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Brand is one of the consumer considerations in choosing a product, so it is the company's most valuable asset. One way to make your product known and remembered by consumers is to create a strong brand image for the resulting product. Brand image is becoming a strategic feature for companies entering an increasingly competitive market. Brand image tends to create a positive attitude towards products by portraying positive attributes, so as to influence consumers' personal sentiments and perceptions when choosing products (Yunaida, 2017).
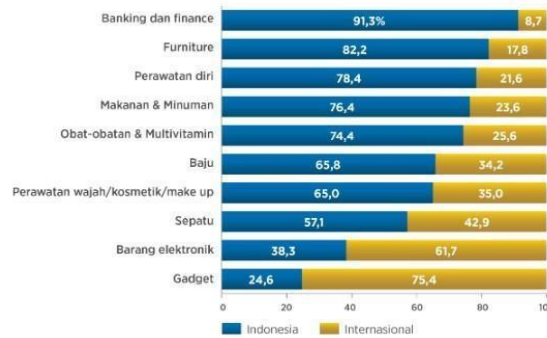
Figure 1
Indonesian and International Product Sales Category
Source: Katadata.com (2020)

Based on data, 57% of respondents already like domestic products of very high quality, and Indonesian people also have a very high level of trust at 93%. Figure 1.1 also shows that local products in almost all categories still lead the Indonesian market. Consumer perception of the power that gives power to a country, 'Country of Origin' (Katadata, 2020) *or better known as* Country of Origin (COO). The country of origin is also the same, and it will be a unique product. The perception of potential consumers about the country is positive makes the brand image of the product positive. So this issue needs to be considered because this COO factor can affect the image. It has been explained above that Indonesian people are very fond of their products and there is a strong desire to buy homemade products, especially in relation to the production of highly qualified local products.

At this time Roughneck 1991 is one of the local brands and now it is very famous and favored by young people. Roughneck is a local apparel line since 2015, selling various products such as *T-shirts, shirts*, jackets, hoodies, bags, pants, shoes, sandals, perfume, etc. with price ranges from Rp 15,000 to Rp 275,000. In 2021, 1991 Roughneck was one of the top brands in the country, ranking in the top 5 best-selling fashion categories in the Shopee 11.11 Big Sale and Shopee 12.12 Anniversary Sale campaigns in overseas markets, competing with overseas brands. Local Indonesian brand Roughneck 1991 has many of its closest competitors in the fashion industry, including Erigo, Billionaires Project and 3 Second, which has many stores in Indonesia. Almost all of Roughneck's competitors are well-known in the fashion industry. Each brand serves more or less the same target market, including young people and millennials. With so many local clothing brands on the market, Roughneck has to maintain customer loyalty, and it's no easy task. Roughnecks compete in the Indonesian apparel market by setting low standard prices but high quality. This step is done by Roughneck in order to retain old customers and not switch to competitors. Retaining customers is considered easier

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than finding new customers because the cost of retaining old customers is more expensive. (Sukarno, M., &; Akbar, 2022)

Figure 2
1991 Roughneck Products
Source: Tokopedia Roughneck 1991 (2023)

Sales of Roughneck 1991 continue to increase, recently Roughneck held a shoppable live stream on TikTok Shop for 3 days non-stop and managed to increase sales by 10 times compared to ordinary days. Although the sales of Roughneck 1991 increased compared to other local brands, based on the survey results from IDN Times in 2022, Roughneck 1991 was ranked second as the best local *clothing brand* where the first position was occupied by Erigo. This is due to the high loyalty of Erigo's customers compared to the 1991 Roughneck. But despite Erigo's highest ratings, even roughneck customers aren't turning their backs on the brand. Every business owner certainly wants success as seen from the high level of purchase of a product brand that is expected to provide increased profits. The success of a business can be measured through several factors, one of which is the level of consumer loyalty. The level of consumer loyalty is shown by repeated purchases made by consumers to a brand, and consumer loyalty that is formed can make consumers offer products to those closest to them to use the product.

The author has also conducted a pre-survey in the form of *a google form* to find out *loyalty* using questionnaires and disseminated to 5 respondents randomly in various regions in Indonesia. there are 30 yes and no questions and answers about the 1991 Roughneck product. From the questions asked through the questionnaire by the author in the first point as much as 100%, answered that they had bought the 1991 Roughneck product more than 1 time. The second question point is that 100% of respondents are satisfied with the quality of the 1991 Roughneck product. As many as 100% of respondents agreed that the cost incurred to buy the 1991 Roughneck product was comparable to the condition of the product received. In the fourth question point, as many as 100% of respondents are willing to wait if Roughneck 1991 launches a new product. As many as 100% of respondents agreed that the 1991 Roughneck was useful and the products launched always met the expectations and desires of respondents. In the eighth question point, as many as 60% of respondents have a desire to buy *fashion products* from *brands* other than Roughneck 1991. According to respondents, Roughneck 1991 is a superior local product and people around respondents also know about Roughneck 1991 products. At the twelfth question point, 60% of respondents said that they still plan to continue using the 1991 Roughneck product in the long term.

The author chose Rougneck 1991 products as the reason for research because of the continued increase in product purchases, and there are various kinds of T-shirts, jackets, pants

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and hats available with contemporary models and favored by the tastes of Millennials and Gen Z. As well as a very rapid increase from year to year.

METHOD

This research is about the effect of *value congruity, customer brand engagement, customer brand identification* and *affective brand commitment* on *brand loyalty* Roughneck 1991. This study used quantitative methods. This research requires an object or subject in order for the problem to be solved. The study population was consumers aged 10-41 who purchased local 1991 Roughneck products. The sampling technique used in this study is (Sukardi, 2022) *purposive sampling technique*. The sample taken for this study was 100 respondents This study used Likert scale measuring instruments, which are scales used to measure variables and use multiple linear regression analysis. In order for the collected data to be useful for researchers, the data must be analyzed in such a way that it can be used as a basis for decision making. The stages in the analysis are: Validity Test and Reality Test, Classical Assumption Test (Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Autocorrelation Test) Multiple Linear Regression Analysis (Multiple Linear Regression Equation, Correlation Coefficient, Coefficient of Determination), and Hypothesis Testing (t Test, and F Test).

RESULT AND DISCUSSION
Validity Test

Table 1
Validity Test Results

Items	Statement	R Table	R Calculate	Information
Image Equation	X1.1.1	0,196	0,717	VALID
	X1.1.2	0,196	0,611	VALID
Value Equation	X1.2.1	0,196	0,618	VALID
	X1.2.2	0,196	0,580	VALID
Personality Equation	X1.3.1	0,196	0,580	VALID
	X1.3.2	0,196	0,633	VALID
Enthusiasm	X2.1.1	0,196	0,624	VALID
	X2.1.2	0,196	0,576	VALID
Attention	X2.2.1	0,196	0,686	VALID
	X2.2.2	0,196	0,686	VALID
Absorption	X2.3.1	0,196	0,685	VALID
	X2.3.2	0,196	0,519	VALID
Interaction	X2.4.1	0,196	0,652	VALID
	X2.4.2	0,196	0,663	VALID
Identification	X2.5.1	0,196	0,689	VALID
	X2.5.2	0,196	0,573	VALID
Self Identification	X3.1.1	0,196	0,515	VALID
	X3.1.2	0,196	0,675	VALID
Brand Identification	X3.2.1	0,196	0,549	VALID
	X3.2.2	0,196	0,605	VALID
	X3.3.1	0,196	0,672	VALID

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Items	Statement	R Table	R Calculate	Information
Consumer Identification	X3.3.2	0,196	0,608	VALID
Affective Commitment	X4.1.1	0,196	0,576	VALID
	X4.1.2	0,196	0,592	VALID
Calculative Commitment	X4.2.1	0,196	0,632	VALID
	X4.2.2	0,196	0,646	VALID
Normative Commitment	X4.3.1	0,196	0,606	VALID
	X4.3.2	0,196	0,577	VALID
Cognitive Commitment	Y.1.1	0,196	0,585	VALID
	Y.1.2	0,196	0,612	VALID
Affective Loyalty	Y.2.1	0,196	0,572	VALID
	Y.2.2	0,196	0,613	VALID
Conative Loyalty	Y.3.1	0,196	0,628	VALID
	Y.3.2	0,196	0,612	VALID
Behavioral Loyalty	Y.4.1	0,196	0,622	VALID
	Y.4.2	0,196	0,678	VALID

Source: data processed, 2023

Based on Table 1, the validity test results for all statement items on the variables *value congruity, customer brand engagement, customer brand identification, affective brand commitment,* and *brand loyalty* are declared valid because they have a greater calculated r value compared to the r table with a significant level of 5% df = N-2 (100-2) = 0.196.

Reliability Test

Table 2
Reliability Test Results

Variable	Cornbach's Alpha	Information
Value congruity (X1)	0,915	Reliable
Customer Brand Engagement (X2)	0,946	Reliable
Customer Brand Identification (X3)	0,898	Reliable
Affective Brand Commitment (X4)	0,911	Reliable
Brand Loyalty (Y)	0,928	Reliable

Source: data processed, 2023

Based on Table 2 reliability test results obtained *cornbach's alpha* value obtained from this test shows a value greater than 0.6. This proves that the variables tested in this study are reliable variables.

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Classical Assumption Test
Normality Test

Table 3
Normality Test Results

		Unstandardized Residual
N		100
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	1.56094039
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.039
Test Statistics		.049
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: data processed, 2023

Based on Table 3, the normality test results show that the probability value in this test is $0.200 > 0.05$. This shows that the data tested in this study is normally distributed data.
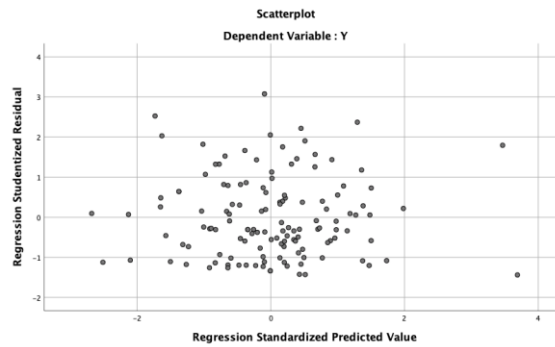
Multicollinearity Test

Table 4
Multicollinearity Test Results

Type	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Value congruity (X1)	0,133	7,528
Customer Brand Engagement (X2)	0,192	8,883
Customer Brand Identification (X3)	0,122	8,184
Affective Brand Commitment (X4)	0,144	6,961
a. Dependent Variable : Brand Loyalty (Y)		

Source: data processed, 2023

Based on Table 4, the results of the multicollinearity test show that the *collinearity statistics* values above, all *Tolerance* values are more than 0.1 and all VIF values are less than 10.0. This shows that the regression data tested is data that is free from correlation.

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Heteroscedasticity Test

Figure 3
Scatterplot Test Results
Source: data processed, 2023

Based on Figure 3, the results of the heteroscedasticity test were obtained using the *Scatterplot* graph method, there was no specific pattern and there was no clear pattern and scattered numbers were formed. This proves that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 5
Multiple Linear Regression Analysis Results

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.217	1.013		.214	.831
	X1	.406	.097	.314	4.199	.000
	X2	.202	.071	.256	2.849	.005
	X3	.367	.111	.258	3.312	.001
	X4	.223	.093	.171	2.385	.019
a. Dependent Variable: Y						

Source: data processed, 2023

Based on Table 5, the results of the regression equation were obtained after testing multiple linear regression analysis in this study:

$$Y = 0.217 + 0.314X1 + 0.256X2 + 0.258X3 + 0.171X4$$

The regression equation above can be interpreted as follows:

1. A constant of 0.217 indicates that if the independent variables in this study, namely *Value Congruity* (X1), Customer Brand Engagement *(X2),* Customer Brand Identification *(X3) and* Affective Brand Commitment *(X4) are fixed or unchanged, then the value* of Brand Loyalty *(Y) is 0.217.*
2. The regression coefficient of the *Value Congruity* variable (X1) is 0.314. This test means that if Customer Brand Engagement *(X2),* Customer Brand Identification *(X3) and Affective Brand Commitment* (X4) are fixed, any increase in Value Congruity *(X1) will increase* Brand Loyalty *(Y).*
3. The regression coefficient of the *Customer Brand Engagement* (X2) variable is 0.256. This test means that if *Value Congruity* (X1), Customer Brand Identification (X3) and *Affective Brand Commitment* (X4) are fixed, each increase in *Customer Brand Engagement* (X2) will increase *Brand Loyalty* (Y).

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4. The regression coefficient of the *Customer Brand Identification* (X3) variable is 0.258. This test means that if *Value Congruity* (X1), Customer Brand Engagement *(X2), and* Affective Brand Commitment *(X4) are fixed, each increase in* Customer Brand Identification *(X3) will increase* Brand Loyalty *(Y)*.

5. The regression coefficient of the *Affective Brand Commitment* (X4) variable is 0.171. This test means that if *Value Congruity* (X1), *Customer Brand Engagement* (X2) and Customer Brand Identification *(X3) are fixed, each increase in* Affective Brand Commitment *(X4) will increase* Brand Loyalty *(Y)*.

Test of Correlation Coefficient and Coefficient of Determination

Table 6
Results of the Correlation Coefficient and the Coefficient of Determination

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964a	.929	.927	1.593
a. Predictors: (Constant), X4, X1, X3, X2				
b. Dependent Variable: Y				

Source: data processed, 2023

Based on Table 6, it is known that the value of R = 0.964 is greater than 0.75 meaning that there is a strong positive relationship between the independent variables, *namely Value Congruity, Customer Brand Engagement, Customer Brand Identification* and *Affective Brand Commitment* to the dependent variable, namely *Brand Loyalty* to consumers from Roughneck products 1991. In addition, the R Square value obtained through testing is 0.929 it is concluded that the variables *Value Congruity, Customer Brand Engagement, Customer Brand Identification and Affective Brand Commitment* affect *Brand Loyalty* by 92.9%. While the remaining 7.1% can be explained by other variables that are not contained in the research model.

Test t

Table 7
Test Results t

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.217	1.013		.214	.831
	X1	.406	.097	.314	4.199	.000
	X2	.202	.071	.256	2.849	.005
	X3	.367	.111	.258	3.312	.001
	X4	.223	.093	.171	2.385	.019
a. Dependent Variable: Y						

Source: data processed, 2023

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Based on Table 7, the results of the t test are obtained as follows:

1. Hypothesis 1: The value *congruity variable* has a significant effect on *brand loyalty*.

   The calculated t value obtained from the regression test *of value congruity* on *brand loyalty* is 4.199. The calculated t value (4.199) > the table t value (1.660). This proves that *value congruity* has a positive and significant effect on *brand loyalty*. The higher the *congruity value* on the 1991 Roughneck product will increase the *brand loyalty* owned. Through this testing, it can be proved that **hypothesis 1 is accepted**.

2. Hypothesis 2: The variable *customer brand engagement* has a significant effect on *brand loyalty*.

   The calculated t value obtained from customer brand engagement regression testing on *brand loyalty* is 2.849. The calculated t value (2.849) > the table t value (1.660). This proves that *customer brand engagement* has a positive and significant effect on *brand loyalty*. The higher *customer brand engagement* on the 1991 Roughneck product will increase the *brand loyalty* owned. Through this test, it can be proved that **hypothesis 2 is accepted**.

3. Hypothesis 3: The variable *customer brand identification* has a significant effect on *brand loyalty*.

   The calculated t value from customer brand engagement regression testing on *brand loyalty* is 3.312. The calculated t value (3.312) > the table t value (1.660). This proves that *customer brand identification* has a positive and significant effect on *brand loyalty*. The higher the *customer brand identification* on the 1991 Roughneck product will increase the *brand loyalty* owned. Through this testing, it can be proved that **hypothesis 3 is accepted**.

4. Hypothesis 4: The variable *affective brand commitment* has a significant effect on *brand loyalty*.

   The calculated t value obtained from the regression testing *of customer brand engagement* on *brand loyalty* is 2.385. The calculated t value (2.385) > the table t value (1.660). This proves that *affective brand commitment has a positive and significant effect on brand loyalty*. The higher *affective brand commitment* on the 1991 Roughneck product will increase the *brand loyalty* owned. Through this test, it can be proved that **hypothesis 4 is accepted**.

Test F

Table 8
F Test Results

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3179.293	4	794.823	313.030	.000b
	Residuals	241.217	95	2.539		
	Total	3420.510	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X4, X3, X2, X1						

Source: data processed, 2023

Based on Table 8, obtained the F Table value of 2.47 while F Calculate of 313.030 when compared with F table it can be seen that Fcalculate > Ftable and significance level $0.000 > \alpha = 0.05$ then simultaneously / together *Value Congruity, Customer Brand Engagement, Customer Brand Identification* and *Affective Brand Commitment* have a significant effect on *Brand Loyalty*. This proves that **hypothesis 5 is accepted.**
Value Congruity Variable Has a Significant Effect on Brand Loyalty

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The results obtained from this study explain that loyalty can be influenced by value alignment. Brands that are consistent with a particular customer's views have an impact on developing a brand-consumer connection, which in turn impacts brand loyalty. According to Kim & Thapa's research, value alignment has a significant role in brand loyalty (2018).

Companies need to pay attention to the suitability of values in the products they offer. Roughneck 1991 must pay attention to product appearance, product design, product selling points, selling products that are suitable for customers, introducing products to customers and creating innovations to make original products.

The results of this study are in line with research conducted by Tran *et al* which proves that *value congruity* has a significant effect on *brand loyalty*. In addition, the results of this study are in line with the theory presented by Islam *et al* (2018) and Rather & Camilleri explaining that someone with a high level of (2019) *value congruity* will be increasingly attached to a brand *because of the positive appeal of* the brand. This causes the *brand* will indirectly make consumers reluctant to move to other *brands*.

Customer Brand Engagement Variables Have a Significant Effect on Brand Loyalty

The results obtained from this study explain that loyalty can be influenced by brand commitment. According to Hollebeek, strong psychological connections and engaging interactions with brands beyond traditional buying behavior can increase brand loyalty and influence purchasing decisions. Consumers who are loyal to a brand have a tendency to prefer a company, product, or brand over time. The relationship between the customer and the company is essential for businesses to build customer loyalty without the need for justifications that are beyond logic (2011).

The results of this study are in line with the theory presented by So *et al* (2016) said, consumers who engage with a brand *can build positive attitudes most quickly such as* brand loyalty, rather than consumers who do not engage with a brand. This opinion is consistent with Rather *et al* (2018) who argue that customer brand engagement *has a positive influence on* brand loyalty, where the construct *of customer brand engagement* related to the marketing area of consumer relations, proves to be an important factor in growing brand loyalty.

The results of this study are in line with research conducted by Widodo, T., & Febrianti, I. V. A which proves that (2021) *customer brand engagement* has a significant effect on *brand loyalty*.

Customer Brand Identification Variable Has a Significant Effect on Brand Loyalty

The results obtained from this study explain that loyalty can be influenced by brand identity. Brand identification can occur through the product itself and the impression that the product has instilled in the consumer's brain through indirect interaction with them, The main objectives of the company, maintaining reputation, supporting the company's products, and having a sense of loyalty or loyalty to the goods provided by the company will all be supported by consumers who have a strong brand identification and who will be increasingly loyal to the company. brand.

The results of this study are in line with the theory presented by Pareallo, P. That (2021) *customer brand identification* must be considered when companies want to build consumer loyalty to the *brand* of a product. Because *customer brand identification* will be the basic form of public opinion that will be a characteristic of a brand. If the elements of *customer brand identification* can resonate with consumers, then consumers can sort a brand from its competitors. Furthermore, these consumers will be more familiar with the brand which has an impact on the level of consumer loyalty.

The results of this study are in line with research conducted by Hendrajati which proves that (2016) *customer brand identification* has a significant effect on *brand loyalty*.

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Affective Brand Commitment Variable Has a Significant Effect on Brand Loyalty

The results obtained from this study explain that loyalty can be influenced by customers' emotional attachments. The emotional attachment of customers to a brand, the level of *Affective Brand Commitment* of consumers shows how much they want to maintain a relationship with the brand. This phenomenon, which is at the core of the interaction between the customer and the brand, involves the degree to which people recognize the brand . A consumer's emotional attachment to the brand, their identification with the brand, and their participation with the brand are at the core of affective commitment (Louis, D., & Lombart, 2010).

The results of this study are in line with the theory conveyed by M Wahyu Adjie P U, M that loyal consumers will provide increased profitability for the company. In addition to buying back, loyal consumers will also do (2020) *word of mouth* and convince other consumers so that they can become marketers for new consumers. This will certainly reduce the company's marketing costs. Therefore, companies will try to use various strategies that can keep their consumers from moving to other brands.

The results of this study are in line with research conducted by Ismet, B., &; Susanto, E. H proves that (2021) *affective brand commitment* has a significant effect on *brand loyalty*.

The variables Value Congruity, Customer Brand Engagement, Customer Brand Identification,* and *Affective Brand Commitment Have a Significant Effect Together on Brand Loyalty

The results of the analysis and testing conducted in this study showed a positive and significant influence of *value congruity, customer brand engagement, customer brand identification* and *affective brand commitment* on *brand loyalty* in buyers of Roughneck 1991 products. This statement means that the conformity of values, brand commitment, brand identity, emotional attachment of customers from the 1991 Roughneck product, will increase the brand *loyalty* felt by their consumers.

Companies need to pay attention to the suitability of values, brand commitment, brand identity, emotional attachment of customers. The influence of the four will result in maximum and greater influence on *brand loyalty.*

The results of this study are in line with research conducted by Wibowo, C. J., & Pattyranie, P. H. Proving that (2021) *value congruity, customer brand identification, affective brand commitment,* and *customer brand engagement* have a significant effect together on *brand loyalty*.

CONCLUSION

Based on the description that the author describes, the following conclusions can be obtained:

1. Value congruity has a positive and significant influence on Brand Loyalty.
2. Customer Brand Engagement or brand commitment from customers has a positive and significant influence on Brand Loyalty.
3. Customer Brand Identification or brand identity of customers has a positive and significant influence on Brand Loyalty.
4. Affective Brand Commitment or emotional attachment has a positive and significant influence on Brand Loyalty.
5. Value Congruity, Customer Brand Engagement, Customer Brand Identification and Affective Brand Commitment have a significant effect together on Brand Loyalty.

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