Improving Customer Loyalty for Automotive Industry of Indonesia through Brand Prominence, Self-Connection and Authenticity: Mediating Role of Online Trust

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The present study attempts to analyse the role of Brand Prominence, Self-Connection and Authenticity in determining customer loyalty in the automotive industry of Indonesia through the mediating role of online trust. The primary data has been collected from the sample size of 314. To examine the impact of incorporated variables on customer loyalty, Confirmatory factors analysis and Structural equation modelling approach are incorporated in the study; several tests were applied including descriptive analysis, KMO and Bartlett's test, rotated component matrix, convergent and discriminant validity. The results show significant differences in direct and indirect effects. The direct effects indicated that brand authenticity and brand self-connection are the significant and positive drivers of customer loyalty, while no significant statistical association was found between brand prominence and customer loyalty. Contrary, the indirect effects show that online trust significantly mediated the relationship between brand prominence and customer loyalty. Also, it acts as a significant mediator between brand authenticity and customer loyalty. Contrary, no mediation of online trust is observed in the relationship between brand self-connection and customer loyalty. Also, the study embraces several theoretical, practical and policy-making implications for the marketing management practitioners and strategy developers to attain high levels of customer loyalty. In the last, various limitations have been given along with the recommendations for in-depth findings by future researchers.

Key words: *Brand Prominence, Self-Connection, Authenticity, Online Trust, Customer Loyalty, Indonesia.*

Introduction

Customer loyalty is reflected with financial and non-financial measures such as market share, profitability of the firm, awareness of the brand, brand image and brand equity, as these indicators capture the performance and effectiveness of the implemented marketing strategies and approaches for a firm or a specific brand (Le Meunier-FitzHugh & Le Meunier-FitzHugh, 2017). The integration of marketing orientation approaches is one of the major significant drivers of a firm's customer loyalty (McAllister, 2017). In order to achieve and preserve customer loyalty, a collection of marketing insights is crucial regarding the competitive environment, needs, and preferences of customers, and marketing trends. Moreover, gaining market insights is also essential for boosting the brand performance, for enhancement of self-connections with the brand (Bouguerra, Mellahi, Glaister, & Tatoğlu, 2017). In the present era, almost every industry is facing the challenge of high completion and dynamic business environment which requires the implementation of market-specific approaches and strategies to survive in the business industry. Similarly, the automotive industry faces the challenge of customer attraction and loyalty behaviours due to increased competition, international trade restrictions, tariffs, quotas and price movements (Wicaksono & Priyadi, 2016). In the ASEAN region, Indonesia is the 2nd largest Car manufacturer shown form mention figure 1.

Figure 1.

Car Sales in ASEAN:

Country	2014	2015	2016	2017
Thailand	881,832	799,632	768,788	871,650
Indonesia	1,208,019	1,013,291	1,062,716	1,079,534
Malaysia	666,465	666,674	580,124	576,635
Philippines	234,747	288,609	359,572	425,673
Vietnam	133,588	209,267	270,820	250,619
Singapore	47,443	78,609	110,455	116,148
Brunei	18,114	14,406	13,248	11,209
ASEAN	**3,190,208**	**3,070,488**	**3,164,742**	**3,331,468**

Also, the below figure shows high variations in the monthly vehicle sales in Indonesia. The sales showed a decline from 2014 to 2015. While an increasing and slightly constant trend is observed in monthly sales from 2017-2018. Also, the remarkable transition has been experienced by Indonesia as it evolved from being a merely export-oriented car production

centre into a major (domestic) car sales market due to improvement in its overall GDP and per capita income. Also, the shifts of a huge population into the middle class changes the demand for vehicles(Herdiyana & Setiawan, 2018).

Figure 2.
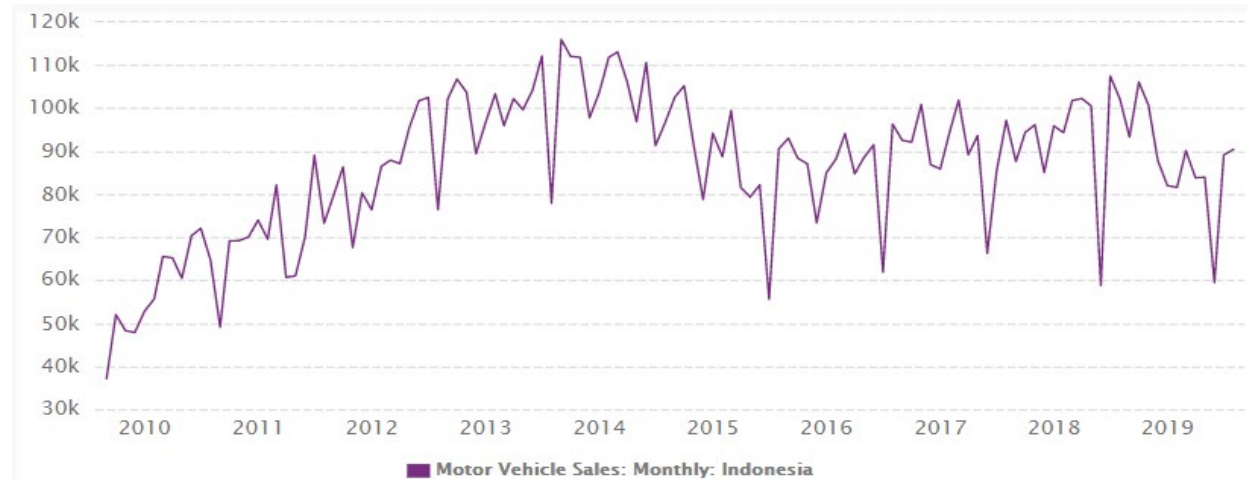
Source: www.ceicdata.com

Hence, to overcome the challenge of customer attraction and loyalty, around the globe, several studies explored drivers of customer loyalty. It is claimed that customer-oriented behaviors result in high loyalty and brand equity (Cossío-Silva, Revilla-Camacho, Vega-Vázquez, & Palacios-Florencio, 2016; Watson, Beck, Henderson, & Palmatier, 2015) . Also, it was highlighted by (Bilgihan, 2016) customer orientation paves the ways of customer loyalty. In addition, prior brand experiences resulted in customer loyalty whereas brand identification was also found as a significant driver of customer loyalty(Kaura, Durga Prasad, & Sharma, 2015).

Therefore, in view of the discussed findings, it is observed that the researches have been focused on the drivers of customer loyalty in general with the inclusion of customer-centred marketing strategies. However, no such study has been conducted to investigate the role of Brand Prominence, Self-Connection and Authenticity on Customer Loyalty with the mediating role of online trust. These observations highlighted the need for the investigation of customer loyalty drivers and the fulfilment of literature gap, therefore in order to fulfil the identified gap, by following the suggestions of previous studies of (Arya, Verma, Sethi, & Agarwal, 2019; Boateng, 2019) the present study proposed the following research objectives:

1. To determine the impact of Brand Prominence on the customer Loyalty of Automotive industry of Indonesia.
2. To analyse the impact of Brand self-connection on the customer Loyalty of Automotive industry of Indonesia.

3. To explore the impact of Brand Authenticity on the customer Loyalty of Automotive industry of Indonesia.
4. To investigate the mediating role of online trust in the relationship between Brand prominence, Brand self-connection, Brand Authenticity and customer Loyalty of Automotive industry of Indonesia.

Similarly, the other contribution was the inclusion of Indonesia's automotive sector to investigate the mechanism of customer loyalty. As this sector is among the most prominent with high potential of growth in ASEAN region. Also, the analysis of the mediating role of online trust in loyalty and its drivers such as the prominence of the brand, authenticity of brand and self-connection with the brand is another theoretical contribution by the study. Moreover, unlike previous studies and for methodological contribution, the current study incorporated advanced methodological techniques such as Structural equation modelling and confirmatory factor analysis with the application of descriptive analysis, KMO and Bartlett's test, rotated component matrix, convergent and discriminant validity to test the hypotheses. The explanation of the proposed mechanism is significant for marketing management practitioners to develop strategies for gaining customer loyalty. Also, it elaborated the importance of brand prominence, brand authenticity and brand self-connection for the generation of customer loyalty as it results in long term firm profitability and sales. Thus, the rest of the research covered the relevant literature on customer loyalty along with formulation of hypotheses, in section 3 the methodology of the study is discussed, whereas in section 4 data analysis and results are discussed while section 5 includes a conclusion and future policy implications.

Literature Review and Theoretical Background

In this study, we employed the theory of social identity theory (Hogg, 2016), and signalling theory (Li, Fang, Wang, Lim, & Liang, 2015) in order to develop the framework for understanding the customer loyalty drivers and role of online trust in generating customer loyalty. "Signaling Theory" and "social identity theory" are incorporated for the explanation of the phenomenon pertains to antecedent's customer loyalty. Signalling theory comprises of three major elements i.e. signaler: the provider of service or product, receiver: customer and the signal itself (Rao, Lee, Connelly, & Iyengar, 2018). The firm influences the loyalty of its customers by providing various signals through brand prominence activities, and authenticity of the brand(Charlton & Cornwell, 2019). The firms desire to gain the trust of customers and fosters customer loyalty through the creation of an emotional connection, credibility through brand authenticity and brand prominence through marketing activities(Carraher, 2015). Whereas, social identity theory explains how brand self-connection connection leads towards the creation of customer loyalty. According to the theory, individuals are motivated and inclined towards developing and maintaining their social identities and belong to the groups

and brands which reflects their personality(Hogg, 2016). When they feel connected with a brand, and perceive it as a reflector of their self-connection so they acts as the brand ambassadors and recommended others the usage of same brand in order to build stronger connection, also in order to maintain the self-connection , the individuals are involved in repeated purchases that resulted in customer loyalty (Rather, 2018). Several studies have incorporated the theories for an in-depth understanding of customer loyalty mechanism, Thus, the present study proposed the following conceptual model based on social identity and Signaling Theory, presented in figure 3 by taking into consideration the brand prominence, brand self-connection and Brand Authenticity (independent variables) as the determining factor of customer loyalty (dependent variable). The study also assumed that online trust acts as a significant mediator in the hypothesized relationship.

Brand Prominence and Customer Loyalty

Brand prominence refers to "the conspicuousness of a brand's mark or logo on a product". In other words, a brand that would rate high on prominence means that the individual is engaging in a louder form of conspicuous consumption. This individual is prominently sending signals about his or her identity to others"(Gill-Simmen, MacInnis, Eisingerich, & Park, 2018). It includes the representation of one's self associated with the brand (D. Choi, Bang, Wojdynski, Lee, & Keib, 2018). Brand prominence plays a prominent role in determining the customer loyalty as it fulfils the identity and social status maintenance needs of the customers and thus results in repurchases and equity for the brand(Pino, Amatulli, Peluso, Nataraajan, & Guido, 2019). An expertly designed brand prominence approach effective recognition of the brand and determine repetitive purchases in the form of customer loyalty, this recognition lies mainly in status and luxury consumption (Butcher, Phau, & Teah, 2016). Many studies have emphasised the importance of brand prominence for the growth of the company and ultimately for attracting customers and attaining customer loyalty. While studying the significant determinants of customer loyalty, the findings of (Vashisht & S. Pillai, 2017) highlighted that the inclusion of fresh logos and brand representation is useful in designing the product which ultimately helped in brand recognition and thus customer loyalty. Therefore, based on the reviewed literature and the recognition of importance of brand prominence in the determination of customer loyalty, the current study hypothesized that:

H1: Brand prominence has a significant impact on customer loyalty.

Brand Self-Connection and Customer Loyalty

Brand self-connection is the "extent to which the customers feels associated and connected with the use of a particular brand" (Ahmad & Thyagaraj, 2015). It is indicated from the

previous studies that emotional connections are developed for the use of the brand which a person is using and it creates a sense of self-connection as indicated by social identity theory (Harrigan, Evers, Miles, & Daly, 2018) Brand self- connection leads towards customer loyalty. According to the mentioned theory, individuals are motivated and inclined towards developing and maintaining their self-identities and belong to the brands which reflect their personality. When they feel connected with a brand, and perceive it as a reflector of their self-connection so they act as the brand ambassadors and recommended others the usage of the same brand in order to build a stronger connection and fosters customer loyalty levels(Sicilia, Delgado-Ballester, & Palazon, 2016). It is argued by the authors that brand self- connection is created with emotional attachment and physical attachment with the brand and results in customer loyalty(Kwon & Mattila, 2015). The brand self-connection provides the ways for the customer-centred marketing strategy according to their emotional connection and lead towards high levels of customer loyalty (Granitz & Forman, 2015) Moreover, it was highlighted by Hsieh and Chang (2016)that when a customer feels self-connection with the brand, so it acts as value co-creator of that particular brand and boost customer loyalty behaviours. Thus, based on the reviewed literature and the recognition of the importance of brand self-connection in the determination of customer loyalty, the current study hypothesised that:

H2: Brand self-connection has a significant impact on customer loyalty.

Brand Authenticity and Customer Loyalty

The capacity of a brand to be honest and sincere is termed as Brand authenticity (Collins, 2016). The characteristic of being authentic is associated with being credible in brand positioning and its value. It is assumed that when the brands pursue the principle of brand authenticity, the customers are more likely to favour these brands (Fritz, Schoenmueller, & Bruhn, 2017). Also, it serves a tool for building up the long term relationships with the customers along with the retention of customers that led towards the generation of customer loyalty and overall brand equity(Moulard, Raggio, & Folse, 2016). It is shown from the previous research that when a firm is honest in its relationships with the customers, it intelligently gathers the information about its customers, their needs and preferences and recognise upcoming opportunities so they are more likely to perform competitive positions in the market as compared to others which provides them with the loyalty benefits and brand trust (Portal, Abratt, & Bendixen, 2019). The authenticity characteristic of a firm or brand distinguished it from competitors and provides the customers with the ore chances of brand recognition in terms of its proposed value. Because the purchase decisions based on value-price comparisons and it was assumed that customer prefers the brands which provide them with the true value against their paid costs (Athwal & Harris, 2018). The loyalty of the firm was improved with the unique characteristic of brand authenticity and valued competencies

which are difficult to imitate and replaced by other brands (H. Choi, Ko, Kim, & Mattila, 2015). According to (Pattuglia & Mingione, 2017), authenticity of a brand is an integral part of its market image, and positioning and the most effective way of attaining customer loyalty is the ability to acts with honesty and sincerity in all brand communications and the designing of marketing strategies as it boosts the tendency of a firm to identify opportunities and improve its product and service structures for high levels of performance. Because businesses need to integrate the knowledge of customers with the strategy development to grab their loyalty. Also, the firms desire to gain the trust of customers and fosters customer loyalty through the creation of a true and honest brand image through brand authenticity (Stiehler & Tinson, 2015). Therefore, in view of the reviewed literature and the recognition of importance of brand authenticity in the determination of customer loyalty, the current study hypothesised that:

H3: Brand Authenticity has a significant impact on customer loyalty.

Mediating Role of Online Trust

Online trust refers to the extent of belief a customer holds in web-based transactions (Bilgihan, 2016). It is the mechanism of business and marketing through which the company directs its focus on maintaining trust relationships with its customers and also providing them superior value in the offered product and services in order to gain loyalty benefits. Another purpose is the attraction and retention of the customers based on providing promised quality online (Palacios, 2016). The authors argue that maintaining online trust and customer loyalty are interrelated with the presence of brand prominence. With the adoption of trust feature, the companies are able to deliver promised quality and fulfil the needs of customers and also the customers relied on the provided information including available pictures, product design and security features while transacting online. Also, it has a significant impact on customer loyalty and profitability of the firm (Molinillo, Gómez-Ortiz, Pérez-Aranda, & Navarro-García, 2017). Thus given the existing relationship between brand prominence, online trust and customer loyalty, the present study hypothesised that:

H4: Online Trust has a significant mediating role in the relationship between brand prominence and customer loyalty.

Also, the emotions of self-attachment and connection with the brand fosters strong online trust as the customers perceive the brand to be trustworthy in its dealings as they assume the personality of the brand consistent with their self-personalities as indicated by social identity theory (Boateng, 2019). Also, the positive and significant associations are observed in the literature between online trust and customer loyalty (Prentice & Loureiro, 2017). Therefore,

in order to analyse the role of online trust in the relationship between self-brand connection and customer loyalty, the current study hypothesised that:

H5: Online Trust has a significant mediating role in the relationship between brand self-connection and customer loyalty.

The authenticity characteristic of a firm or brand distinguished it from competitors (Lude & Prügl, 2018) and provides the customers with the chances of brand recognition through provided information online in terms of its proposed value(Yang, Kim, & Jung, 2016). Because the purchase decisions based on value-price comparisons and available online information and transaction mediums and it was assumed that customers prefer the brands which provide them with the true value against their paid costs thus fosters the customer loyalty. Hence, in view of the mentioned interrelationship of brand authenticity, online trust and customer loyalty, the present study hypothesized that:

H6: Online trust has a significant mediating role in the relationship between brand authenticity and customer loyalty.

Figure 3. Conceptual Model
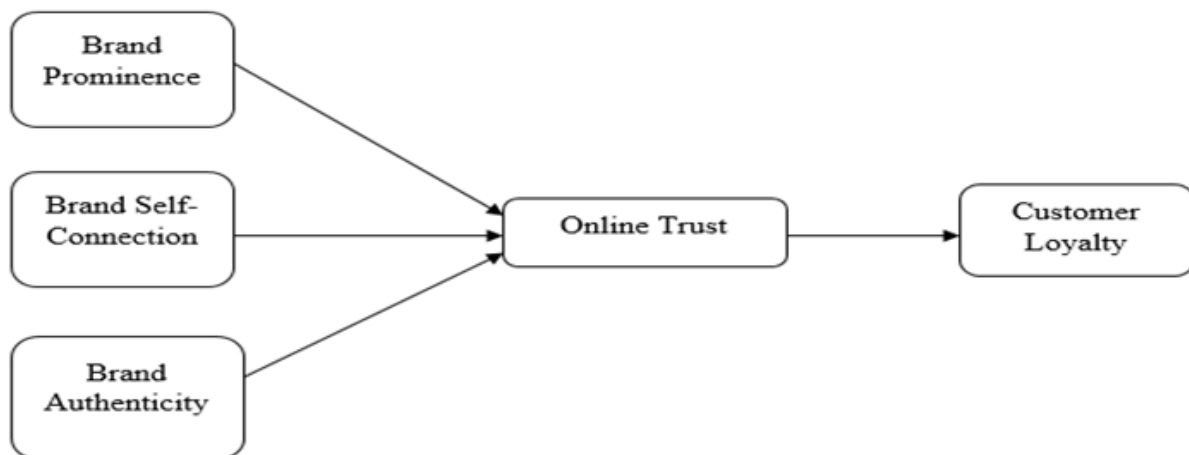
Research Methodology

Population and Sampling

This proposed study has been accompanied for examining the impact of brand prominence, self-connection and authenticity on customer loyalty, in mediating role of online trust. The automotive industry of Indonesia has been selected as population of the study as this industry contributes in the economy of Indonesia due to the huge share of car market in Southeast Asia and ASEAN region and it becomes the important pillar of the Indonesian economy due

to the shifting from entirely export-driven car market to domestic car market. After Thailand, Indonesia attained the second position in the automotive sector in ASEAN industry that's why due to the high competition company have to innovate the features and sustain their existing customer by making them loyal that is why this study contributes in increasing the customer loyalty. The researcher chooses the three big automotive giants such as Toyota, Honda and Daihatsu as sampling frame of study because they have huge market share but there is need to understand the fact that how the customer loyalty increased in their perspective. The researcher used the purposive sampling technique for selecting the sample respondents such as managers and employees of these three industries because only those have to be selected which can relate the existing business marketing strategy to the proposed variables or strategies. Researcher distributes the 340 questionnaires among the respondents but only 325 were willing to filled the questionnaire. After collecting responses, some of them have been deleted due to incompleteness and invalidity that's why at the end only 314 valid responses have been collected from respondents.

Data Collection Procedure

The structured questionnaire has been taken into account for collecting the data from respondents about the impact of variables or hypotheses on each other. As the researcher required quantitative and objective data that's why researcher categorized the questionnaire into two types of closed-ended questions such as demographic and variable scale items. Language of survey items must be understandable by a native speaker of Indonesia but the researcher has to ensure that he or she translated the questionnaire back into English for data analysis. It might happen that respondents were unable to understand the wording and meaning of the question that is why the researcher has to ensured that he or she conduct the pilot study or pretest for collecting the feedback of respondents regarding questionnaire. The online and self-administering technique has been accompanied for the administration of the questionnaire, as it helps in solving the queries of respondents at any time and respondents can easily solve it at the best suitable time.

Measures

In previous literature, researchers have already been verified the reliability and authenticity of measures that's why researcher adapts the variable scale items related to this proposed study from earlier studies of many authors. From the research work of (Arya, Verma, Sethi, & Agarwal, 2019), researcher adapts the 2 survey items for brand prominence, from research study of (Arya et al., 2019) researcher adapts the 2 measurement items for brand self-connection and for brand authenticity constructs, 15 measurement items have been adapted from (Arya et al., 2019). Further, researcher takes into account the work of (Huang & Shyu, 2009) & (Labrecque, 2014), from which researcher adapts 5 survey items, for the

measurement of customer loyalty and researcher adapts 5 survey items from earlier research work of (Bilgihan & Bujisic, 2015) & (Wang, Law, Guillet, Hung, & Fong, 2015), for measurement of online trust. 5-point Likert scale has been taken into consideration for measuring the measurement items, in this scale responses ranges from 1 (strongly disagree) to 5 (strongly agree).

Data Analysis

SPSS has been used for statistical analysis of data and collected responses, by applying regression test, correlation test, Cronbach's alpha reliability test and for running the diagnosis of descriptive statistics tests. Coming toward AMOS, it has also been accompanied for performing confirmatory factor analysis and for running the structural equation modelling. The researcher performed the CFA for assessing the convergent validity, model fitness and discriminant validity of the constructs. Further, hypothesis testing has been performed through structural equation modelling under AMOS, for analysing the structure path model and report that which hypothesised relationship get accepted or rejected.

Data Analysis and Interpretation

In this study, 315 questionnaires were distributed among the participants. The demographic details of respondents were that, there were 129 males and 185 were females, according to which the number of females was high, education-wise 37 of the respondent had done their graduation, 143 of the respondents had done their postgraduation, 125 of the respondents had done their masters and 9 had some other degrees. Age-wise, 132 of the respondents were between 21 to 30 years old, 85 of the respondents were from 31 to 40 years old, 73 of the respondents were from 41 to 50 years old and 24 were 50+ in age.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	SD	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	SE
BrandPro	314	1.00	5.00	3.5347	1.15426	-.626	.138
BrandSel	314	1.00	5.00	3.4682	1.16688	-.616	.138
BrandAut	314	1.00	4.93	3.5102	1.07589	-.838	.138
OnlineTrust	314	1.00	5.00	3.4713	1.08360	-.675	.138
CustLoy	314	1.00	5.00	3.4382	1.12789	-.551	.138
Valid N (listwise)	314						

The above table one is showing the descriptive statistics of the study, the descriptive statistics detailed explanation about the variables if the study and they show that the descriptive coefficients that give a complete summary of data. This set of data represent the entire sample

of the population. The data is showing that there is no outlier in given data because maximum values are in the threshold range of 5-point Likert scale and the value of skewness is between -1 to 1, which is the threshold range of normality so, the given data is rational and valid. The data is valid to go for further testing.

Table 2: Rotated Component Matrix

	Component				
	1	2	3	4	5
BP1				.715	
BP2				.758	
BS1					.816
BS2					.793
BA1	.684				
BA2	.758				
BA3	.833				
BA4	.826				
BA5	.817				
BA6	.687				
BA7	.771				
BA8	.799				
BA9	.835				
BA10	.782				
BA11	.690				
BA12	.776				
BA13	.815				
BA14	.845				
BA15	.829				
OT1			.763		
OT2			.789		
OT3			.792		
OT4			.778		
OT5			.774		
CL1		.797			
CL2		.837			
CL3		.885			
CL4		.899			
CL5		.911			

The above table two of rotated components matrix is showing that almost all of the indicators are having factor loading more than 0.7, it means that all indicators are eligible to be exposed to further hypothesis testing techniques because all the factors are in suitable threshold level and all the factors in suitable and valid sequence and range. So, this data is good to go for further testing techniques. There is no cross-loading in the data shown in RCM so, the data is reliable.

Table 3: Convergent and Discriminant Validity

	CR	AVE	MSV	MaxR(H)	BP	BA	OT	CL	BS
BP	0.859	0.753	0.358	0.872	**0.868**				
BA	0.951	0.690	0.319	0.978	0.545	**0.831**			
OT	0.898	0.637	0.320	0.981	0.566	0.565	**0.798**		
CL	0.949	0.790	0.221	0.989	0.336	0.470	0.433	**0.889**	
BS	0.819	0.694	0.358	0.989	0.598	0.485	0.466	0.426	**0.833**

The validity master sheet was used in order to confirm the convergent and discriminant validity for the research model variable. The discriminant validity provided the discrimination between variables while the convergent validity was measured with the help of composite reliability and average variance extracted. The results of the validities are shown in table three. The results and convergence of each variable is more than 70%. The average variances extracted are more than 50%, while the discriminate validity showed that, loading of each variable discriminates form each other. Every variable has maximum loading with itself as compared with others. So, these validities prove the authenticity of the collected data.

Table 4: Confirmatory Factors Analysis

Indicators	Threshold range	Current values
CMIN/DF	Less or equal 3	2.743
GFI	Equal or greater .80	.829
CFI	Equal or greater .90	.934
IFI	Equal or greater .90	.935
RMSEA	Less or equal .08	.075

Table four is of CFA, which is the confirmatory factor analysis used to confirm the fitness of hypothetical model before structural equation modelling, current results are showing that CMIN is less than 3, GFI is more than 0.80, CFI is more than 0.90, IFI is more than 0.90, and RMSEA is less than 0.08. All of the results showed that the data is in valid range and is good to go for further testing. Following is the screenshot of CFA in figure one.
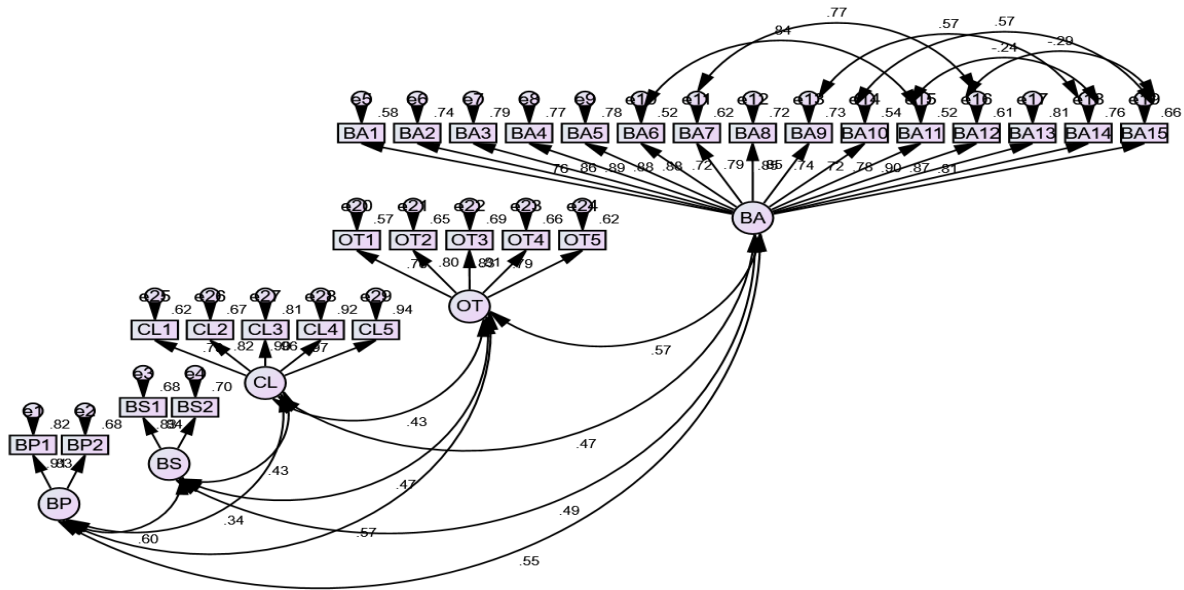
Figure 1. CFA

Table 5: Structural Equation Modeling

Total Effect	BrandAut	BrandSel	BrandPro	OnlineTrust
OnlineTrust	.318***	.101	.302***	.000
CustLoy	.331***	.216**	.061	.200**
Direct Effect	BrandAut	BrandSel	BrandPro	OnlineTrust
OnlineTrust	.318***	.101	.302**	.000
CustLoy	.267**	.196**	.000	.200*
Indirect Effect	BrandAut	BrandSel	BrandPro	OnlineTrust
OnlineTrust	.000	.000	.000	.000
CustLoy	.064**	.020	.060**	.000

The above table of SEM is showing the relationships of different variables with each other and what impact they do cast on each other. The impact of BA on OT and CL is positive and significant; the impact of BS on OT is insignificant while on CL is significant and positive. The impact of BP on OT is significant while on CL is insignificant. Moreover, the impact of OT is significant on CL.

Figure 2. SEM
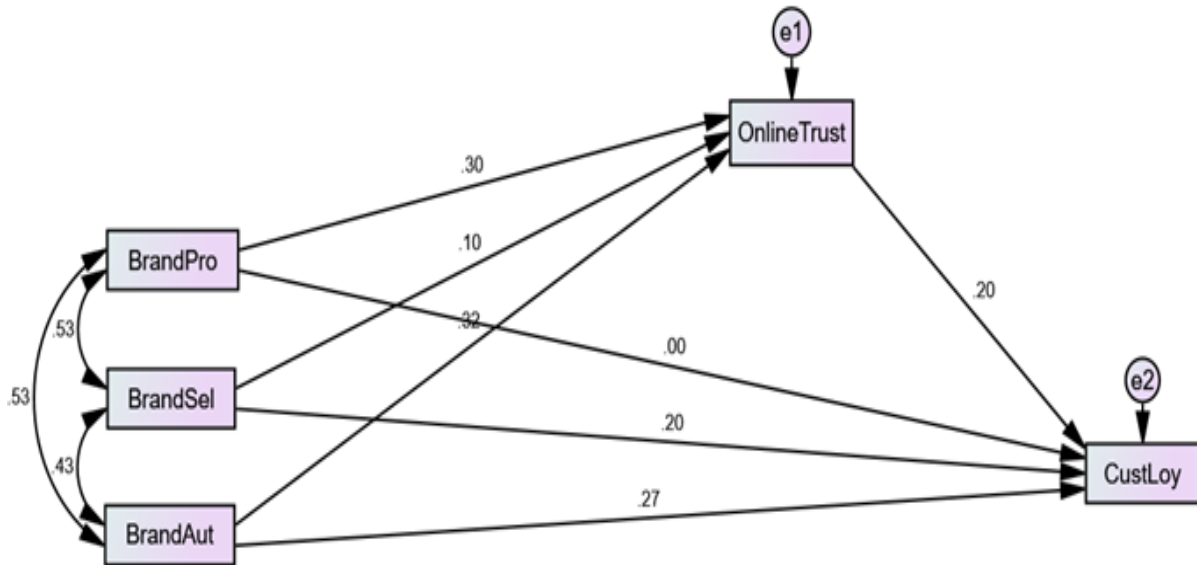
Discussion and Conclusion

Discussion

The study targeted the automotive industry of Indonesia. The study aimed at knowing the impact of brand prominence (BP), brand self-connection (BSC), brand authenticity (BA) on customer loyalty (CL) and it also aimed to know the mediating role of online trust (OT). The first hypothesis proposed by the study was that "BP has a significant impact on CL". This hypothesis has been rejected by the study and past evidence as well because BP has nothing to do with customer loyalty (Hasegawa & Matsuoka, 2015). The value that a brand provides to its customer creates CL and enhances the value of brand and brand equity in return. The second hypothesis suggested by the study was that "BSC has a significant impact on CL". The study has accepted this hypothesis. The past evidence also supports it because Self connection of the brands with the customer increase the CL and also promotes long term relationship (Kirono et al., 2016). The third hypothesis proposed by the study was that "BA has a significant impact on CL". The study accepts this hypothesis and according to previous literature BA clearly relates with the quality provided by the brand and how much the brand is meeting with the expectations of the customers (Kis-Katos & Sparrow, 2015). This, in turn, enhances the CL. The fourth hypothesis proposed by the study was that "OT has a significant mediating role between BPA nd CL". This hypothesis is accepted by the study. As OT refers to the direct connection of the brand with the customer and that refers to the thing that the customers can reach out to the brand with any query at any time (Mukhlis, Utomo, & Soesetio, 2015). BP is seeming to be enhancing OT which impacts Cl significantly. The fifth hypothesis proposed was that " OT significantly mediates BSC and CL". This hypothesis is

rejected by the study because self-connection is not seen to be enhancing OT which does not impact Cl as well (Sidharta & Affandi, 2016). The sixth hypothesis proposed by the study was that "the mediating role of OT between BA and CL is significant", this hypothesis is accepted. As the enhanced authenticity of the brand increases the trust of the customer on the brand which in return enhances the CL as well (Zuhdi, 2015).

Conclusion

The study targeted the automotive industry of Indonesia. The study aimed at knowing the impact of brand prominence (BP), brand self-connection (BSC), brand authenticity (BA) on customer loyalty (CL) and it also aimed to know the mediating role of online trust (OT). The questionnaires were distributed among 315 participants form the automotive industry of Indonesia; the results obtained were exposed to different analytical techniques. After the implementation of CFA and SEM. The results showed that BP does not impact CL significantly. OT does not mediate between BSC and CL significantly. Moreover, it was seen that BSC and BA significantly impact CL and OT significantly mediates between BP, BA and CL.

Implications of the Study

The study has its wide implications in the theoretical sector because it has enhanced the knowledge about the OT and its contribution to CL and its creation. The study has also elaborated how BP, BSC and BA can be implemented for the enhancements of CL. Organisations and most importantly the automotive industry worldwide can take advantages of the results proposed by this study. Because CL is the one thing for which different organisations strive for, BP, BSC and BA can be driven into the practicality of the enhancement of OT and CL with them. Policy for maximisation of BA can also be made, which will in return, be very beneficial for CL.

Limitations and Future Research Indications

The target of this study was very confined to a single industry only, whereas regarding CL other organisations and industries could have been targeted as well. This study is only taking 314 of the participants to form the automotive industry of Indonesia, whereas for the better implementation of the results, a larger population and its sample could have been chosen.

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