



THE ROLE OF CONSUMER INVOLVEMENT AS A MODERATING VARIABLE: THE RELATIONSHIP BETWEEN CONSUMER SATISFACTION AND CORPORATE IMAGE ON SERVICE LOYALTY

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ABSTRACT

The aim of this research was to test the effect of customer satisfaction and corporate image on service loyalty, and also to test the role of consumer involvement as a moderating variable the relationship between customer satisfaction and corporate image on service loyalty. This research has two models, and each model was tested separately, ie, high-consumer involvement and low-consumer involvement. In high-consumer involvement, the university was used as the research object, while low-consumer involvement we used photocopy stationary as the research object. Research design used was survey with total respondent consist of undergraduate student as much as 200 students and photocopy stationary consumer as much as 200 peoples. The data was analysis using Structural Equation Model (SEM), with Maximum Likelihood Estimation (MLE). The result shows that customer satisfaction and corporate image significantly have a positive effect on service loyalty, both on the high-consumer involvement model and the low-consumer involvement model. The consumer involvement as the moderating variable on both models also shows a significantly positive effect in moderating the relationship between customer satisfaction and corporate image on service loyalty.

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Keywords: Customer satisfaction, corporate image, customer involvement, service loyalty, moderating variable, SEM.

Contribution/ Originality

This study contributes on customer involvement theory. The Methodology used was two-step technique using structural equation analysis [1, 2] and investigated the role of consumer involvement as the moderating variable. The finding shows that disregard of low and high consumer involvement, consumer still perform evaluation prior decision to purchase.

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1. INTRODUCTION

Over the past three decades, consumer involvement concept has become an important study in marketing world (Warrington and Shim, 2000; in Pillosof and Nickel [3]. This is because the concept of consumer engagement is highly related to consumer behavior in finding and deciding the purchase / use of the product. So the concept of consumer engagement is often used as a reference for marketers to classify products and advertising messages that correspond to the level of consumer involvement and has been used as an alternative in determining market segmentation strategy [4].

The concept of consumer involvement is highly related to consumer behavior in finding and deciding the purchase / use of the product, so many researchers are trying to examine various phenomenon relate to the impact of consumer involvement, including that related to loyalty [3, 5-13]. Loyalty can be formed from the level of consumer involvement. It is because consumer involvement is a form of consumer evaluations before deciding to consume the product. Various studies have been conducted to identify and examine the role of consumer involvement in the formation of loyalty. However, from studies that has been done, there still the inconsistency of the results. One of them is the results of the study that revealed that consumer involvement as a mediator and moderator of the relationship between customer satisfaction on loyalty [8, 13]. Similarly Castaneda [6] reported that consumer involvement used as a moderating variable in the relationship between satisfaction and loyalty, which in high-consumer involvement, satisfaction is the major predictor of loyalty, while in the low-consumer involvement, satisfaction is not the predictor of loyalty, as well as low-consumer involvement showed the low tendency in using cognitive ability to commit the evaluation.

Unlike the research conducted by Pillosof and Nickel [3] which revealed that consumer involvement was not proven moderating the relationship between satisfaction, brand attitude, and brand loyalty. The same result also reported by Utama and Purwanto [11]. They suggests that the involvement of consumers did not moderating the relationship between consumer trust toward a brand and brand loyalty. While the research conducted by Knox and Walker [9] revealed that the risk is the main antecedent of consumer involvement, where consideration of the aspect of risk is not only done by high consumer involvements, but also done by low consumer involvement. This study also revealed that consumer involvement in brand is closely related to the formation of brand commitment which is a component of loyalty.

There are so many things can be evaluated by the consumer associated with the product attribute to be consumed, such as brand, brand image, corporate image, packaging, advertising, satisfaction, service quality, distribution channels, risk, price, and others. However, consumer evaluation towards the service product is more difficult to conduct compared with consumer evaluation toward the goods [8, 14]. This is because of the fundamental differences between the characteristics of goods and services, i.e, between the tangible goods and intangible services products [15].

The difficulty to evaluate the service is also due to the services quality provided by the service providers, such as services product from makeup artist, fashion designer, shop workers, doctors,

and others, resulting the instability of services quality and the difficulty to standardize compared to goods. Therefore, according to Varki and Wong [16] the concept of consumer involvement in service has more important role than the goods. The reason is the involvement of consumers in service requires personal interaction between service providers and consumers directly. This interaction will create good interpersonal relationships (customer relationship) between the service provider and consumer which can produce service loyalty.

According to Andreassen and Lindestad [17] and LeBlanc and Nguyen [18] the difficulty on evaluating the services product make consumers see the company's image as the basis to perceive the service quality from a service provider. Weiwei [19] explains that the image of a company can determine the loyalty due to the corporate image can affect a person's belief on companies related to the service quality provided. For example, the image of Walt Disney showing the quality assurance on a fun adventure playground, the image of a company like FedEx ensures the quality of reliable delivery services with their wide network, or the image of Deloitte company, a financial advisory company, which reflect the professionalism and trustworthiness.

Services loyalty also determined not only from the consumer evaluation of the corporate image, but also from customer satisfaction. According Faullant, et al. [20]; Castaneda [6] and Yang and Peterson [21] satisfaction is a major factor of loyalty formation. This is because the higher evaluation (involvement) made by the consumer will generate a high level of satisfaction; the satisfaction is produced from maximum service quality received by consumers, and as the result, it will produce loyalty to the company [22, 23].

The importance of evaluating the customer satisfaction and corporate image on services makes the role of consumer involvement become an interesting study. As mentioned previously, a gap produced from many inconsistent studies result related to the role of consumer involvement on loyalty, make research on the role of consumer involvement on loyalty an interest topic for research. The aim of this study was to test empirically the role of consumer involvement as a moderating variable in the relationship between customer satisfaction and corporate image on service loyalty. The study is expected to provide benefits for the development of marketing theory, especially the theory of consumer involvement in choosing the service product. Besides, the results of this study will also provide benefits for marketers in formulating appropriate strategies for product segmentation and advertising according to the level of consumer involvement.

2. THEORETICAL FRAMEWORK

2.1. Consumer Involvement

The concept of consumer involvement is growing and understood into two categories: high involvement and low involvement [24-26]. Consumers were classified into high and low involvement, distinguished by the way their thinking resulted from the way their processing the information. Consumers who have high involvement will be actively looking for more information and details about the products, using many criteria and considerations to decide on the purchasing. They also knew about various alternative products, and have a hard-to-changed attitude. But according to Assael (1998, in Darsono and Dharmmesta [27] consumers who have a high

involvement always account their purchasing as an important matter and consider about the risk. As with consumers who have low involvement, they tend to be more passive to search the information about the product and do not consider many aspects of the product to decide on purchasing [24-26, 28].

The consumer involvement has different definitions among researchers. According to Zaichkowsky [25] Consumer involvement is the perceived suitability of a person to an object based on the needs, values, and interests. According to Guthrie and Kim [29] consumer involvement is a motivated situation that can be used to understand consumer attitudes toward the product or brand. Meanwhile, according to Rothschild (1984, in Laurent and Kapferer [26]) consumer involvement defined as below:

“Involvement is an unobservable state of motivation, arousal or interest. It is evoked by a particular stimulus or situation and has driven properties. Its consequences are type of searching, information - processing and decision making.”

Another definition proposed by Dahlgren [30] which states that consumer involvement is the degree or attention intensity showed by the buyers toward particular product or brand. From some definitions proposed by those researchers, we can conclude that consumer involvement refers to a person's motivation to perform information retrieval, processing, and making decisions about a product or brand to be consumed.

Laurent and Kapferer [26] in their study introduced five dimensions that make people have a different involvement in deciding a product purchasing. Those five dimensions are known as the Consumer Involvement Profiles (CIP), which consists of:

a) Interest

Someone tends to have a high involvement toward a product if it is related to their hobby. High involvement demonstrated by their willingness to search information from various sources about the product that became his hobby.

b) Pleasure

Pleasure is a benefit got by a person from consuming a product. Namely; Harley-Davidson's users who enjoy the nature of kinship among its users. Pleasure is the only form of joy without intending to show one's social status or certain symbols.

c) Sign value

Sign value is what consumers perceived and expected to a brand associated with social status, personality, and identity of a person. For example, pride and prestige gained by someone wearing branded watches or clothing from famous designers.

d) Risk Importance

A product will be important when it is able to provide certain benefits. For example, someone who needs a practical and fast cooking will think that a microwave is very important available on their kitchen.

e) Risk probability

Risk is one aspect that always taken into consideration for one's decisions. Risk probability is the risk possibilities that always considered by consumers before consuming the product. This risk can be a financial risk, technological risk, social risk, and physical risk.

2.2. Customer Satisfaction

Customer satisfaction is a complex construct that has been defined in various ways. According [Dimitriades \[31\]](#) customer satisfaction varies between tangible products and intangible services. So customer satisfaction on service is defined by [Dimitriades \[31\]](#) as the overall consumer attitude shown on the service provider.

Other researchers also defines customer satisfaction as a result of consumer evaluation on the performance of the product or service, by comparing the expected-performance (product or service) with the actual-performance (product or service) they perceived [\[3, 8\]](#). Satisfaction is a major factor in the formation of consumer loyalty toward a corporation [\[20, 21\]](#). Loyalty formed by customer satisfaction will have a positive effect on the company, such as, repeat purchasing of the product or service, and willingness to recommend the products and services to others [\[20\]](#).

2.3. Corporate Image

[LeBlanc and Nguyen \[18\]](#) stated that the main challenge in measuring corporate image in industry service is caused by the fundamental characteristic differences between the product in the form of goods and services. Consumers are difficult to evaluate and measure the intangible services compared to the goods.

The image is a complex concept, which can only perceived by each individual with their own way. Therefore, the perception of one individual with another individual is never been the same [\[16\]](#). According to [LeBlanc and Nguyen \[18\]](#) corporate image is the overall impression of the customers, including tradition, ideology, company name, reputation, type of services provided, and the impression of quality communicated by each employee when they interact with consumers. So the company's image can be understood as the result of the overall evaluation process conducted by the consumer by comparing the various attributes of the company. Corporate image has five dimensions defined by [LeBlanc and Nguyen \[18\]](#) those fifth dimensions are:

- a) Corporate identity, which is a characteristic (personality) and the specific characteristics inherent in the company, such as a name, logo, and price offered, the level and quality of the advertisements that are easily understood by consumers. Component of corporate identity has a very important role in company positioning in the industrial competitive environment.
- b) Corporate reputation is a guarantee of service quality from the company, which is a form of a consistent action of the company over the time [\[18\]](#). Reputation associated with the guarantee of reliable, and zero defects service.
- c) Service offering is a form of action that the company strives to provide the best service to consumers.

- d) Physical environment is the environmental conditions at the time services are produced and consumed by consumers to support consumer convenience for using the services of the company. Environmental conditions can be found as an attractive display layout, appearance of employees, room facilities, good atmosphere, and many more.
- e) A personnel contact is a form of interaction between employees and customers. Quality of services provided to the consumer depends on the way the service performed by the employee.

2.4. Service Loyalty

The concept of loyalty has become an important part on marketing science because it is closely related to consumer behavior. According to Gremler and Brown [32] loyalty service defined as:

“...the degree to which a customer exhibits repeated purchasing behavior from a service provider, possesses a positive attitudinal disposition toward the provider, and considers using only this provider when a need for this service arises.”

From the definition proposed by Gremler and Brown [32] the loyalty shown by customers through repeat purchase behavior, a positive attitude and they only use services from the same company when they need it. From that elaboration it is known that service loyalty is measured using a multidimensional construct which consist of cognitive aspect, affective aspect, and behavior aspect [32-35].

2.5. Hypotheses Development on High Consumer Involvement

A. The Relationship Between Customer Satisfaction on Services Loyalty

Faullant, et al. [20] in his study about customer satisfaction on loyalty explained that cognitive evaluation made by consumers will shape their satisfaction level. The satisfaction that has been formed will produce the consumer loyalty. Various study have concluded that customer satisfaction is the main factor of the loyalty formation, where the loyalty level increased by the increasing level of satisfaction [20, 23, 36].

Hypothesis 1: Customer satisfaction has a positive effect on loyalty.

B. The Relation between Customer Satisfaction and Service Loyalty: High consumer involvement's Effect as a Moderating Variable

Consumer involvement will affect the level of customer satisfaction. This is caused by the influence of consumer evaluation before consuming the product (pre-usage) and their evaluation after consuming the product (post-usage) [22]. Someone who has a high involvement will evaluate the product before consuming it, so that it would create a huge expectation on the product and also lead them to the right purchase decision (Bolting and Woodruff, 1988; Oliver and Bearden, 1983 in Shaffer and Sherrell [22]).

Hypothesis 2: High consumer involvement moderating the relationship between customer satisfaction and loyalty services.

C. The Relationship Between Corporate Image on Service Loyalty

Intangible service characteristics make it difficult to do the evaluation, so that the image of the company is premised by consumers in perceiving the quality of services they received from the company Andreassen and Lindestad [17]. So Andreassen and Lindestad [17] argued that corporate image is an important factor that can form a loyalty, because the corporate image can affect the consumers' perception on service quality and also affect customer satisfaction evaluation on the service product.

Hypothesis 3: Corporate image has a positive effect on service loyalty.

D. The Relationship between Corporate Image and Service Loyalty: High Consumer Involvement Effect as a Moderating Variable

The guarantee of service quality perceived by consumers through a good corporate image will increase the level of consumer trust in the company. Thus the consumer evaluation indicates the level of consumer involvement on the company. The higher level of consumer involvement in evaluating the corporate image, the more trust they put on company service quality, and they will show their loyalty to the company. The loyalty could be shown as a variety of behaviors such as repeat purchases, recommend the company to others, not easily switched to another brand, and always keep the connection with the company even in a longtime.

Hypothesis 4: High consumer involvement moderates the relationship between corporate image and loyalty services.

2.6. Hypotheses Development on Low Consumer Involvement

A. The Relationship Between Customer Satisfaction Services Loyalty

Various studies have concluded that customer satisfaction is the main factor in the loyalty formation [20, 23, 36]. Just like in high consumer involvement, in low customer involvement customer satisfaction is also a factor that causes loyalty. It's just that satisfaction is derived not from the expectation toward the product as a result of the evaluations conducted before deciding to purchase. However, the satisfaction is gained from a good experience after consuming the product, such as the satisfaction because the cheap prices that are comparable to the feeling / experience gained while taking the product.

Hypothesis 5: Customer satisfaction has a positive effect on loyalty.

B. The Relationship Between Customer Loyalty and Services Loyalty: Low Consumer Involvement Effect as a Moderating Variable

Consumer involvement will affect the level of customer satisfaction. This is caused by the influence of consumer evaluations before consuming the product (pre-usage) and evaluation after consuming the product (post-usage) [22]. In contrast to the high involvement consumers, who have high expectation on the product, low involvement consumers tend to have a low level expectation on the product.

This is because a simple evaluation process conducted by the consumer to the product that will be consumed (Bolfing and Woodruff, 1988; Oliver and Bearden, 1983 in Shaffer and Sherrell [22]. The low evaluation will have an impact on consumer purchasing decisions; that purchasing could be not appropriate and will lower the levels of customer satisfaction over the product [23].

Hypothesis 6: Low consumer involvement moderating the relationship between customer satisfaction and services loyalty.

C. The Relationship Between Corporate Image and Services Loyalty

Andreassen and Lindestad [17] argued that corporate image is an important factor that can establish loyalty, because the corporate image can affect the consumers' perception on service quality, which can affect the evaluation of customer satisfaction level in the service product. Faullant, et al. [20] in his study that examined customer satisfaction at Alpine Ski Resorts and corporate image on loyalty concluded that when corporate image perceived by consumers is higher, it will increase the loyalty.

Further Faullant, et al. [20] in his study explained that first-time customers using the company services will be more concerned with the satisfaction rather than the images; this is because consumers do not have any perception and experience about the company. Instead consumers who have repeatedly used the services of the company will first consider the image of the company as the reason for the loyalty formation.

Hypothesis 7: Corporate image has a positive effect on loyalty services.

D. The Relationship between Corporate Image and Service Loyalty: Low Consumer Involvement Effects as Moderating Variable

Low involvement consumers have a tendency to not perform an in-depth evaluation about the product they consumed, in other words, consumers are not motivated to seek information about product attributes.

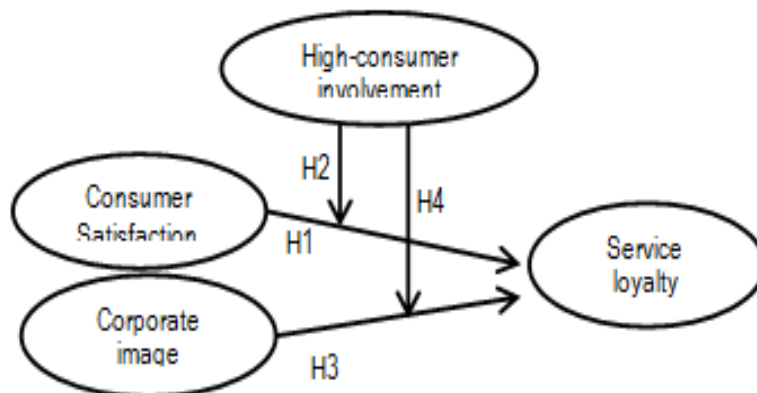
The result is, consumers cannot distinguish from one product to another, so that the image becomes less relevant to form consumer perceptions on product quality. Bian and Moutinho [37] states that consumers who had low involvement tends to only look for the functional benefits of a product, compared to the high consumer involvements who always looking for the emotional and symbolical meanings of a product.

Hypothesis 8: Low consumer involvement moderating the relationship between corporate image and loyalty services.

2.7. Research Model

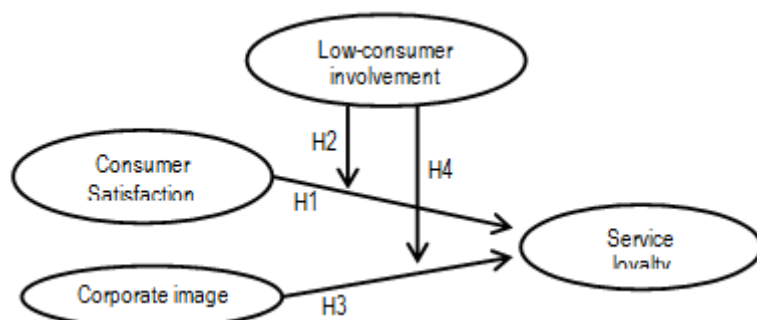
This study used two research models: the high-consumer involvement model and the low-consumer involvement model. Both models have a different research object based on the results of preliminary study. Research object for high consumer involvement group were universities, while low-consumer involvement were photo-copy stationaries.

2.7.1. High-Consumer Involvement Research Model



Picture-1. The research model of relation between high-consumer involvement, corporate image, customer satisfaction, and consumer loyalty
Source: adapted from Huanng and Ngoc [8]

2.7.2. Low-Consumer Involvement Research Model



Picture-2. The Research Model of Relation between low-consumer involvement, Corporate image, customer satisfaction, and consumer loyalty.
Source: adapted from [8]

3. RESEARCH METHOD

3.1. Research Desain and Data Collection

The research design used in this study was confirmatory with survey method. The primary data was collected using questionnaires designed with 5 point Likert scale. Respondents in the study consisted of two categories, i.e, respondents for high and low consumer involvement. University students were used for high-consumer involvement sample, while for low-consumer involvement group we used photo-copy stationaries customer. Sampling technique used in this research was the non-probability sampling with purposive sampling technique. The criteria for the respondents were consumers using the services of the research product, so that the respondent can directly perceive and evaluate the services received. It's because we considering the nature of the service: the inseparability and perishability, which mean that services cannot be separated between the production and consumption aspect and services cannot be stored like goods.

Finally, a total of 400 samples were used, consisted of 200 samples of measurement of university students from Aceh region (46%), Bengkulu (11%), Bogor (14%) and Yogyakarta

(29%). As for the low consumer involvement samples, 200 respondents obtained from photocopy stationaries, consisted of male respondents (55.5%) with the majority aged between 18-22 years old (63.96%) and most of them were undergraduate student (87.4%). Meanwhile, 44.5% were female respondents, with the majority aged range between 18-22 years old (78.65%), and most of them were also undergraduate student (86.52%).

3.2. Construct Measurement

This study used two independent variables: customer satisfaction and corporate image, one dependent variable: services loyalty, and one moderating variable: consumer involvement. In this study, customer satisfaction variable was measured using indicators developed by [Thurau \[38\]](#) and [Pillossof and Nickel \[3\]](#). Meanwhile, the corporate image variable was measured using 5 dimensions developed by [LeBlanc and Nguyen \[18\]](#) and consumer involvement variable was measured using 5 dimensions of CIP from [Kapferer and Laurent \[39\]](#). Services loyalty was measured using 3 dimensions: cognitive, behavioral [32-34] and trust [40-42].

3.3. Data Analysis Method

Structural Equation Modeling (SEM) was applied in this research to examine the relationships between customer satisfaction, corporate image, consumer involvement, and service loyalty in the context of service industry, i.e. the university and photocopy stationary. The data analysis was divided into two phases. The first phase was the validity and reliability test of construct measurement indicators. Validity test used was face validity based on expert judgment, and construct validity assessed using Confirmatory Factor Analysis (CFA) with Maximum Likelihood Estimation (MLE) method and using AMOS 18 as the data analysis tools. Meanwhile reliability test used was construct reliability with the rule of thumb value greater than 0.7.

The second phase was analyzing the measurement model and the structural model structural model to determine the level of compatibility between the model and empirical data used in the study. Match rate of the model was assessed by evaluating the criteria of Goodness of Fit (GOF). When the measurement model and structural model have had a good level of compatibility, then we continued with the research hypotheses testing. The method used in this research to tested the hypothesis was the method developed by [Ping \[1\]](#); [Ping \[2\]](#) which is the interaction models approach with single indicator. This method was used to test the effects of consumer involvement as the moderating variable the relationship between customer satisfaction and corporate image on service loyalty.

4. RESULT ANALYSIS

4.1. Face Validity, Construct Validity, and Construct Reliability

In this study, each indicator item (questions) of construct measurement obtained from various empirical research sources that has been done before and has been tested, and also has received the judgment from the marketing professor of Gadjah Mada University, Indonesia; Prof. Dr. Basu Swastha Dharmmesta, MBA. Hence it can be concluded that all construct measurement items of

customer satisfaction, corporate image, consumer involvement and services loyalty met the criteria of face validity. Meanwhile, Confirmatory Factor Analysis (CFA) with factor loading > 0.5 was used to measure the construct validity. From the measurement of construct validity in higher consumer involvement produced 23 valid indicators and 9 invalid indicators. While the results of measurements on low consumer involvement produced 24 valid indicators, and as many as 8 indicators were not valid. The invalid indicators will then be excluded from research model.

The results from construct reliability test shown in Table 1, which shows that all the variables from this study had good construct reliability values, characterized by critical ratio value greater than 0.6 and 0.7.

Table-1. High and Low Involvement Construct Reliability

Model	Variable	CR value	Result
High-consumer involvement	Customer satisfaction	0,74	Reliable
	Corporate image	0,87	Reliable
	High-consumer involvement	0.80	Reliable
	Service loyalty	0,85	Reliable
Low-consumer involvement	Customer satisfaction	0,63	Reliable
	Corporate image	0,87	Reliable
	High-consumer involvement	0.74	Reliable
	Service loyalty	0,85	Reliable

4.2. Research Hypothesis Testing Results

Hypothesis testing research conducted to prove the relationship (correlation) between the variables that generate customer satisfaction, corporate image, consumer involvement on services loyalty. The results of hypothesis testing are shown in Table 2. From table 2, the entire hypotheses which were tested have a positive and significant relationship. These results demonstrated the critical ratio (CR) value greater than ± 1.96 at the significant level 0.05.

Table-2. Research Hypothesis Testing Results

Research Model	Hypothesis	P	C.R.	Estimate	Result
High involvement	H ₁	0,003	3,000	0,970	Approved
	H ₂	0,001	6,368	0,015	Approved
	H ₃	0,001	5,070	0,537	Approved
	H ₄	0,001	5,959	0,011	Approved
Low involvement	H ₅	0,001	7,315	0,780	Approved
	H ₆	0,001	5,926	0,029	Approved
	H ₇	0,001	6,324	0,838	Approved
	H ₈	0,001	4,857	0,011	Approved

5. DISCUSSIONS

5.1. Relation between Customer satisfaction-Service Loyalty

This study has two research models, which consists of high involvement model with the research object consist of university consumer (undergraduate student), and low involvement model with the research object consist of *photocopy* stationary consumer. The analysis results of each research model when compared between the two studies showed interesting findings. At high

involvement model, regression coefficient of relationship between customer satisfaction and services loyalty (Hypothesis 1) were very close, which amounted to 97%. Similarly on low involvement model in hypothesis 5 showed a close relationship with a regression coefficient as much as 78%.

Although both models showed a close relationship between customer satisfaction and services loyalty, but on the high consumer involvement the relationship is stronger than in the low involvement models. So from the two models that have been tested in this study, it can be seen that the university and photocopy stationary consumers account customer satisfaction as a determinant factor of loyalty. Customer satisfaction obtained through service quality provided by service providers (universities and *photocopy* stationary) is the main factor of the formation of loyalty. This finding supports the findings of previous studies that customer satisfaction is the main factor of the formation of loyalty, which is the higher of customer satisfaction level, will produce a high level of loyalty [20, 23, 36].

5.2. The Relationship between Corporate Image-Service loyalties

Evaluation of the product attributes conducted by consumer is more difficult in service products than goods [8, 14]. The evaluation of service product is difficult to do because of the characteristic differences between goods and services, i.e, between the tangible goods and intangible services products that are difficult to standardize [15]. According to Andreassen and Lindestad [17] and LeBlanc and Nguyen [18] the difficulty to evaluate the product and services make consumers look the company's image as the basis to perceive the service quality from service provider. Weiwei [19] explains that the corporate image can determine the loyalty due to the company's image can affect a person's belief in companies related to the service quality provided. Bian and Moutinho [37] concluded in their research that consumers who had low involvement tends to only be looking for the functional benefits of a product, compared to the high consumer involvements who always looking for the emotional and symbolical meanings of a product. Based on this assumption the low consumer involvement are not concerned with the benefits of the corporate image that represents superior quality of service as requested by high involvement consumers.

Results of this study found it interesting, that the low consumer involvement were more concerned with the corporate image on perceiving the service quality compared with high consumer involvement. In Hypothesis 3, the high involvement, and Hypothesis 7, the low involvement, both showed a positive and significant relationship. However, the regression coefficient comparison of the relationship between corporate image with service loyalty of low consumer involvement is higher (83,8%) than the regression coefficient of the relationship between corporate image with service loyalty of the high consumer involvement (53.7%). This phenomenon indicates that although photocopy stationary service product categorized as a low product, however the consumers also give a high evaluation toward the photocopy stationary's image. Respondents of low involvement (most of them were undergraduate students) shows loyalty to a particular photocopy stationary of a series evaluations conducted on another photocopy stationary's image,

which includes evaluation of price, location, service quality, recommendations of others and personal relationships. So the loyalty of low consumer involvement demonstrated through repeat purchase behavior is a routine purchase. These findings further confirm that the evaluation of the service product is more difficult than goods, so that both high and low involvement consumers still considering the company's image as an important attribute that must be evaluated on its merit, if it is to perceive the quality of service from services company.

5.3. Role of High and Low Consumer Involvement Moderation

The results of this study revealed the role of consumer involvement as a moderating variable between customer satisfaction and service loyalty, both on the high consumer involvement model and low consumer involvement model. These findings match the findings of the various studies revealed the role of consumer involvement as a moderating variable. As the results of the study from Baker, et al. [5] and Huarng and Ngoc [8] on various service companies, as well as research from Tuu and Olsen [13] and Castaneda [6] who found that consumer involvement moderate the relationship between satisfaction and loyalty.

The difference of this study with previous studies is that this study specifically tested and compared the two research models that represent the high and low consumer involvement model. The results indicate that high and low involvement consumers both committed on evaluation (consumer involvement) for the product to be consumed. This further confirms that the consumer involvement play more important role in product services compared to goods Varki and Wong [16]. The reason is the consumer involvement in services requires personal interaction between service providers and consumers directly, and from these interactions will create a good interpersonal relationships (customer relationship) between the service provider and the consumer that can deliver the service loyalty.

The risk aspect is also become an important concern for consumers to make the evaluation. Compared to the evaluation of the goods, the risk aspect will be felt more by consumers of the service product. This relates to the intangible nature of services and cannot be standardized. So the results of this study related to the role of moderating from consumer involvement variables, demonstrates both high and low consumer involvement are still considering the risk as an important aspect in the evaluation.

Consumers are faced with a variety of risks in deciding to purchase the product makes the evaluation as a must thing to do. Evaluation of service products is difficult to do, thus making customers look the corporate image as an alternative to the perceived the quality of the service product. In this study, the role of consumer involvement in evaluating the corporate image (universities and photocopy) proved significant. This means that consumer involvement both high and low moderating the consumer evaluations of the corporate image. According to Weiwei [19] a good perceived corporate image can affect a person's belief in service quality and determine loyalty. These findings further confirm that the consumer involvement in service play a more important role than the goods. The different nature characteristic of services made services require direct personal interaction between service providers and consumers, and it will give a deep

impression to consumers as an evaluation basis to decide to stay in touch with the company or decide to find other service products.

6. CONCLUSIONS AND IMPLICATIONS

Customer satisfaction is an important determinant factor of loyalty. This finding is a finding that has generally been proven in many studies both in goods research or services research, where the higher levels of customer satisfaction will generate a high level of loyalty. Evaluation of the product attributes conducted by consumer believed to be more difficult in services products than goods, so as to make consumers make the corporate image as the basis of the perceived quality of service from a service provider.

Results of this study found it interesting, that the low consumer involvement have a higher level of involvement than the high involvement consumer in evaluating the corporate image. So the role of the high and low consumer involvement variable as a moderating variable becomes significant. It means that the high-and low consumer involvement still do an evaluation (consumer involvement) of the product to be consumed, especially if the product is in the form of service product with a higher level of risk than goods. These results are very useful for marketing practitioners as reference in designing advertising strategies and product segmentation strategy. For marketers understanding the concept of consumer involvement as well as understanding the consumer behavior before deciding to purchase the product. So the implementation of advertising strategies and segmentation strategy based on the concept of consumer involvement can prevent the occurrence of failures, such as advertising messages that confuse consumers and poor sales because the product is not in demand by consumers.

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