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The Relationships between Satisfaction, Loyalty and Repeat Purchase of Fashion Products in Vietnamese Market, Under the Impact of Ego Involvement

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Abstract

The paper examines the relationships among satisfaction, loyalty and repeat purchasing behavior, in which loyalty is considered under three manifestations as commitment, trust and word of mouth. A quantitative study of the relationships among satisfaction, loyalty and repeat purchasing behavior was conducted to determine the direction, size, strength and weakness of the above relationships. It also considers the impact of independent variables including ego involvement of Vietnamese consumers.

This research presents the results of empirical research in Hanoi and Ho Chi Minh City to test the proposed theoretical model as well as research hypotheses. The results of the study show that satisfaction has a positive impact on the components of loyalty, including commitment, trust and word of mouth, in which word of mouth has a strong impact on satisfaction (0.638) and trust has the weakest impact on satisfaction (0.43). Similarly, word of mouth is also the most influential factor on repeat purchasing (0.773) and trust remains the weakest influential factor (0.533). Meanwhile, the impact of satisfaction on repeat purchasing is not much (0.489).

In particular, the paper continues to analyze the impact of ego involvement over the relationship between satisfaction, loyalty and repeat purchase. The results show a significant influence in Word-of-Mouth (0.48), Commitment (0.35), Trust (0.23).

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I. RATIONALE

Consumer loyalty is always a topic of concern for executives and marketers because of the benefits it brings to businesses. The research by Frederick J. Reichheld and W. Earl SasserJr (Harvard, 1990) [11], Pham Van Tuan (2014) [36] shows that maintaining a large number of loyal consumers over time will bring great benefits to businesses, including: (1) Profits from high pricing, (2) Profits from word of mouth, referrals to new consumers, (3) Profits from reduced advertising and marketing expenses, (4) Profits from increasing quantity, frequency of use/purchase of products over time. That is why in the past decades, marketers and scholars conducted many studies in both theory and practice to find effective measures to create and maintain consumer loyalty.

Although many researchers argue that satisfaction often leads to loyalty and loyalty often leads to repeat purchasing (Dixon et al., 2005 [10]; C. Fornell, 1992 [7]; Hallowell, 1996 [13]; Heitmann et

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al., 2007 [14]; etc.) However, others argue that satisfaction is less associated with loyalty or repeat purchasing (Oliver RI, 1999 [25]; Suh& Yi, 2006 [35]).

Even the relationship between satisfaction and loyalty is not clearly stated. Olsen (2002) [26] also points out that the relationship between satisfaction and loyalty varies by sector and the strength of the relationship can be affected by many factors including commitment, trust or level of engagement of consumers.

The relationship between satisfaction and loyalty is not simple or one-sided, and satisfied consumers can still leave (So, how much should consumer loyalty be for them to have repeat purchasing intention or behavior? The fact is that not all consumers are loyal and even when they are loyal, it is not for sure that they will repeat their purchasing behavior. This is a problem that any researcher and business want to find solutions to deal with. The main research objective of this study is to discuss and test the relationships among loyalty (through three components: commitment, trust and word of mouth), satisfaction and repeat purchasing behavior.The main purpose of this study is to discuss and verify the relationships between loyalty (under 3 indications: commitment, trust and word-of-mouth) and satisfaction. The second purpose is to discuss and verify these relationships under the moderation of ego involvement of Vietnamese consumers.

II. THEORETICAL FRAMEWORK

❖ Relationship between loyalty and satisfaction

This study analyzes three aspects of loyalty: commitment, trust, and word of mouth with satisfaction.

Oliver (1999) [25] argues that equivalence theories do not define the relationship between loyalty and satisfaction. Bloemer and Kasper (1995) [5] point out that many studies have failed because of not taking into consideration the difference between repeat purchasing and loyalty and the difference between true loyalty and fake loyalty in the process of investigating their relationships with satisfaction. Moreover, those researchers just focused on satisfaction as an independent variable and did not take into account the differences among types of satisfaction.

There are two perspectives on the theories about the relationship of satisfaction – loyalty. The first perspective considers satisfaction as the main motive of loyalty (Dixon et al., 2005 [10]; C. Fornell, 1992 [7].). Heitmann et al., 2007 [14] claim that satisfaction positively affects loyalty, willingness to introduce and word of mouth. Moreover, satisfaction affects consumers' future choices, which improves the ability to retain consumers. Consumers remain loyal because they are satisfied, and want to continue that relationship with the business.

The second perspective considers the relationship of satisfaction – loyalty as the matter that consumer satisfaction can positively affect their loyalty but it itself is not enough to shape loyalty (Oliver, 1999 [25]). Those researchers argue that although loyal consumers are truly satisfied, this satisfaction does not completely turn into loyalty. This satisfaction is

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considered a necessary step in forming loyalty but it makes little sense if loyalty comes from other mechanisms. Some researchers such as Reichheld et al., 2000 [29]; Suh and Yi 2006 [35] published their study showing that even though consumers are loyal and satisfied, they are still attracted to a number of situational factors, such as coupons and discounts from competitors. Satisfaction, therefore, may not be an influential factor in predicting loyalty.

Rauyruen and Miller (2007) [28] propose four factors that determine loyalty towards businesses: service quality, commitment, trust and satisfaction. Morgan and Hunt (1994) [23] claim that commitment requires consumers to make efforts to maintain relationships with suppliers. Trust can be understood as functional trust because it provides consumers with a sense of assurance. Trust between consumers and trading partners plays an important role in building commitments. Suh and Yi (2006) [35] argue that engagement is often considered an important intermediary in purchasing decisions. Active word of mouth is a common approach to the concept of loyalty when loyal consumers become supporters of a service or product.

- *H1. Satisfaction and commitment have a linear relationship*
- *H2. Satisfaction and trust have a linear relationship*

Heimann et al. (2007) [14] argue that satisfaction positively affects loyalty, willingness to introduce and word of mouth to others. The results of his study suggest that satisfaction and word of mouth have a relationship. Therefore, the following research hypothesis is proposed.

- *H3. Satisfaction and word of mouth have a linear relationship*

❖ **Relationship between loyalty and repeat purchasing behavior**

The relationship between loyalty and repeat purchasing is less studied by scholars. Loyalty and repeat purchasing behavior are often confused with each other. Researchers consider loyalty to be a form of behavior (Dixon et al., 2005 [10]; Oliver, R.I., 1999 [25]; Olsen, S.O., 2002 [26]; Reichheld et al., 2000 [29]), while others see it as an attitude and its manifestations are attitudes also (Bloemer, J. M. M. & Kasper, 1995 [5]; Butcher et al., 2001 [6]). The difference among these points of view is that loyalty is viewed from many different perspectives, and each perspective will lead to an expression of loyalty.

However, almost all of those studies view loyalty as a psychological form, while repeat purchasing is a sign of behavior. In this respect, consumers often maintain a long-term relationship and commitment with suppliers. Butcher et al., 2001 [6] affirm that repeat purchasing behavior is often seen as an indicator of loyalty. Therefore, the following hypothesis is proposed.

- *H4. Commitment has a strong relationship with repeat purchasing*

A study in 2009 has shown that trust and word of mouth are intermediate stages affecting the formation of repeat purchasing intention and behavior in the e-commerce industry in Qatar and Malaysia. Trust is seen as one of the key elements in the good relationship among parties and is seen as a dimension of loyalty (Morgan and Hunt, 1994) [23].

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Word of mouth (WOM) is seen as transferring information to others about the experience and experience of shopping and using a product or service (Kirby and Marsden, 2006) [18]. WOM has an important place in shaping behaviors, attitudes and creating consumer loyalty. The post-consumer communication or WOM behavior is considered to be caused by satisfaction/dissatisfaction. The following hypotheses are made:

- *H5: Trust has a strong relationship with repeat purchasing*
- *H6. WOM has a strong relationship with repeat purchasing behavior*

❖ **Relationship between satisfaction (STM) and repeat purchasing (MLL)**

In 1969 Howard &Sheth [16] were the first researchers on consumer behavior to explore the relationship between repeat purchasing intention and satisfaction. Rauyruen& Miller, 2007 [28] consider satisfaction as a sign of repeat purchasing.

Oliver, 1999 [25] also shows that satisfaction or dissatisfaction will have different emotional outcomes and will therefore influence differently repeat purchasing behavior. Moreover, the relationship of satisfaction - repeat purchasing can be dominated by consumers' demographic characteristics. Although satisfaction is the same, there is still a significant difference in repeat purchasing behavior due to differences in age, education, marital status, gender, residence place, lifestyle. From the above arguments, the author proposes the following hypothesis:

- *H7: Satisfaction has a relationship with repeat purchasing behavior*

❖ **Involvement:**

According to Michaelidou&Dibb (2008), [22], involvement is an individual variable that influences consumers' communication and decision-making behavior. This concept relates to many other marketing concepts, such as perceived risk, information seeking, brand commitment, brand loyalty, brand similarity, leadership opinion, brand change, advertising, transmission process.

The concept of involvement is defined as the unobservable state of motivation or interest in the consumption of a product. It is considered to be the state of the individual's motive with an agent or the influence of behavior to achieve relevant goals (Coulter, 2003) [30].

According to Celsi& Olson, 1988 [8] involvement is often considered to be one of the important factors in determining purchasing decisions. Involvement is often defined as personal feelings related to brand and products and it is divided into two categories: *Purchase involvement (situational) and ego involvement (long term)* (Celsi& Olson, 1988 [8]; Bloch, 1981 [4]).

The stimulus from the environment is the source of purchase involvement. For example, sales promotions, such as discounts, coupons, create unexpected situations in consumer decisions. In consumer research, external stimulation is often used to manipulate empirical levels of participation. In contrast, ego involvement is often relatively stable and long lasting. The structure of ego involvement often involves knowledge stemming from past experiences and stored in long-term memory (Celsi& Olson, 1988). [8]

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Consumers with a broad knowledge base tend to make better purchasing decisions in the future, significantly expanding their efforts to find and process information, which can lead to increased satisfaction. (Shaffer and Sherrell 1997) [32]. Firstly, if the product is an important part of consumer life, those with ego involvement will attempt to avoid post-purchase dissatisfaction (Beatty, Homer and Kahle 1988) [1]. Secondly, in risky shopping situations, high involvement stemmed from the purchasing decision process will motivate consumers to spend time and effort to make informed decisions (Houston and Rothschild 1979 [15]), thanks to careful consideration and investigation, the motivation to feel satisfied becomes stronger. Especially, according to Shankar, Smith and Rangaswamy (2003) [33], consumers who are highly involved in the purchasing process often make better decisions that increase their satisfaction accordingly. The information provided by the manufacturer easily accessible to consumers can increase satisfaction. Consumers have a high level of involvement, so they are specially motivated to experience a sense of satisfaction with the products offered to them.

The study of Suh and Yi (2006) [35], based on the approaching attitude and the stability of theory, investigates the regulatory role of product involvement in the relationship of satisfaction and consumer loyalty.

Chen and Tsai (2008) [9] also conduct a research on the impact of involvement on the relationship of satisfaction and loyalty in the context of China - a developing country in which there is fairly large similar consumer behavior and characteristics with Vietnam's. The research shows that, in general, highly involved people often require a greater amount of information than lowly involved people.

Manuel - 2009 [21] studies involvement (divided into 2 categories: ego involvement (long term) and purchase involvement (situational) regulating the relationships among satisfaction, trust and commitment.

From the above literature review, the author proposes the following hypotheses:

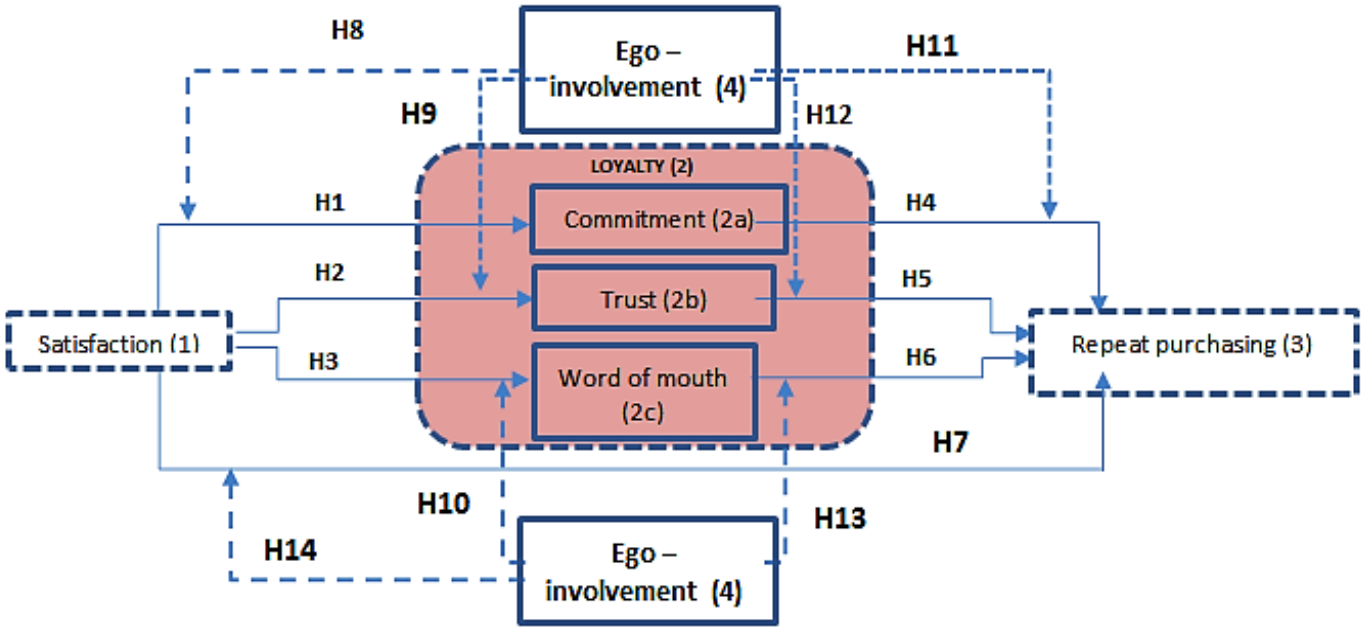
- *H8, H9, H10, H11, H12, H13, H14: Consumers' ego involvement will have a positive impact on the relationships among satisfaction, repeat purchasing and commitment, trust, word of mouth*

❖ Research model

From the theoretical background and literature review presented above, three measurement scales for loyalty including commitment, trust and word of mouth are studied and tested to determine which scale has a strong or weak relationship with satisfaction and repeat purchasing behavior of Vietnamese consumers when purchasing ready-made shirts. In addition, the study also examines the relationship of satisfaction - repeat purchasing behavior. Moreover, the author also measures these relationships by ego involvement. From that, the model proposing scales for studying the relationships among satisfaction - loyalty - repeat purchasing under the influence of variables, ego involvement :

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Fourteen research hypotheses have been proposed and divided into 2 groups. In particular, the hypotheses from H1 to H7 are groups of hypotheses about the relationship among factors without the impact of involvement, while the hypotheses from H8 to H14 are groups of hypotheses about ego involvement of consumers.

III. RESEARCH METHODOLOGY

The research was conducted through two steps: preliminary research and official research. In which, preliminary research includes qualitative preliminary survey and quantitative preliminary survey; while official research was to conduct official quantitative survey. Specifically, in qualitative preliminary survey, the author conducted in-depth interviews and focus group interviews with experts to complete draft scale 1 and create draft scale 2. Next, quantitative preliminary survey was conducted with a sample of 200 respondents with actual responses of 146 (N = 146), in order to test the reliability of the scales by Cronbach Alpha and EFA to eliminate non-standard observation variables.

After that, the official research questionnaire was put into official quantitative survey in Hanoi and Ho Chi Minh City. The sample of the survey consisted of consumers interested in wearing shirts at all ages, residence places and professions. From these two cities, the author selected an appropriate research sample. Respondents were consumers over 18 who bought ready-made shirts at the time of survey. The author conducted consumer interviews in districts of two cities according to a reasonable proportion of population. In particular, respondents' profile is as follows: male accounting for 58%, female accounting for 42%; 5 age groups (18-24, 25-34, 35-44, 44-54, 55-64). The measurement scale consists of 31 observation variables on the basis of at least every 5 respondents for 1 measurement variable (Bentler& Chou, 1987) [3]. Therefore, the initially estimated sample size had been 22 * 5 = 110 respondents. However, in order to increase the reliability of the study, in this study, the author

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collected samples with a scale of 1000 respondents (n = 1000) and actual responses were 730 (questionnaires). After screening and removing invalid answer sheets, the author used 615 valid ones for official analysis. To test measurement scales and the research model, the author used SEM (Structural Equation Modeling). Detailed data testing was conducted through the following steps, Pham Van Tuan (2014)[36]:

1. Preliminary assessment of measurement scales and reliability of measurement variables by Cronbach Alpha coefficients and validity by EFA (Exploratory Factor Analysis).
2. Use of CFA (Confirmatory Factor Analysis) to closely test the uniqueness, the composite reliability, and the value (convergence, differentiation) of the factors, as well as test the research model assumptions and model overall suitability.

IV. RESEARCH RESULTS

4.1. Preliminary test of measurement scales

Using SPSS 20.0 software, the author has drawn the results on the reliability of measurement scales (Cronbach Alpha) and the results of EFA (Exploratory Factor Analysis) to eliminate some observation variables to help the scales more accurately assess the factors. The testing standard is Cronbach Alpha > = 0.6 (Hair et al.) [12] and extraction variance is greater than 50%. Specific results are summarized in the following Table 1:

Table 1: Summary of reliability and Average *Variance Extracted* of measurement scales

No.	Measurement scale	No. of observation variables	Cronbach Alpha	Average *Variance Extracted*	Conclusion
1	Commitment (CK)	7	0.897	62,52%	Highly reliable
2	Trust (TT)	3	0.904	84%	
3	Word of mouth (WOM)	4	0.852	69,37%	
4	Satisfaction (STM)	5	0.805	56,42%	
5	Repeat purchasing (MLL)	3	0.81	72,51%	

4.2. Confirmatory factor analysis (CFA)

After preliminary testing of measurement scales, the author continued to use AMOS software version 18.0 to conduct CFA (Confirmatory Factor Analysis) for measurement scales, testing the suitability of the research model and research hypotheses. Testing criteria used include CMIN/df; Goodness of Fit Index; Tucker & Lewis Index; Comparative Fit Index; Root Mean Square Error Approximation. The model is considered suitable when testing Chi-square with P value ≥ 0.05. However, the disadvantage of Chi-square is that it depends on the sample size. The larger the sample size, the larger the Chi-square thus reducing the

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suitability of the model. Therefore, besides P-value, CMIN/df is also used. Some practical studies indicate that when $\chi 2/df < 5$ (with sample size N > 200); or < 3 (with sample size N < 200), the model is considered to be suitable [Kettinger and Lee, 1995] [17]. *In this study, because the sample size is N = 615 (N > 200), according to Kettinger and Lee 1995 [17], CMIN/df < 5; GFI, TLI, CFI ≥ 0.9 (Bentler&Bonett, 1990) [2]; RMSEA ≤ 0.08 shows that the research model is suitably.* CFA results of the above measurement scales are presented in the following Table 2

Table 2: CFA test results for measurement scales

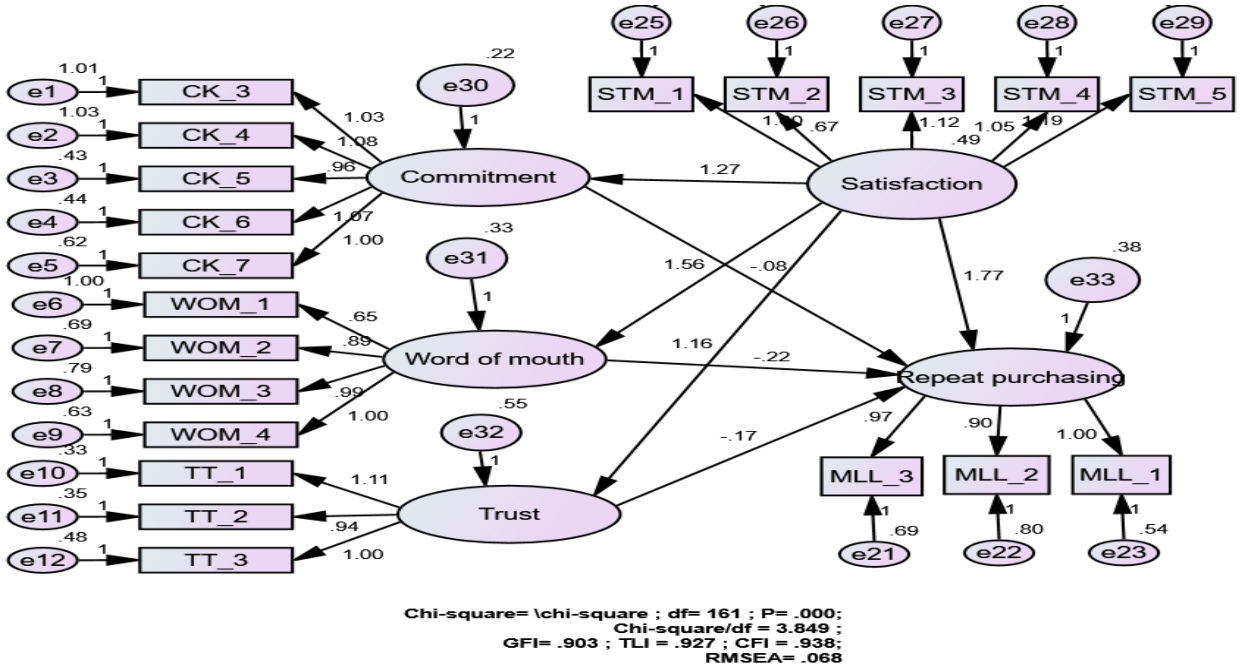
No.	Indicator	Satisfaction	Loyalty	Repeat purchase
1	Chi-square/df	4.052	4.523	3.988
2	GFI	0.910	0.931	0.901
3	TLI	0.928	0.944	0.923
4	CFI	0.940	0.955	0.935
5	RMSEA	0.071	0.076	0.070

Table 2 shows that GFI, AGFI, CFI index are all greater than 0.9; Chi - Square/df < 5 and RMEA <= 0.08, proving the model is highly suitable.

4.3. Testing the research model

After testing the measurement scales, the author conducted the official test for the research model:

Figure 1. Test results of the research model



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The results of testing the research model (Figure 1) are shown in the figure: Chi-square/df = 3,849; GFI = 0.903; TLI = 0.927; CFI = 0.938; RMSEA (Root Mean Square Error of Approximation) = 0.068, proves that the model is highly suitable for market data.

In addition, the results show that the relationships are statistically significant (P < 5%), as mentioned in Table 3 below:

Table 3: Results of testing relationships (standardized regression coefficient)

Relationship			Estimate	S.E.	C.R.	P	Label
Commitment	<-->	Satisfaction	.514	.052	9.903	***	
Trust	<-->	Satisfaction	.434	.049	8.854	***	
Word of mouth	<-->	Satisfaction	.638	.063	10.062	***	
Trust	<-->	Repeat purchasing	.533	.060	8.918	***	
Commitment	<-->	Repeat purchasing	.672	.062	10.790	***	
Word of mouth	<-->	Repeat purchasing	.773	.074	10.481	***	
Satisfaction	<-->	Repeat purchasing	.489	.052	9.442	***	

*In which: Estimate: average estimate value; SE: standard deviation; CR: critical ratio; P: significance level; ***: p < 0.001.*

Besides, Table 3 shows that among the three factors of Commitment, Trust and Word of mouth, Word of mouth has the most positive impact on satisfaction (0.638) and Trust has less impact than the three components of loyalty (0.43). Word of mouth is the factor that most positively affects Repeat purchasing (0.773) while Satisfaction is the least likely to affect Repeat purchasing (0.489).

4.4. Testing research hypotheses

The results in Table 3 indicate that the relationship weights are all positive and statistically significant (P <= 0.05). They prove that:

- Satisfaction with a brand of ready-made shirts has a positive relationship with commitment, trust and word of mouth (H1 = 0.514, H2 = 0.434, H3 = 0.638).
- Commitment, trust and word of mouth with a brand of ready-made shirts have a positive relationship with repeat purchasing of that brand (H4 = 0.672, H5 = 0.533, H6 = 0.773).
- Satisfaction with a brand of ready-made shirts has a positive relationship with repeat purchasing of that brand (H7 = 0.489).

In conclusion, hypotheses H1, H2, H3, H4, H5, H6, H7 are all accepted.

To further clarify the relationships between satisfaction, loyalty and repeat purchase for the product, the author continues to test the second hypothesis groups (from H8 to H14) in order to verify the impact level of the moderator variable "Ego involvement". Specifically: - Ho: The moderator variable "Ego involvement" does not

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have a positive effect on the impact of satisfaction over loyalty.

-H1: The moderator variable "Ego involvement" has a positive effect on the impact of satisfaction over loyalty and repeat purchase. If P-value <0.05, Ho is rejected and H1 is accepted; thus, the moderator variable has a positive effect on the impact of satisfaction over loyalty and repeat purchase. If P-value >0.05, then Ho is accepted and H1 is rejected.

❖ ***Satisfaction affects commitment, trust, word of mouth under the influence of personal involvement monitor variable - Ego involvement***

Table 5: Regression results to test hypotheses H8, H9, H10

Model	Commitment(Cam Ket_CK)				Trust (Tin Tuong_TT)				WOM (Truyenmieng_TM)			
	Regression			P Value	Regression			P Value	Regression			P value
	Not standard -ized	Standard error	Standard -ized		Not standard -ized	Standard error	Standard -ized		Not standard -ized	Standard error	Standard -ized	
Constant	1.048	.127		.000	2.625	.149		.000	,243	,144		,001
Satisfaction	.565	.027	.627	.000	.310	.041	.330	.000	,614	,031	,603	,000
STM*EGO	**.035**	**.006**	**.166**	**.000**	**.023**	**.010**	**.100**	**.023**	**,048**	**,007**	**,201**	**,000**
Multicollinearity VIF	1.081				1.388				1,081			
R^2	0.476				0.151				0.469			

Dependent variable: Commitment / Trust / Word of mouth (respectively)

Through the table above, we see that all interaction results between satisfaction and personal involvement are statistically significant (P <0.05). This result allows the acceptance of H1, rejecting H0 or showing that hypotheses H8, H9, H10 are accepted: personal involvement enhances the impact of satisfaction on commitment, trust and word of mouth.

❖ ***Commitment, trust, word of mouth influence repetitive buying behavior under the influence of monitor variable of personal involvement - Ego involvement***

Table 6: Regression results to test hypotheses group H11, H12, H13

Model	Repetitive buying behavior(Mua lap lai_MLL)		Repetitive buying behavior (Mua lap lai_MLL)		Repetitive buying behavior(Mua lap lai_MLL)	
	Regression	P	Regression	P	Regression	P

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	standardi	Standard error	Standard ized	value	standardi	Standard error	Standard -ized	value	standardi	Standard error	Standard ized	value
Constant	1.745	.126		.000	1.796	.130		.000	1.905	.124		.000
Satisfaction	.295	.032	.328	.000	.321	.032	.357	.000	.314	.032	.349	.000
STM*EGO	**.058**	**.006**	**.362**	**.000**	**.045**	**.005**	**.307**	**.000**	**.047**	**.005**	**.316**	**.000**
Multicollinearity VIF	1.080				1.053				1.063			
R^2	0.301				0.269				0.273			

Dependent variable: repeat purchasing behavior

Table 7: Regression results of hypothesis H14

Model		Non-standardized regression		Standardized regression	T value	P value	Multicollinearity VIF
		B	Std. Error	Beta			
1	Constant	2.153	.111		19.420	.000	1.000
	Satisfaction	.387	.027	.502	14.361	.000	
2	Constant	2.062	.108		19.014	.000	1.761 1.761
	Satisfaction	.243	.035	.315	7.006	.000	
	Satisfaction* Personal involvement	**.047**	**.007**	**.284**	**6.323**	**.000**	

Dependent variable: Repeated purchasing behavior, R2 = 0.2955

Next, the author examines the impact of three manifestations of loyalty on repeat buying behavior under the regulation of two variables: personal involvement and involvement from the buying process.

Through the table above, we see that the influence from personal involvement to the impact of commitment, trust, word of mouth to repeat purchasing behavior is statistically significant (p = 0.000 <0.05).

This result proves that H1 is accepted and hypothesis H0 is rejected. The accepted hypotheses H11, H12, H13 - or personal involvement increase the impact of commitment, trust and word of mouth on repeat purchasing behavior.

- ***Satisfaction affects repetitive buying behavior under the influence of the monitor variable personal involvement - Ego involvement***

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The regression results in Table 7 above show the effect of individual involvement on the impact of satisfaction on the repetitive buying behavior statistically significant P = 0.000 <0.05. These results suggest that the hypothesis H14 is accepted or that the enhanced personal involvement affects the satisfaction on repeat purchasing behavior.

V. DISCUSSION, RESEARCH LIMITATIONS, IMPLICATIONS FOR FURTHER RESEARCH

• Discussion and implications for management

The contribution of this research is to build a research model, test the hypotheses and adjust the measurement scales, thereby forming a new measurement scale in the fashion field in Vietnam, quantifying the intensity of the impact of ego involvement on the relationships among satisfaction, loyalty and repeat purchasing behavior. Of which, it is worth noting that word of mouth is the most influential factor on satisfaction (0.638) and repeat purchasing behavior (0.773) compared to other factors such as trust and commitment. The direct impact of satisfaction on repeat purchasing behavior is low (0.489) compared to the indirect impact of loyalty's components.

In general, the impact of satisfaction on loyalty and repeat purchasing behavior is all positive, but not all relationships are strong enough. This implies that consumer behavior in the fashion market is complex, requiring proper marketing strategies and tactics. The results of this research will be the basis for managers to know how to increase consumer loyalty and especially what motivates repeat purchasing behavior in a certain consumer segment. With the results on the three factors of commitment, trust and word of mouth, managers when developing marketing plans and programs need to focus on word of mouth in order to make them viral to target consumers. This is quite true in Vietnamese market when consumers are often affected by other people and currently accounts for a large proportion.

In particular, the result of attraction (involvement) influences the relationship between satisfaction, loyalty, as well as the manifestations of loyalty (such as commitment, trust, word of mouth) is positive and the impact of which affects most strongly is word of mouth. The results of the study also show that increasing effect of satisfaction on repeat purchasing behavior means that the higher the attractiveness when customers are more satisfied, greater the likelihood of repeat behavior. This result is also suggestive and affirmed once again that it is very important for businesses to increases customer experience, if customer satisfaction is satisfied, customer loyalty is maintained, today with the development of the 4.0 industrial revolution, the conditions for personalization and increase of experience will be favorable, businesses need deploy stronger products and services to customers. Solutions that increase customer engagement and association with the core elements of brand positioning and identity, such as creating brand engagement by associating the brand's image with the elements belongs to the individual motivation of the customer., createdifferences, personalize and customise./.

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