# COOLNESS PERCEPTION ON SAMSUNG SMARTPHONE AND HOW IT CREATE BRAND LOVE

**(Case Study from Millennial Generation)**

**A THESIS**

**Presented as Partial Fulfilment of the Requirements to Obtain the Bachelor Degree in Management Study Program**

By

**LUKIAWAN ADE PRANATA**

Student Number: 15311083

**UNDERGRADUATE INTERNATIONAL PROGRAM IN MANAGEMENT**

**FACULTY OF BUSINESS AND ECONOMICS**

**UNIVERSITAS ISLAM INDONESIA**

**YOGYAKARTA**

**2022**

# COOLNESS PERCEPTION ON SAMSUNG SMARTPHONE AND HOW IT CREATE BRAND LOVE

**(Case Study from Millennial Generation)**

**A THESIS**

Prepared and submitted to fulfil the final exam requirements to obtain a Bachelor's degree in the Management Study Program, Faculty of Business and Economics, Universitas Islam Indonesia

By

**LUKIAWAN ADE PRANATA**

Student Number: 15311083

**UNDERGRADUATE INTERNATIONAL PROGRAM IN MANAGEMENT**

**FACULTY OF BUSINESS AND ECONOMICS**

**UNIVERSITAS ISLAM INDONESIA**

**YOGYAKARTA**

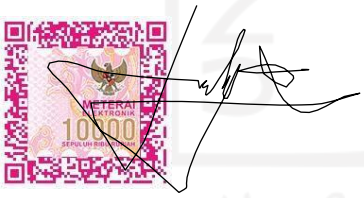
**2022**

## DECLARATION OF AUTHETICITY

I hereby declare the originality of this thesis; as I have not presented someone's work to acquire my university degree, nor have I presented anyone else's words, ideas, or statement without acknowledgement. All quotations are cited and listed in the bibliography of this thesis.

If in the future this statement is proven to be false. I am willing to accept any sanction with determined ordinance and its consequences.

Yogyakarta, December 11, 2022




Lukiawan Ade Pranata

**COOLNESS PERCEPTION ON SAMSUNG SMARTPHONE ANDHOW IT CREATE BRAND LOVE**

**(Case Study from Millennial Generation)**

Written By:

**LUKIAWAN ADE PRANATA**

Student Number: 15311083

**Approved by**

Content Advisor,

Ratna Roostika, SE., MAC., PH.D. December 20, 2022

Language Advisor,

Alfi Zakiya, S. Kom, S. Pd. December 20, 2022

v

**COOLNESS PERCEPTION ON SAMSUNG SMARTPHONE AND HOW IT CREATE BRAND LOVE**

**(Case Study from Millennial Generation)**

**A BACHELOR DEGREE THESIS**

By:

**LUKIAWAN ADE PRANATA**

Student Number: 15311083

Defended before the Board of Examiners on December 20, 2022 and Declared Acceptable

Board of Examiners

Examiner I

Ratna Roostika, SE., MAC., PH.D. December 20, 2022

Examiner II

Arief Hartono, S.E., MEc., Ph. D December 20, 2022

Yogyakarta, December 20,2022
International Program
Faculty of Business and Economics
Universitas Islam Indonesia
Dean

(Johan Arifin, S E., M Si., Ph D.)

## ABSTRACT

Current technological advancements have changed many of its users' perspectives in choosing any product, including by considering coolness element. An innovative technology makes manufacturers being more competitive by providing the latest features of technology and giving more prestige to its consumers. Not only have to be attractive, but the coolness matter now become one of the main reasons by consumer in choosing smartphone. Therefore, this study analyzes how a perceived coolness of a product will be able to create a feeling of love for the brand itself. In this term, a coolness perception on a technology is seen as an important element and needs to be investigated further. This study uses six dimensions of brand love for technology product features, which are; *attractiveness, difference, desire, usability, innovative technology, reliability coolness*, and two other variables namely *perceived coolness* and *brand love*. Furthermore, a total of 236 valid data from respondents of all ages were collected for this study. The results show that four out of the six dimensions of brand love for technology product features have a positive impact on perceived coolness of a product, and the perceived coolness of a product has a positive impact on the brand love.

**Keywords:** *attractiveness, rebelliousness, desirability, usability, innovative of technology, reliability, coolness, perceived coolness, brand love*

## ABSTRAK

Kemajuan teknologi masakini telah mengubah banyak perspektif penggunanya dalam memilih suatu produk, termasuk mempertimbangkan faktor keren. Keinovatifan teknologi membuat persaingan manufaktur menjadi lebih kompetitif dengan menampilkan fitur terbaru serta memberikan prestige kepada konsumennya. Tidak hanya harus menarik, namun faktor keren sekarang menjadi salah satu alasan konsumen dalam memilih sebuah smartphone. Oleh karena itu, penelitian ini akan menganalisa bagaimana perspektif keren pada suat produk dapat menciptakan perasaan cinta pada brand tersebut. Dalam kondisi ini, maka perspektif keren pada suatu teknologi dipandang sebagai unsur penting dan perlu diinvestigasi lebih lanjut. Penelitian ini menggunakan 6 dimensi kecintaan merek pada fitur teknologi yakni; daya ketertarikan (attractiveness), perbedaan *(rebelliousness)*, keinginan *(desirability)*, kegunaan *(usability)*, inovasi teknologi *(innovative of technology)*, keandalan (reliability), keren *(coolness)* dan dua variable lainnya yaitu perasaan keren *(perceived coolness)* dan kecintaan merek *(brand love)*. Selanjutnya, total 236 data valid dari responden seluruh usia dikumpulkan untuk penelitian ini. Hasilnya menunjukkan bahwa empat dari enam dimensi kecintaan merek pada fitur teknologi berdampak positif terhadap timbulnya perasaan keren pada suatu produk, dan persepsi keren pada suatu produk berdampak positif pada kecintaan merek.

**Keywords:** *daya ketertarikan, perbedaan, keinginan, kegunaan, inovasi teknologi, keandalan, persepsi keren, kecintaan merek.*

# PREFACE

بِسْمِ ٱللَّهِ ٱلرَّحْمَٰنِ ٱلرَّحِيمِ

*Assalamu'alaikum Warahmatullahi Wabarakatuh.*

The whole praise is to Allah SWT, there is no deity except Him, the Ever-Living, the Sustainer of all existence. Neither drowsiness overtakes Him nor sleep. To Him belongs whatever is in the heavens and whatever is on the earth, and I witness that Muhammad SAW is His Messenger.

Alhamdulillahirabbil'alamin, the thesis as a final project and partial requirement to obtain the bachelor degree in Management Department, International Program, Faculty of Business and Economics, Universitas Islam Indonesia is finally finished.

This paper explains how does a coolness perception of Samsung smartphone will be able to create a feeling of love for the brand itself. Furthermore, this paper also elaborates a few factors of coolness perception in the perspective of Samsung smartphone user.

In arranging this research, the writer believe that the research is still far away from perfect. The researcher also realize that the research will not work if not supported and guided by several parties, which they had helped the writer both morally and spiritually. By this reason, the writer would like to address a lot of appreciation and regards to the following:

1. Allah SWT, Lord of the universe, The only one and Almighty. My unlimited thanks to You for the blessing that I got on my entire life. May You always be with me, anywhere, and anytime.
2. To our dearest prophet, Muhammad SAW. The one who become a role model for Muslims, the savior of mankind.
3. My parents, Budiharto and Endang Murni Lestari, who revived my spirit, an unending support in my life, and of course who loves me with all their heart. Thank you for all love that's been shared, may Allah SWT give bothof you long life and endless happiness.
4. Universitas Islam Indonesia and Faculty of business and Economics, my campus where I meet amazing people and gain lot of things in my study.
5. Mrs. Ratna Roostika, S.E., MAC., Ph.D., who passionately taught me a bunch of Marketing Management stuffs, giving all of her effort in helping me to finish my study. Thank you for your kindness, I don't know how to repay. May Allah bless you with endless of happiness.
6. Mrs. Alfi Zakiya, S. Kom, S. Pd, a lot of thanks to you for becoming my Language Advisor as well as remind me every time to finish my study, helping me patiently to fulfill whole requirements in finishing my study. I apologize for being ignorant most of time. May Allah bless you always.
7. Mrs. Katiya Nahda, S. E., MSC., tons of thanks for helping me in the last limited time of my study, bridging me to some people I can't approach in campus, help and facilitate me to finish my study.

May Allah will always be on our side. My prayers and thoughts are with you all.

Yogyakarta, December 20th, 2022

Lukiawan Ade Pranata

# CONTENTS

THESIS FRONT COVER PAGE ..... i

THESIS TITLE PAGE ..... ii

DECLARATION OF AUTHENTICITY ..... iii

THESIS APPROVAL PAGE ..... iv

THESIS LEGALIZATION PAGE ..... v

ABSTRACT ..... vi

PREFACE ..... vii

CONTENTS ..... x

LIST OF TABLES ..... xiii

LIST OF FIGURES ..... xiv

LIST OF APPENDIX ..... xv

CHAPTER I INTRODUCTION ..... 1

1. 1. Background of The Problem ..... 1

1. 2. Research Question ..... 5

1. 3. Research Objectives ..... 5

1. 4. Benefits of Research ..... 6

CHAPTER II LITERATURE REVIEW ..... 7

2. 1. Theoretical Basis ..... 7

2. 2. Prior Research ..... 12

2. 3. Research Hypothesis ..... 15

2. 4. Research Framework ..... 16

CHAPTER III RESEARCH METHODS ..... 17

3.1. Research Type ..... 17
3.2. The Scope of Research ..... 17
3.3. Population and Sample ..... 17
3.4. Data Source ..... 18
3.5. Data Collection Technique ..... 18
3.6. Data Measurement Techniques ..... 19
3.7. Research Instrument Test ..... 19
3.8. Data Analysis Techniques ..... 21
CHAPTER IV DATA ANALYSIS & DISCUSSION ..... 28
4.1. Descriptive Statistical Analysis ..... 28
4.2. SEM PLS Analysis ..... 31
4.2.1. Measurement Model Testing (Outer Model) ..... 31
4.2.2. Validity Testing ..... 32
4.2.3. Reliability Testing ..... 35
4.2.4. Colinearity Testing ..... 35
4.2.5. Coefficient of Determination (R-Square) ..... 36
4.2.6. Path Coefficient (Hypothesis Testing) ..... 38
4.3. Discussion ..... 39
4.3.1. Effect of Desirability on Perceived Coolness ..... 39
4.3.2. Influence of Innovatives of Technology on Perceived Coolness ..... 39
4.3.3. Effect of Attractiveness on Perceived Coolness ..... 40
4.3.4. The Effect of Rebelliousness on Perceived Coolness ..... 41
4.3.5. Effect of Usability on Perceived Coolness ..... 41

4.3.6. Effect of Reliability on Perceived Coolness ..... 42

4.3.7. The Effect of Perceived Coolness on Brand Love ..... 43

CHAPTER V CONCLUSION & RECOMMENDATIONS ..... 44

5.1. Conclusion..... 44

5.2. Recommendations ..... 46

5.3. Research Limitation..... 47

BIBLIOGRAPHY..... 48

APPENDIX ..... 53

# LIST OF TABLES

Table 3.1 Likert Scale Measurement ..... 20

Table 3.2. Summary Rule of thumb Evaluation Reflective Measurement Model 27

Table 4.1. Descriptive Statistics ..... 29

Table 4.2. Outer Loading ..... 33

Table 4.3. Average Variance Extracted ..... 34

Table 4.4. Discriminant Validity Results ..... 34

Table 4.5. Cronbach's Alpha & Composite Reliability ..... 35

Table 4.6. Colinearity Testing ..... 36

Table 4.7. R-Square Result ..... 37

Table 4.8. Q-Square Result ..... 38

T Table 4.9. Path Coefficient Results ..... 39

# LIST OF FIGURES

Figure 1.1. Chart of Competition for Technology Product Brands in Indonesia in 2021 ..... 4

Figure 2.1. Research Framework..... 17

# LIST OF APPENDIXES

Research Questionnaires ..... 53

Smart PLS - PLS Alghorithm ..... 64

Smart PLS - Blindfolding ..... 64

Smart PLS - Bootstrapping ..... 65

UNIVERSITAS ISLAM INDONESIA
الجامعة الإسلامية الإندونيسية

# CHAPTER I

# INTRODUCTION

## 1. 1. Background of The Problem

Recent marketing developments show that the relationship between a brand and its consumer, which was initially transaction-based, has become interdependent and requires one another according to (Fournier, 1998; Aaker, Brumbaugh and Grier, 2000). This change in relationship provides a new perspective that brand and consumer relationships are not as different as relationships between individuals. Where the brand-consumer relationship is also based on emotion. The concept of brand-consumer relationship which is based on emotion is what then gives rise to the concept of personification to describe how brand-consumer relationships are intertwined. Using the foundation of love and hate in an interpersonal context and then translating it into the context of a brand-consumer relationship certainly requires caution.

According to (Batra, Ahuvia and Bagozzi, 2012), The context of love and hate in the context of interpersonal relationships helps explain various phenomena in marketing. For example, explaining how consumers are bound to one brand over a period of time, then transmit it to the people around them. The experience of consumers who are satisfied with the brand, not only leads to loyalty but refers to a more long-term cognitive, emotional and behavioral assessment (Conway Dato-on and Fetscherin, 2013).

However, Batra, Ahuvia and Bagozzi (2012) also suggest that care should be taken not to include unnecessary interpersonal theory when conducting brand love research.

This is what underlies that the emergence of positive emotions and negative emotions. In this study, we will focus on positive emotions that build brand and consumer relationships based on brand love. Brand love is then studied from various angles which then provide various meanings, one of which is conveyed by (Carroll and Ahuvia, 2006) that brand love is described from the reactions given by consumers when experiencing this love. Brand love is described as a series of emotional dimensions that consumers can experience over a certain brand. In another statement it was stated that brand love is described from antecedents. Love includes many cognitions, emotions, and behaviors that are organized into mental prototypes stated by Batra, Ahuvia and Bagozzi (2012).

It is these different points of view in describing brand love which then encourage the need for studies on measuring brand love in various research settings. One of the developments in measuring brand love that has been carried out is the measurement of technological product features (Tiwari, Chakraborty and Maity, 2021). This research develops six dimensions of brand love in technology product features, namely coolness, rebelliousness, desirability, innovativeness of technology, reliability, attractiveness, and usability. This study involved young adults in the early twenty-first century in India. However, according to the recommendations,

this measurement still needs to be tested in different cultural settings. In this case, researchers used millennial generation research subjects in Indonesia to test brand love measurements on technology product features.

Millennials are those born in the 1980-2000s. It could be interpreted that millennials are the younger generation aged 17-37 this year. Based on BPS data, it is known that in Indonesia alone there are 81 million people who are millennials from a total of 255 million people who have been recorded (Badan Pusat Statistik, 2022). The millennial generation has different characteristics compared to other generations, where their familiarity with technology is an integral part according to Vogels *et all.*, (2019). They are digital natives who are confusing the marketing world because of their different consumer behavior compared to other generations (Munsch *et al.*, 2021). The closeness of the use of technology products and the peculiarities of consumer behavior that are different from the previous generation are then considered by researchers to use the millennial generation as research subjects for measuring the features of technology products.

On the other hand, the use of technological product features is due to fierce competition so that there are almost no prominent differences between brands in this category. This is demonstrated by the growth of Indonesia's market for technology products which continues to experience growth of 28 percent year over year (YoY) and grew 22 percent from the

previous quarter. The technology product market has survived despite being hit by Covid 19 according to Pertiwi, W.K, (2021)

Source: (Databoks, 2022)

Figure 1.1. Chart of Competition for Technology Product Brands inIndonesia in 2021

The description above shows that brand love for the Samsung brand is very important to maintain because it can increase excellence. Samsung is in competition with other smartphone brands. Therefore, this study takes the title **Coolness Perception on Samsung Smartphone and How It Create Brand Love.**

## 1. 2. Research Question

Based on the background above, the research question in this study is:

1. Does the desirability effect the perceived coolness by customer?
2. Does the innovates of technology effect the perceived coolness by customer?
3. Does the attractiveness effect the perceived coolness by customer?
4. Does the rebelliousness effect the perceived coolness by customer?
5. Does the usability effect the perceived coolness by customer?
6. Does the reliability effect the perceived coolness by customer?
7. Does the perceive coolness effect the brand love by customer?

## 1. 3. Research Objectives

Based on the problem formulation, researcher concludes several objectives of this study as stated below:

1. To analyze and examine the effect of desirability on perceived coolness
2. To analyze and examine the effect of innovates of technology on perceived coolness
3. To analyze and examine the effect of attractiveness on perceived coolness
4. To analyze and examine the effect of rebelliousness on perceived coolness
5. To analyze and examine the effect of usability on perceived coolness

6. To analyze and examine the effect of reliability on perceived coolness
7. To analyze and examine the effect of perceived coolness on brand love

## 1. 4. Benefits of Research

The results in this study will provide benefits:

a. Theoretical benefit

As this research is being created, it focuses in examining perceived coolness toward brand love in the term of technology with Samsung as an object. Therefore, this research is able to help the future researchers in terms of providing additional literature in technology product coolness.

b. Practical benefit

The finding and result of this research can be used by company as knowledge and to deepen theoretical studies in the business world about the construct of measuring brand love. Moreover, future marketer could also gain information from it to create a consideration in targeting consumer especially in smartphone industries.

# CHAPTER II

# LITERATURE REVIEW

## 2. 1.Theoretical Basis

### 2. 2. 1. Definition of Brand Love

Various understandings are described regarding brand love. Among them is according to (Hwang and Kandampully, 2012) who explain that the notion of brand love is a very strong emotional experience both in terms of interpersonal relationships and the relationship between consumers and brands. Albert and Merunka (2013) defines brand love as the level of emotional attachment and desire that a person has for a brand, namely the attitude that a person has towards a particular brand, which involves a tendency to think, feel, and behave in a certain way towards that brand.

Stated by Richins *et al.*, (1997) found that love is a distinctive emotion associated with consumers and often has a strong relationship with self-concept and individual identity. Added by Ortiz and Harrison (2015) that this form of strong relationship between self-concept and individual identity forms an emotional attachment to the brand and describes their feelings towards the brand by using the term love. The same thing was described by Albert and Merunka (2013) that the attachment that arises in love for a brand will involve a tendency to think, feel, and behave in a certain way towards the brand.

Meanwhile, Rossmann and Wilke (2017) describe brand love as the emotional level of consumers when they want to own a particular brand. This includes positive emotions in the form of loyalty and attachment that consumers experience when experiencing vis-à-vis a brand. Huang *et al.*, (2017) added more indicators of love for the brand, including love for the brand, the feelings that arise when using a certain brand, interest in the brand, and emotional attachment to the brand. The indicator of brand love has a relationship with the emotional bond between consumers and a brand. Besides that, there is also a feeling that arises when someone uses a certain brand. This is because the basic concept of brand love itself is a concept fromsocial psychology combined with the concept of marketing.

This study uses the notion of brand love as the level of consumer emotionality towards a brand which over time leads to commitment and attachment. Where this is shown (1) passion for a brand, (2) brand attachment, (3) positive evaluation of the brand, (4) positive emotions in response to the brand, and (5) declaration of love for the brand.

### 2. 2. 2. Implication of Brand Love

The implication of brand love is associated with a number of benefits that are obtained by the company, including brand loyalty and positive WOM according to Rossiter (2012). By understanding brand loyalty, what is meant is consumer commitment that captures the desire to maintain a valued relationship with a particular brand (Moorman, Zaltman & Deshpande, 1992). In other respects, brand love also mediates increased loyalty and a higher

willingness to pay a premium price (Park *et al.*, 2010). Consumers who have a passion for the brand will be willing to become a dedicated spokesperson and brand representative explained by Fullerton (2005).

Fournier (1998) asserts that 'feelings of love' can give consumers an increased positive perception of the brand, which in turn can lead to brand advocacy behaviour, and thus not only help brands by providing positive information, but also by reducing the harmful implications that may be associated with negative information. In other words, brand love is closely related to consumer attachment behavior (Shimp and Madden, 1988; Albert, Merunka & Valette-Florence, 2008). This understanding underlies the notion of brand love, namely as a level of emotional attachment that is full of passion and satisfaction (Carroll & Ahuvia, 2006). Added by (Carlson *et al.*, 2019) put forward findings proving that the passion for brand love comes from attachment and can predict brand loyalty; the spirit of love felt by consumers towards the brand is proven metaphorically proven to be analogous to romantic love that appears in interpersonal relationships. This analogy shows an opportunity to transform a brand relationship into a romantic relationship where consumers become strongly attached to the brand so that consumers are very loyal to the brand in the long term.

### 2. 2. 3. Millennial Generation

Until now, there are 3 generations active in the world of work, they are the Baby Boomer Generation who have a birth range of 1943-1960, Generation X who have a birth range of 1961-1981 and the Millennial

Generation who have a birth range of 1982-2000 (Strauss, Strauss and Howe, 1991; Howe & Strauss, 2000). Even though the Baby Boomer generation is still considered to be in the active workforce at this time, in reality the Baby Boomer generation has entered retirement age, so that the most interaction that occurs in the world of work is between generation X and Millennial generation and in a few years Generation Z will start to enter the world of work actively.

The name "Millennial" for the designation of the generation born in the birth range of 1982-2000 (Strauss, Strauss and Howe, 1991; Howe & Strauss, 2000) was first coined by Neil Howe and William Strauss in their 1991 book entitled "Generations: The History of America's Future 1584-2026". But in its development, there are several other names that are also often attached to the Millennial generation, even though this generation prefers to be called the Millennial generation, as stated by Strauss and Howe (2000) based on the results of a poll conducted by abc.com from ABC World News, as shown in the table below.

1) Generation Y
2) Generation Why
3) Generation Tech
4) Generation Next
5) Generation.com
6) Generation 2000
7) Echo Boom

8) Boomer Babies
9) Generation XX
10) “Don’t Label Us”

The naming above was of course raised based on arguments that arose due to the character, behavior and attitudes of the millennial generation itself, there are many studies that try to reveal what the character, behavior and attitudes of the millennial generation are like so that they become a differentiator from the previous generation.

According to Cran (2014), there are several factors that shape the character of the Millennial generation, which include:

1) The Millennial Generation is a generation whose childhood was full of various activities, so that eventually they grow to be someone who gets bored easily, likes challenging things, doesn't multitask and wants to be appreciated for their contribution.
2) Millennials grew up with technology and internet conditions that have developed rapidly, coupled with television shows that are increasingly varied so that they form characters who want to always follow trends and love themselves. In addition, this also forms the character of the millennial generation who prefer the learning process in a fun way rather than being given lectures.
3) Millennials have witnessed many bad things that were experienced by previous generations, such as layoffs, divorce and conflict, and they even felt that their parents were not there when they needed them. This is

coupled with their busy life schedules and all the changes in the world that occur quickly, causing them to become a generation that experiences a lot of stress.

4) Millennials are also witnesses of global terrorism, so that makes them individuals who think life is very precious and they also really value their family and friends. They grow as individuals who are very demonstrative and demand that life comes first, so that the paradigm that emerges is that for the millennial generation, work is just a way to make a living that they want. This also causes that the millennial generation is not motivatedby money, but they are more motivated by reward rewards, such as vacations, holidays or fun office activities.
5) The development of social media has also shaped the millennial generation to become someone who wants to stay connected with other people, wants to exist, and ultimately wants to be recognized for their contributions and also be famous. In addition, this also forms the view of the millennial generation that work is a social opportunity to make connections, brainstorm ideas and work on projects.

## 2. 2. Prior Research

Explained by Tiwari, Chakraborty, and Maity (2021) in Technology product coolness and its implication for brand love. This study investigates the coolness of technology products through in-depth interviews and an application of the critical incident technique (CIT). Thereafter, the findings

of the qualitative study are empirically validated by collecting data through survey methodology and analyzing it by using structural equation modelling technique. Six dimensions of perceived coolness, viz., rebelliousness, desirability, innovativeness of technology, reliability, attractiveness, and usability are identified and empirically validated. The impact of coolness on brand love (which is a brand-related outcome of coolness), an under-researched construct, is studied and the relationship is found to be positive

Cited from Ashfaq *et al.*, (2020) in My Smart Speaker is Cool! Perceived Coolness, Perceived Values, and Users' Attitude toward Smart Speakers. The current study aims to explore the effects of perceived coolness on consumers' attitudes toward smart speakers through perceived values (i.e., functional, hedonic, economic, and social value). Data were collected from the current smart speaker users in the US using an online questionnaire. The study employed partial least squares structural equation modelling (PLS-SEM) approach on 307 validated responses. The SEM analysis showed that perceived coolness, which consisted of four dimensions: perceived functionality, attractiveness, subcultural appeal, and originality, had a positive effect on the functional, hedonic, economic, and social value. The findings further revealed that consumers' attitude toward smart speakers was influenced by functional, hedonic, and economic value, but not by social value. Additionally, the attitude was found to be a strong predictor of continuance intention. This study is one of the early attempts to explore the

current smart speaker users' attitudes and their intentions to continue using AI-based voice assistants' devices.

According to Attiq *et al.*, (2021) The Deeper the Well the Colder the Water: The Role of Brand Coolness and Love in the Formation of Consumer's Engagement with the Lens of S-O-R Approach. This study while integrating stimulus organism response (SOR) model with brand attribution theory has conducted quantitative study to test the outcomes of brand coolness in young users of smart gadgets in Pakistan. A total of 578 respondents participated in this survey study. Data collected through purposive sampling technique was analyzed through structural equation modelling. Results of the study found that brand coolness (stimulus) has a positive impact on brand love (organism). Brand love also mediate the relationship between brand coolness and brand engagement (response). Conclusion of the current study offers very unique theoretical and practical implications by assessing untapped links of brand coolness and its likely outcomes. This study also contributes to consumer wellbeing literature supporting the recent stream of research that is interested in knowing the impact of marketing strategies on consumer's engagement. Moreover, integration of SOR model with brand attribution theory is another theoretical contribution of this study. Main limitation of the study is its cross-sectional research design and non-random sampling technique. Future research must explore these links in a longitudinal study. This study has also offered some practical implication for marketers and practitioners such that increasing brand coolness not only stimulates emotion (love with brand)

among consumers, but it also fosters consumer responses in terms of brand engagement.

## 2. 3. Research Hypothesis

It has been described above, these six dimensions of perceive coolness namely; desirability, innovative of technology, attractiveness, rebelliousness, usability, and reliability are approved to be elements of coolness impact on brand love. Thus, according to Tiwari, Chakraborty**,** and Maity (2021) proposed that these six dimension of perceived coolness have potential relationship with the brand love due to its nature.

***H. 1.*** *The desirability has positive effect on consumer's perceived coolness when creating purchase*

***H. 2.*** *The innovative of technology has positive effect on consumer's perceived coolness when creating purchase*

***H. 3.*** *The attractiveness has positive effect on consumer's perceived coolness when creating purchase*

***H. 4.*** *The rebelliousness has positive effect on consumer's perceived coolness when creating purchase*

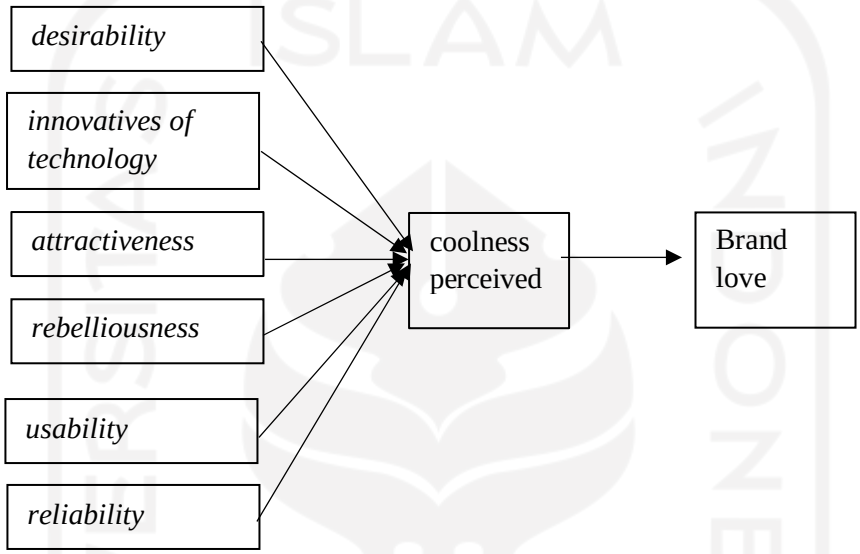
***H. 5.*** *The usability has positive effect on consumer's perceived coolness when creating purchase*

***H. 6.*** *The reliability has positive effect on consumer's perceived coolness when creating purchase*

***H. 7.*** *The consumer's perceived coolness has positive effect on brand love*

## 2. 4. Research Framework

The framework of this research is as follows:




Source: Tiwari (2021, p. 4)

**Figure 2.1. Research Framework**

# CHAPTER III

# RESEARCH METHODS

## 3.1. Research Type

In general, this research was conducted based on the method of quantitative which focused on examining the correlation among the variables that had been explained in the chapter II. The type of research used in this research is explanatory research, which is research that intends to explain the relationship between one variable and another (Sugiyono *et al.*, 2016). The relationship intended to explain between variables, namely the independent variables are rebelliousness, desirability, innovativeness of technology, reliability, attractiveness, and usability, the mediating variable is perceived coolness, while the dependent variable is brand love. This research is to explain the relationship between variables.

## 3.2. The Scope of Research

The scope of this research is aimed at Samsung smartphone consumers in general to find out rebelliousness, desirability, innovativeness of technology, reliability, attractiveness, perceived coolness and brand love.

## 3.3. Population and Sample

1. Population

The population in this study are customers who use Samsung smartphones. The population size in this study is infinite.

2. Sample

The sample in this study were Samsung Smartphone customers aged 15-37 age range based on data from Samsung smartphones. The population of this study are those who use Samsung Smartphones at least 2 times the purchase, the number of which is not known with certainty. In this study, the number of samples used was approximately 200 sample data. Data was obtained by distributing questionnaires which were distributed online using Google Forms to get more respondents. Questionnaires will be distributed via social media, namely: WhatsApp and Instagram.

### 3.4. Data Source

The data source used in this study is a primary source, namely data resulting from distributing questionnaires obtained from providing data to collectors or in other words sources taken by the researchers themselves (Sugiyono *et al.*, 2016).

### 3.5. Data Collection Technique

Data collection techniques are the main steps in research. The collection technique in this study was to use a questionnaire in the form of a set of questions or written statements to the respondents to answer.

### 3.6. Data Measurement Techniques

Data measurement, researchers use a Likert scale which is a scale used to measure attitudes, opinions, and perceptions of a person or group about social phenomena (Sugiyono *et al.*, 2016). This scale is widely used because it is easy to make, free to include relevant questions, high reliability and applicability in various applications. This study uses a number of questions with a scale of 5 which indicates agree or disagree. The following is a Likert scale table:

**Table 3.1**
**Likert Scale Measurement**

| **Keterangan** | **Skor** |
|---|---|
| Strongly Disagree | 1 |
| Disagree | 2 |
| Slightly Disagree | 3 |
| Neutral | 4 |
| Slightly Agree | 5 |
| Agree | 6 |
| Strongly Agree | 7 |

Sumber: (Sugiyono, 2016)

### 3.7. Research Instrument Test

a. Validity Testing

Validity is the degree of accuracy between data that actually occurs on the object of research with data that can be reported by researchers. The research results are said to be valid if there are similarities between the data collected and the data that actually occurs in the object under study (Sugiyono *et al.*, 2016). The calculation method can be done using the formula:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

Description:

$r_{xy}$ = Correlation coefficient (between x and y variables)

N = Number of respondents

X = Score each attribute

Y = Total Score

If the correlation value (r) is 0.3 and above, it can be concluded that the instrument is valid. Conversely, if the correlation value is below 0.3, the instrument item is invalid (Sugiyono *et al.*, 2016).

b. Reliability Testing

A data is declared reliable if two or more researchers in the same object produce the same data, or researchers in the same object produce the same data, or a group of data when broken into two shows no different data (Sugiyono *et al.*, 2016). The reliability testing technique used is the Cronbach Alpha technique as follows:

$$r11 = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum ab^2}{\sigma_t 2}\right)$$

Description:

$r_{11}$ = Instrument reliability

k = The number of detailed questions

$\sum ab^2$ = The number of grain variants

$^{\alpha}t^2$ = Total variance

If the results of the Alpha coefficient are greater than the significant level of 60% or 0.6 then the questionnaire is reliable. But on the contrary, if the results of the Alpha coefficient are smaller than the significant level of 60% or 0.6 then the questionnaire is not reliable.

### 3.8. Data Analysis Techniques

#### 1. Descriptive Statistical Analysis

Descriptive statistics according to (Sugiyono *et al.*, 2016) are statistics that are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations. This study will describe the opinions of respondents regarding rebelliousness, desirability, innovativeness of technology, reliability, and attractiveness, perceived coolness and brand love.

#### 2. Inferential Statistical Analysis

This study uses the Least Square-Structural Equation Model (PLS-SEM) partial analysis to test the hypothesis. Each hypothesis was analyzed using smartPLS 3.0 software to test the relationship between variables. Partial Least Square (PLS) is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. PLS is a variant-based SEM statistical method designed to solve multiple regression when

specific problems occur in the data, such as small study sample sizes, missing data and multicollinearity.

The choice of the PLS_SEM method was based on the consideration that in this study there were latent/exogenous variables formed by reflective and formative indicators and formed a moderating effect. The reflective model assumes that the construct or latent variable affects the indicator, where the direction of the causal relationship is from the construct to the indicator or manifest. The formative model assumes that the indicators influence the construct, where the direction of the causal relationship is from the indicator to the construct (Ghozali & Latan, 2015).

The PLS approach is based on a shift in analysis from measuring model parameter estimates to measuring relevant predictions, so the focus of analysis shifts from only estimation and interpretation of significant parameters to the validity and accuracy of predictions.

**a. Partial Least Square (PLS) Measurement Method**

According to Ghozali and Latan (2015) parameter estimation in PLS includes 3 things, namely:

1) Weight estimate used to create latent variable scores
2) Estimation of the path (path estimate) that connects between latent variables and estimates of loading between latent variables and their indicators
3) Means and parameter locations (regression constant values, intercepts) for indicators and latent variables

To obtain these three estimates, PLS uses a three-stage iteration process and each iteration stage produces estimates. The first stage produces weight estimates, the second stage produces estimates for the inner and outer models, and the third stage produces means and location (constant) estimates. In the first two stages of the iteration process, the deviation approach (deviation) from the means value (average) is carried out. In the third stage, the estimation of bias is based on the original data matrix and the results of the estimators of weights and path coefficients in the second stage, the goal is to calculate parameters and location (Ghozali & Latan, 2015).

**b. Stage of PLS-SEM Analysis**

Partial Least Square is a powerful analytical method and is often referred to as soft modelling because it eliminates OLS (Ordinary Least Square) regression assumptions, such as data must be normally distributed in a multivariate manner and there is no multicollinearity problem between exogenous variables (Ghozali & Latan, 2015).

PLS SEM analysis usually consists of two sub-models, namely the measurement model or often called the outer model and the structural model or often called the inner model.

The outer model shows how each indicator block relates to its latent variables. Meanwhile, the inner model shows the relationship or strength of estimation between latent or construct variables based on substantive theory.

**1) Evaluation of Measurement Models (*Outer model*)**

**a) Convergent Validity Testing**

Reflexive indicator validity test can be seen from the loading factor value for each construct indicator. An indicator is considered reliable if it has a loading factor value of > 0.7. In the indicator analysis Valid if the value of Outer loading/factor loading > 0.7 and AVE > 0.5 and Reliable if Cronbac's Alpha > 0.6 and Composite Reliability > 0.7 (Russo and Stol, 2021). However, in the early stages of research, the development of a measurement scale for a loading factor value of 0.5 – 0.6 was still considered sufficient, (Ghozali, 2014).

**b) Discriminant Validity Testing**

The method used to test discriminant validity is to compare the square root of the AVE for each construct with the correlation value between the constructs in the model. In PLS-SEM to test the validity by using the discriminant validity test and convergent convergent validity test, by looking at the value of r. AVE value > 0.5, the research instrument is said to be valid, while the AVE value is > 0.5, the research instrument is said to be invalid Fornell and Larcker in (Russo and Stol, 2021)

**c) Costruct Reliability Testing**

Construct reliability was tested by looking at composition reliability and Cronbach's Alpha. Composite reliability is the preferred alternative to cronbach alpha as a convergent validity test in the reflective model. This is because Cronbach's alpha may overestimate or underestimate the reliability scale, usually the latter. For this reason, composite reliability is preferred among researchers in

PLS-based research. In the PLS-SEM the reliability test can be seen from the Cronbach's Alpha value and the Composite reliability value. A construct can be said to be reliable, if the Cronbach's Alpha value must be > 0.6 and the Composite reliability value must be > 0.7 (Abdillah & Hartono, 2015) in (Russo & Stol, 2021).

**2). Evaluation of The Structural Model**

Evaluation of the structural model in PLS, begins by looking at the R-squares value of each endogenous latent variable. Changes in R-squares values can be used in explaining whether endogenous latent variables have a substantive effect. The analysis using PLS-SEM consists of five stages, each of which will affect the next stage, namely: (a) conceptualization of the model; (b) determine the algorithm analysis method, (c) determine the resampling method, (d) draw a path diagram and (e). model evaluation (Ghozali & Latan, 2015).

The PLS evaluation model is implemented through an assessment of the outer model and inner model. Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the model. Outer models with reflective indicators are evaluated with convergent and discriminant validity of indicators forming latent constructs and composite reliability for the indicator block. Meanwhile, the outer model with formative indicators is evaluated by its substantive content, namely by comparing the size of the relative weight and looking at the significance of the construct indicator (Ghozali & Latan, 2015).

Evaluation of the structural model or inner model aims to predict the relationship between latent variables. The inner model is evaluated by looking at

the percentage of variance explained by looking at the r-square value for endogenous latent constructs, using the Stone-Geisser Stone-Geisser Q-square test. (Stone, 1974; Geisser, 1975; Ghozali & Latan, 2015) and also look at the magnitude of the structural path coefficient. The stability of this estimate is evaluated using the t-statistic test obtained through the bootstrapping procedure. Boothstrapping is a non-parametric procedure that allows testing the statistical significance of various PLS-SEM results such as: path analysis, composite reliability/ cronbach alpha, R-square and HTMT Bootstrapping (Garson, 2016), (Yuwono *et al.*, 2020). The following table Rule of thumb evaluation of the measurement model according to (Astuty,2018; Hair Jr. et al., 2016) in (Thorfiani, Suarsa & Oscar, 2021, p. 142).

***Table 3.2. Summary Rule of thumb Evaluation Reflective Measurement Model***

| **Validity & Reliability** | **Parameter** | ***Rule of Thumb*** |
|---|---|---|
| Convergent Validity | Indicator"s Outer Loading Loading | > 0,78 |
| | Average Variance Extracted | > 0,50 |
| Discriminant Validity | Cross Loading | Outer loading on a construct > All values cross loading with another construct. |
| | AVE Square Root and Correlation between latent constructs | Quadratic correlation between latent constructs < AVE of each related construct. |
| Internal Consistency Realibility | Cronbrach's Alpha | > 0,70 for confirmatory research, and > 0,60 is still acceptable for explanatory research. |
| | Composite Reliability | > 0,70 for confirmatory research, and 0,06-0,70 is still acceptable for explanatory research. |

**Partial Hypothesis Acceptance or Rejection**

(1) Acceptance/Rejection of the Hypothesis → To test the hypothesis, bootstrapping is used. Hypotheses 1 to 7 are accepted if the PValues are less than 0,05.

(2) Acceptance and rejection of the intervening/mediation hypothesis can be seen from the output by bootstrapping and then selecting indirect effects. Hypotheses 8 to 10 are accepted if the T statistic is greater than the T-table (1.96) or the P-values are less than 0.

# CHAPTER IV

# DATA ANALYSIS & DISCUSSION

In this chapter, the researcher explains the analysist of the data has been gathered from online questionnaires. The research analysis consists of several part that is presented in this chapter, starts from descriptive statistical analysis, validity and reliability test, collinearity testing, coefficient of determination testing, and path of coefficient testing for the research model. The tool used to conduct the analysis was Structural Equation Model (SEM) and Partial Least Square (PLS) analysis.

## 4.1. Descriptive Statistical Analysis

**Table 4.1. Descriptive Statistics**

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Desirability | 236 | 4.00 | 7.00 | 6.2775 | .56142 |
| Innovatives of Technology | 236 | 4.50 | 7.00 | 6.2500 | .53743 |
| Attractiveness | 236 | 3.75 | 7.00 | 6.1430 | .62777 |
| Rebelliousness | 236 | 4.50 | 7.00 | 6.1970 | .55048 |
| Usability | 236 | 4.33 | 7.00 | 6.3121 | .55354 |
| Reliability | 236 | 4.25 | 7.00 | 6.3231 | .57028 |
| Perceived Coolness | 236 | 4.13 | 7.00 | 6.3294 | .51239 |
| Brand Love | 236 | 4.20 | 7.00 | 6.3203 | .54928 |
| Valid N (listwise) | 236 | | | | |

Source: Processed data (2022)

The table above shows an overview of the descriptive statistics of the dependent variable and the independent variable. Based on the results of the descriptive statistics in the table above, where N is the amount of research data, namely a total

of 236 respondents. From the results of these descriptive statistics can be interpreted as follows:

- Desirability has a minimum value of 4.00 and a maximum value of 7.00. Then the average value of Desirability is 6.28; meaning that the average respondent answers the questionnaire items from this variable with an agreeable answer, while the standard deviation of Desirability is 0.56. The greater the value of the standard deviation that is owned will indicate that the Desirability is more spread out or varied, but the smaller the value of the standard deviation that is owned it will indicate that the Desirability is more evenly distributed in the sample of respondents.
- Innovatives of Technology has a minimum value of 4.50 and a maximum value of 7.00. Then the average value of Innovatives of Technology is 6.25; meaning that the average respondent answers the questionnaire items from this variable with an agreeable answer, while the standard deviation of Innovatives of Technology is 0.54. The greater the value of the standard deviation that is owned will indicate that the Innovatives of Technology is more spread out or varied, but the smaller the value of the standard deviation that is owned it will indicate that the Innovatives of Technology is more evenly distributed in the sample of respondents.
- Attractiveness has a minimum value of 3.75 and a maximum value of 7.00. Then the average value of Attractiveness is 6.14; meaning that the average respondent answers the questionnaire items from this variable with an agreeable answer, while the standard deviation of Attractiveness is 0.63. The

greater the value of the standard deviation that is owned will indicate that the Attractiveness is more spread out or varied, but the smaller the value of the standard deviation that is owned it will indicate that the Attractiveness is more evenly distributed in the sample of respondents.

- Rebelliousness has a minimum value of 4.50 and a maximum value of 7.00. Then the average value of Rebelliousness is 6.19; meaning that the average respondent answers the questionnaire items from this variable with an agreed answer, while the standard deviation of Rebelliousness is 0.55. The greater the standard deviation value that is owned will indicate that Rebelliousness is more spread out or varied, but the smaller the standard deviation value is, it will indicate that Rebelliousness is more evenly distributed in the sample of respondents.
- Usability has a minimum value of 4.33 and a maximum value of 7.00. Then the average value of Usability is 6.31; meaning that the average respondent answers the questionnaire items from this variable with an agreeable answer, while the standard deviation of Usability is 0.55. The greater the standard deviation value that is owned will indicate that Usability is more spread out or varied, but the smaller the standard deviation value is owned it will indicate that Usability is more evenly distributed in the sample of respondents.
- Reliability has a minimum value of 4.25 and a maximum value of 7.00. Then the average value of Reliability is 6.32; meaning that the average respondent answers the questionnaire items from this variable with an agreeable answer, while the standard deviation of Reliability is 0.57. The greater the value of the

standard deviation that is owned will indicate that Reliability is more spread out or varied, but the smaller the value of the standard deviation that is owned it will indicate that Reliability is more evenly distributed in the sample of respondents.

- Perceived Coolness has a minimum value of 4.13 and a maximum value of 7.00. Then the average value of Perceived Coolness is 6.33; meaning that the average respondent answers the questionnaire items from this variable with an agreeable answer, while the standard deviation of Perceived Coolness is 0.51. The greater the value of the standard deviation that is owned will indicate that the Perceived Coolness is more spread out or varied, but the smaller the value of the standard deviation that is owned it will indicate that the Perceived Coolness is more evenly distributed in the sample of respondents.
- Brand Love has a minimum value of 4.20 and a maximum value of 7.00. Then the average value of Brand Love is 6.32; meaning that the average respondent answers the questionnaire items from this variable with an agreeable answer, while the standard deviation of Brand Love is 0.55. The greater the standard deviation value that is owned will indicate that Brand Love is more spread out or varied, but the smaller the standard deviation value is owned it will indicate that Brand Love is more evenly distributed in the sample of respondents.

## 4.2.SEM PLS Analysis

### 4.2.1. Measurement Model Testing (Outer Model)

This study was measured by testing the validity and reliability of each variable namely religiosity, Attractiveness image, Brand Love, Desirability, Innovatives of Technology, Perceived Coolness, Rebelliousness, Reliability and Usability. The process of testing the validity and reliability of all these variables was processed using SmartPLS with 170 respondents.

### 4.2.2. Validity Testing

There are two types of validity tests, namely convergent validity tests and discriminant validity tests. A convergent validity test is needed in order to see the results of a study, which can be declared convergently valid or not. Two things need to be considered when conducting convergent validity tests, namely Outer Loading and Average Variance Extracted (AVE). According to (F. Hair Jr *et al.*, 2014) The research results will be said to be valid if the Average Variance Extracted (AVE) score obtains a minimum result of 0.50. The results of outer loading can be seen in table 4 as follows:

**Table 4.2. Outer Loading**

| | Attractiveness | Brand Love | Desirability | Innovatives of Technology | Perceived Coolness | Rebelliousness | Reliability | Usability |
|---|---|---|---|---|---|---|---|---|
| ATT1 | 0.806 | | | | | | | |
| ATT2 | 0.722 | | | | | | | |
| ATT3 | 0.775 | | | | | | | |
| ATT4 | 0.660 | | | | | | | |
| BL1 | | 0.559 | | | | | | |
| BL2 | | 0.673 | | | | | | |
| BL3 | | 0.765 | | | | | | |
| BL4 | | 0.759 | | | | | | |
| BL5 | | 0.739 | | | | | | |
| DS1 | | | 0.626 | | | | | |
| DS2 | | | 0.745 | | | | | |
| DS3 | | | 0.723 | | | | | |
| DS4 | | | 0.778 | | | | | |

| | Attractiveness | Brand Love | Desirability | Innovatives of Technology | Perceived Coolness | Rebelliousness | Reliability | Usability |
|---|---|---|---|---|---|---|---|---|
| IT1 | | | | 0.664 | | | | |
| IT2 | | | | 0.585 | | | | |
| IT3 | | | | 0.764 | | | | |
| IT4 | | | | 0.658 | | | | |
| PC1 | | | | | 0.609 | | | |
| PC2 | | | | | 0.561 | | | |
| PC3 | | | | | 0.668 | | | |
| PC4 | | | | | 0.730 | | | |
| PC5 | | | | | 0.765 | | | |
| PC6 | | | | | 0.676 | | | |
| PC7 | | | | | 0.693 | | | |
| PC8 | | | | | 0.598 | | | |
| RB1 | | | | | | 0,694 | | |
| RB2 | | | | | | 0,568 | | |
| RB3 | | | | | | 0,693 | | |
| RB4 | | | | | | 0.762 | | |
| RE1 | | | | | | | 0.691 | |
| RE2 | | | | | | | 0.741 | |
| RE3 | | | | | | | 0.768 | |
| RE4 | | | | | | | 0.663 | |
| US1 | | | | | | | | 0.670 |
| US2 | | | | | | | | 0.779 |
| US3 | | | | | | | | 0.710 |

Source: Processed data (2022)

It can be concluded from table 4 that all items have outer loading values that meet the criteria (> 0.50).

**Table 4.3. Average Variance Extracted**

| | Average Variance Extracted (AVE) |
|---|---|
| Attractiveness | 0.552 |
| Brand Love | 0.495 |
| Desirability | 0.519 |
| Innovatives of Technology | 0.450 |
| Perceived Coolness | 0.443 |
| Rebelliousness | 0.466 |
| Reliability | 0.514 |
| Usability | 0.520 |

Source: Processed data (2022)

In table 4.3. The Average Variant Extracted (AVE) above has an average greater than 0.40. As for the discriminant validity test is done by analyzing the values of all variable items. The recommended minimum AVE value is 0.5 but 0.4 is acceptable because if the AVE is less than 0.5, the composite reliability is higher than 0.6, and convergent validity meets the requirements according to Jansen (2019). The following review of the results of discriminant validity can be seen in table 4.4.

**Table 4.4. Discriminant Validity Results**

| | Attractiveness | Brand Love | Desirability | Innovatives of Technology | Perceived Coolness | Rebelliousness | Reliability | Usability |
|---|---|---|---|---|---|---|---|---|
| **Attractiveness** | 0.743 | | | | | | | |
| **Brand Love** | 0.506 | 0.703 | | | | | | |
| **Desirability** | 0.490 | 0.517 | 0.720 | | | | | |
| **Innovatives of Technology** | 0.458 | 0.667 | 0.544 | 0.671 | | | | |
| **Perceived Coolness** | 0.552 | 0.749 | 0.539 | 0.698 | 0.666 | | | |
| **Rebelliousness** | 0.331 | 0.533 | 0.461 | 0.515 | 0.466 | 0.683 | | |
| **Reliability** | 0.501 | 0.708 | 0.570 | 0.623 | 0.685 | 0.529 | 0.717 | |
| **Usability** | 0.484 | 0.562 | 0.537 | 0.616 | 0.623 | 0.508 | 0.581 | 0.721 |

Source: Processed data (2022)

In the table of discriminant validity results, it can be seen that the results of each variable item have a majority value that is greater than the variable below it. For example, the value of the Reliability item (0.717) is greater than the value of the usability item which is exactly in the bottom row (0.581). The results of the discriminant validity test can be seen that this research variable can be said to be discriminant validity whose results are good/good.

### 4.2.3. Reliability Testing

In a study, of course, it is not only necessary to carry out convergent and discriminant validity tests, but also to carry out reliability tests that can be measured using Cronbach's alpha and composite reliability. A variable is considered reliable if it has a Cronbach's alpha value and a composite reliability value of more than 0.50. In table 4.5 it is found that the Cronbach's alpha value of each variable is reliable because each variable has fulfilled it. As in Attractiveness (0.729), Desirability (0.689), and Perceived Coolness (0.818). For details, it can be seen in the table below as follows:

**Table 4.5. Cronbach's Alpha & Composite Reliability**

| | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Attractiveness | 0.729 | 0.830 |
| Brand Love | 0.745 | 0.829 |
| Desirability | 0.689 | 0.811 |
| Innovatives of Technology | 0.598 | 0.764 |
| Perceived Coolness | 0.818 | 0.863 |
| Rebelliousness | 0.632 | 0.776 |
| Reliability | 0.683 | 0.808 |
| Usability | 0.540 | 0.764 |

Source: Processed data (2022)

### 4.2.4. Collinearity Testing

The collinearity test is an approach to testing the structural model, which examines the relationship between latent variables. In the PLS-SEM context, the tolerance value is 0.20 or lower than the VIF value of 5. If it is higher, respectively, it indicates a potential collinearity problem. When the collinearity level is very high or the VIF value is 5 or more, then you should consider removing one of the appropriate indicators (F. Hair Jr *et al.*, 2014). As for this study, the relationship between Islamic image variables and behavioral intentions has a value of 1.944, the variables

of Attractiveness and Perceived Coolness are worth 1.530. The following are more detailed results which can be seen in table 4:

**Table 4.6. Collinearity Testing**

| | Attractiveness | Brand Love | Desirability | Innovatives of Technology | Perceived Coolness | Rebelliousness | Reliability | Usability |
|---|---|---|---|---|---|---|---|---|
| Attractiveness | | | | | 1.530 | | | |
| Brand Love | | | | | | | | |
| Desirability | | | | | 1.804 | | | |
| Innovatives of Technology | | | | | 2.090 | | | |
| Perceived Coolness | | 1.000 | | | | | | |
| Rebelliousness | | | | | 1.597 | | | |
| Reliability | | | | | 2.136 | | | |
| Usability | | | | | 2.002 | | | |

Source: Processed data (2022)

### 4.2.5. Coefficient of Determination (R-Square)

R-square is a measure that is most commonly used to evaluate and test the extent to which exogenous variables describe endogenous variables. This coefficient is a measure of the model's predictive power and is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. This coefficient certainly represents the exogenous latent effect of the combined variables on the endogenous latent variable. As for table 4, it shows the $R^2$ results of each variable as follows:

**Table 4.7. R-Square Result**

| | R Square | R Square Adjusted |
|---|---|---|
| **Brand Love** | 0.561 | 0.560 |
| **Perceived Coolness** | 0.634 | 0.624 |

Source: Processed data (2022)

It can be seen from table 4.13 that Brand Love is described by the antecedent variable of 56%. This means that there are still 44% other variables outside the Brand Love variable. Then, Perceived Coolness is described by the antecedent variable of 62.4% and 37.6% remains for other variables outside the trust variable.

**Table 4.8. Q-Square Result**

| | SSO | SSE | $Q^2$ (=1-SSE/SSO) |
|---|---|---|---|
| **Attractiveness** | 944.000 | 944.000 | |
| **Brand Love** | 1180.000 | 862.196 | 0.269 |
| **Desirability** | 944.000 | 944.000 | |
| **Innovatives of Technology** | 944.000 | 944.000 | |
| **Perceived Coolness** | 1888.000 | 1376.153 | 0.271 |
| **Rebelliousness** | 944.000 | 944.000 | |
| **Reliability** | 944.000 | 944.000 | |
| **Usability** | 708.000 | 708.000 | |

Source: Processed data (2022)

It can be seen in table 4 that the Brand Love variable has a Q-square value of 0.269, and Perceived Coolness of 0.271. As for the behavioral intention variable, it has a value of 0.179, while Q-square religiosity has a value of 0. Although the remaining other variables have a value of 0, these results are normal because the reputation variable is an independent variable.

### 4.2.6. Path Coefficient (Hypothesis Testing)

The path coefficient is a step to test the results of the hypothesis, which is calculated using the SmartPLS application using bootstrapping techniques. In table 4. that as many as six of the eight hypotheses are supported. The results that are not supported are H1 and H4. This means that Desirability does not significantly affect Perceived Coolness (H1), as well as Rebelliousness which does not significantly affect Perceived Coolness. This is because it is in line with the principle of (F. Hair Jr *et al.*, 2014), who said that the T-statistics value must be more than 1.96 and the value of the P-value must be less than 0.05. Therefore H3 and H4 are not supported. The following table 4 explains in detail the path coefficient test:

**Table 4.9. Path Coefficient Results**

| | | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|---|
| H1 | Desirability -> Perceived Coolness | 0.031 | 0.04 | 0.052 | 0.599 | 0.55 |
| H2 | Innovatives of Technology -> Perceived Coolness | 0.332 | 0.334 | 0.065 | 5.103 | 0 |
| H3 | Attractiveness -> Perceived Coolness | 0.167 | 0.165 | 0.067 | 2.475 | 0.014 |
| H4 | Rebelliousness -> Perceived Coolness | -0.008 | 0 | 0.049 | 0.165 | 0.869 |
| H5 | Usability -> Perceived Coolness | 0.156 | 0.148 | 0.058 | 2.673 | 0.008 |
| H6 | Reliability -> Perceived Coolness | 0.291 | 0.29 | 0.07 | 4.185 | 0 |
| H7 | Perceived Coolness -> Brand Love | 0.749 | 0.753 | 0.037 | 20.342 | 0 |

Source: Processed data (2022)

## 4.3. Discussion

### 4.3.1. Effect of Desirability on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Desirability had a positive and insignificant effect on Perceived Coolness. This means that H1 is rejected. This result is in line with the results of the study (Dar-Nimrod, Ganesan & MacCann, 2018) where the findings largely replicate the two-factor structure of Cachet and Contrarian Coolness. The Cachet factor and Contrarian Coolness gradually predicted self-perception of coolness above and beyond the Big Five personality dimensions, action orientation, implicit self-esteem, age, and gender in hierarchical regression. Cachet Coolness was the strongest predictor of perceived self-coolness, with explicit self-esteem and Contrarian Coolness also significantly predicting self-perceived coolness. Coolness has been seen as a desirable feature for brands, so the present study perceives coolness as a feature that is also desirable for social media influencers in that it attracts not only followers but also brands that wish to be associated with cool influencers (Reinikainen *et al.*, 2021).

### 4.3.2. Influence of Innovatives of Technology on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Innovatives of Technology had a positive and significant effect on Perceived Coolness. This means that H2 is accepted. These results are in line with research (Liu and Mattila, 2019) where is the result that technology innovations such as Apple Pay will offer psychological benefits to the consumer by signalling “coolness”. More specifically, we argue that the use of Apple Pay will increase a sense of coolness. (Peng, Zhao

& Teo, 2016) emphasize the importance of coolness in innovation adoption, and this paper gives guidelines to IT practitioners about how involve coolness into their products or devices from quality perspective. Also, our future empirical analysis may also confirm that IT designers also should consider how to reflect subcultural features into their IT design to target users with different cultural interests.

### 4.3.3. Effect of Attractiveness on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Attractiveness has a positive and significant effect on Perceived Coolness. This means that H3 is accepted. These results are not in line with research (Nan *et al.*, 2022) where The key findings were as follows: First, among the components of coolness theory, individuals' attitude toward consoles was significantly related to subcultural appeal and originality, but not to attractiveness. Second, originality positively influenced subcultural appeal significantly. Overall, this study implied that the novel coolness theory is effective for exploring user experience regarding of specific devices and services. According to Ridhani and Roostika, (2020), an important strategy to attract tourists to visit a destination is by understanding their emotions and creating differences. The feeling of "cool" has become one of the tourism issues, where traveling is one of the ways to be perceived as "cool". The advancement of information technology supports the effect of traveling to increase the cool emotional aspect of travellers.

### 4.3.4. The Effect of Rebelliousness on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Rebelliousness has a positive and insignificant effect on Perceived Coolness. This means that H4 is rejected. Based on the idea that inferences of rebelliousness drive coolness, it is hypothesized that nonconformity rather than conformity leads to enhanced inferences of coolness in the eyes of consumers (Budzanowski, 2017). But in fact, the results of research (Glöckl, Matovina & Zhikhareva, 2021) shows that rebellious marketing campaigns do indeed increase an individual's perception of brand coolness, however, our study does not manage to show this in all cases. Rebellious campaigns do not necessarily impact the individual’s buying behaviour but do contribute positively to WOM.

### 4.3.5. Effect of Usability on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Usability has a positive and significant effect on Perceived Coolness. This means that H5 is accepted. The results of this study are in line with research (Kim and Park, 2019) where in this study introduces an adoption model for IWDs, and investigates whether the coolness of IWDs, which is organized by attractiveness, utility, originality, and subcultural appeal, along with perceived usability, contributes to the adoption of IWDs. The structural results from 1138 respondents indicated that attractiveness and originality have positive effects on users' hedonic values,

whereas utilitarian values are enhanced by perceived usability, utility, and attractiveness. Both potential future research areas and implications are presented.

On research (Bruun *et al.*, 2016) based the creation of the questionnaire on literature suggesting that perceived coolness is decomposed to outer cool (the style of a product) and inner cool (the personality characteristics assigned to it). In this paper, we focused on inner cool, and we identified 11 inner cool characteristics. These were used to create an initial pool of question items and 2236 participants were asked to assess 16 mobile devices. By performing exploratory and confirmatory factor analyses, we identified three factors that can measure the perceived inner coolness of interactive products: desirability, rebelliousness and usability. These factors and their underlying 16 question items comprise the COOL questionnaire.

#### 4.3.6. Effect of Reliability on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Reliability has a positive and significant effect on Perceived Coolness. It means that H6 is accepted. The results of this study are in line with research (Loureiro, Jiménez-Barreto and Romero, 2020) that indicated that luxury values (including reliable) positively influence brand coolness, and brand coolness positively influences passionate desire. We further confirmed that brand coolness plays a complementary mediating role between luxury values and passionate desire. A final contribution is to invite brand managers to consider how luxury values and brand coolness might

be used proactively to drive consumers' passionate desires in the relationships with luxury fashion brands.

### 4.3.7. The Effect of Perceived Coolness on Brand Love

Based on the results of the path coefficient analysis it was found that Perceived Coolness has a positive and significant effect on Brand Love. It means that H7 is accepted. The results of this study are in line with research (Tiwari, Chakraborty and Maity, 2021) where the Six dimensions of perceived coolness, viz., rebelliousness, desirability, innovativeness of technology, reliability, attractiveness, and usability are identified and empirically validated. The impact ofcoolness on brand love (which is a brand-related outcome of coolness), an under- researched construct, is studied and the relationship is found to be positive.

# CHAPTER V

# CONCLUSION & RECOMMENDATIONS

Based on those dependent and independent variables were discussed in the chapter iv, researcher would like to provide conclusion, suggestion, and recommendation for future research in this last chapter:

## 5.1. Conclusion

The result of hypothesis testing in this study are as follows:

1. Desirability had a positive and insignificant effect on Perceived Coolness. This means that H1 is rejected.
2. Innovatives of Technology had a positive and significant effect on Perceived Coolness. This means that H2 is accepted.
3. Attractiveness has a positive and significant effect on Perceived Coolness. This means that H3 is accepted.
4. Rebelliousness has a positive and insignificant effect on Perceived Coolness. This means that H4 is rejected.
5. Usability has a positive and significant effect on Perceived Coolness. This means that H5 is accepted.
6. Reliability has a positive and significant effect on Perceived Coolness. It means that H6 is accepted.
7. Perceived Coolness has a positive and significant effect on Brand Love. It means that H7 is accepted.

This research was established in order to recognize the effects of coolness perception toward Samsung smartphone and how it creates brand love. In order to acquire the greatest result, the researcher used perceive coolness as mediating variable to measure how does brand love was created. The correlation of these variables was constructed through online questionnaires by google form platform. Moreover, sample in this research involved Indonesian people in all range of age who had Samsung smartphone.

The findings in this research showed that there were significant relationships of several variables which strengthen that the coolness perception of Samsung smartphone be able to create a brand love. However, the findings also indicated that there were two insignificant relationships among six dimensions of brand love for technology product features, which are desirability and rebelliousness. As a result, there were five approved hypotheses and two disapproved hypotheses.

This research discovered that most of Samsung smartphone users were fall in love with the brand itself because it was very easy to use and quality of the product were guaranteed. People were still considering Samsung as the coolest brand compared to others smartphone brand such as Oppo, Xiaomi, Vivo, Realme, and others because it provides a high level of comfort and innovative of technology with the best build quality. However, can be seen on the discussion that statement of “rebelliousness drive coolness” did not fit pretty well with Samsung smartphone users because it

was tremendously clear that Samsung smartphone users were love a comfort usability, cool, and elegant meanwhile a rebelliousness were identic with a nonconformity and chaos. Thus, most of people had a cool perception toward Samsung smartphone because it was very easy to use, guaranteed quality, giving an innovative technology, and very attractive to use which leads to a brand love.

## 5.2. Recommendations

For the future researchers who tried to present the same field of study, the current researcher suggests them to specify the sample into the millennial generation because these millennials nowadays are most likely having smartphone and genuinely better at interpreting the definition of coolness.

Since the term of coolness raises a tremendous value and price toward a product, future researcher needs to explore extra information about brand loyalty, brand equity, and brand experience. This research concerns on specific technology product only which is smartphone. Future researcher may test the framework in the context of other product categories.

Researcher hopes that this study will prompt more investigations in the context of technology coolness. Recommendations for further research are to influence the effect of perceived coolness, brand love, with other variables with mediation and moderation models.

### 5.3. Research Limitation

Researcher recognized that this research was not even close from definition of perfect in the making of it. There were several things needed to be concern when the research conducted, as listed below:

1. The sample of this research need to be classified into the millennial generation because those people nowadays are most likely having smartphone and genuinely better at interpreting coolness.
2. The limitation in this study is the quality of the data where the quality of the data is not very good. This is reflected in the AVE value.
3. This research does not guarantee the same result and findings when the framework or model is tested in another different smartphone brand because it has different characteristic of user and prestige.

## BIBLIOGRAPHY

Aaker, J.L., Brumbaugh, A.M. and Grier, S.A. (2000) "Nontarget markets and viewer distinctiveness: The impact of target marketing on advertising attitudes," *Journal of Consumer Psychology*, 9(3), pp. 127–140. Available at: https://doi.org/10.1207/S15327663JCP0903_1.

Abdillah, W. and Hartono, J. (2015) *Partial Least Square (PLS) : Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. 1st ed, *Andi Yogyakarta*. 1st ed. Edited by D. Prabantini. Yogyakarta: Andi.

Albert, N. and Merunka, D. (2013) "The role of brand love in consumer-brand relationships," *Journal of Consumer Marketing*, 30(3), pp. 258–266. Available at: https://doi.org/10.1108/07363761311328928.

Albert, N., Merunka, D. and Valette-Florence, P. (2008) "When consumers love their brands: Exploring the concept and its dimensions," *Journal of Business Research*, 61(10), pp. 1062–1075. Available at: https://doi.org/https://doi.org/10.1016/j.jbusres.2007.09.014.

Ashfaq, M. *et al.* (2020) "I, Chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents," *Telematics and Informatics*, 54, p. 101473. Available at: https://doi.org/https://doi.org/10.1016/j.tele.2020.101473.

Attiq, S. *et al.* (2021) "The Deeper the Well the Colder the Water: The Role of Brand Coolness and Love in the Formation of Consumer's Engagement with the Lens of S-O-R Approach," *International Journal of Innovation, Creativity and Change*, 15(5), pp. 1173–1195. Available at: https://www.ijicc.net/images/Vol_15/Iss_5/15904_Masood_2021_E1_R.pdf.

Badan Pusat Statistik (2022) *Index BPS, Badan Pusat Statistik*. Jakarta. Available at: http://www.bps.go.id (Accessed: October 11, 2022).

Batra, R., Ahuvia, A. and Bagozzi, R.P. (2012) "Brand Love," *Journal of Marketing*, 76(2), pp. 1–16. Available at: https://doi.org/10.1509/jm.09.0339.

Bruun, A. *et al.* (2016) "Measuring the coolness of interactive products: the COOL questionnaire," *Behaviour & Information Technology*, 35(3), pp. 233–249. Available at: https://doi.org/10.1080/0144929X.2015.1125527.

Budzanowski, A. (2017) *Why Coolness Should Matter to Marketing and When Consumers Desire a Cool Brand: An Examination of the Impact and Limit to the Perception of Brand Coolness*. University of St. Gallen. Available at: http://www.sundigital.uk/Essays-Papers/Why Coolness Should Matter to Marketing.pdf.

Carlson, J. *et al.* (2019) "Enhancing brand relationship performance through customer participation and value creation in social media brand communities," *Journal of Retailing and Consumer Services*, 50, pp. 333–341. Available at:

https://doi.org/https://doi.org/10.1016/j.jretconser.2018.07.008.

Carroll, B.A. and Ahuvia, A.C. (2006) "Some antecedents and outcomes of brand love," *Marketing Letters*, 17(2), pp. 79–89. Available at: https://doi.org/10.1007/s11002-006-4219-2.

Conway Dato-on, M. and Fetscherin, M. (2013) "Brand Love: Interpersonal or Parasocial Love Relationships?," in S. Fournier, M. Breazeale, and M. Fetscherin (eds.) *Consumer-Brand Relationships: Theory and Practice*. Routledge, pp. 151–166.

Cran, C. (2014) *Tips Mengelola Generasi X, Y & Zoomer Di Tempat Kerja*. Jakarta: Kepustakaan Populer Gramedia.

Dar-Nimrod, I., Ganesan, A. and MacCann, C. (2018) "Coolness as a trait and its relations to the Big Five, self-esteem, social desirability, and action orientation," *Personality and Individual Differences*, 121, pp. 1–6. Available at: https://doi.org/https://doi.org/10.1016/j.paid.2017.09.012.

Databoks (2022) *Databoks.Katadata.Co.Id*, *Databoks*. Available at: https://databoks.katadata.co.id/ (Accessed: October 11, 2022).

F. Hair Jr, J. *et al.* (2014) "Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research," *European Business Review*, 26(2), pp. 106–121. Available at: https://doi.org/10.1108/EBR-10-2013-0128.

Fournier, S. (1998) "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24(4), pp. 343–373. Available at: https://doi.org/10.1086/209515.

Fullerton, G. (2005) "How commitment both enables and undermines marketing relationships," *European Journal of Marketing*, 39(11/12), pp. 1372–1388. Available at: https://doi.org/10.1108/03090560510623307.

Garson, G.D. (2016) *Partial Least Squares: Regression & Structural Equation Models*. 1st ed, *Statistical Associates Publishing*. 1st ed. Asheboro, NC 27205 USA: Statistical Associates Publishing. Available at: https://doi.org/10.1201/b16017-6.

Ghozali, I. (2014) "Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 22. Update Bayesian SEM," in *Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 22.0*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. and Latan, H. (2015) *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. BP Undip*. Semarang: BP Undip.

Glöckl, S.S., Matovina, A.M. and Zhikhareva, A. (2021) *Impact of rebellious campaigns on Brand Coolness*. 2. Available at: http://cbaumgarth.net/wp-content/uploads/2021/05/Special-Issue-Innovative-Brand-Management-II_Print-Version.pdf#page=9.

Howe, N. and Strauss, W. (2000) *Millennials Rising: The Next Great Generation*. Knopf Doubleday Publishing Group. Available at: https://books.google.co.id/books?id=kSCNEAAAQBAJ.

Huang, C.-C. (2017) "The impacts of brand experiences on brand loyalty: mediators of brand love and trust," *Management Decision*, 55(5), pp. 915–934. Available at: https://doi.org/10.1108/MD-10-2015-0465.

Hwang, J. and Kandampully, J. (2012) "The role of emotional aspects in younger consumer-brand relationships," *Journal of Product & Brand Management*, 21(2), pp. 98–108. Available at: https://doi.org/10.1108/10610421211215517.

Jansen (2019) "Pengaruh Service Attributes Terhadap Overall Satisfaction Dan Membership Renewal Intention Member Knockout Boxing Camp Surabaya," *Jurnal Strategi Pemasaran*, 6(1), p. 13. Available at: https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/8034.

Kim, J. and Park, E. (2019) "Beyond coolness: Predicting the technology adoption of interactive wearable devices," *Journal of Retailing and Consumer Services*, 49, pp. 114–119. Available at: https://doi.org/https://doi.org/10.1016/j.jretconser.2019.03.013.

Liu, S.Q. and Mattila, A.S. (2019) "Apple Pay: Coolness and embarrassment in the service encounter," *International Journal of Hospitality Management*, 78, pp. 268–275. Available at: https://doi.org/https://doi.org/10.1016/j.ijhm.2018.09.009.

Loureiro, S.M.C., Jiménez-Barreto, J. and Romero, J. (2020) "Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands," *Journal of Retailing and Consumer Services*, 57, p. 102211. Available at: https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102211.

Moorman, C., Zaltman, G. and Deshpande, R. (1992) "Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations," *Journal of Marketing Research*, 29(3), pp. 314–328. Available at: https://doi.org/10.2307/3172742.

Munsch, A. (2021) "Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration," *Journal of Global Scholars of Marketing Science*, 31(1), pp. 10–29. Available at: https://doi.org/10.1080/21639159.2020.1808812.

Nan, D. *et al.* (2022) "My video game console is so cool! A coolness theory-based model for intention to use video game consoles," *Technological Forecasting and Social Change*, 176, p. 121451. Available at: https://doi.org/https://doi.org/10.1016/j.techfore.2021.121451.

Ortiz, M.H. and Harrison, M.P. (2015) "Crazy Little Thing Called Love: a Consumer-Retailer Relationship BT - Proceedings of the 2010 Academy of Marketing Science (AMS) Annual Conference," in D.R. Deeter-Schmelz (ed.) *Proceedings of the 2010 Academy of Marketing Science (AMS) Annual Conference*.

Cham: Springer International Publishing, p. 332. Available at: https://link.springer.com/chapter/10.1007/978-3-319-11797-3_189#citeas.

Park, C.W. *et al.* (2010) "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers," *Journal of Marketing*, 74(6), pp. 1–17. Available at: https://doi.org/10.1509/jmkg.74.6.1.

Peng, X., Zhao, Y.C. and Teo, H.H. (2016) "Understanding young people's use of Danmaku websites: The effect of perceived coolness and subcultural identity," in *Pacific Asia Conference on Information Systems, PACIS 2016 - Proceedings*. AIS Electronic Library (AISel), p. 12. Available at: https://web.archive.org/web/20220805003112id_/https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1325&context=pacis2016.

Pertiwi, W.K. (2021) *Pasar Smartphone Indonesia Membaik, Tumbuh 28 Persen, KOMPAS.com*. Available at: https://tekno.kompas.com/read/2021/09/30/11280037/pasar-smartphone-indonesia-membaik-tumbuh-28-persen?page=all (Accessed: October 11, 2022).

Reinikainen, H. *et al.* (2021) "Making and breaking relationships on social media: the impacts of brand and influencer betrayals," *Technological Forecasting and Social Change*, 171(June), p. 120990. Available at: https://doi.org/10.1016/j.techfore.2021.120990.

Richins, M.L. (1997) "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24(2), pp. 127–146. Available at: https://doi.org/10.1086/209499.

Ridhani, M.H.F. and Roostika, R. (2020) "Perceived Coolness in the Heritage Tourism: A Case Study in PT. Taman Wisata Candi BT," in *Proceedings of the 17 th International Symposium on Management (INSYMA 2020)*. Atlantis Press, pp. 383–389. Available at: https://doi.org/https://doi.org/10.2991/aebmr.k.200127.078.

Rossiter, J.R. (2012) "A new measure of social classes," *Journal of Consumer Behaviour*, 11(2), pp. 89–93. Available at: https://doi.org/https://doi.org/10.1002/cb.372.

Rossmann, A. and Wilke, T. (2017) "Building Brand Love: A Dynamic Capabilities Approach," *Lecture Notes in Informatics (LNI), Proceedings - Series of the Gesellschaft fur Informatik (GI)*, P-272(Dc), pp. 135–146. Available at: https://dl.gi.de/handle/20.500.12116/111.

Russo, D. and Stol, K.-J. (2021) "PLS-SEM for Software Engineering Research," *ACM Computing Surveys*, 54(4), pp. 1–38. Available at: https://doi.org/10.1145/3447580.

Shimp, T.A. and Madden, T.J. (1988) "Consumer-Object Relations: a Conceptual Framework Based Analogously on Sternberg's Triangular Theory of Love," in M.J. Houston and Provo (eds.) *Advances in Consumer Research Volume 15*. Association

for Consumer Research, pp. 163–168. Available at: https://www.acrwebsite.org/volumes/6810/volumes/v15/NA-15.

Strauss, B., Strauss, W. and Howe, N. (1991) *Generations: The History of America's Future, 1584 to 2069*. Morrow. Available at: https://books.google.co.id/books?id=oOztAAAAMAAJ.

Sugiyono (2016) *Metode Penelitian: Kuantitatif, Kualitatif dan R&D*. Bandung: Penerbit Alfabeta Bandung.

Thorfiani, D., Suarsa, S.H. and Oscar, B. (2021) "Teknologi E-commerce dan Pengalaman Konsumen," *Jkbm (Jurnal Konsep Bisnis Dan Manajemen)*, 7(2), pp. 139–148. Available at: https://doi.org/10.31289/jkbm.v7i2.4623.

Tiwari, A.A., Chakraborty, A. and Maity, M. (2021) "Technology product coolness and its implication for brand love," *Journal of Retailing and Consumer Services*, 58, p. 102258. Available at: https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102258.

Vogels, E.A. (2019) *Millennials stand out for their technology use, but older generations also embrace digital life, Pew Research Centre*. Available at: https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/ (Accessed: October 11, 2022).

Yuwono, T. *et al.* (2020) "Analisis Pengaruh Efektivitas Kepemimpinan Transformasional dan Kesiapan Untuk Berubah Terhadap Kinerja Karyawan Wanita Di Masa Pandemi Covid-19," *Ilmiah Mahasiswa Ekonomi Manajemen*, 5(3), pp. 615–632.

# APPENDIX

## Research Questionnaires

**Coolness Perception on Samsung Smartphone and How it Create Brand Love**

Persepsi Keren pada Smartphone Merek Samsung dan Bagaimana Terciptanya Kecintaan Merek

---

Assalamu'alaikum Warahmatullahi Wabarakatuh

Perkenalkan saya Lukiawan Ade Pranata mahasiswa Manajemen Internasional Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia. Saat ini sedang melakukan penelitian dengan judul "Persepsi Keren pada Smartphone merek Samsung dan Bagaimana Terciptanya Kecintaan Merek"

Saya memohon kesediaan saudara/i untuk memberikan pendapat atau persepsi saudara/i terkait keikut sertaan saudara/i dalam penggunaan smartphone merek Samsung. Atas waktu dan kesediaannya saya ucapkan terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

**BAGIAN A: IDENTITAS**

**Jenis Kelamin***

- Laki-laki
- Perempuan

**Usia ***

a. Kurang dari 20 tahun
b. 20 sampai 29 tahun
c. 30 sampai 39 tahun
d. Lebih dari 40 tahun

**Pendidikan terakhir:**

**a.** SD – SMP
**b.** SMA/Sederajat
**c.** Diploma/Sarjana
**d.** Magister
**e.** Lainnya ….

**Pekerjaan Anda:**

**a.** PNS/TNI/POLRI
**b.** Wiraswasta
**c.** Mahasiswa/ pelajar
**d.** Pegawai Swasta
**e.** Belum bekerja/Ibu rumah tangga

**Lama penggunaan smartphone merek Samsung**

**a.** Kurang dari 1 tahun
**b.** 1-2 tahun
**c.** 2-3 tahun
**d.** Lebih dari 3 tahun

**Jenis atau seri smartphone merek Samsung yang digunakan oleh saudara/i. Boleh tulis lebih dari satu**

1. ……..
2. ……..
3. ……..

**BAGIAN B: PERSEPSI KEREN PADA SUATU PRODUK**

Di bagian ini, anda akan diminta untuk menilai tentang persepsi keren terhadap kecintaan merek yang diberikan oleh peneliti menggunakan skala 1-7

**Sesi 1**

**Daya Tarik**

Pernyataan berikut ini berkenaan dengan tingkat daya tarik pada smartphone merek Samsung yang saudara/i gunakan

**Petunjuk Pengisian**

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

| No | Pertanyaaan | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|---|
| 1 | Smartphone ini menarik | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Smartphone ini indah | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Smartphone ini mengundang perhartian | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 4 | Smartphone ini mengundang inspirasi | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section 2**

**Berbeda**

Pernyataan berikut ini berkenaan dengan tingkat pembeda (***Rebeliousness)*** pada smartphone merek Samsung yang Anda miliki dibanding dengan merek lain

**Petunjuk Pengisian**

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

| No | Pertanyaaan | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|---|
| 1 | Smartphone ini berkembang cepat dibanding norma yang ada saat ini | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Smartphone ini beda dengan yang lain | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Smartphone ini diluar kebiasaan dibanding smartphone pada umumnya | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 4 | Smartphone ini unik dibanding perangkat yang sejenis | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section 3**

**Keinginan**

Pernyataan berikut ini berkenaan dengan tingkat keinginan ***(Desireability)*** saudara/i di dalam menggunakan smartphone merek Samsung (yang Anda miliki)

**Petunjuk Pengisian**

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

| No | Pertanyaaan | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|---|
| 1 | Smartphone ini bisa membuat saya terlihat lebih baik | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Smartphone ini bisa membuat saya lebih tertata rapi di banyak hal | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Smartphone ini dapat membuat saya lebih baik | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 4 | Smartphone ini dapat membuat saya senang | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section 4**

**Kegunaan**

Pernyataan berikut ini berkenaan dengan tingkat kegunaan smartphone merek Samsung yang saudara/i gunakan

**Petunjuk Pengisian**

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

| No | Pertanyaaan | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|---|
| 1 | Smartphone ini simpel untuk digunakan | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Smartphone ini mudah untuk dioperasikan | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Smartphone ini mudah untuk dipelajari | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Smartphone ini mudah untuk digunakan | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section 5**

**Inovasi Teknologi**

Pernyataan berikut ini berkenaan dengan tingkat inovasi teknologi pada smartphone merek Xioami yang saudara/i gunakan

**Petunjuk Pengisian**

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

| No | Pertanyaaan | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|---|
| 1 | Smartphone ini menawarkan fungsi-fungsi inovatif yang berbeda dibanding smartphone lain | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Smartphone ini memiliki teknologi yang inovatif | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Inovasi dari smartphone ini mampu mengubah kebiasaan saya menggunakan smartphone sebelumnya | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section 6**

**Keandalan**

Pernyataan berikut ini berkenaan dengan tingkat keandalan pada smartphone merek Samsung yang saudara/i gunakan

**Petunjuk Pengisian**

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

| No | Pertanyaaan | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|---|
| 1 | Smartphone ini menyediakan layanan seperti yang dijanjikan | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Smartphone ini bekerja dengan benar setiap saat | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Smartphone ini jarang error atau berhenti bekerja | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Smartphone ini dapat diandalkan saat digunakan | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section 7**

**Kecintaan Merek**

Pernyataan berikut ini berkenaan dengan tingkat kecintaan merek pada smartphone Samsung yang saudara/i gunakan

**Petunjuk Pengisian**

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

| No | Pertanyaaan | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|---|
| 1 | Merek smartphone ini sangat kuat | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Saya merasa istimewa dengan merek smartphone saya | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Merek smartphone ini dapat memberikan kesenangan | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Merek smartphone ini dapat membuat saya bahagia | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 5 | Merek smartphone ini dapat memberi saya semangat | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section 8**

**Keren**

Pernyataan berikut ini berkenaan dengan tingkat kekerenan pada smartphone merek Samsung yang saudara/i gunakan

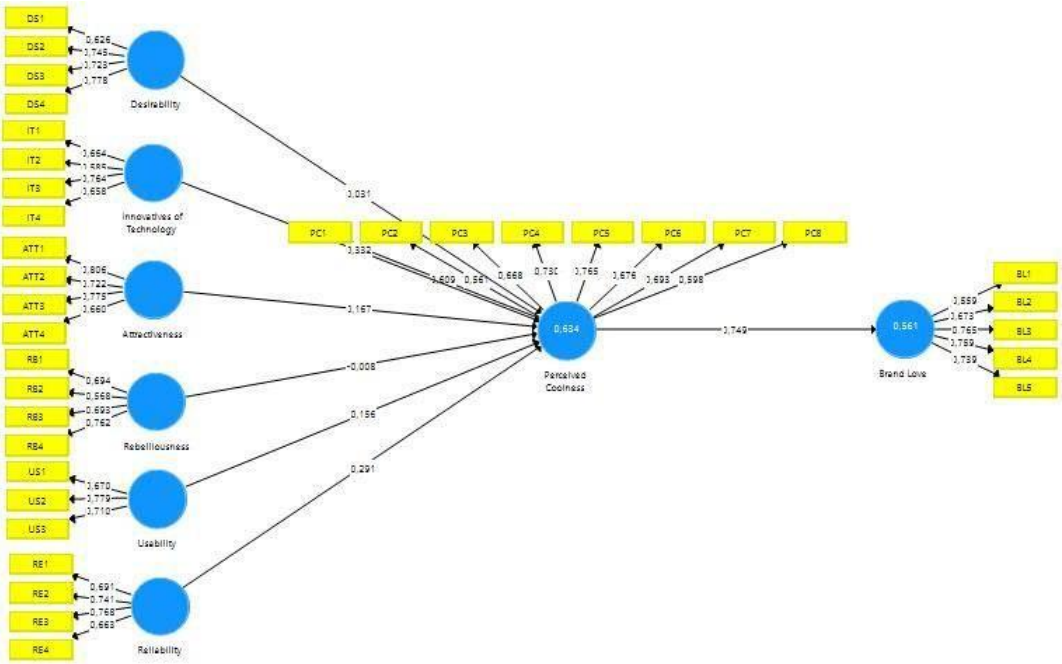
**Petunjuk Pengisian**

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

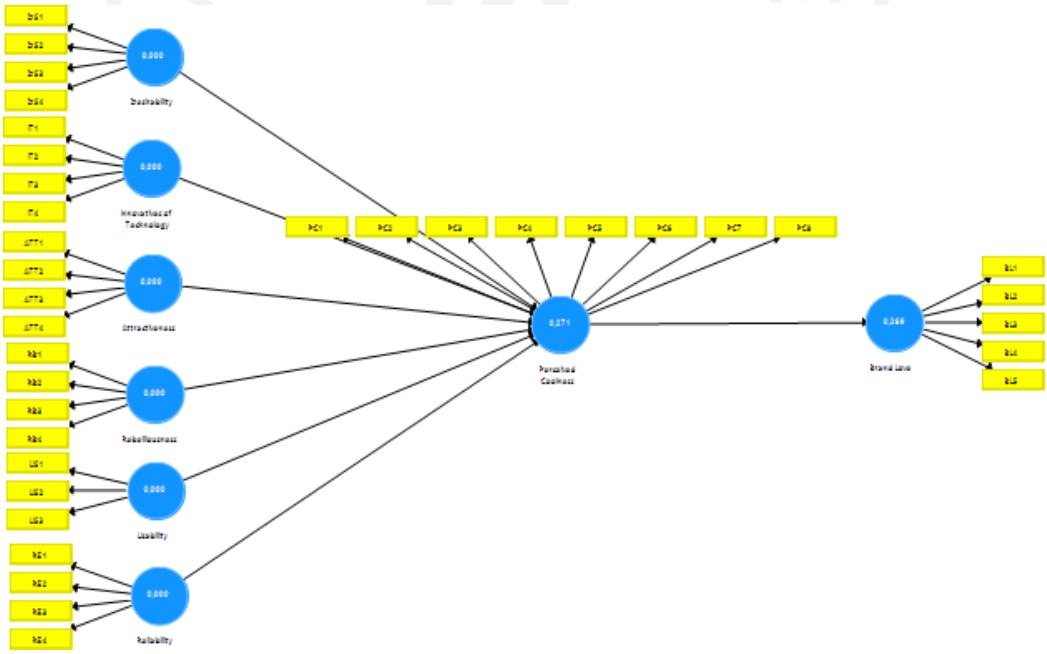
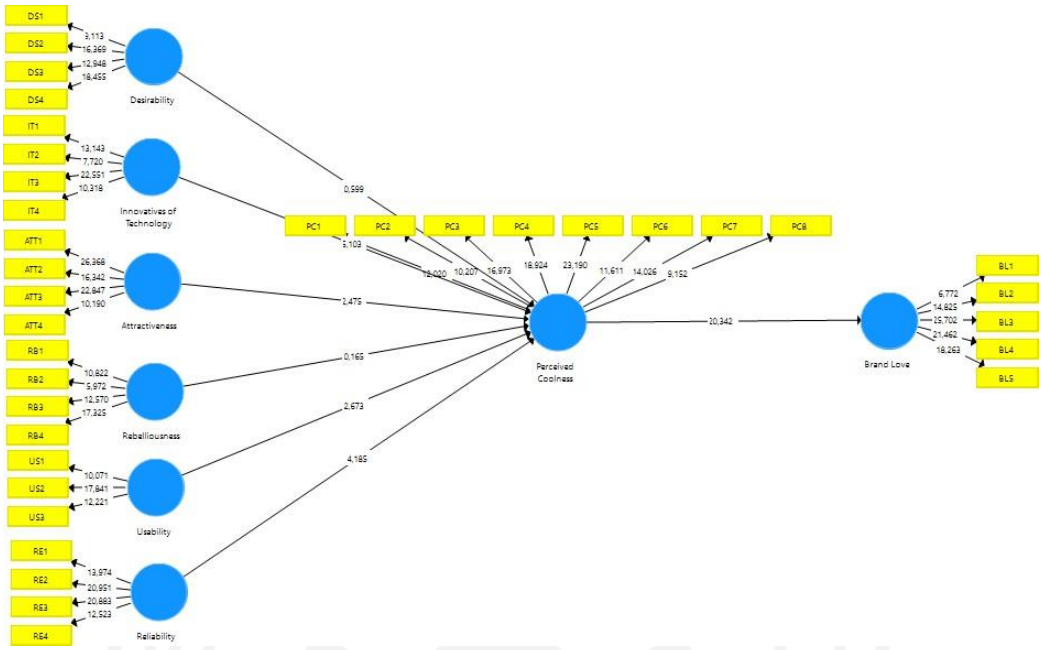
| No | Pertanyaaan | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|---|
| 1 | Secara keseluruhan desain smartphone ini keren | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Saat pertama kali mendengar smartphone ini, saya berpikir pasti akan keren jika saya punya | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Memliliki smartphone ini membuat saya merasa keren | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Saat memikirkan smartphone | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | yang keren maka smartphone ini terlintas dipikiran saya | | | | | | | |
| 5 | Smartphone ini adalah smartphone yang keren | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Ketika saya mengoperasikan smartphone ini, respon saya "wah keren!" | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | Smartphone ini memiliki fitur-fitur desain yang keren | | | | | | | |
| 8 | Jika saya membuat daftar smartphone yang keren untuk dibeli, maka smartphone ini pasti akan berada didalam daftar tersebut | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Smart PLS – PLS Algorithm




## Smart PLS – Blindfolding



**Smart PLS – Bootstrapping**