How Gratitude and Self-Image Congruency Can Affect the Satisfaction, Trust and Affective Commitment?

Siska Wiganda[1*)]; Endy Gunanto Marsasi[2)]

[1*)] *s134120007@student.ubaya.ac.id, Universitas Surabaya, Indonesia.*
[2)] *183111301@uii.ac.id, Universitas Islam Indonesia, Indonesia.*
*) Corresponding Author

ABSTRACT

Objectives: This study aims to determine the effect of perceived relationship marketing investments, self-image congruency, and customer gratitude on satisfaction, trust, and affective commitment perceived by-product customers who are associated with local brands.

Methodology: This study uses a quantitative approach by distributing questionnaires. Hypothesis testing was carried out using SEM (Structural Equation Model) analysis technique on AMOS 24.0 software. The object used is the brand of consumer goods products. This research was conducted by surveying 305 Y and Z generation customers who have used or are currently using the product.

Finding: The results of this study indicate that gratitude has a positive and significant effect on trust and affective commitment, and also has a negative and significant effect on overall satisfaction.

Conclusion: This research shows that when the customer has felt the relationship marketing investment that a product or organization has made then from then positive feelings and a greater sense of gratitude will arise for the product or organization.

Keywords: Affective Commitment; Customer Gratitude; Perceived Relationship Marketing Investment; Satisfaction; Self-Image Congruence; Trust.

_____

INTRODUCTION

Long-term success in all organizations is when the organization can build strong customer relationships, primarily when the services provided last a long time (Apenes Solem, 2016). During the pandemic, companies still growing are in the consumer goods sector. This is because this sector produces essential goods that are widely used by the community in their daily life. Consumer goods companies are companies engaged in various industries consisting of the food and beverage industry, the cigarette industry, the pharmaceutical industry, the household appliances industry, the cosmetic industry, as well as household needs (bisnis.com, 2021).

Research conducted by Eren-Erdoğmuş & Dirsehan (2017) aims to distinguish local vs. global brand associations in the coffee shop market in developing countries (Turkey) where the results show that these two brands have different but relevant positions in the minds of their customers. Consumers feel local brands can evoke associations related to local cultural capital, authenticity, and local quality needs. Local cultural experiences are relevant to differentiate local brands even if the concept is imported globally. On the other hand, global coffee shop brands are known for their fast service. The object used is the brand of consumer goods products which include Bango Soy Sauce and Sariwangi Tea. The research subjects used in this study are Y and Z generation customers who have used this product. The selection of research objects is based on the insight that the products produced by consumer goods companies are not entirely derived from their innovations but some are the result of acquisitions with other local companies.

This study's theoretical framework is founded on the theory of social exchange (social exchange theory). This idea demonstrates that a process of exchange promotes social behavior (Blau, 1963). Rational customers maximize their utility in the trade process by minimizing costs and maximizing revenues. Customers establish and sustain relationships with businesses only if the value of the benefits exceeds the value of the expenditures (Wirtz & Zeithaml, 2018). In this exchange process, Fazal-e-Hasan et al., (2020) hypothesize that a successful transaction will require positive emotional responses, such as gratitude resulting in cognitive-focused outcomes that can be maintained like overall satisfaction and trust in the exchange process and partners.

The study on customers conducted by Gong et al., (2020) show that customer and employee satisfaction results from the affective experiences felt by customers where the experience includes their gratitude and guilt. Furthermore, research conducted by Qi et al., (2020) show that when employees feel grateful for the resources they receive, how they behave and interact with customers will improve as evidenced by better evaluation results in roles and performance. Research conducted by Jin et al., (2018) shows that gratitude plays a vital role in relational marketing. This study shows that gratitude can evoke positive emotions that facilitate customer trust. According to Haghshenas Kashani et al., (2019), direct mail, interpersonal communication, and preferential treatment influence consumer appreciation and satisfaction. It was discovered that satisfaction has the most significant effect on behavioral loyalty, although gratitude had little effect on consumer loyalty. Also, tangible awards do not affect consumer appreciation. Research by Huang (2015) indicates that relationship marketing investments (such as direct mail, physical prizes, interpersonal connections, and preferential treatment) have varying effects on customer appreciation and behavioral loyalty. Except for direct mail, the data showed that merchants' three relational marketing strategies favorably impact consumer gratitude. According to Haghshenas Kashani et al., (2019) and Huang (2015), the association between relationship marketing investments and customer thankfulness is insignificant; however, Gong et al., (2020), Qi et al., (2020), and Jin et al., (2018) found significant results. This study examines customers' perceptions of local brand association items' with relationship marketing investments. The research gap is understanding the relationship

_____

between perceived marketing investments and customer gratitude for local brand association items.

Table 1. Research Gap

Relationship	(Gong et al., 2020)	(Qi et al., 2020)	(Jin et al., 2018)	(Haghshenas Kashani et al., 2019)	(Huang, 2015)
Customer Gratitude – Customer Satisfaction	Significant				
Relationship Investment - Employee Gratitude		Significant			
Customer Gratitude – Trust			Significant		
Relationship marketing investments (tangible reward) - customer gratitude				Insignificant	
Relationship marketing investments (direct mail)- customer gratitude					Insignificant

The entirety of a person's emotions and thoughts refer to him as an object (Sirgy, 1982; Wylie, 1961). The significance of self-concept stems from the fact that customers' purchasing decisions are impacted by their image (Zinkham & Hong, 1991). Customers utilize the merchandise to express their sense of self (Sirgy, 1982; Wallendorf & Arnould, 1988). Customers' use of products defines, maintains, and enhances their self-concept (Zinkham & Hong, 1991). Purchasing and consumption are ideal forms of self-expression. Hence, people will purchase and consume more products or brands that match their self-image (Graeff, 1996). This leads to conformity between product image and self-image or "self-image congruity" (Sirgy et al., 1997). All marketing activities focused on building, developing, and maintaining good relationships between organizations and customers define relationship marketing (Morgan & Hunt, 1994). Researchers have not found any previous research explaining the relationship between marketing investments and self-image congruence. So this study will contribute by adding the self-image congruence variable to the consumer behavior model influenced by perceived relationship marketing investments on the feelings that arise in consumer behavior.

_____

LITERATURE REVIEW

Social Exchange Theory

Social exchange theory is a theory that applies the principle of cost-benefit analysis to estimate the risks and rewards of the behavior and interactions between two parties. A partner is anticipated to act in a way that benefits the one who spends resources in the relationship. Each actor's activity reinforces the exchange of resources in social interactions (Kim & Kim, 2021). The theory also incorporates economic relations, including the cost-benefit analysis that happens when each partner possesses an item that the other values. Customers must be engaged in the service process and sense a degree of shared responsibility in order to have a successful and satisfying social exchange (H Song, E Ma, 2022). A recent meta-analysis of 25 years of organizational justice research reveals that social exchange theory variables such as trust, organizational commitment, perceived organizational support, and leader-member exchange are crucial to the relationships between justice, task performance, and citizenship behavior (Colquitt et al., 2013).

Self-Image Congruence

Malär et al., (2011) define Self Image Congruence as a combination of cognitive and affective comprehension of who and what we are. According to the cognitive consistency theory of Sirgy et al., (1991), individuals are incentivized to possess self-beliefs that motivate them to act by their self-image. The desire of customers to enhance their sense of self-worth raises their self-esteem. Customers may feel more at ease with things that mirror their genuine selves (true self-image congruence) but they may also like products that boost their self-esteem (ideal self-image congruence). The stronger the tie between the self and the brand, the more the individual includes the entity in his self-definition. Thus, few cognitive and affective effects of self-image congruence can be explained. Scholars agreed that the self-congruity theory explained the influence of self-image congruence on individual purchasing decisions effectively (Islam et al., 2019; Kressmann et al., 2006).

Brand Local Association

The study conducted by Jeon & Baeck, (2016) aims to investigate consumer responses, attitudes, and behavior to brand crises and test empirical models to explain internal consumer processes in the context of negative information about a brand, analyze the relationship between the types of brand associations, the strength of the relationship brand-customer, and consumer response depending on the type of brand crisis. In this study, it is said that the brand association generates the mentality of a brand and is defined as a unique association for the brand and distinguishes the brand from other brands in a category. Consumers may associate them with various meanings, including perceived quality, self-identity, group identity, values, family traditions, and national traditions which may impact their functional, experiential, and symbolic benefits (Siamagka et al., 2015). Compelling stories raise brand expectations which increases the likelihood of positive emotion when trying it, especially if the relationship between the brand and the stories appears authentic (Hwang, 2017).

Perceived Relationship Marketing Investments

When a trade is successful and the associated investment benefits both parties, the consumer will experience positive emotional responses such as appreciation. Therefore, clients appreciate the relationship marketing investment made by the firm and enjoy the benefits of the social exchange process beyond their perception of the norm. Bi (2019) research shows that perceived relationship marketing investments positively influence consumer gratitude. Customer satisfaction and perceived

_____

relationship marketing investments are crucial for improving customer-retailer connections. The customer's opinion of the level to which an organization commits resources, time, and attention to sustaining or enhancing relationships with repeat customers cannot be regained if the relationship is severed. Fazal-e-Hasan et al., (2017) research demonstrated that reciprocity and cynicism had a moderating effect on gratitude. The effect of perceived relationship marketing investments on overall satisfaction is mediated by gratitude which also explains the indirect influence of customer reciprocity and cynicism on overall contentment. Raggio et al., (2014) investigated how gratitude can influence the exchange paradigm and transform transactional relationships into emotional relationships, concluding that gratitude is the foundation for establishing commitment and trust in business relationships.

H1: Perceived relationship marketing investments have a positive effect on customer gratitude.

Some studies have focused on Perceived Relationship Marketing Investments as predictors of customer gratitude. However, to our knowledge, no research has looked at how Perceived Relationship Marketing Investments can affect self-image alignment. Given that a customer's perception of a relationship marketing investment is determined in proportion to what the customer gains by maintaining the relationship with the company, a better perception of the relationship benefits will lead to a higher perceived relationship marketing investment (Lee et al., 2014). The concept of perceived relationship marketing investments shows the customer's perception of the seller's actions that are formed to facilitate the relationship between the customer and the seller that only has value in the relationship and shows that the quality of the relationship between the organization and the community is determined by the extent to which the community feels the organization's commitment to the relationship (Auger & Cho, 2021). It is hypothesized that customers who feel that a product has carried out relationship marketing will affect the suitability of their self-image with the product. Based on the above arguments, the researcher argues that:

H2: Perceived relationship marketing investments have a positive effect on self-image congruence.

Customer Gratitude

According to Fazal-e-Hasan et al., (2017), gratitude stems from the belief that someone has benefited from the efforts of others. Researchers define gratitude as a positive emotional response to obtaining advantages inherent in all things, regardless of their physiological characteristics. Additionally, researchers describe gratitude as an emotional, not a behavioral reaction elicited when customers realize or anticipate the organization's advantages. Prior relationship marketing research has emphasized the roles of trust and commitment as mediators. Modern relationship marketing studies emphasize the mediating function of gratitude (Jin et al., 2018). Following the prior argument, (Liang & Kiang, 2018) argue that gratitude is an experience and that like any other emotion can be felt without being spoken. In addition, they contend that generic expressive characteristics (such as "thank you") may or may not influence real emotional feelings (i.e., gratitude). Therefore, this study characterized gratitude as an emotional reaction and its behavioral manifestation was not investigated further.

Overall Satisfaction

Customer satisfaction is the degree to which consumers feel satisfied or dissatisfied when comparing what they received to what they expected (Sudarman et al., 2021). Satisfaction refers to a person's feelings of pleasure or dissatisfaction when the perceived performance of a product or service is compared to their expectations. If the performance of the product or service falls short of expectations, there will be customer dissatisfaction. This confirms that if the company does not prioritize customer satisfaction, it will struggle to survive in the face of intense competition (Nurjannah et al., 2022). According to research by Mansoor (2020), customer gratitude

positively impacts overall satisfaction. According to the researcher, happy feelings elicited by customer gratitude can promote positive behavioral intentions and the current data supports the relationship between customer gratitude and joy. Consequently, customer gratitude can also improve immediate feelings and actions to create long-lasting physical, intellectual, and psychological resources which will generate more significant experiences of other emotions, such as happiness and overall satisfaction. Similarly, Fazal-e-Hasan et al., (2017) claim that gratitude influences another good emotion: overall satisfaction. This study proves that overall satisfaction is a mechanism capable of fostering long-term ties with businesses. From the customer's standpoint, reciprocal normative pressure may compel the customer to return the seller's benefits. In such a circumstance, gratitude will likely engage several cognitive mechanisms for establishing and maintaining customer-business relationships. According to research (Jin et al., 2018), gratitude has a positive effect on customer satisfaction. These findings suggest that gratitude elicits positive emotions that facilitate customer satisfaction, ultimately influencing positive reciprocity as customers begin to develop a relationship with the product.

H3: Customer gratitude has a positive effect on overall satisfaction.

Researchers have found that self-image congruence influences consumers' satisfaction positively (Clark et al., 2017). Berezan et al., (2017) show a positive relationship between self-image congruency and overall happiness. Customer satisfaction is a function of consumers' relative performance expectations and the results they may feel and observe from prior interactions. Therefore, consumer happiness can be affected by company-customer communication. According to Han et al., (2019), a positive relationship exists between self-image congruency and overall happiness. Indirectly, the appropriateness of a customer's self-image affects their satisfaction with their product or service consumption experience. Satisfaction represents an all-encompassing customer experience perspective and is a crucial long-term behavior driver. The researcher claims, based on the following grounds, that:

H6: Self-image congruence has a positive effect on overall satisfaction.

Trust

According to Rasmen Adi et al., (2022), consumer trust encompasses all information conveyed by consumers and all decisions made by consumers regarding products, qualities, and benefits. Items can be anything about anything which a person has convictions and perspectives on, including things, people, and organizations. Characteristics are possible features or highlights of a product, whereas benefits are positive outcomes for consumers. Trust may be defined as a company's availability or willingness to meet the needs of its customers in accordance with their desires (Wardhani & Chen, 2021). Gratitude is defined as a feeling elicited by a positive experience, whereas trust is an evaluation of an entity based on its perceived honesty, goodness, or competency (Park et al., 2016). While individuals regard themselves to be reasonable, Park et al. (2016) demonstrate that they tend to depend more on emotions while making crucial judgments. According to Drążkowski et al., (2017), appreciation increases client trust in a company. In a series of laboratory tests, researchers discovered, for example, that weekly interactions between customers and service providers generated thankfulness and boosted interpersonal trust. Gratitude facilitates an experiential learning process in which customer expectations are established and reshaped through significant interactions due to the organization's advantages. This procedure produces some favorable results, such as trust. In addition, the researcher emphasizes that thankfulness might increase trust and dependence between exchange partners, such as corporations and their customers. According to the findings of Chou & Chen (2018), there is a correlation between customer appreciation and trust. Thankfulness or gratitude is a feeling of appreciation that may play a vital role in the emotional relationships that unite people and serve as the

foundation for trust. Consequently, if appreciation can promote good emotional responses, it can also increase a company's credibility.

H4: Customer gratitude has a positive effect on trust

Based on the research of Dehghanpouri et al., (2020), there is an influence between trust and overall satisfaction. From the research results, it is evident that customer satisfaction is influenced by trust, especially in the context of online services. Satisfaction is a mediator for perceived trust and usefulness which can intervene in perceived ease of use. Trust has a direct effect on loyalty and an indirect effect through perceived benefits or satisfaction. Research conducted by Mungra & Yadav (2020) shows a positive relationship between satisfaction and trust. These variables lead to positive and mutually beneficial results, improve relationship performance, and reduce corporate governance costs. Performance and governance costs generated by a company vary depending on the duration of the relationship between the producer and supplier. Based on the above arguments, the researcher argues that:

H7: There is an effect of trust on overall satisfaction.

Affective Commitment

The most influential factor on organizational performance is the affective commitment dimension of organizational commitment. Affective commitment is a feeling that has merged with an individual's feelings toward the organization and is characterized by identification and involvement with the organization. Additionally, an individual with affective commitment will feel content and enjoy being a member of an organization (Dewa & Salendu, 2018). Affective commitment is the desire to maintain membership in an organization that develops in large part as a result of work experiences that generate feelings of personal and comfort competence (Soelton et al., 2021). According to studies by Mangus, customer appreciation significantly influences emotional commitment (Mangus et al., 2017). The emotional response of thankfulness helps customers consider the company's health favorably. Thus, thankfulness is likely to improve the customer's affective attachment to the firm and encourage them to seek future possibilities for additional exchanges that are mutually beneficial. Fazal-e-Hasan et al., (2020) identify the positive effect of appreciation on the development of consumer commitment and psychological attachment. Additionally, Fazal highlighted the positive function of appreciation in fostering consumer commitment and psychological attachment. This result can be explained by the notion of extending and constructing positive emotions which says that positive emotions, such as gratitude can have other benefits, such as organizational dedication.

The empirical marketing literature supports the relationship marketing hypothesis which asserts that trust and commitment are the fundamental mediators between firm activity and consumer loyalty. Various researchers regard trust and commitment as the foundation of relationship marketing, as this combination results in numerous customers advocating the company's efficiency, effectiveness, and productivity. Kalubanga and Namagembe (2022) research shows a relationship between trust and affective commitment. Additionally, Ahmed et al., (2021) research demonstrates that trust favorably influences commitment. Partners in a business relationship, such as buyers and sellers can develop mutual trust when they avoid unexpected behaviors and always seek activities that benefit both parties. Generally, the partner will be more devoted and willing to invest in the relationship. The researcher claims, based on the following grounds, that:

H5: Customer gratitude has a positive effect on affective commitment.

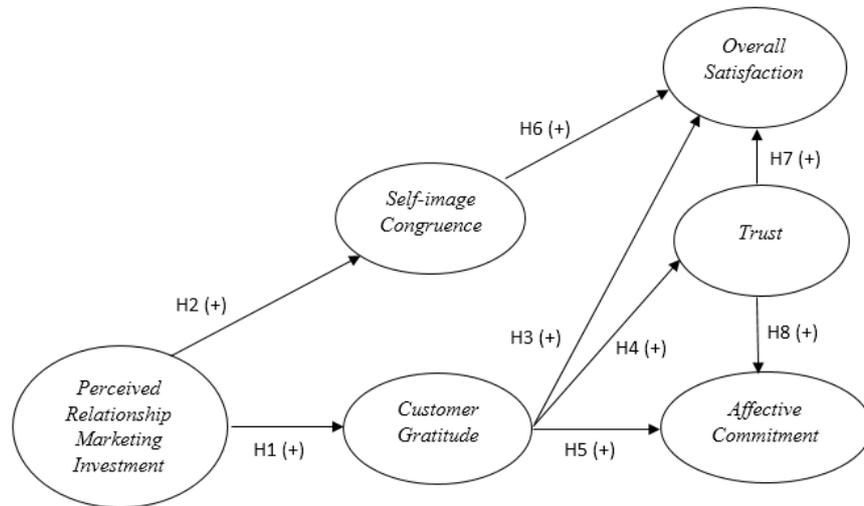H8: There is an effect of trust on affective commitment.

_____

Image 1. Hypothetical framework

METHOD

Primary data was collected by distributing questionnaires about Perceived Relationship Marketing Investments, Self-image Congruence, Customer Gratitude, Overall Satisfaction, Trust, and Affective Commitment to product users associated with local brands (Kecap Bango and Sariwangi). This research was conducted by surveying 305 customers who have used or are currently using the product with an age range of 16-35 years and domiciled in Indonesia. The reason for selecting respondents of this age is because respondents with this age range are able to interpret the questions in the questionnaire and can provide responses or statements that match the questions in the questionnaire.

In determining the number of respondents tested, refer to Hair et al., (2018), namely:

1. Minimum sample size of 100: A model that contains five or fewer constructs with more than three items each (observed variable) and with high item communality (0.6 or higher).
2. Minimum sample size of 150: Models with seven or fewer constructs, simple communality (.5), and no unidentified constructs.
3. Minimum sample size of 300: Models with seven or fewer constructs, lower communality (below .45), and/or multiple unidentified constructs (less than three).

Non-Probability Sampling is a sampling technique used in this study where this technique is a data collection technique so that all data have the possibility of being selected as unequal samples. Based on the sample type with the non-probability sampling technique, the sample selection to be used is purposive sampling, namely the selection of samples based on the characteristics of places that meet the criteria to obtain samples that are by the research objectives. The questionnaire consists of 6 constructs with a total indicator of 25 items using a Likert scale from points 1 (strongly disagree) to 5 (strongly agree) through an online survey with Google Forms. The question items refer to previous research (table 1).

_____

Table 2. Construct Measurement Summary

Construct	Item	Source
Perceived Relationship Marketing Investments	5	Hasan, Syed, *et al.* (2020), Hossain *et al.* (2021)
Customer Gratitude	4	Hasan, Syed, *et al* (2020), Ji "Miracle Qi, *et al* (2020), Audrain-Pontevia*, et al* (2021)
Self-Image Congruence	3	Shuhui Wu., *et al* (2020), Japutra *et al*(2017)
Overall Satisfaction	4	Hasan, Syed, *et al.* (2020), Rather (2018)
Trust	3	Hasan, Syed, *et al.* (2020), Hossain *et al.* (2021)
Affective Commitment	6	Hasan, Syed, *et al.* (2020), Hossain *et al.* (2021), Rather (2018)

Hypothesis testing in this study using SEM. SEM (Structural Equation Modeling) is a statistical method used to analyze and evaluate the relationship of individual variables simultaneously, not individually and combines several scales related to existing phenomena. SEM allows analysis among several dependent and independent variables directly and simultaneously (Hair et al., 2014). As well as, explaining the errors in making measurements on each scale.

RESULTS AND DISCUSSION

Respondent's Description

This study distributed a questionnaire of 350 respondents, but according to the criteria, there were 306 respondents. After testing, the outliers had decreased by one respondent so the final total number of respondents used in this study was 305. Respondents comprised 56.9 % of women and 43.1 % of men. Regarding age, respondents consist of 37. 9 % with the age 16-20 years old, 43.5 % with the age 21-30 years old, and 18.6 % with the age 31-35 years old. Regarding domicile, the majority of respondents live in Surabaya with a total of 59 people (19.3 %), followed by respondents who live in Yogyakarta and Jakarta with 32 (10.2 %), and 27 (8.8 %) people, respectively. The domicile of the remaining respondents has been divided into 20 other regions in Indonesia.

Test Measurement Model

Table 2 below shows the standardized loading, Average Variance Extracted (AVE), and Construct Reliability (CR) values. The results showed that the results of the AVE value of the tested variables had values below 0.5, namely the PRM (0.429), CG (0.361), SIC (0.338), OS (0.491), TR (0.369), and AC (0.374) variables.), so it does not meet the criteria, but even though the AVE value of the PRM, CG, SIC, OS, TR, and AC variables is below 0.5, it is still said to be valid because the standardized loading value possessed by all indicators has met the existing criteria, namely 0.5 because to get an AVE value of 0.5, it must have a standardized loading value of at least 0.7 (Hair *et al*., 2018). This shows that all variables in this study are considered valid. The reliability test which can be seen from the CR results in table 3 has shown that all variables have a value above 0.6 so all variables in this study are considered reliable.

_____

Table 3. AVE and CR Calculation Results

Item	Factor Loading	P Value	AVE	CR
PRM3	0.671	<0.001	0.430	0.790
PRM4	0.662	<0.001		
PRM5	0.620	<0.001		
PRM6	0.671	<0.001		
PRM8	0.652	<0.001		
CG1	0.557	<0.001	0.361	0.693
CG2	0.625	<0.001		
CG4	0.609	<0.001		
CG5	0.609	<0.001		
SIC1	0.563	<0.001	0.359	0.624
SIC3	0.534	<0.001		
SIC5	0.689	<0.001		
OS2	0.615	<0.001	0.492	0.793
OS3	0.740	<0.001		
OS5	0.658	<0.001		
OS6	0.780	<0.001		
TR2	0.512	<0.001	0.367	0.632
TR4	0.616	<0.001		
TR6	0.677	<0.001		
AC1	0.658	<0.001	0.391	0.794
AC2	0.653	<0.001		
AC3	0.622	<0.001		
AC5	0.566	<0.001		
AC7	0.626	<0.001		
AC9	0.623	<0.001		

Structural Model Test

The next step is to look at the suitability of the empirical data and the structural model which is measured using the goodness of fit criteria. The goodness of fit identifies how well the specified model produces a covariance matrix between each indicator (Hair et al., 2014:576). The following is a table showing the results of Goodness of Fit:

Table 4. The goodness of Fit Structural Model Test Results

No.	Indeks	Criteria	Result	Keterangan
1.	CMIN/DF	CMIN/DF ≤ 3,0	2,877	*Good Fit*
2.	RMSEA	RMSEA ≤ 0,08	0,079	*Good Fit*
3.	GFI	GFI 0,8 – 0,9	0,831	*Marginal Fit*
4.	CFI	CFI 0,8 – 0,9	0,816	*Marginal Fit*
4.	IFI	IFI 0,8 – 0,9	0,818	*Marginal Fit*

Table 4 above shows the results of the structural model fit test, the CMIN/DF value has met the suitability criteria 3.0 with a value of 2.877 which means a good fit. The RMSEA value has met the suitability criteria of 0.08 with a value of 0.079 which means a good fit. The GFI value has also met the criteria with a value of 0.831 which means marginal fit. The CFI and IFI values have also met the criteria of 0.8 – 0.9 with a value of 0.816 and 0.818 which means marginal fit. Based on the results of the structural fit test of the model in table 4 above, it was found that the structural model has a relative value that meets the goodness of fit so that it can be continued to the next stage, namely hypothesis testing. Through testing the hypotheses in table 5 below, it can be seen that of the eight research hypotheses, there are seven supported hypotheses and one unsupported hypothesis.

Table 5. Hypothesis Testing Results

Hypothesis	Path	Std. Estimates	CR	P	Information
H1(+)	PRM – CG	0,969	6,676	***	H1 Support
H2(+)	PRM – SIC	0,911	6,089	***	H2 Support
H3(-)	CG – OS	-0,605	-1,862	0,063	H3 Support
H4(+)	CG – TR	0,790	6,064	***	H4 Support
H5(+)	CG – AC	1,060	6,790	***	H5 Support
H6(+)	SIC – OS	1,100	3,628	***	H6 Support
H7(+)	TR – OS	0,913	6,804	***	H7 Support
H8(+)	TR – AC	-0,057	-0,857	0,392	H8 Not Support

Discussion

The first hypothesis that examines the relationship between perceived relationship marketing investment and customer gratitude says that the first hypothesis is supported. These results indicate that the higher the customer's perceived relationship marketing investment, the higher the customer's gratitude towards products associated with local brands. This finding is in line with research conducted by Bi (2019) and Fazal-e-Hasan et al., (2017). When a product offers something extra to keep customers using the product, the greater the customer's gratitude for the product. Other factors, namely the sale of a product through e-commerce can make customers feel more grateful for the product because it is easier to obtain. They do not have to put in much effort to get the product.

The second hypothesis that examines the relationship between perceived relationship marketing investment and self-image congruence says that the second hypothesis is supported. These results indicate that the higher the perceived relationship marketing investment perceived by the customer, the customer will also increase the sense of self-image congruence with a product. This hypothesis is the contribution of researchers so this result is a new finding, following the results of research by Auger and Cho (2021) which examined the perceived relationship between marketing investment. The explanation illustrates that with the customer's desire to use products that match his self-image, the company will work extra hard to improve its customer relationship. Other factors also support this, namely the customer's desire to buy a product through e-commerce will increasingly reflect the needs following the wishes of the customer concerned.

The third hypothesis that examines the relationship between customer gratitude and overall satisfaction says that the third hypothesis is supported. These results indicate that the higher the customer's gratitude perceived, the lower the overall satisfaction with a product. This finding contradicts the research conducted by Mansoor (2020) and Fazal-e-Hasan et al., (2017). This finding is in line with research

conducted by Salvador-Ferrer (2017) which states that gratitude affects satisfaction negatively and significantly. Those with high levels of gratitude tend to experience low levels of satisfaction. One possible explanation for this result is the "schematic hypothesis," which suggests that gratitude is caused by receiving valuable favors. The perception of cost and value can affect the relationship between gratitude and satisfaction. Low costs can make the customer feel grateful but the gratitude only gets to that point.

The fourth hypothesis that examines the relationship between customer gratitude and trust says that the fourth hypothesis is supported. These results indicate that the higher the customer's gratitude, the higher the trust in a product. This finding is in line with research conducted by Drążkowski et al., (2017) and Chou & Chen (2018) which also showed a significant positive relationship between customer gratitude and trust. This follows the explanation of the customer gratitude variable: when a product provides essential benefits to customers, it can make customers feel that this product is reliable in terms of quality and service. The other condition that can describe the relationship is that the customer feels grateful for this product because it considers it reliable in meeting their needs and desires.

The fifth hypothesis that examines the relationship between customer gratitude and affective commitment says that the fifth hypothesis is supported. This finding is in line with the research conducted by Mangus et al., (2017) and Fazal-e-Hasan et al., (2020). These results indicate that the higher the customer's gratitude perceived by the customer, the higher the affective commitment to a product will be. Customers feel indebted to the company behind these products associated with local brands so they care about the long-term success of this. Furthermore, customers will be more committed to always using a product when they feel grateful for it.

The sixth hypothesis that examines the relationship between self-image congruence and overall satisfaction says that the sixth hypothesis is supported. This finding is in line with the research conducted by Berezan et al., (2017) and Han et al., (2019). These results indicate that the higher the self-image congruence of the customer, the greater the overall satisfaction with a product. When customers want to use products that match their self-image, they will feel that their choice to choose a product is a wise choice. This product also always has the best solution to customer problems because they feel the product can represent themselves.

The seventh hypothesis that examines the relationship between trust and overall satisfaction says that the seventh hypothesis is supported. This finding is in line with research conducted by Dehghanpouri et al., (2020) and Mungra & Yadav (2020). These results indicate that the higher the trust felt by the customer, the greater the overall satisfaction with a product. This explanation illustrates that a product can give customers a reliable taste because customers feel that their choice to choose the product is a wise choice. In addition, this product always has the best solution to solve customer problems because it can be relied on to meet customer needs and desires.

The eighth hypothesis that examines the relationship between trust and affective commitment says that the eighth hypothesis is not supported. This means that the higher or lower the trust felt by the customer does not affect the affective commitment in use. This result is different from the research conducted by Kalubanga and Namagembe (2022) and Ahmed et al., (2021) which showed a significant positive relationship between trust and affective commitment. A study by Sumaedi et al., (2015) supports this hypothesis which states that trust does not affect affective commitment. This can happen because there is a possibility that the customer of the product already has a choice of other products so this condition makes the emotional bond which is the source of affective commitment to be unformed, even though the customer has trusted the product. Other research that supports this hypothesis is the research conducted by Ranganathan et al., (2013) which says that trust does not affect affective commitment.

_____

This can happen because even though the customer already trusts the product, if the product is of low value, the customer will tend to switch to similar products if the product they are looking for is not found.

CONCLUSION

In the results of this study, some hypotheses are not supported; this is expected to be corrected by further research. The limitations of the research were the number and target of respondents which did not cover the entire territory of Indonesia so it is hoped that further research can expand the target respondents to be taken. The results of this study can contribute to companies in developing their marketing strategies, especially those related to local brand associations. The researcher proposes that companies build relationship marketing investment programs that focus on economic benefits and consider the psychological mechanisms of customers. Managers should strive to design marketing strategies that allow customers to show their gratitude. One of the programs that can be implemented is to promote products by using attributes that adapt to local wisdom in specific locations.

This research shows that when the customer has felt the relationship marketing investment that a product or organization has made, then from the customer self will arise positive feelings and a greater sense of gratitude for the product or organization. Therefore, sales managers must focus on programs that directly impact customers where the program aims to build an emotional (cheerful) customer feeling towards the product being marketed. Companies can hold cooking demonstrations with famous chefs where one ingredient is Bango soy sauce or Sariwangi tea. Customers who prioritize the relationship between customers and sellers tend to affect the motivation of these customers to use products that match their self-image. This is because customers have felt that the organization providing the product has made various efforts to realize customer desires. The phenomenon that occurs in the field when conducting this study, the majority of customers will be interested in the products used by their favorite artists or celebgrams. Therefore, companies can carry out promotions involving artists or celebrities that are in demand by customers that match the company's targets.

This study found that customers with high gratitude tend to have low satisfaction levels. This may be due to the perceived costs and values that customers must incur in getting a product. Therefore to minimize this, managers must consider how customers can obtain the products they offer at usual and reasonable costs per the average income of the Indonesian people which is equal to the community's minimum wage. The increasing gratitude of customers will increasingly affect the level of customer confidence in using a product. This is proven because if customers can feel something positive such as gratitude, a sense of trust in the product will automatically arise from within them. Managers can make a gift program directly to communities in densely populated areas. For Bango soy sauce products, these gifts can be given to the satay merchant community while for sariwangi tea, these gifts can be given to the community of arisan women. This study used a sample of 305 respondents. Therefore, further research is expected to increase the target respondents to get better results and tests by adding other variables. This research is also expected to contribute to further research related to customer gratitude. The research object used in this study is included in the consumer goods category while further research is expected to use different brands and categories, such as luxury goods.

REFERENCES

Ahmed, F., Evangelista, F., & Spanjaard, D. (2021). The effects of mutuality in exporter-importer relationships. *International Marketing Review*, *38*(6), 1331–1369. https://doi.org/10.1108/IMR-12-2019-0293

_____

Apenes Solem, B. A. (2016). Influences of customer participation and customer brand engagement on brand loyalty. *Journal of Consumer Marketing*, *33*(5), 332–342. https://doi.org/10.1108/JCM-04-2015-1390

Auger, G. A., & Cho, M. (2021). Modeling the antecedents and outcomes of perceived relationship investment (PRI) in nonprofit organizations. *Public Relations Review*, *47*(4), 102083. https://doi.org/10.1016/j.pubrev.2021.102083

Berezan, O., Krishen, A. S., Tanford, S., & Raab, C. (2017). Style before substance? Building loyalty through marketing communication congruity. *European Journal of Marketing*, *51*(7–8), 1332–1352. https://doi.org/10.1108/EJM-06-2015-0314

Bi, Q. (2019). Cultivating loyal customers through online customer communities: A psychological contract perspective. *Journal of Business Research*, *103*(June), 34–44. https://doi.org/10.1016/j.jbusres.2019.06.005

Blau, P. M. (1963). *The dynamics of bureaucracy: Study of interpersonal relations in two government agencies, Rev.*

Chou, S., & Chen, C. W. (2018). The influences of relational benefits on repurchase intention in service contexts: the roles of gratitude, trust and commitment. *Journal of Business and Industrial Marketing*, *33*(5), 680–692. https://doi.org/10.1108/JBIM-08-2017-0187

Clark, M., Fine, M. B., & Scheuer, C.-L. (2017). Relationship quality in higher education marketing: the role of social media engagement. *Journal of Marketing for Higher Education*, *27*(1), 40–58.

Colquitt, J. A., Scott, B. A., Rodell, J. B., Long, D. M., Zapata, C. P., Conlon, D. E., & Wesson, M. J. (2013). Justice at the millennium, a decade later: a meta-analytic test of social exchange and affect-based perspectives. *Journal of Applied Psychology*, *98*(2), 199.

Dehghanpouri, H., Soltani, Z., & Rostamzadeh, R. (2020). The impact of trust, privacy and quality of service on the success of E-CRM: the mediating role of customer satisfaction. *Journal of Business and Industrial Marketing*, *35*(11), 1831–1847. https://doi.org/10.1108/JBIM-07-2019-0325

Dewa, Y. S., & Salendu, A. (2018). Persepsi Dukungan Organisasi Sebagai Mediator Antara Keadilan Organisasi Dan Komitmen Afektif Pada Sebuah Perusahaan Distribusi Pelumas. *Mix: Jurnal Ilmiah Manajemen*, *8*(2), 336. https://doi.org/10.22441/mix.2018.v8i2.009

Drążkowski, D., Kaczmarek, L. D., & Kashdan, T. B. (2017). Gratitude pays: A weekly gratitude intervention influences monetary decisions, physiological responses, and emotional experiences during a trust-related social interaction. *Personality and Individual Differences*, *110*, 148–153.

Eren-Erdoğmuş, İ., & Dirsehan, T. (2017). Exploring local vs global brand associations in an emerging market using BCM technique. *Qualitative Market Research*, *20*(3), 266–288. https://doi.org/10.1108/QMR-04-2015-0027

Fazal-e-Hasan, S., Mortimer, G., Lings, I., & Kaur, G. (2020). How gratitude improves relationship marketing outcomes for young consumers. *Journal of Consumer Marketing*, *37*(7), 713–727. https://doi.org/10.1108/JCM-10-2019-3446

Fazal-e-Hasan, S., Mortimer, G., Lings, I. N., & Neale, L. (2017). Examining the antecedents

_____

and consequences of gratitude. *Journal of Services Marketing*, 34–47.

Gong, T., Wang, C. Y., & Lee, K. (2020). The consequences of customer-oriented constructive deviance in luxury-hotel restaurants. *Journal of Retailing and Consumer Services*, *57*(July), 102254. https://doi.org/10.1016/j.jretconser.2020.102254

Graeff, T. R. (1996). Using promotional messages to manage the effects of brand and self-image on brand evaluations. *Journal of Consumer Marketing*.

H Song, E Ma, M. C. (2022). Dining with Distance During the Pandemic: An Enquiry from the Theory of Proxemics and Social Exchange. *Current Issues in Tourism*, *13*(1), 104–116.

Haghshenas Kashani, F., Professor, A., & Kashani, H. (2019). The influence of relationship marketing investments on customer gratitude and satisfaction in Shahrvand chain stores in Tehran, Iran Peer review under responsibility of UCT Journal of Management and Accounting Studies. In *UCT Journal of Management and Accounting Studies UCT. J.Educa.Manag .Account. Stud* (Vol. 7, Issue 1). http://uctjournals.com

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis. In *New Jersey: Pearson* (Seventh Ed). Pearson Education Limited. https://doi.org/10.1002/9781118895238.ch8

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2018). *Multivariate Data Analysis*. https://doi.org/10.1002/9781119409137.ch4

Han, H., Moon, H., & Kim, W. (2019). The influence of international tourists' self-image congruity with a shopping place on their shopping experiences. *Journal of Hospitality and Tourism Management*, *41*(November 2018), 101–109. https://doi.org/10.1016/j.jhtm.2019.08.003

Huang, M. H. (2015). The influence of relationship marketing investments on customer gratitude in retailing. *Journal of Business Research*, *68*(6), 1318–1323. https://doi.org/10.1016/j.jbusres.2014.12.001

Hwang, S. (2017). *Storytelling in branding: the difference in brand archetypes between Western and Asian Tech brands-based on Carl Jung's 12 Archetypes Model*.

Islam, T., Attiq, S., Hameed, Z., Khokhar, M. N., & Sheikh, Z. (2019). The impact of self-congruity (symbolic and functional) on the brand hate: a study based on self-congruity theory. *British Food Journal*.

Jeon, J. O., & Baeck, S. (2016). What drives consumer's responses to brand crisis? The moderating roles of brand associations and brand-customer relationship strength. *Journal of Product and Brand Management*, *25*(6), 550–567. https://doi.org/10.1108/JPBM-10-2014-0725

Jin, N. (Paul), Line, N. D., & Yoon, D. (2018). Understanding the Role of Gratitude in Building Quality Relationships. *Journal of Hospitality Marketing and Management*, *27*(4), 465–485. https://doi.org/10.1080/19368623.2018.1390719

Kalubanga, M., & Namagembe, S. (2022). Trust, commitment, logistics outsourcing relationship quality, relationship satisfaction, strategy alignment and logistics performance – a case of selected manufacturing firms in Uganda. *International Journal of Logistics Management*, *33*(1), 102–140. https://doi.org/10.1108/IJLM-05-2020-0215

_____

Kim, D. Y., & Kim, H. Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, *134*(November 2019), 223–232. https://doi.org/10.1016/j.jbusres.2021.05.024

Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D.-J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, *59*(9), 955–964.

Lee, J. S., Kim, S., & Pan, S. (2014). The role of relationship marketing investments in customer reciprocity. *International Journal of Contemporary Hospitality Management*, *26*(8), 1200–1224. https://doi.org/10.1108/IJCHM-04-2013-0166

Liang, Y., & Kiang, L. (2018). Expressions of gratitude, wishes, and spending preferences among Chinese children and adolescents. *Cross-Cultural Research*, *52*(1), 73–86.

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Strategic Marketing and Marketing Strategy: Domain, Definition, Fundamental Issues and Foundational Premises. *Journal of Marketing*, *75*(July), 35–52.

Mangus, S. M., Bock, D. E., Jones, E., & Folse, J. A. G. (2017). Gratitude in buyer-seller relationships: a dyadic investigation. *Journal of Personal Selling and Sales Management*, *37*(3), 250–267. https://doi.org/10.1080/08853134.2017.1352447

Mansoor, M. (2020). Positive emotions as underlying mechanism between customer gratitude and behavioural intentions. *Journal of Administrative and Business Studies*, *6*(1). https://doi.org/10.20474/jabs-6.1.2

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, *58*(3), 20–38.

Mungra, Y., & Yadav, P. K. (2020). The mediating effect of satisfaction on trust-commitment and relational outcomes in manufacturer–supplier relationship. *Journal of Business and Industrial Marketing*, *35*(2), 219–230. https://doi.org/10.1108/JBIM-09-2018-0268

Nurjannah, N., Erwina, E., Basalamah, J., & Syahnur, M. H. (2022). The Impact of E-CRM and Customer Experience on E-Commerce Consumer Loyalty Through Satisfaction in Indonesia. *Mix: Jurnal Ilmiah Manajemen*, *12*(1), 56. https://doi.org/10.22441/jurnal_mix.2022.v12i1.005

Park, J., Choi, J., & Yeu, M. (2016). Relationship between corporate philanthropy and consumer loyalty-the mediating role of gratitude, trust and commitment: South Korean consumer perspectives. *Academy of Marketing Studies Journal*, *20*(1), 1.

Qi, J. M., Wang, S., & Koerber, M. A. (2020). When do frontline service employees feel more grateful? *European Journal of Marketing*, *54*(9), 2107–2137. https://doi.org/10.1108/EJM-06-2019-0496

Raggio, R. D., Walz, A. M., Godbole, M. B., & Folse, J. A. G. (2014). Gratitude in relationship marketing: theoretical development and directions for future research. *European Journal of Marketing*.

Ranganathan, S. K., Madupu, V., Sen, S., & Brooks, J. R. (2013). Affective and cognitive antecedents of customer loyalty towards e-mail service providers. *Journal of Services Marketing*, *27*(3), 195–206. https://doi.org/10.1108/08876041311330690

_____

Rasmen Adi, I. N., Mulyadi, M., Wirsa, I. N., Dasi Astawa, I. N., & Setini, M. (2022). Trust is felt to be a Good Trigger in Marketing and Green Products in Generating Purchase Interest. *Mix: Jurnal Ilmiah Manajemen*, *18*(1), 31–43.

Salvador-Ferrer, C. (2017). Relación entre la gratitud y la satisfacción con la vida en una muestra de Estudiantes Españoles: El papel moderador del género. In *Anales de Psicologia* (Vol. 33, Issue 1, pp. 114–119). https://doi.org/10.6018/analesps.33.1.226671

Siamagka, N.-T., Christodoulides, G., & Michaelidou, N. (2015). The impact of comparative affective states on online brand perceptions: a five-country study. *International Marketing Review*.

Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, *9*(3), 287–300.

Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J., Chon, K.-S., Claiborne, C. B., Johar, J. S., & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the Academy of Marketing Science*, *25*(3), 229–241.

Sirgy, M. J., Johar, J. S., Samli, A. C., & Claiborne, C. B. (1991). Self-congruity versus functional congruity: Predictors of consumer behavior. *Journal of the Academy of Marketing Science*, *19*(4), 363–375.

Soelton, M., Wahyono, T., Harefan, A., Saratian, E. T. P., Setiady, K., Tantri Yanuar, R. S., Erlangga, A., & Dahlan, A. (2021). Exploring Factors That Influence Organizational Performance in Non Profit Institutions at South Sulawesi-Indonesia. *International Journal of Innovative Science and Research Technology*, *6*(3), 973–981. www.ijisrt.com

Sudarman, E., Madiistriyatno, H., & Sudarman, I. (2021). Investigations of Customer Loyalty: Strengthening Product Quality, Brand Image and Customer Satisfaction. *Mix: Jurnal Ilmiah Manajemen*, *11*(1), 78. https://doi.org/10.22441/mix.2021.v11i1.006

Sumaedi, S., Juniarti, R. P., & Bakti, I. G. M. Y. (2015). Understanding trust & commitment of individual saving customers in Islamic banking: The role of ego involvement. *Journal of Islamic Marketing*, *6*(3), 406–428. https://doi.org/10.1108/JIMA-06-2013-0045

Wallendorf, M., & Arnould, E. J. (1988). "My favorite things": A cross-cultural inquiry into object attachment, possessiveness, and social linkage. *Journal of Consumer Research*, *14*(4), 531–547.

Wardhani, A. K., & Chen, D. K. J. (2021). the Effect of Youtube Media of Online Review , Visualization. *Mix: Jurnal Ilmiah Manajemen*, *11*(1), 107.

Wirtz, J., & Zeithaml, V. (2018). Cost-effective service excellence. *Journal of the Academy of Marketing Science*, *46*(1), 59–80.

Wylie, R. C. (1961). *The self concept: A critical survey of pertinent research literature*. University of Nebraska Press.

Zinkham, G. M., & Hong, J. W. (1991). Self concept and advertising effectiveness: A conceptual model of congruency conspicuousness, and response mode. *ACR North American Advances*, *18*, 348–354.

https://ekonomi.bisnis.com/read/20201104/12/1313531/bisnis-fmcg-bisa-jaga-momentum-pertumbuhan-pada-2021