BRAND ENGAGEMENT AS A MEDIATOR : CONNECTING BRAND FAMILIARITY, SELF-IDENTIFICATION AND POSITIVE WORD OF MOUTH

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ABSTRACT

The Covid-19 pandemic has heightened public awareness of the importance of health products such as hand sanitizers, which became essential during the pandemic. This study aims to analyze the influence of brand fit on brand familiarity, customer brand engagement, self-identification, and word-of-mouth (WOM) for hand sanitizer products registered with the Ministry of Health (Kemenkes) and the National Agency of Drug and Food Control (BPOM). The research employs a hypothesis-testing method with a cross-sectional design, involving 170 respondents selected through purposive sampling based on the criteria of active hand sanitizer users. Data were collected using a five-point Likert scale questionnaire and analyzed using Structural Equation Modeling (SEM), which includes Confirmatory Factor Analysis (CFA) and hypothesis testing. The results indicate that brand fit significantly influences brand familiarity and customer brand engagement. Furthermore, customer brand engagement was found to affect self-identification, which ultimately has a significant impact on WOM. This study reinforces the theories of Consumer-Based Brand Equity, Engagement Theory, and Social Identity in explaining the relationships between brand fit, consumer engagement, and self-identification in shaping consumer decisions to recommend brands.The practical implications of this research highlight the importance of brand fit and customer brand engagement in fostering brand loyalty, consumer trust, and positive WOM. Marketing strategies that focus on packaging visualization, brand image, and relevant product functions can strengthen a brand's position in an increasingly competitive market. This study provides a significant contribution to the marketing literature by adding brand fit as a key factor in creating relevant and meaningful brand experiences for consumers.

Keywords : Brand Fit; Brand Familiarity; Customer Engagement; Self-Identification; Word-of-Mouth

ABSTRAK

Pandemi Covid-19 telah meningkatkan kesadaran masyarakat akan pentingnya produk kesehatan seperti hand sanitizer, yang menjadi kebutuhan esensial selama masa pandemi. Penelitian ini bertujuan untuk menganalisis pengaruh brand fit terhadap brand familiarity, customer brand engagement, self-identification, dan word-of-mouth (WOM) pada produk hand sanitizer yang terdaftar di Kementerian Kesehatan (Kemenkes) dan BPOM. Penelitian ini menggunakan metode hypothesis testing dengan desain cross-sectional, melibatkan 170 responden yang dipilih menggunakan purposive sampling berdasarkan kriteria pengguna aktif hand sanitizer, data dikumpulkan melalui kuesioner dengan skala Likert lima poin, dan dianalisis menggunakan Structural Equation Modeling (SEM) yang mencakup Confirmatory Factor Analysis (CFA) serta pengujian hipotesis. Hasil penelitian menunjukkan bahwa brand fit

memiliki pengaruh signifikan terhadap brand familiarity dan customer brand engagement. Customer brand engagement juga ditemukan memengaruhi self-identification, yang pada akhirnya berdampak signifikan pada WOM. Penelitian ini memperkuat teori Consumer-Based Brand Equity, Engagement Theory, dan Social Identity dalam menjelaskan hubungan antara kesesuaian merek, keterlibatan konsumen, dan identifikasi diri terhadap keputusan konsumen dalam merekomendasikan merek. Implikasi praktis dari penelitian ini menunjukkan pentingnya keselarasan merek (brand fit) dan keterlibatan konsumen (customer brand engagement) dalam membangun loyalitas merek, kepercayaan konsumen, serta WOM yang positif. Strategi pemasaran yang fokus pada visualisasi kemasan, citra, dan fungsi produk relevan dapat memperkuat posisi merek di pasar yang semakin kompetitif. Penelitian ini memberikan kontribusi penting dalam literatur pemasaran dengan menambahkan dimensi brand fit sebagai faktor kunci dalam menciptakan pengalaman merek yang relevan dan bermakna bagi konsumen.

Kata kunci : Brand Fit; Brand Familiarity; Keterlibatan Konsumen; Identifikasi Diri; Word-of-Mouth

INTRODUCTION

The COVID-19 pandemic has raised public awareness of the importance of a healthy and clean lifestyle, including maintaining hand hygiene (Dwipayanti et al., 2021; Sekulic et al., 2022). Hand sanitizers have become an essential product due to their practicality and effectiveness in killing germs and viruses (Selam et al., 2022). At the onset of the pandemic, their availability was severely limited. However, as demand surged, many manufacturers began mass-producing and launching these products. Despite this rapid expansion, not all brands succeeded in sustaining their market presence due to issues related to quality, safety, or lack of uniqueness (Edwards, 2021; Litvinenko et al., 2022; Winarno et al., 2022). This situation underscores the importance of brand familiarity as a key factor influencing consumer decisions and fostering brand loyalty.

Survey results indicate that consumers tend to choose familiar brands, as they provide a sense of trust regarding product quality and safety (Barijan et al., 2021). According to data from the Ministry of Health and the National Agency of Drug and Food Control (BPOM), only a small fraction of hand sanitizer products met safety and efficacy standards (Barijan et al., 2021; Kurniawati et al., 2021). At the beginning of the pandemic, there were hand sanitizers circulating on the market that were not officially registered, especially those sold online at low prices (Boro & Stoll, 2022; Islam et al., 2021). This situation affected consumer perceptions of the reliability of available products. Furthermore, previous research has shown that brand familiarity significantly

impacts dimensions of customer brand engagement (CBE), such as cognitive, affective, and activation dimensions, all of which correlate with positive word-of-mouth (WOM)(Acharya, 2020; Guizon & Magnoni, 2019; Nurbaeti & Brahmantyo, 2022).

However, while brand familiarity plays a crucial role in building consumer trust, many hand sanitizer brands fail to establish emotional connections and long-term trust due to a lack of brand fit. This misalignment makes brands less memorable and reduces their ability to deliver positive brand experiences (Ha & Trinh, 2021; Liu et al., 2020). Additionally, the presence of unregistered products in the market further tarnishes the overall image of this product category. Therefore, this study is essential to understand how brand familiarity and brand fit influence customer brand engagement and word-of-mouth in purchasing hand sanitizers.

This study shares similarities with Bischoff et al. (2019), which analyzed consumer attachment to digital identity in forming customer loyalty and electronic word-of-mouth (WOM). Like Bischoff et al. (2019), this research emphasizes the importance of consumer engagement and self-identification with brands. Similarly, it aligns with Jin et al. (2019), which discussed elements of brand identity, particularly visual attributes such as brand color, highlighting the role of brand fit in building brand familiarity and self-identification. Additionally, Hsu (2019) focused on self-identification and value congruity, which, in this study, are linked to brand loyalty and WOM through brand fit.

However, this study differs from Bischoff et al. (2019) by extending the analysis to physical elements such as logos, packaging, and scents. It also diverges from Jin et al. (2019), which examined specific visual attributes in the aviation industry. Unlike Hsu (2019), which focused on brand communities and brand evangelism, this study is oriented toward the initial process of consumer recognition of new products through brand fit. Therefore, this research aims to analyze the influence of brand fit on brand familiarity and its relationship with customer brand engagement and self-identification in driving word-of-mouth for officially registered hand sanitizer products under the Ministry of Health and BPOM.

The novelty of this study lies in introducing brand fit as a main variable in building brand familiarity, consumer-brand engagement, self-identification, and WOM, specifically for newly launched health products. By integrating physical design and

consumer perceptions, this research provides a unique contribution to marketing literature, offering practical insights for marketers to understand consumer product selection in competitive markets. Additionally, this study contributes new dimensions by incorporating brand fit as a variable that measures the extent to which a brand can create relevant and meaningful experiences for consumers. Thus, this research is expected to provide strategic insights for manufacturers to develop more competitive and relevant brands in an increasingly dynamic market.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Brand Familiarity

Familiar brands possess a competitive advantage as they can stand out in consumers' minds and distinguish themselves from competitors (Lee et al., 2012). Based on this explanation, it can be concluded that brands with high levels of brand familiarity tend to be more favored by both consumers and retailers. This is influenced by various factors such as advertising, purchasing behavior, and product usage. According to Astous & Gargouri (2001) in Briliana, (2008), brand ranking in each product category can be established relatively quickly through strategies like offering rewards, attractive promotions, or trials for new products.

Brand Fit

Brand fit refers to the extent to which a new product aligns with or resembles other products within the brand's product line. In the purchasing process, consumers tend to consider the brand's capability to enhance their self-image (Chen et al., 2021; Lee et al., 2020; Rayadi et al., 2022). Products that align with consumers' preferences can reflect their self-concept. Research indicates that brand fit positively influences purchasing decisions. As a mediator, brand fit bridges consumer behavior and habits toward certain products or brands. Experts emphasize the importance of brand personality, as it allows consumers to express their identity through the brand (Karste & Guzmán, 2020; Sihvonen, 2019).

Customer Brand Engagement

Consumers are the primary focus of companies in marketing their products, and the level of consumer engagement significantly impacts company performance. Positive consumer engagement enhances the image of the marketed brand. According to Brodie in Fernandes & Esteves (2016), Customer Brand Engagement is a psychological

condition of consumers characterized by the intensity and significant role they play in the process of exchange relationships.

Self-Identification

Self-identification occurs when individuals perceive themselves as distinct from others in certain aspects (Belk, 1988). Repeated use of a brand enables consumers to position it as a reflection of their identity. Moreover, self-identification also reflects the concept individuals use to explain who they are and how they relate to others. Self-identification is closely linked to word of mouth (WOM), where consumers who feel connected to a brand are more likely to purchase its products, share positive information, and express negative attitudes toward competing brands.

Word of Mouth (WOM)

According to Grewal et al. (2003), WOM is the process of exchanging information between consumers, either verbally or in written form. This information is non-commercial and more trusted by consumers compared to information directly provided by companies. WOM does not occur instantly but must be an integral part of an established business model. When implemented correctly, WOM can automatically promote a brand without incurring additional costs.

Hypotheses Development

A well-known brand name significantly influences purchasing decisions. Consumers tend to choose familiar brands as they are perceived to reflect reliable quality compared to new products from less-known brands (Han, 2020; Sravani et al., 2020). Therefore, this study proposes that brand fit has a direct impact on the consumer decision-making process when selecting a product. Brand fit plays a crucial role in ensuring the connection between brand fit, self-image, and consumer purchasing decisions. Based on this, the first hypothesis proposed is:

Hypothesis 1: Brand Familiarity affects Brand Fit.

Consumer engagement is one of the factors influencing consumer participation and their emotional relationship with a brand. Consumer engagement is defined as a psychological state arising from consumers' interactive experiences with a brand (Brodie et al., 2011). The higher the brand fit, the more positive the information conveyed through WOM. This fosters the creation of discussion forums or communities that discuss various products within the same brand. These forums serve as platforms

for loyal and new consumers to exchange information about the brands they use. Accordingly, the second hypothesis proposed is:

Hypothesis 2: Brand Fit affects Customer Brand Engagement.

Bhattacharya & Sen (2003) state that the concept of identification is based on individuals' roles in expressing themselves through the brands they use. When a brand aligns with consumers' perceptions, they find brand identification appealing as it helps maintain their authentic self-image (Aaker, 1999). According to social identity theory, in the process of identifying themselves in a social environment, individuals are classified into organized categories to compare their unique characteristics with the existing social environment (Bhattacharya & Sen, 2003). Based on this, the third hypothesis proposed is:

Hypothesis 3: Customer Brand Engagement affects Self-Identification.

When consumers identify a brand as part of their identity, they incorporate the brand's characteristics into their self-definition. This allows consumers to convey their identity through the brand to friends or family members (Underwood et al., 2001). Consequently, consumers who identify themselves with a particular brand tend to form a strong emotional bond with the brand (Kuenzel & Halliday, 2010; Underwood et al., 2001). Based on this, the fourth hypothesis proposed is:

Hypothesis 4: Self-Identification affects Word of Mouth.

The proposed hypotheses in this study can be visualized in Figure 1, which illustrates the relationships between the research variables: Brand Familiarity, Brand Fit, Customer Brand Engagement, Self-Identification, and Word of Mouth. This diagram provides a conceptual representation of the flow of influence between variables, explaining the direct and indirect relationships underlying each hypothesis. The figure 1 is designed to facilitate understanding of the theoretical connections supporting this research

RESEARCH METHOD

This study falls into the category of hypothesis testing, aiming to examine and explain specific effects or relationships between groups or the independence of two or more factors in a given situation. It is a causal study focused on investigating the influence of the independent variable, Word of Mouth (WOM), on dependent variables such as brand familiarity, brand fit, customer brand engagement, and self-identification.

The study employed a cross-sectional design, where data were collected at a single point in time through the distribution of questionnaires to registered hand sanitizer users listed by the Ministry of Health and BPOM. The data collected provided a relative snapshot of the specified period.

The population and sample size were determined following Hair et al. (2019), which suggests that the number of respondents should be proportional to the number of observed variables (indicators) in the questionnaire, with a range of 5 to 10 respondents per indicator. This study included 17 indicators, leading to a sample size of 170 respondents (17×10), selected through purposive sampling. Respondents were chosen based on specific criteria relevant to the study focus, namely active users of hand sanitizers. Data collection was conducted by distributing questionnaires that measured research variables using a five-point Likert scale to evaluate respondents' level of agreement or disagreement with the given statements (Sugiyono, 2019).

The operational definitions of the research variables were as follows: Brand Familiarity: Measured based on respondents' recognition and habitual use of hand sanitizer brands (Acharya, 2020). Brand Fit: Evaluated through respondents' perceptions of the brand's suitability with its function. Customer Brand Engagement: Reflected respondents' interest in the brand (Acharya, 2020). Self-Identification: Depicted the relationship between the brand and respondents' personal identity (Acharya, 2020). Word of Mouth (WOM): Assessed through respondents' recommendations and discussions about the brand with others (Soelasih & Sumani, 2021).

The research instruments included measurements for brand familiarity, brand fit, customer brand engagement, self-identification, and WOM, adapted from relevant literature (Anitha Acharya, GUO Ai-yun, and Soelasih & Yasintha). All items underwent validity and reliability testing as follows:

1. Validity Testing: Data were analyzed using Structural Equation Modeling (SEM) in two main stages: Confirmatory Factor Analysis (CFA) and hypothesis testing. CFA was utilized to identify relationships among variables and to test whether the questionnaire indicators were valid and accurate. All indicator items (brand familiarity, brand fit, customer brand engagement, self-identification, and WOM) scored above 0.50 (>0.50), meeting validity criteria. Details of the validity test are provided in Table 1.

2. Reliability Testing: Reliability, as described by Zulganef (2006), indicates the measurement tool's ability to provide consistent results over time, assuming the phenomenon measured remains unchanged. The reliability test employed Cronbach's Alpha, where a threshold of ≥ 0.70 is generally accepted, though it may decrease to ≥ 0.60 in exploratory research. Constructs were considered reliable if Cronbach's Alpha ranged between 0.60 and 0.70. The reliability test results (Table 1) indicated that all five indicators (Brand Familiarity, Brand Fit, Customer Brand Engagement, Self-Identification, and Word of Mouth) had Cronbach's Alpha values > 0.60. Therefore, all indicators met the criteria for reliability and consistency.

Data analysis employed Structural Equation Modeling (SEM), involving two primary stages: CFA to confirm indicator validity and reliability, and hypothesis testing to determine variable relationships. Hypothesis analysis focused on the Critical Ratio (CR) and probability (p-value), with standards of CR ≥ 1.96 and p-value ≤ 0.05. The analysis results indicated that all proposed hypotheses (H1 to H4) met the criteria, demonstrating significant causal relationships between the study variables. The Goodness of Fit test results showed that the research model was suitable for further analysis, as shown in Table 2, with indicators such as RMSEA, TLI, and CFI falling within the good fit category.

RESEARCH RESULTS AND DISCUSSION

Goodness of Fit Test

Before testing the hypotheses, it is necessary to conduct a model fit test using the Goodness of Fit Test. This non-statistical test references values ranging from 0 to 1.0. The Goodness of Fit Test assesses the suitability of the model used in the study, as shown in Table 2. The model fit test evaluates measurement criteria based on Hair et al. (2019). The results of the Goodness of Fit Test indicate that the probability significance value is 0.000 (< 0.05), categorizing it as a poor fit. However, the GFI value is 0.836, which falls into the marginal fit category, as it is close to the cut-off value. On the other hand, the RMSEA, TLI, CFI, and AGFI values fall into the good fit category, as the results align with the standard cut-off values. Therefore, it can be concluded that, overall, the model is suitable or passes the Goodness of Fit Test and can proceed to further testing

Descriptive Statistics

Descriptive statistics encompass a series of techniques for collecting, presenting, and summarizing data. In descriptive statistics, data are typically presented in measures of central tendency, such as the mean (Kuswanto, 2012; Fauzi, 2009), as well as in Pareto diagrams or tables. Below is an explanation of the mean, Pareto diagrams, and tables based on the analysis of the variables studied:

1. Brand Familiarity: The analysis shows that the mean for the brand familiarity variable is 4.370, based on three indicators. This indicates a positive response from respondents, who feel that brand familiarity reflects their habit of purchasing products based on brands they know and trust. Additionally, brand familiarity helps them recognize brands in specific product categories.

2. Brand Fit: The brand fit variable has a mean of 4.264, based on three indicators, indicating positive responses from respondents. Respondents perceive brand fit as the alignment between the brand and the products offered, encompassing packaging visualization, image, and product functionality. Brand fit also enhances consumer trust in specific brands, making them more likely to choose these brands when launching new products in similar categories (e.g., personal care).

3. Customer Brand Engagement: The mean for the customer brand engagement variable is 3.857, based on five indicators, showing positive responses from respondents. This is evident from respondents' desire to connect more with the brands they use, their sense of pride in using these brands, and their tendency to use these brands more frequently than competitors. This preference demonstrates that the brand successfully fosters customer loyalty.

4. Self-Identification: The self-identification variable has a mean of 3.031, based on three indicators, indicating positive responses, although it is the lowest compared to other variables. Some respondents feel that purchasing products from specific brands does not always reflect their self-identity, possibly due to factors like lower prices, promotions, or recommendations from friends. Nevertheless, most respondents acknowledge that the products they buy meet their needs and reflect personal preferences.

5. Word of Mouth (WOM): The word of mouth variable has a mean of 3.645, based on three indicators, indicating positive responses from respondents. WOM acts as an

indicator of consumer trust in a brand. Consumers who frequently recommend brands to friends and family do so based on trust and a desire to share positive experiences without material benefits from the producers. This contributes to enhancing the brand's positive image and potential sales growth.

Inferential Statistics Analysis

Hypothesis testing in this study was conducted using Regression Weight analysis. The objective was to determine the relationships between variables based on the Critical Ratio (CR) and probability (p-value). The criteria used were CR ≥ 1.96 and p-value ≤ 0.05, with the estimated value exceeding the Standard Error (SE). The analysis results indicate that all hypotheses (H1 to H4) show significant effects based on p-value and CR values.

1. H1: Brand familiarity significantly influences brand fit, with a p-value of 0.000 (≤ 0.05) and a CR of 9.712 (≥ 1.96).

2. H2: Brand fit significantly influences customer brand engagement, with a p-value of 0.000 (≤ 0.05) and a CR of 8.267 (≥ 1.96).

3. H3: Customer brand engagement significantly influences self-identification, with a p-value of 0.000 (≤ 0.05) and a CR of 7.651 (≥ 1.96).

4. H4: Self-identification significantly influences word of mouth (WOM), with a p-value of 0.000 (≤ 0.05) and a CR of 7.651 (≥ 1.96).

Thus, the analysis confirms that all four hypotheses meet the significance criteria based on both p-value and CR, affirming the relationships among the variables in this study.

Discussion

This study reveals that brand fit has a significant influence on brand familiarity, as evidenced by a CR value of 9.712 (≥ 1.96) and a p-value of 0.000 (≤ 0.05). These findings reinforce the view that the alignment between a brand and the products it sells, encompassing packaging visualization, image, and product functionality, is crucial in establishing brand recognition in consumers' minds. Based on the Consumer-Based Brand Equity theory (Keller, 1993), brand fit helps create a strong cognitive connection between the brand and consumers' needs, thereby enhancing brand familiarity. Recent research by Fernandes & Moreira (2019) shows that consumers find it easier to recall brands that meet their functional and emotional expectations. Moreover, brand fit

significantly affects customer brand engagement, with a CR value of 8.267 and a p-value of 0.000. This finding aligns with Engagement Theory (Brodie et al., 2013), which posits that consumer engagement is formed when consumers perceive a brand as relevant and aligned with their values. Consumers who feel connected to a brand are more likely to engage in brand-related activities, such as repeat purchases or recommending the brand to others. This is particularly relevant in the context of hand sanitizer products registered with the Ministry of Health (Kemenkes) and BPOM, where additional credibility fosters further engagement. A study by Rane et al. (2023)emphasizes that consumer engagement significantly increases when brands clearly align with consumers' daily needs.

Furthermore, customer brand engagement is found to have a significant influence on self-identification, with a CR value of 7.651 and a p-value of 0.000. According to Self-Congruity Theory (Sirgy et al., 2008), consumers tend to identify themselves with brands that reflect aspects of their personal identity. However, the findings also note that the average self-identification variable (3.031) remains relatively low, indicating that external factors such as promotions or peer recommendations play a role in purchasing decisions. Research by Guèvremont (2021) highlights the importance of building a strong brand identity through personal and emotional marketing strategies to enhance consumers' self-identification. Finally, self-identification significantly impacts word-of-mouth (WOM), as indicated by a CR value of 7.651 and a p-value of 0.000. This finding supports Social Identity Theory (Tajfel & Turner, 1979), which explains that consumers who feel a brand reflects their identity are more likely to share positive experiences and recommend the brand to others (Małecka et al., 2022). Positive WOM, particularly for hand sanitizer products officially registered with Kemenkes and BPOM, strengthens public trust in the brand and helps expand marketing reach. Research by Juhaidi et al. (2024) finds that WOM driven by self-identification has a greater amplification effect in building brand trust in competitive markets.

Overall, the relationships between brand fit, brand familiarity, customer brand engagement, and self-identification highlight the importance of synergy among these elements in driving WOM, particularly for products considered safe and trustworthy. Marketing strategies prioritizing brand fit, consumer engagement, and self-identification reinforcement can be key to building brand loyalty and expanding brand influence in

competitive markets. This study stands out by integrating self-congruity and social identity theories to explore brand evangelism behavior within virtual communities. Using a comprehensive conceptual model, the study demonstrates that value congruity significantly influences dual identification among community members, ultimately affecting behavioral decisions such as positive referrals or opposition to certain brands. The study offers practical guidance for brand community managers to enhance member identification and optimize the effects of brand evangelism. Compared to previous studies, this research expands the scope by including virtual community aspects, which have not been deeply explored in prior research (Bischoff et al., 2019) and (Jin et al.,2019). It supports Bischoff et al. (2019) in advancing self-identification theory while adding the context of virtual communities and value-based behavior, differing from Bischoff et al.'s focus on digital engagement. This study also aligns with Jin et al. (2019) in highlighting brand identification but adopts a broader approach beyond visual factors like color. Additionally, this research extends Hsu (2019) by exploring the influence of value alignment on community members' behavior, providing deeper insights into how brands can leverage online communities to build loyalty and advocacy.

The implications of this study suggest that marketing strategies focused on brand fit, customer brand engagement, and self-identification reinforcement are crucial in driving WOM, particularly for health-related products such as officially registered hand sanitizers. The alignment between brand values and consumer needs not only strengthens trust but also creates meaningful brand experiences, enhances loyalty, and motivates consumers to share positive experiences. For marketers, this study offers practical guidance for designing strategies that emphasize brand credibility through packaging visualization, brand image, and product functionality relevant to consumers' daily needs. Additionally, this research underscores the importance of virtual communities as platforms to expand brand influence through dual identification and brand evangelism behavior. By integrating the physical and emotional elements of a brand, marketers can create deeper connections with consumers, strengthen public trust in products, and significantly enhance competitiveness in dynamic markets.

CONCLUSION

This study demonstrates that brand fit significantly influences brand familiarity, customer brand engagement, self-identification, and word-of-mouth (WOM) for

officially registered hand sanitizer products listed with the Ministry of Health and BPOM (Indonesia's Food and Drug Authority). Strengthened brand fit through visual elements, product image, and relevant functionality creates meaningful consumer experiences, while brand familiarity and customer engagement contribute to loyalty formation and positive WOM. Practical implications suggest that producers can design marketing strategies emphasizing brand alignment with consumer preferences through attractive packaging designs, a strong brand image, and product credibility. Leveraging virtual communities is also critical to expanding brand influence through dual identification and brand evangelism behavior, thereby enhancing loyalty and solidifying brand image in a competitive market. However, this research is limited to health products, specifically hand sanitizers in Indonesia, which may reduce its applicability to other product categories or markets. The cross-sectional data used only reflect consumer perceptions at a single point in time, failing to capture long-term behavioral dynamics. Future studies are recommended to broaden the scope of product categories and geographic locations to test the generalizability of these findings. Longitudinal research is also needed to understand changes in consumer behavior over time and to incorporate emotional dimensions, such as satisfaction and brand trust, to provide deeper insights that enrich related literature.

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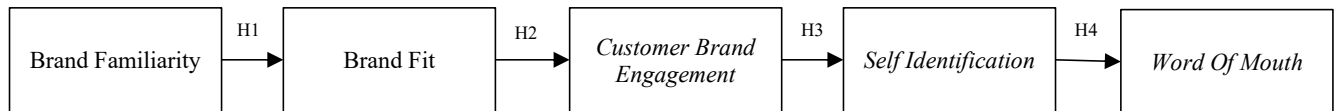
FIGURES, GRAPHS, AND TABLES

Figure 1. Conceptual Framework of the Research
Source: Processed by Researchers, 2021

Table 1. Research Measurements, Validity, and Reliability Test Results

Variable	No	Item Indicator	Source	Factor Loading	Cronbach's Alpha if Item Deleted	Description
Brand Familiarity	1.	I recognize the hand sanitizer brand being used		0,797	0,904	Valid & Reliable
	2.	The hand sanitizer being used is a brand I frequently use	(Acharya, 2020)	0,925		Valid & Reliable
	3.	I am well-acquainted with the hand sanitizer brand being used		0,881		Valid & Reliable
Brand Fit	1.	I feel that the packaging and visualization of the hand sanitizer brand being used are appropriate for its function.		0,752	0,810	Valid & Reliable
	2.	I feel that the hand sanitizer brand being used strongly represents the image of a trustworthy sanitation product	(Trimarjono et al., 2020)	0,826		Valid & Reliable
	3.	Whenever I see a hand sanitizer product, I always recall the brand being used		0,734		Valid & Reliable
Customer Brand Engagement	1.	Using the hand sanitizer I usually use makes me interested in learning more about the brand	(Acharya, 2020)	0,731	0,853	Valid & Reliable
	2.	The hand sanitizer being used makes me feel more positive		0,659		Valid & Reliable
	3.	The hand sanitizer being used makes me feel happy		0,675		Valid & Reliable
	4.	The hand sanitizer being used is a brand I often use daily		0,842		Valid & Reliable
	5.	I spend more time using hand sanitizer compared to other product categories		0,621		Valid & Reliable

Variable	No	Item Indicator	Source	Factor Loading	Cronbach's Alpha if Item Deleted	Description
Self Identification	1.	The hand sanitizer brand being used reflects who I am.	(Acharya, 2020)	0,965	0,956	Valid & Reliable
	2.	Using this hand sanitizer brand is a way to communicate who I am to others		0,979		Valid & Reliable
	3.	The hand sanitizer brand being used helps me become the kind of person I aspire to be.		0,870		Valid & Reliable
Word Of Mouth	1.	I have recommended the hand sanitizer being used to many people	(Soelasih & Sumani, 2021)	0,895	0,933	Valid & Reliable
	2.	I talk about the hand sanitizer brand being used with my friends		0,885		Valid & Reliable
	3.	I try to spread positive news about the hand sanitizer brand being used		0,875		Valid & Reliable

Source: Processed by Researchers, 2021

Table 2. Goodness of Fit Test Results

No	Measurement Type	Goodness of Fit Index	Cut-off Value	Value	Description
1	Absolute fit measures	Sig. Probability	$\geq 0,05$	0,000	Poo r Fit
2		RMSEA	$\leq 0,1$	0, 102	Good Fit
3		GFI	≥ 0.90	0, 836	Marginal Fit
4	Incremental Fit Measure	NFI	≥ 0.90	0,884	Marginal Fit
5		TLI	≥ 0.90	0,906	Good Fit
6		CFI	≥ 0.90	0,922	Good Fit
7		IFI	≥ 0.90	0,923	Good Fit
8		RFI	≥ 0.90	0,860	Marginal Fit
9	Parsimonious Fit Measure	AGFI	$\leq$ nilai GFI	0,778	Good Fit

Source: Processed by Researchers, 2021

Table 3. Hypothesis Testing Results

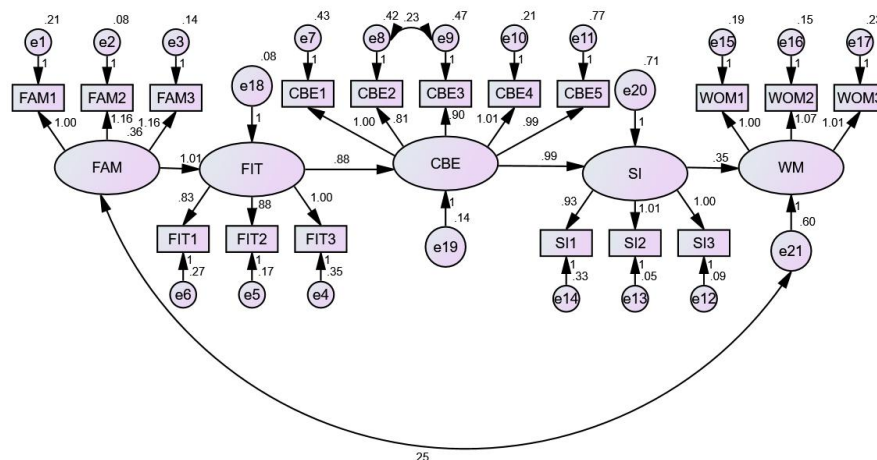| Hypothesis	p-value	CR (Critical Ratio)	Conclusion
H1	0.000	9.712	
H2	0.000	8.267	Significant
H3	0.000	7.651	
H4	0.000	7.651	

Source: Processed by Researchers, 2021

Figure 2. Structural Model of the Research
Source: Processed by the Researcher, 2021