Effect of Service Quality on Brand Credibility, Emotional Attachment, and Customer Advocacy in Omni-Channel Marketing

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Abstract

This study aims to examine the effect of service quality on perceived brand credibility and emotional attachment, as well as its impact on customer brand advocacy in the context of omni-channel marketing. Additionally, this study investigates the role of prior experience as a moderating variable on the Galatea Parfum brand. Data were collected from 290 respondents who are consumers from the millennial and Gen Z generations. The data analysis technique used the Structural Equation Modeling (SEM) method with the help of AMOS version 24 software. The results show that service quality significantly influences perceived brand credibility and emotional attachment, which in turn positively affects customer brand advocacy. Prior experience has been proven to strengthen the relationship between service quality and both perceived brand credibility and emotional attachment.

Keywords: service quality, perceived brand credibility, emotional attachment, customer brand advocacy, prior experience, omni-channel.

1   Introduction

In the ever-evolving digital era, the use of omni-channel in marketing has become an increasingly popular trend. Omnichannel means putting customers at the heart of the company's interactions through channel integration, consistency, and a seamless customer experience (Huuhka dkk., 2021). One of the important phenomena that emerged in this context is Customer brand advocacy, i.e. the behavior of customers who actively recommend or endorse the brand to others through various platforms. Customer brand advocacy has a significant impact in expanding brand reach, increasing trust, and creating deeper customer loyalty. Research by (Diallo dkk., 2022). emphasizing that the quality of brand relationships and trust play an important role in driving Customer advocacy, especially in the context of integrated retail. omni-channel.

Recent research service quality consistent and reliable across multiple omni-channel channels reinforces consumers' perception of brand credibility, ultimately increasing brand loyalty (Sadia Jahanjebfatima, 2021). When consumers feel emotionally connected, they are also supported by Prior experience They are more likely to engage in brand advocacy (customer brand advocacy), i.e. recommending the brand to others (Badrinarayanan & Laverie, 2013). Additionally, consistent positive experiences across multiple marketing channels reinforce emotional attachment, ultimately increasing brand loyalty and advocacy.

In this study, a significant gap phenomenon was identified in the literature on online brand advocacy (OBA). Although interest in OBAs has increased, many existing studies still use word-of-mouth scales that do not fully cover the complexity and unique characteristics of brand advocacy in the digital world

(Wilk et al., 2019). This creates confusion in understanding the concepts, dimensions, and measurements of OBA. Therefore, this study seeks to bridge this gap by developing a more comprehensive and applicable OBA scale. In previous studies, the limited variation in context in previous studies may have affected the generalization of results, especially in the context of service quality and customer brand advocacy which may vary across a wide range of industries (Bhati & Verma, 2020). In addition, the indiversity in the variables studied can result in a less comprehensive understanding of the factors that influence perceived brand credibility and emotional attachment. These limitations point to the need for a more inclusive and diverse approach to analysis to understand how to explore the relationship between service quality, perceived brand credibility, and emotional attachment moderated by Pior Experience and its impact on customer brand advocacy.

Thus, this study aims to overcome these limitations by digging deeper into the relationship between variables and considering a broader context. This study aims to examine the influence of service quality on brand credibility perception and emotional attachment, by considering the role of previous consumer experience as a moderation variable, as well as its impact on brand advocacy in an omni-channel context.

2.   Literature Review

Service quality is defined as the gap between consumers' expectations of ideal service and their perception of the service received. According to (Kuan-Yin Lee, 2020), when the service meets or exceeds consumer expectations, it significantly contributes to customer satisfaction and loyalty. In the context of omni-channel marketing, service quality involves consistency across digital and physical channels (Gao & Jiang, 2024). It is a key factor in shaping perceived brand credibility, as consistent and high-quality service across channels increases consumer trust (Sadia JahanzebFatima, 2021).

H1: High service quality significantly affects perceived brand credibility in omni-channel marketing.
In omni-channel marketing, seamless and consistently positive experiences across channels can foster stronger emotional connections between consumers and brands. Emotional attachment arises from the satisfaction and appreciation consumers feel when they experience high-quality service (Han dkk., 2020).

H2: High service quality significantly affects consumers' emotional attachment to brands.
Perceived brand credibility refers to the extent to which consumers trust a brand's expertise and integrity (Cuong, 2020). Consistency in service quality across channels is essential for building brand credibility, which in turn strengthens emotional attachment (Kankam & Charnor, 2023).

H3: Perceived brand credibility significantly affects consumers' emotional attachment to the brand.
Brand credibility also influences customer brand advocacy, as trust encourages consumers to recommend and defend the brand (Andita dkk., 2021).

H4: Perceived brand credibility significantly affects brand advocacy.
Emotional attachment refers to the strong bond between consumers and brands, influencing behaviors like loyalty and advocacy. Positive and consistent interactions strengthen this attachment, leading to increased brand advocacy (Hsu et al, 2021).

H5: Emotional attachment significantly affects customer brand advocacy.
Prior experience plays an important role in shaping perceptions of service quality and brand credibility. Positive past experiences strengthen consumer trust and enhance perceptions of service quality and emotional attachment (Van Der Lingen dkk., 2020).

H6: Prior experience moderates the relationship between service quality and perceived brand credibility.

H7: Prior experience moderates the relationship between service quality and emotional attachment. Customer brand advocacy is regarded as a strong indicator of loyalty, often linked to customer engagement. Satisfied customers are more likely to become brand advocates (Bhati & Verma, 2020) Engagement Theory, customers who feel they have a strong emotional connection with the brand will be more likely to recommend the brand to others and share their positive experiences (Lyngdoh dkk., 2020) Brand advocacy closely associated with high customer loyalty and satisfaction, where customers who feel satisfied and emotionally attached to a brand are more likely to recommend the brand (Hsu et al, 2021).

3.   Research Method

The population in this study is the millennial generation and generation z. This research uses the non-probability Sampling by type purposive sampling By considering the consumer criteria, the millennial generation and Generation Z are willing to be respondents. Each respondent was asked to indicate the level of perception on each statement item on a scale from 1-10. A rating of 1-5 means disagree, while a rating of 6-10 means agree. The minimum number of samples in this study is 235. According to (Hair et al, 2010), the representative sample size is 100 to 200 respondents with a minimum of five good samples and a maximum of ten times the number of indicators.

In this study, the author uses a data analysis technique method Sructural Equation Modeling (SEM). With data analysis tools using AMOS software version 24. Structural Equation Modeling SEM is described as an analysis that combines several approaches, namely analysis factor, structural model, and path analysis (Suliyanto, 2011)

The following is the research model :
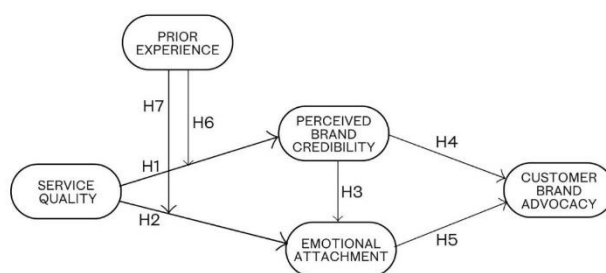
4.   Result And Discussion

Data was collected from 290 respondents according to the set sample size. Respondent characteristics are generally displayed based on gender, age, occupation, and education variables.

Table of Characteristics of Offline Respondents

Profile/Category		Number (people)	Percentage (%)
Gender	Woman	156	53,9%
	Man	134	46,1%
Age	17-22	224	77,4%
	23-28	44	15,2%

	29-32	20	6,9%
	33-38	1	0,5%
Work	Students/Students	226	77,9%
	Civil Servants	23	7,9%
	Private Employees	20	6,9%
	Businessman	9	3,2%
	Merchant	12	4,1%
Education	High School/Vocational School	70	24,1%
	D3	44	15,1%
	S1	102	35,3%
	S2	42	14,5%
	S3	32	11%

Table of Online Respondent Characteristics

Profile/Category		Number (people)	Percentage (%)
Gender	Woman	165	56,9%
	Man	125	43,1%
Age	17-22	204	70,3%
	23-28	74	25,6%
	29-32	10	3,5%
	33-38	2	0,6%
Work	Students/Students	226	77,9%
	Civil Servants	23	7,8%
	Private Employees	20	6,9%
	Businessman	9	3,2%
	Merchant	12	4,2%
Education	High School/Vocational School	70	24,1%
	D3	44	15,1%
	S1	102	35,3%
	S2	42	14,5%
	S3	32	11%

Normality Test

In the Structural Equation Modeling (SEM) model that uses Maximum Likelihood Estimation (MLE), it is assumed that the data has a normal distribution, both univariate and multivariate (Ullman, 2006). This normality test can be seen through the Critical Ratio (CR) value of skewness and curtosis. If the CR value is in the range of -2.58 to 2.58 (± 2.58) at a significance level of 1% (0.01), it can be concluded that the data is normally distributed both univariate and multivariate.

Offline Context Normality

Variable	skew	c.r.	kurtosis	c.r.
CBA3	-.073	-.504	-.137	-.476
CBA2	-.013	-.091	.128	.445
CBA1	-.076	-.528	.326	1.133
PE2	-.085	-.591	-.300	-1.044
PE1	.014	.100	-.590	-2.050
EA3	-.047	-.324	-.183	-.638
EA2	-.044	-.307	.249	.865

Variable	skew	c.r.	kurtosis	c.r.
EA1	-.084	-.587	-.478	-1.660
PBC4	.106	.735	-.117	-.405
PBC3	.011	.075	-.313	-1.089
PBC2	.099	.687	-.369	-1.283
PBC1	.075	.520	-.068	-.238
SQ10	.149	1.035	-.193	-.670
SQ9	-.021	-.147	-.245	-.853
SQ8	.255	1.770	.143	.495
SQ7	-.194	-1.346	.010	.034
SQ6	.035	.241	.161	.558
SQ5	.111	.771	.113	.393
SQ4	.077	.537	-.268	-.932
SQ3	.044	.304	.564	1.962
SQ2	.018	.123	-.017	-.060
SQ1	-.133	-.928	-.246	-.854
Multivariate			8.722	2.285

The results of the normality test showed that the research data had been distributed normally, because the univariate curtosis values of all indicators were in the interval of <2.58. Meanwhile, the value of kurtios multivariate obtained was 8,722 with a CR value of 2,285 so that it can be concluded that the data is normally distributed multivariate.

Normality of Online Context

Variable	skew	c.r.	kurtosis	c.r.
CBA3	-.018	-.122	-.206	-.715
CBA2	.009	.062	.043	.149
CBA1	-.111	-.770	.148	.515
PE2	-.312	-2.170	.206	.716
PE1	-.165	-1.147	-.173	-.603
EA3	-.047	-.324	-.183	-.638
EA2	-.044	-.307	.249	.865
EA1	-.084	-.587	-.478	-1.660
PBC4	.004	.030	-.004	-.015
PBC3	-.124	-.861	-.259	-.900
PBC2	-.025	-.175	-.417	-1.448
PBC1	-.093	-.646	-.175	-.607
SQ10	.149	1.035	-.193	-.670
SQ9	-.021	-.147	-.245	-.853
SQ8	.255	1.770	.143	.495
SQ7	-.194	-1.346	.010	.034
SQ6	.035	.241	.161	.558
SQ5	.111	.771	.113	.393
SQ4	.077	.537	-.268	-.932
SQ3	.044	.304	.564	1.962
SQ2	.018	.123	-.017	-.060
SQ1	-.133	-.928	-.246	-.854

Variable	skew	c.r.	kurtosis	c.r.
Multivariate			5.868	1.538

The results of the normality test showed that the research data had been distributed normally, because the univariate curtosis values of all indicators were in the interval of <2.58. Meanwhile, the value of kurtios multivariate obtained was 5.868 with a CR value of 1.538 so that it can be concluded that the data is normally distributed multivariate.

Structural Model Fit

To test the feasibility of the structural model, several fitting eligibility criteria are looked at, such as chi-square value, probability, cmin/df, GFI, AGFI, TLI, CFI RMSEA, and RMR. The results of the modification of the fitting feasibility model are as follows:

Goodness of Fit (GoF) SEM-AMOS Model Konteks Offline

Goodness of Fit Index	Analysis Result	Cut-off Value	Model Evaluation
Chi square	336.104	Expected small	
RMSEA	0.043	≤ 0.08	Fit
GFI	0.907	≥ 0.90	Fit
AGFI	0.883	≥ 0.90	Marginal
CMIN/DF	1.535	≤ 2.00 a.m.	Fit
TLI	0.970	≥ 0.90	Fit
CFI	0.974	≥ 0.90	Fit

Source: Research results, 2024

Based on the table above, it can be seen that the results that have been good fit are Chi-square of 336,104, RMSEA of 0.043, GFI of 0.907, AGFI of 0.883, CMIN/DF of 1,535, TLI of 0.970, and CFI of 0.974. This model is still acceptable because it has met the feasibility test of the model with 7 measurements that are good fit (Chisquare, RMSEA, GFI, AGFI, CMIN/DF, TLI and CFI).

Goodness of Fit (GoF) SEM-AMOS Model Konteks Online

Goodness of Fit Index	Analysis Result	Cut-off Value	Model Evaluation
Chi square	297.437	Expected small	
RMSEA	0.035	≤ 0.08	Fit
GFI	0.916	≥ 0.90	Fit
AGFI	0.894	≥ 0.90	Marginal
CMIN/DF	1.358	≤ 2.00 a.m.	Fit
TLI	0.979	≥ 0.90	Fit
CFI	0.982	≥ 0.90	Fit

Source: Research results, 2024

Based on the table above, it can be seen that the results are already good fit, namely Chi-square of 297,437, RMSEA of 0.035, GFI of 0.916, AGFI of 0.894, CMIN/DF of 1,358, TLI of 0.979, and CFI of 0.982. This model is still acceptable because it has met the feasibility test of the model with 7 measurements that are good fit (Chisquare, RMSEA, GFI, AGFI, CMIN/DF, TLI and CFI).

Hypothesis Testing

Based on the empirical model proposed in this study, a test of the hypothesis is carried out through the test of the path coefficient in the structural equation model. The table below explains the estimation results in the SEM model. If the value of the path coefficient n path is <0.05, then the influence between variables is included in the significant category. Hypothesis tests are used to determine whether or not ecogene variables have an effect on endogenous variables.

Hypothesis Testing Konteks Offline

Influence Relationship			C.R.	Probability	Information
Perceived Brand Credibility	<---	Service Quality	4.532	0.000	Accepted
Perceived Brand Credibility	<---	Prior Experience	4.137	0.000	Accepted
Perceived Brand Credibility	<---	Interaction	4.052	0.000	Accepted
Emotional Attachment	<---	Service Quality	3.607	0.000	Accepted
Emotional Attachment	<---	Prior Experience	2.821	0.005	Accepted
Emotional Attachment	<---	Perceived Brand Credibility	3.495	0.000	Accepted
Emotional Attachment	<---	Interaction	3.114	0.002	Accepted
Customer Brand Advocacy	<---	Perceived Brand Credibility	4.027	0.000	Accepted
Customer Brand Advocacy	<---	Emotional Attachment	4.173	0.000	Accepted

Source: Research results, 2024

From the table above, it can be concluded that:
From the table above, it can be concluded that service quality significantly affects perceived brand credibility (C.R. 4.532, p = 0.000), indicating that better service quality leads to higher consumer trust in the brand. Prior experience also plays a crucial role in enhancing brand credibility (C.R. 4.137, p = 0.000), as positive past experiences strengthen consumer trust. Additionally, consumer-brand interaction has a significant impact on perceived brand credibility (C.R. 4.052, p = 0.000), showing that strong engagement with consumers enhances brand credibility perception.

Service quality also significantly influences emotional attachment (C.R. 3.607, p = 0.000), suggesting that good service not only boosts brand credibility but also fosters emotional bonds between consumers and brands. Prior experience also affects emotional attachment (C.R. 2.821, p = 0.005), confirming that positive experiences help form strong emotional connections. Perceived brand credibility plays a key role in building emotional attachment (C.R. 3.495, p = 0.005), indicating that consumers who trust a brand are more likely to develop emotional ties.

Furthermore, consumer-brand interaction significantly influences emotional attachment (C.R. 3.114, p = 0.002), where positive engagement strengthens emotional bonds. Lastly, perceived brand credibility has a significant effect on customer brand advocacy (C.R. 4.027, p = 0.000), indicating that trust in a brand drives consumers to recommend and defend it. Emotional attachment also significantly impacts brand advocacy (C.R. 4.173, p = 0.000), demonstrating that stronger emotional ties increase the likelihood of consumers advocating for the brand.

Hypothesis Testing Konteks Online

Influence Relationship			C.R.	Probability	Information
Perceived Brand Credibility	<---	Service Quality	3.569	0.000	Accepted
Perceived Brand Credibility	<---	Prior Experience	3.935	0.000	Accepted
Perceived Brand Credibility	<---	Interaction	4.435	0.000	Accepted
Emotional Attachment	<---	Service Quality	3.208	0.001	Accepted
Emotional Attachment	<---	Prior Experience	4.002	0.000	Accepted
Emotional Attachment	<---	Perceived Brand Credibility	3.385	0.000	Accepted
Emotional Attachment	<---	Interaction	4.262	0.000	Accepted
Customer Brand Advocacy	<---	Perceived Brand Credibility	4.211	0.000	Accepted
Customer Brand Advocacy	<---	Emotional Attachment	3.490	0.000	Accepted

Source: Research results, 2024

From the table above, it can be concluded that:
From the study, it can be concluded that service quality has a significant impact on perceived brand credibility (C.R. 3.569, p = 0.000). The better the online service quality consumers receive, the higher their trust in the brand. Prior experience also plays an important role in enhancing brand credibility (C.R. 3.935, p = 0.000), as positive past experiences with the brand strengthen consumer trust in the online context. Additionally, consumer-brand interaction significantly affects brand credibility (C.R. 4.435, p = 0.000), highlighting that the quality of brand communication and engagement across online channels is crucial in building credibility.

Service quality also significantly influences emotional attachment (C.R. 3.208, p = 0.001), showing that good service not only boosts credibility but also fosters emotional connections. Prior experience was again proven to affect emotional attachment (C.R. 4.002, p = 0.000), where positive experiences encourage consumers to feel more emotionally connected to the brand. Perceived brand credibility plays a key role in building emotional attachment (C.R. 3.385, p = 0.000), indicating that the more consumers trust the brand, the stronger their emotional bond becomes.

Consumer-brand interaction also significantly influences emotional attachment (C.R. 4.262, p = 0.000), strengthening emotional bonds in the online context. Finally, brand advocacy is significantly influenced by perceived brand credibility (C.R. 4.211, p = 0.000), showing that consumer trust in the brand drives their tendency to recommend and defend it. Emotional attachment also has a significant impact on brand advocacy (C.R. 3.490, p = 0.000), where consumers who feel emotionally attached are more likely to recommend the brand to others.

5.   Conclusions and Sugestion

This study successfully revealed the relationship between service quality, perceived brand credibility, emotional attachment, and customer brand advocacy in omni-channel marketing, with prior experience as a moderating variable. The results showed that high-quality service, both online and offline, significantly enhances brand credibility and emotional attachment, as seen in the case of Galatea Parfums. Prior positive experiences further strengthen these relationships, leading consumers to trust the brand more and form stronger emotional bonds. Brand credibility plays a key role in shaping emotional attachment and promoting brand advocacy, where consumers who trust and feel emotionally connected to a brand are more likely to recommend and support it.

Future research could explore different industries, add variables such as consumer engagement or satisfaction as moderators or mediators, and use longitudinal methods to observe behavior changes over time. Cross-cultural studies and the impact of emerging technologies like AI and VR in omni-channel marketing are also recommended for a broader perspective.

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