

Commitment and Behavior Loyalty: The Moderating Effect of Personality Traits

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ABSTRACT

The purpose of this study was to describe and analyze the influence of Commitment on Behavior Loyalty. Personality Traits was also examined as a moderator variable. Design of this study used survey method with data collection used questionnaire. The study population was all consumer provider operators cellular in Southeast Sulawesi divided by 12 districts / cities which totaled 1.250.255 consumers.). In this study sample is limited only 5 District / City, where the district will be divided by two regions, namely the archipelago and mainland territories. This study in determining the size of the sample used Slovin formula. The numbers of samples in this study were as many as 204 people. Method of data analysis used in this study was Partial Least Square (PLS). The result of this study showed that Commitment has significant effect on Behavioral Loyalty. The results could prove commitment make a real contribution to the behavior of loyal customers. Personality Trait as moderating the relationship commitment on Behavioral loyalty

Keywords: Commitment, Behavior Loyalty, Personality Trait

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I. Introduction

Broadly speaking, the literature brand loyalty and customer loyalty is dominated by two main streams, which flow stochastic (behavioral) and deterministic flow (attitude). In other words, brand loyalty can be seen from the brand what consumers buy and how you are feeling or attitude of consumers towards a particular brand. The concept of business development today is more geared to improve customer loyalty, but differences of opinion of experts where there are some opinions that saw loyalty from the standpoint of attitude and behavior. In the perspective of an attitude or deterministic stream, the main assumption is that there are a small number of explanatory factors that influence loyalty and commonly regarded as a psychological attitude and commitment to investigate consumers in the purchase, without the need to consider the specifics effective purchasing behavior. Therefore, the main objective measurement of loyalty based on the perspective of attitude is not to determine whether a person is loyal or not. But loyalty measurement is based on the perspective of attitude does not escape criticism.

Behavioral perspective view that loyalty is the inherent behavior cannot be explained or too complex to be understood. The number of explanatory variables interacting cause explanation of the behavior of loyalty is very difficult to do.

The main drawback of this approach lies in the assumption that the company concerned does not know the exact cause of actual loyalty (Odin, et al., 2001). In other words, the perspective of behavioral measure the effective purchasing behavior, but is not able to explain whether the repeat purchase behavior that occurs because of habit, reasons situational or psychological reasons are more complex.

Linkages commitment and customer loyalty proposed by Nielsen (1998). Increased commitment will affect the increased customer loyalty. This is understandable given the high commitment to make the customer maintain good relations have been established with service providers.

In a study Pitchard in Zulganef (2002: 103) has revealed that the consequence of the commitment is loyalty. Loyalty here interpreted as the purchase of a continuous, so that may have consequences for the commitment of loyalty.

Mowen and Minor (1998), consumers have a positive attitude toward a brand, committed to the brand and intends to continue purchasing in the future.

Research Mavis T. Clark Adjie (2010) and see how to investigate the role of moderation Personality Traits in building a relationship between, Relationship Quality on Behavior Loyalty, especially in efforts to build a strategy to keep customers in industry business-to-customer (B2C) context in the industrial sector retail. The results showed that (1) There is a relationship between satisfaction and Relationship Quality (2) There is a

relationship between the Relationship and Behavior Loyalty (3) There is a negative relationship on Relationship Quality with moderation Consumer innovativeness against Behavior Loyalty (4) There is a negative relationship on Relationship Quality with moderation relationship proneness to behavioral loyalty (5) There is a positive relationship in the Relationship Quality Relationship with moderation proneness to Behavior Loyalty. A limitation of this study is data obtained only from one small industry. However, there is no expansion of samples for a wide range of industries that exist.

This study focused on personality traits as consumer behavior literature review suggests that personality traits have the most effective impact and relevance to consumer behavior switch (De Wulf et al, 2001 ; Oderkerken-Schr'order et al, 2003 ; Hircshman, 1980;) in Adjie and Clark (2010).

II. Review Literature

2.1. Commitment

Research pertaining to commitment in the buyer-seller relationship is prevalent in marketing (Dwyer et al 1987; Morgan and Hunt 1994). Several definitions of commitment appear within the literature (Anderson and Weitz 1992; Morgan and Hunt 1994). For example, Morgan and Hunt (1994) define relationship commitment as “an exchange partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintaining it; that is, the committed party believes the relationship is worth working on to ensure that it endures indefinitely (1994 p. 23).” Anderson and Weitz (1992) state, “commitment to a relationship entails a desire to develop a stable relationship, a willingness to make short term sacrifices to maintain the relationship, and a confidence in the stability of the relationship (p. 19).”

According to Morgan and Hunt (1994), commitment stems from trust, shared values and the belief that it will be difficult to find partners that can offer the same value. Commitment encourages partners to collaborate in order to preserve investments in the relationship (Morgan & Hunt 1994). Rauyrue and Miller (2007: 3) further define commitment as “a psychological sentiment of the mind through which an attitude concerning continuation of a relationship with a business partner is formed”. Relationships are built on the foundation of mutual commitment, and the commitment level has been found to be the strongest predictor of the voluntary decision to pursue a relationship (Ibrahim & Najjar 2008: 14).

Parties in the relationship identify commitment as the key Endeavour to develop and maintain their relationship. A high level of commitment provides the context in which both parties can achieve individual and joint goals without fear of opportunistic behaviour. This is because more committed partners will exert effort and balance short-term problems with long-term goal achievement. Higher levels of commitment are expected with relationship success (Cai & Wheale 2004: 516–517).

Relationship quality and commitment are further regarded as antecedents of repeat purchase behaviour (Liang & Wang 2005: 71). Customers who are committed to a relationship might have a greater propensity to act because of their need to remain consistent with their commitment (Liang & Wang 2005: 66). More committed customers tend to form a positive overall impression of the total duration of the relationship, including different transactions, positive and negative, and these customers exhibit strong intentions to stay in the relationship (Du Plessis 2010: 96).

Finally, commitment operates in the same manner as trust, in that certain levels of commitment are required to initiate the relationship, and as the relationship evolves, so does the existence of commitment. Commitment is then formed through behavioral, attitudinal and affective influences (Davis-Sramek, Mentzer & Stank 2008: 443–445; Du Plessis 2010: 94–95; Evanshitzky & Plaassmann 2006: 63).

2.2. Behavior Loyalty

According to Oliver et al. (1997) loyalty is “A deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior”.

Consumer loyalty is considered an important key to organizational success and profit (Oliver, 1997). A great deal of research attention has focused on the identification of effective methods of actively enhancing loyalty, including loyalty programs, such as points rewards schemes. Loyalty programs “create a reluctance to defect” by rewarding the customer for repurchasing from the organization (Duffy, 1998).The foregoing, therefore, leads one to the conclusion that Customer Lifetime Value is inextricably tied to efforts aimed at furthering customer retention, such as loyalty programs.

2.3. Personality Trait

Allport (1961) proposed that personality is a dynamic organization inside of an individual psychological system which can decide the uniqueness of his or her thinking and behavior. Helmreich (1984) also commented that personality has a long-lasting feature which is not easily affected by the external

interferences. Personality traits hold specific components in an organizational structure and have dynamic features, which will react differently to the changes of the environment (Lin & Chiu, 1999). So, different personality traits can cause different thinking and influence an individual to make different decisions (Chu, 2003). However, due to different classifications and scopes of the trait theory, such as Allport (1937)'s common and individual traits,. Some researchers attempted to apply the concepts of personality traits to understand the essences and occurrences of job involvement.

Personality has been considered as an important factor in the personality related studies specifically for predicting the job performance. It is a behavior which differentiates one person from another (Beer & Brooks, 2011) and provides acumen whether a person will do some specific job, in comparison to others (Sackett et al., 2002). Moreover, the traits, relevant to personality, are considered to be stable and steady throughout the work life in a personality behavior model (Denissen et al., 2011; Gerber et al., 2011; Myers, 1998).

Hogan and Shelton (2006) pointed out that the personality theories examine the variances and similarities in a person. The similarities can be used to predict one's performance and behavior, as they provide the collective attributes of human nature. Whereas, the variances provide the measures of individual's performance and are used to describe human performances and behaviors. Experts in the field of personality are of the view that the individuals in fact have a stable and long term traits that affects behaviors at work (Denissen et al., 2011; Gerber et al., 2011). With reference to research on personality, some scholars captured that personality is the effective tool that predicts job performance (Ozer & Benet-Martinez, 2006; Schulman, 2011). The technique is mostly adopted at the time of personnel selection procedure (Barrick & Mount 2000).

In the literature relevant to the personality research, there are some personality theories which have been considered as the key theories. These theories are;

1. Psychoanalytic theories;
2. Humanistic theories;
3. Biological theories;
4. Behavioural, Social learning and Cognitive theories; and
5. Trait theories.

Among all the above mentioned five theories, trait theory is considered as one of the most accepted and a leading personality theory which captures the salient aspects that have high propensity to lead to certain behavior. Traits determine a person's variances in the trend to develop a steady pattern of feelings, thoughts and actions (Myers, 1998). Theories discussing the personality traits argued that a person's behavior can be explained on the basis of some specific personality traits.

However, there are some confusions and suspicions regarding the development of personality trait theory. The causes as identified by Mount and Barrick (1998) are; 1. It is a fact that hundreds of factors relevant to personality have so far been explored and/or is under the process of exploration. This huge number may make research findings unmanageable; 2. In many cases same traits have been defined differently, that is; similar traits having same definition but different names.

For the present research, however, big five personality theory (also called "Big Five Model or Five Factor Model or FFM") was considered appropriate based on its relevance to the topic. This model has also been considered as the highly accepted and widely known personality model from the last almost two decades.

2.4. Relationship between Commitment and Behavior Loyalty

The relationship between commitment and loyalty has also been considered by Ulaga and Eggert (2006) found that commitment significantly and positively related to loyalty. In today's business environment, relationship with customers is very important to create a competitive advantage in order to obtain economic benefits from customer retention (Verhoef, 2003). Customer commitment have proven positive effect in predicting aspects of loyalty, but the relationship between commitment and loyalty has not been much serious attention in the research Hennig-Thurau et al. (2002). The research findings customer commitment significant effect on customer loyalty (Jani & Han, 2011; Tracey et al., 2011)..

Morgan and Hunt (1994) defines the relationship Commitment as an exchange partner believing that an ongoing relationship with another in important as to warrant maximum effort at maintaining it, that is the committed party wort Believes the relationship is working on the Ensure that it Endures indefinitely. The important of commitment in an exchange relationship is confirmed by Morgan and Hunt (1994) that the Commitment is control to all the rational exchange between the firm and its various partners.

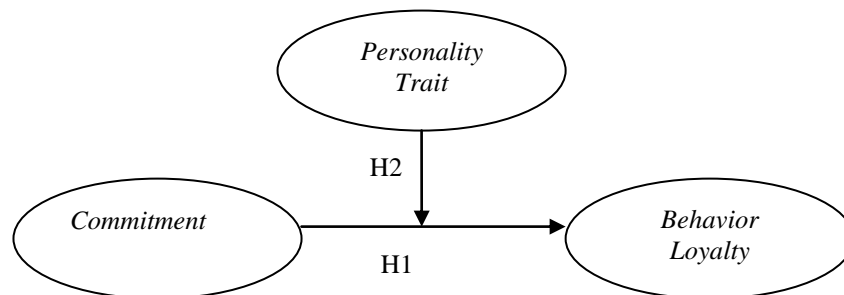
2.5. Relationship between Commitment and Behavior Loyalty Moderated by Personality Trait

Mavis T. Adjei and Melissa N. Clark (2010) stated that customer overall satisfaction, relationship quality (relationship satisfaction, trust, and relationship commitment) and behavioral loyalty are positively related to each other. It means that customer overall satisfaction have an impact to relationship quality with the mobile service provider and relationship quality will affect the consumer's behavioral loyalty.

However, consumer innovativeness, variety seeking and relationship proneness do not have any moderating effect on the relationship between relationship quality and behavioral loyalty in terms of mobile service industry in Jakarta. Therefore, the author can conclude that there is no moderating relationship between personality traits to relationship quality and behavioral loyalty in Jakarta mobile service industry.

To support the reason why personality traits do not have any relationship with relationship quality and behavioral loyalty, the author has done a Focus Group Discussion (FGD) by selecting 5 respondents. The first reason is that they tend to listen and follow their friends to reduce their communication cost since the mobile service providers in Jakarta are offering low communication cost between the same providers. Second, they are lazy to inform their contacts and noncontacts such as Banks and Restaurants about their new numbers. Third, they are concern that there will be a possibility of mischievous people calling or messaging them repeatedly since it have been happening a lot in Jakarta. Lastly, they feel that having relationship with cellular provider is meaningless since they are always offering similar services and focus more on the competition.

III. Conceptual Framework



H1 : Commitment has significant influence on behavior loyalty

H2 : Commitment has significant influence on behavior loyalty trough behavior loyalty as a moderating variable

IV. Methodology

The design of this research uses explanatory research approach to data collection is done in a single stage (one-shot study) or in cross-section through a questionnaire. Explanatory research intended to explain causal relationships between variables through hypothesis testing or testing is to obtain the right to draw conclusions that are causal between variables and then choose an alternative action (Kuncoro, 2003).

Population is a combination of all the elements that form the events, things or people who have similar characteristics to be the center of attention of the researchers because it is seen as a universe of research (Ferdinand, 2006). The study population was all consumer provider operators cellular in Southeast Sulawesi divided by 12 districts / cities which totaled 1.250.255 consumers.

The sample is a subset of the population, made up of several members of this subset of the population is taken because in many cases it is impossible to investigate all members of the population. Therefore, we set up a representative sample of the population called (Ferdinand, 2006). In this study sample is limited only 5 District / City, where the district will be divided by two regions, namely the archipelago and mainland territories.

This research in determining the size of the sample (sample size) is used Slovin formula (Umar, 2004). The numbers of samples in this study were as many as 204 people. Method of data analysis used in this study was Partial Least Square (PLS).

V. Analysis and Result

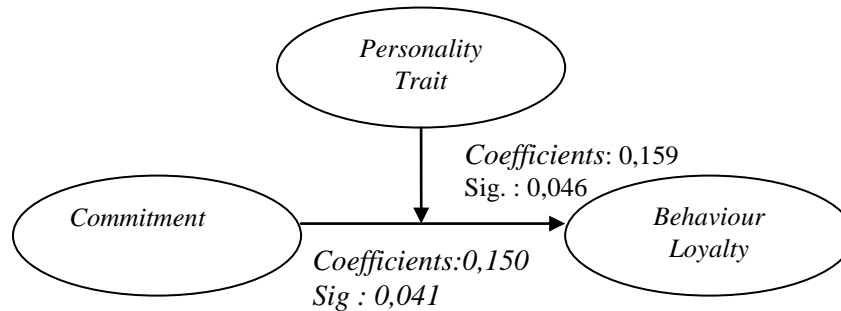
Based on the data in table 1, it can be seen that the effect on behavior loyalty commitment to obtain the value of 2.053 t-test with a p-value of 0.041 <0.05. These results indicate that there is significant influence of commitment to loyalty behavior.

In the PLS program, directly test the role of moderation can be calculated by the program using the menu moderated effect. Based on the data display in the picture above it is known that the effect on behavior loyalty commitment moderated by the personality trait gain coefficient of 0.159 with a significance level of 0.046. Referring to the data in Table 1 and Figure 1, it can be seen that the H2 in this study received the truth, that the commitment shown to have a significant effect on behavior loyalty moderated by the personality trait.

Table 1
Path Coefficients

Hypothesis	Coefficients	P Values	Description
H1. Commitment on Behavior Loyalty	0,150	0,041	Accepted
H2. Commitment on Behavior Loyalty moderating effect Personality Trait	0,159	0,046	Accepted

Figure 1
Model Moderation Effect



Effect of Commitment on Behavioral Loyalty

These results indicate that there is significant influence of commitment to loyalty behavior. Results of this study, when seen from the empirical fact that the actual, variable commitment that is reflected in the indicators of commitment maintaining relationships, the importance of relationships, a sense of belonging and pride have been good if it is implemented as a measure or indicator of variable commitment that must remain maintain even improved in an effort to maximize service provider of mobile phone card service provider in Southeast Sulawesi to customers.

Organizational commitment is one of the variables longest and most widely studied in the literature of organizational relationships. Commitments related to the belief in the relationship that is essential to ensure maximum effort in maintaining the relationship. Therefore, the commitment is currently evaluating the benefits and costs of a relationship, implying a long-term orientation of the relationship. The desire to maintain this relationship is based, on the fact that members of the network who are committed to each other, identifying the commitment as the key to achieving good results Morgan and Hunt (1994).

The relationship between commitment and loyalty has also been considered by Ulaga and Eggert (2006) found that commitment significantly and positively related to loyalty. Similarly, Shabbir et al., (2007) found the commitment appears as an antecedent to loyalty. In today's business environment, relationship with customers is very important to create a competitive advantage in order to obtain economic benefits from customer retention (Verhoef, 2003). Customer commitment have proven positive effect in predicting aspects of loyalty, but the relationship between commitment and loyalty has not been much serious attention in the research Hennig-Thurau et al. (2002). The research findings customer commitment has significant effect on customer loyalty (Jani & Han, 2011; Wei-Ming et al., 2011; Tracey et al., 2011).

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Effect of Commitment Against Behaviour Loyalty Moderated By Personality Traits.

The results showed that the commitment shown to have a significant effect on behavior loyalty moderated by the personality trait. This indicates that the card provider Telkomsel's customer commitment significantly influence the behavior of loyal customers who strengthened by a personality trait.

The results are consistent with research conducted by Mavis T. Adjei (2010) that there is a positive relationship with the moderation Relationship Quality Relationship Proneness toward Behaviour Loyalty. As a marketer, it must identify a condition where relationship marketing (RM) are useful in achieving the specific objectives of the company.

Linkages commitment and customer loyalty proposed by Nielsen (1998). Increased commitment will affect the increased customer loyalty. This is understandable given the high commitment to make the customer maintain good relations have been established with service providers.

Commitment to the concept of long-term relationship plays a very important because most long-term relationships based on commitment from both sides. Commitment is an extension of the necessity to maintain a relationship that is caused by the economic benefits and switching cost (Peppers, 2004: 44).

In a study Pitchard in Zulganef (2002: 103) has revealed that the consequences of the commitment are loyalty. Loyalty here interpreted as the purchase of a continuous, so that may have consequences for the commitment of loyalty.

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VI. Conclusion

Commitment has significant effect on Behavioral Loyalty. The results could prove commitment make a real contribution to the behavior of loyal customers. Personality Trait as moderating the relationship between commitment on Behavioral loyalty. Linkages commitment and customer loyalty proposed by Nielsen (1998). Increased commitment will affect the increased customer loyalty. This is understandable given the high commitment to make the customer maintain good relations have been established with service providers.

VII. Future Research

1. This research was conducted limited to the object of study only Provider Company in Southeast Sulawesi province, using provider customers as respondents, this gives a limitation in generalizing the findings of this study.
2. The empirical analysis performed in this study using survey data to analyze the relationship at one point in time (cross-sectional), while attitudes and behavior is something very dynamic so as to analyze the attitudes and behaviors needed longitudinal observations, it is necessary for advanced research studies to re-analyze the changing relationship between the variables examined in this study

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