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Impact of Brand Identity and Brand Identity-Cognitive Style Fit on Consumer-Based Brand Equity with Brand Image as a Mediating Variable in Toko Kecil Club

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ABSTRACT

Brand value that is based on consumers (consumer-based brand equity) and is developed through brand identity that is by consumers' thinking characteristics is still very limited, even though consumers' ways of thinking are very diverse. This research aims to determine the influence of brand identity and brand identity that matches consumers' way of thinking (BICS fit) on CBBE, which is linked to the mediating variable (brand image). Using the explanatory research method, 11,000 Instagram followers of the Toko Kecil club became the population. The sample consisted of 386 people (slovin) using a simple random sampling technique. The results of this research show that brand identity has a positive effect on CBBE, brand identity has a positive effect on brand image, brand image has a positive effect on CBBE, brand identity mediated by brand image has a positive effect on CBBE, BICS fit has a positive effect on CBBE, BICS fit has a positive effect on brand image, brand image has a positive effect on CBBE, BICS fit which is mediated by brand image has a positive effect on CBBE. The results of this research can help clubs strategically overcome problems that arise and can provide a deeper understanding of the importance of brand identity, cognitive style, and brand image in achieving CBBE in the futsal club industry.

INTRODUCTION

Brand equity concepts, assessments, and managers have been developed by academics and professionals in the field since the 1980s (Baalbaki & Guzman, 2016). This development resulted in several points of view about the dimensions of brand equity, as well as the factors that influence it, and how to measure and assess it (Ailawadi et al, 2003). In general, academics conclude that brand equity is a multi-dimensional construct (Baalbaki & Guzman, 2016). This means that the value of a brand is built from many dimensions.

In the latest developments related to brand equity, Bedbury and Fenichell (2002) put forward the psychological concept of brands that exist in consumers' brains. George, Blackston (2000) also stated that the value of a brand depends on consumers, what consumers see, think, and perceive about the brand itself. In 2016, brand equity was developed with an emphasis on consumers, with the term consumer-based brand equity (CBBE), through a series of dimensional concepts and indicators (Baalbaki & Guzman, 2016). Then in 2020, a scale for CBBE was developed (Alvaro-Karste & Gusman, 2020).

Based on CBBE developments in understanding the value of a brand, it is closely related to what consumers feel and what consumers think. However, what consumers think and feel always develops and changes over time. So it is difficult to study what consumers think and feel over a relatively long period to use as a basis for developing the value of a club. Moreover, it can be used as the basis for the club's marketing strategy. However, there is something that tends to be stable and does not change, namely the consumer's thinking style (cognitive style). This thinking style shows the consumer's perspective on the brand or club in processing the information (Riding and Rayner, 2013; Allinson and Hayes, 1996).

When viewed from previous research related to CBBE and Cognitive style (CS), it is still quite limited. Among them is research conducted by Alvaro-Karste & Gusman (2020), which looked at the relationship between brand identity-cognitive style fit (BICS fit) and social influence on CBBE. This research found that brand identity that matches the consumer's thinking style (BICS fit) provides better value on CBBE. Then the next related research was conducted by Monga & John (2010) who found that the suitability of the way information is conveyed to the consumer's way of thinking (CS) has a positive impact on the information received by consumers. Then research by Bodet and Chanavat (2010) explains that one of the important things that influence the developing of brand equity is things related to emotional and analytical (cognitive). This is directly related to the thinking style of consumers.

Previous research on CBBE has been revealed is related to several variables, including the brand identity variable (Jancovic & Stojanovic, 2019; Bulovic and Seric, 2021), the brand identity-cognitive style fit variable (Alvarado-Karste & Guzman, 2020), and the brand variable image (Faircloth et al., 2001; Dinan, 2018; Pratiwi & Yasa, 2015; Harahap, 2022). However, none of these studies have directly revealed the impact of brand identity on CBBE and compared it directly with brand identity-cognitive style fit on CBBE which is mediated by brand image.

Based on these considerations, this research will reveal the impact of brand identity on consumer-based brand equity and compare it with the impact of brand identity-cognitive style fit on consumer-based brand equity. To expand the research conducted, the impact of brand image on brand identity and consumer-based brand equity is also revealed, as well as its relationship as a moderating variable for these two variables.

RESEARCH METHOD

This research will use a quantitative approach with the type of explanatory research. Sugiyono (2013) explains that explanatory research is research that aims to explain the position and relationship between the variables studied (which will consist of independent variables, dependent variables, and mediating variables) through hypothesis testing. The population to be studied is the 11,000 followers of the Toko Kecil club's official Instagram account. Sampling used nonprobability sampling with a sampling technique, namely purposive sampling. Purposive sampling is sampling using certain considerations, according to the desired criteria, to be able to determine the number of samples to be studied (Sugiyono, 2013). The criteria used in determining the sample in this research were: 1. The sample is a fan of the Toko Kecil Club, 2. The sample is an Instagram social media user, and 3. The sample is a follower of the Toko Kecil Club on Instagram. Meanwhile, the number of samples that will be used in this research uses the Slovin formula, namely $n = N / (1 + (N$

$\times e^2$). N is the number of populations owned, namely 11,000, while n is the number of samples sought. Then e is the tolerable margin of error (5%). Based on this formula, the number of samples in this study was 386 people or followers of the Toko Kecil club.

this research uses a questionnaire or questionnaire as a data collection technique, namely a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2013). The author provides several questions and written statements to consumers using Google Form technology. To collect data about cognitive style, this research will use CTR (Cognitive Reflection Test) (Frederick, 2005; Mubarog, 2018). Meanwhile, to collect data on brand identity, brand image, and consumer-based brand equity, a questionnaire was used with several questions on a five-point Likert scale. Consumer brand equity (CBBE) uses a survey on the perceived value of brands using the CBBE scale dimensions from Baalbaki & Guzmán (2016).

RESULTS AND DISCUSSION

The following is a profile description of the respondents:

Table 1. Description of Responden

Karakteristik	Deskripsi	Total	Persentase
Gender	Men	334	86.53%
	Woman	52	13.47%
Age	11-15	5	1.3%
	16-20	62	16.06%
	21-25	238	61.66%
	26-30	71	18.39%
	31-35	10	2.59%
Education	Junior High School	5	1.3%
	Senior High School	149	38.6%
	Bachelor	218	56.48%
	Magister	3	0.78%
	Doctoral Degree	1	0.26%
	Others	10	2.59%
Cognitive Style	Intuitive	106	27.46%
	Split style	275	71.24%
	Rational	5	1.3%

Sumber: Pengumpulan data *google form* (2023)

Table 1 shows information about the description of the respondents, including the gender of the respondents consisting of 86.53% men and 13.47% women. Age range 11 to 15 years 1.3%, 16 to 20 years 16.06%, 21 to 35 years 61.66%, 26 to 30 years 18.39%, and 31 to 35 years amounting to 2.59%. Junior high school amounted to 1.3%, senior high school amounted 38.6%, bachelor's degree amounted to 56.46%, Master's degree amounted to 0.78%, and doctoral's degree amounted to 0.26%. And finally, the characteristics of the respondents' thinking styles consisted of intuitive 27.46%, split style 71.24%, and rational 1.3%.

The outer model was carried out with three tests, namely loading factor, construct reliability, and average variance extracted. Convergent validity is used to describe the relationship between indicators and latent variables. Convergent validity is obtained by calculating the AVE (average variance extracted) value, which is the average value of the variations that can be explained by these indicators. Based on the loading value whose criteria are greater than 0.7, it is stated to show a strong correlation between the indicators (Hair, et al., 2011). Second, the criterion for discriminant validity is cross-loading, an indicator is declared good if it has a discriminant validity value greater than 0.5. The three reliability tests (CR and CA) and average variance were extracted. A latent variable can be considered to have good reliability if the composite reliability (CR) value is

greater than 0.7 and the Cronbach alpha (CA) value is greater than 0.7. In addition, the AVE (average variance extracted) value for each indicator requires an AVE value greater than 0.5. Based on Table 2 and the criteria, it is concluded that all variables and indicators have a good level of validity and reliability.

Table 2. Outer Model Evaluation

Variables	Indicators	Loading Factors	Cronbach's Alpha	Composite Reliability (ρ_c)	Average Variance Extracted (AVE)
X1	X1.1	0.833	0.884	0.912	0.633
	X1.2	0.828			
	X1.3	0.838			
	X1.4	0.838			
	X1.5	0.825			
	X1.6	0.843			
X2	X2.1	0.803	0.889	0.915	0.643
	X2.2	0.797			
	X2.3	0.789			
	X2.4	0.794			
	X2.5	0.809			
	X2.6	0.781			
Y1	Y1.1	0.823	0.938	0.938	0.948
	Y1.2	0.810			
	Y1.3	0.824			
	Y1.4	0.808			
	Y1.5	0.800			
	Y1.6	0.805			
	Y1.7	0.832			
	Y1.8	0.833			
	Y1.9	0.714			
Y2	Y2.1	0.709	0.923	0.936	0.619
	Y2.2	0.820			
	Y2.3	0.800			
	Y2.4	0.819			
	Y2.5	0.833			
	Y2.6	0.800			
	Y2.7	0.758			
	Y2.8	0.756			
	Y2.9	0.778			
M1	M1.1	0.866	0.875	0.875	0.914
	M1.2	0.827			
	M1.3	0.861			
	M1.4	0.856			
M2	M2.1	0.799	0.818	0.880	0.647
	M2.2	0.815			
	M2.3	0.821			
	M2.4	0.782			

Source: Data Processing Results (2023)

Evaluation of the inner model using PLS-SEM with R-square (R²) testing and significance level testing through path coefficient estimation.

Table 3. R Square Test

	<i>R Square</i>
<i>Consumer based brand equity</i>	0,881
<i>Consumer based brand equity (sampel BICS)</i>	0,872

Source: Data Processing Results (2023)

Table 3 shows the r-square results obtained are 0.881 and 0.872. This means that the influence of the dependent variables, both X1 and X2, is in the strong category. X1 (brand identity) contributes 88% to variable Y1 (Consumer-based brand equity) through M1 (brand identity). Meanwhile, the remainder (12%) is influenced by other variables outside the research variables in the data as a whole. Meanwhile, X2 (brand identity-cognitive style fit) contributes 87% to variable Y2 (Consumer-based brand equity - BICS sample) through M1 (brand identity). Meanwhile, the other 13% is influenced by other variables outside this research (on brand identity-cognitive style fit data).

Table 4. Hypothesis Test

	<i>Original Sampel (O)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Brand identity – CBBE	0.578	15.621	0.000
Brand identity - brand image	0.894	44.036	0.000
Brand iamge - CBBE	0.386	10.027	0.000
Brand identity - brand image – CBBE	0.345	9.506	0.000
BICS fit– CBBE	0.465	4.530	0.000
BICS fit– brang image	0.892	22.819	0.000
Brand image – CBBE	0.495	4.519	0.000
BICS fit- brang image - CBBE	0.442	4.308	0.000

The test results for the first hypothesis show a positive influence of brand identity on consumer-based brand equity. This means that the better the brand identity, the more valuable a brand will be in the eyes of consumers. In line with this conclusion, several studies recommend sustainable brand identity development because it has a positive impact on consumers and, a positive image in the public and the media (Bulovic and Seric, 2021; Jancovic & Stojanovic, 2019). Even more specifically, it has a positive impact on physical facility quality, which leads to positive CBBE (Liu et.al., (2020).

Testing the second hypothesis shows that there is a positive influence of brand identity on brand image. The results of testing this hypothesis are supported by several studies, including research conducted by Im E., et al (2022), which published that brand identity and brand image are two variables that are consistently related. These variables are said to be an inseparable combination in the birth of a brand. In line with this research, Saaksjarvi M, and Samiee S (2011) revealed the relationship between brand identity and brand image, where the decreasing effect between brand identity and brand image affects the use of goods online and in retail. Yuan, et al., (2016) explained the strong relationship between brand identity and brand image.

Testing the third hypothesis shows that there is a positive influence between brand image and consumer-based brand equity. This means that the better the brand image of a brand, the better the value of a brand in the eyes of consumers (consumer-based brand equity), and vice versa. This conclusion is supported by several previous studies, Harahap (2022), Dinan (2018), and Faircloth,

et al. (2001) agree in their respective research that brand image is related and has a significant effect on brand equity. Therefore, it can be said that if a brand wants its value to be good in the eyes of consumers, one thing that must be considered and improved to achieve this is improving the brand image in the eyes of consumers.

Testing the fourth hypothesis shows that there is a positive influence of brand identity mediated by brand image on consumer-based brand equity. Based on data processing carried out previously, the R square value for this influence is 0.881, which means that brand identity has an 88% influence on consumer-based brand equity through brand image. Meanwhile, the other 12% is influenced by other variables outside the variables of this research. The results of this hypothesis testing are supported by several previous studies, related to the relationship between brand identity and brand image which has been proven (Im E., et al, 2022; Saaksjarvi M. & Samiee S 2011). Meanwhile, the relationship between brand image and consumer-based brand equity has specifically been published in Keller's (1993) research. In line with Keller's research, several studies have also published a significant relationship between brand image and brand equity (Winarto, 2011; Yuan, et al., 2016; Harahap, 2022; Faircloth, et al., 2001; Dinan 2018).

The test results for the fifth hypothesis show a positive influence of brand identity-cognitive style fit on consumer-based brand equity. Similar to the results of testing H1, the data from respondents who have a brand identity that matches the consumer's thinking style also shows that the better the brand identity (which matches the consumer's way of thinking), the more valuable a brand will be in the eyes of consumers. The results of this research are in line with several previous studies which stated that brand identity has a positive impact on physical facility quality, which leads to positive CBBE (Liu et.al., 2020). Several studies recommend developing brand identity because it has a positive impact on consumers and, a positive image in public and the media (Bulovic and Seric, 2021; Jancovic & Stojanovic, 2019). This is also supported by several previous studies, Keller (2001) which emphasizes that brand identity must be adjusted to consumers' thinking tendencies, so it must be conveyed rationally and emotionally and will build a strong brand. Alvarado-Karste & Guzman's (2020) research also proves that consumer cognitive style influences the value of a brand. In particular, the match between brand identity and the way consumers think about brand equity has been proven (Karste & Guzman, 2020). Matching brand identity with consumer thinking tendencies which have an impact on the value of a brand makes sense for several reasons. Among them is a brand identity that matches consumers' thinking tendencies to attract more consumers' attention, so that the information received by consumers is more effective to receive (Hamelin et al., 2017; Poels and Dewitte, 2006). Then matching the brand identity with consumers' thinking tendencies (brand identity-cognitive style fit) increases the effectiveness of marketing. "Strong brands benefit from an increased marketing effectiveness" (Keller, 2009).

Testing the sixth hypothesis shows that there is a positive influence of brand identity-cognitive style fit on brand image. The results of this hypothesis testing are identical to H2 testing but carried out on respondents with appropriate thinking styles (BICS fit). Based on the test results, it can be concluded that the better the brand identity-cognitive style fit of a brand, the better the brand image will be in the eyes of consumers, and vice versa. This conclusion is in line with several previous studies, Im E., et al. (2022) and Yuan, et al., (2016) which explained the strong relationship between brand identity and brand image, even referred to as an inseparable combination. Then Saaksjarvi M, and Samiee S (2011) also confirmed the research results that the relationship between brand identity and brand image can simultaneously and simultaneously reduce the use of goods in a brand.

Testing the seventh hypothesis shows that there is a positive influence between brand image on consumer-based brand equity in samples with brand identity that matches the consumer's thinking style (H7). The results of this research are supported by several previous studies, including research conducted by Harahap (2022), in this research Harahap concluded that brand image (as

one of brand awareness and brand loyalty) has a significant influence on brand equity. Then, Dinan's (2018) research concluded that the Samsung company found that brand image had a significant effect on brand equity. Research by Faircloth, et al. (2001) who concluded that brand image has a significant impact on brand equity.

Testing the eighth hypothesis shows that there is a positive influence of brand identity-cognitive style fit mediated by brand image on consumer-based brand equity. Based on previous data processing, the R square value for this effect is 0.872. This means that brand identity-cognitive style fit has an 87% influence on consumer-based brand equity through brand image. Meanwhile, the other 13% is influenced by other variables outside the variables of this research. The results of this hypothesis testing generally strengthen the results of previous research, namely Keller's (1993) research which links brand image with consumer-based brand equity. Meanwhile, in particular, the mediating role of the brand image variable has been strengthened by several studies. Among them is the relationship between brand image and brand identity that has been revealed in research, Winarto (2011) found that brand image has a significant relationship with brand equity, Saaksjarvi M, Samiee S (2011) revealed the relationship between brand identity and brand image, Yuan, et al., (2016) explain the strong relationship between brand identity and brand image. Meanwhile, the relationship between brand image and brand equity has also been revealed in several studies, including research by Harahap (2022) which found that brand image has a significant influence on brand equity, Faircloth, et al (2001) which concluded that brand image has a significant impact on brand equity. , and Dinan (2018) reveals the role of brand image and its influence on brand equity.

Next are the results of brand image analysis as a mediating variable. Based on the results of the analysis that has been carried out, the role of brand image as a partial mediating variable (complementary partial mediation) was found in the relationship between brand identity and consumer-based brand equity. Meanwhile, in the relationship between brand identity-cognitive style fit and consumer-based brand equity, the role of brand image as a partial mediating variable (complementary partial mediation) was also found. The role of brand image as a partial mediating variable is in line with the research results of Pratiwi & Yasa (2015), which found the same evidence regarding the role of brand image as a partial mediating variable, on the influence of country of origin on brand equity.

Related to the two models developed in this research to reveal the influence of brand identity on consumer-based brand equity through brand image in respondents in general, compared to respondents who have a thinking style that is by brand identity (BICS fit) which is translated into brand identity- cognitive style fit towards consumer-based brand equity through brand image. Overall, both models have a significant influence, both on respondents as a whole (H4) and on respondents with thinking styles that match brand identity (H8). In more detail, H4 based on R square found an 88% influence of brand identity on consumer-based brand equity through brand image. Meanwhile, the influence of brand identity-cognitive style fit on consumer-based brand equity through brand image H8 was found to be 87%. This means that there is a slight difference ($\pm 1\%$) in the influence of brand identity on consumer-based brand equity through brand image among respondents in general (as a whole) and respondents with a thinking style that is by brand identity.

Based on the results of research and discussions, researchers found managerial implications related to respondents' answers to the indicators in this research. The first, related to the brand identity variable (X1), found the highest score in the indicator regarding how familiar the respondent is with the name Toko Kecil Club. This shows that the name of the Toko Kecil club is widely known among respondents. Whether you have watched the Toko Kecil club play directly, or through other activities carried out by Toko Kecil such as running an academy, social activities, and so on. Meanwhile, the respondent's response with the lowest score was in the indicator regarding the attractiveness of the Toko Kecil club to other clubs for the respondent. This shows that there are still other clubs (besides Toko Kecil) that are of interest to respondents. Even from the score,

the category is still very good. This means that the Toko Kecil club is generally still more attractive than other clubs. However, things that can make respondents more interested in the Toko Kecil Club must continue to be developed. The second, related to the brand identity-cognitive style fit variable (X2), found the highest score in the indicator regarding the respondent's view that the Toko Kecil Club is better than other clubs. This shows that the Toko Kecil club is very good in the eyes of respondents, so according to respondents it is better than clubs that are known or known to others. Meanwhile, the respondent's response with the lowest score was in the item regarding how familiar the name Toko Kecil Club is to the respondent's ears. This shows that the name Toko Kecil Club is still unknown to some respondents. Even though the score category is still in the good category, efforts related to promotion and introducing the name of the Toko Kecil club to consumers must be developed. The third, related to the brand image variable (M1), found the highest score in the indicator regarding the brand image of a good quality Toko Kecil Club. This shows that in the eyes of respondents, the quality of the Toko Kecil is very good. When respondents heard or saw the name of the Toko Kecil club, what the respondents remembered or felt was a club with good quality. Meanwhile, the respondent's response with the lowest score was on the indicator regarding the consistent performance of the Toko Kecil club. This shows that the name Toko Kecil Club for respondents still describes inconsistent performance or quality. So the Toko Kecil club must take steps to show consumers the image of a club that has consistent performance. The fourth is related to the brand image variable (M2) in the group of respondents with a brand identity that matches the consumer's thinking style (BICS fit), it was found that the highest score was on the indicator regarding consumer interest in the Toko Kecil Club more than other clubs. This shows that the image of the Toko Kecil club is very good in the eyes of respondents, so according to respondents it is more attractive than other well-known and well-known clubs. Meanwhile, the respondents with the lowest scores were on indicators regarding the quality of the Toko Kecil Club. This shows that in the eyes of consumers, Toko Kecil has a club image that is not of good quality. So Toko Kecil s at every opportunity to interact with consumers, both directly and indirectly, must display good quality. So that the image of the Little Shop Club regarding the quality of the club in the eyes of consumers can improve. The fifth, related to the consumer-based brand equity variable (Y1), found the highest score in the indicator regarding respondents who stated that they would not choose a club other than Toko Kecil. This shows that the value of the Toko Kecil Club is very good in the eyes of respondents, so they stated that they would not choose another club, apart from the Toko Kecil itself. Meanwhile, the respondent's response with the lowest score was in the indicator regarding the consistency of the quality of the Toko Kecil Club. This means that the club's value regarding consistent quality from the Toko Kecil club is still lacking. So the Toko Kecil club must consistently maintain the good quality of the club. Both from the quality of the club which runs consistently in the league or matches, as well as the quality of the Toko Kecil club brand itself. So that the Club can have good value in the eyes of consumers due to consistent quality. And sixth, related to the consumer-based brand equity variable (Y2), the group of respondents with a brand identity that matches the consumer's thinking style (BICS fit) found the highest score on the indicator regarding the good performance of the Toko Kecil Club. This shows that according to respondents the Toko Kecil club has values associated with very good performance. Meanwhile, the respondent's response with the lowest score was in the indicator regarding the quality of the Toko Kecil Club. This is in contrast to the response with the highest score being that the performance of the Toko Kecil club is good, but the lowest score is found regarding the good quality of the Little Shop club. So of course the Toko Kecil club must increase its value about the quality of the club in the eyes of consumers. By improving internally the quality of the club, and showing consumers the quality of the Toko Kecil club. So the value of the Little Shop club is related to the quality of the club to increase.

The research results that have been revealed still have several limitations, including that this research is limited to respondents who are fans of the Toko Kecil Club. Then this research is limited to only a few variables, namely brand identity, brand identity-cognitive style fit, brand image, and consumer-based brand equity. Lastly, the limitation of this research is the limited sample size, namely only 386 respondents.

CONCLUSION

This research concludes that brand identity has a positive effect on consumer-based brand equity, brand identity has a positive effect on brand image, brand image has a positive effect on consumer-based brand equity, brand identity mediated by brand image has a positive effect on consumer-based brand equity, brand identity-cognitive style fit has a positive effect on consumer-based brand equity, brand identity-cognitive style fit has a positive effect on brand image, brand image has a positive effect on consumer-based brand equity (BICS sample fit), brand identity-cognitive style fit mediated by brand image has a positive effect on consumer-based brand equity.

Apart from these eight conclusions, this research also found the role of brand image as a mediating variable and also compared the two models. The results can be concluded that the role of brand image in this research is as a partial mediating variable (complementary partial mediation). Meanwhile, in comparing the two models, it was concluded that there was a slight difference ($\pm 1\%$) in the influence of brand identity on consumer-based brand equity through brand image on respondents in general (88% influence) with respondents with a thinking style that was by brand identity (BICS fit) (influence 87%).

Some limitations of this research include that this research was conducted at a futsal club (Toko Kecil Club), the results of which cannot be applied directly to other brands that have different preferences and characteristics. Then the sample in this research is fans or fans of sports clubs, who have unique characters, and have different individual perceptions and preferences. So the results of this research are relative and can differ between individuals and other sample groups.

Based on the results of this research, it is recommended that companies or clubs continue to develop their brand identity, especially a brand identity that matches consumer thinking tendencies (BICS fit). By providing information, both emotionally and rationally, regarding brand identity that is adjusted to consumers' thinking tendencies (cognitive style). Academically, this research recommends that future researchers develop research on a wider and more diverse sample. So that the results of this research can be more proven. Apart from that, future researchers can also compare brand identities that match consumers' thinking tendencies with brand identities that do not match consumers' thinking tendencies. And how does it affect the value of a brand.

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