

[Plagiarize Checker- 02- DR HARRY SUSILO- JURNAL IRMM](#)

[The Best Free Plagiarism Detector Online](#)

- [WHY US?](#)
- [Pricing](#)
- [ABOUT PLAGIARISM](#)
- [CONTACT](#)
  
- [Check Text](#)
- [Check URLs](#)
- [Full Website Checker](#)
- [API](#)



Limit: 2000 words / search.

Total Words: 1914

Exclude domain

**89% Unicity**

**Completely Plagiarized** Insight in Higher Education which Used the Compatible Computer **Completely Unique** Wilhelmus Hary Susilo, Yan Pieter Mulia Hutabarat and Otto Bustani **Unique** The brand usage intent would conduct the market position with competitive advantage that could be **Unique** bridge the right tract for the corporate for not making misguide in the heterogeneous industrial **Unique** competitiveness and the customer brand engagement determined. **Unique** This study was inquiry of fulfillment the research gap with the more resonance of the **Unique** brand with halo effect then the brand equity. **Unique** Furthermore, the research methods conducted with quantitative methods and design with descriptive correlation also used **Unique** the confirmed strategy in structural equation modeling. **Unique** The area sampling was fit with the 107 students in different situations and the result **Unique** research was entire hypothesis' were confirmed and the marginal fit research model on the market-based **Unique** The corporate should building best interaction within the compatible smart- computer user with digitalize platform. **Unique** the brand equity and pursue the brand usage intent. **Completely Plagiarized** The consumer brand engagement has been the interesting of confirmed result of many research in **Plagiarized** this decade (Vivek, Beatty, & Morgan, 2012),(Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017),

(Bitter **Plagiarized** Furthermore, the concept of the brand value were developed until recent decade, (Harrigan et al. **Plagiarized** Furthermore, the role of communitization on purchase was well to determined by corporations that would **Plagiarized** be impact to market position and the financial performance. **Plagiarized** The consumer behavior and the marketing 3. **Plagiarized** 0could be build the consumer aware and attempt the purchase (Susilo, W H, 2015) **Plagiarized** More over, the consumer brand engagement indicated influenced brand usage and would be the predictor **Plagiarized** Hence, in other side the CBE that applied in social media that conducted by Hollebeek, **Plagiarized** Glynn, and Brodie (2014), the result research indicated there was no positive effect the cognitive **Plagiarized** processing consumer brand engagement to perceived brand usage intent. **Plagiarized** The finding indicated a research gap, which the inquired could be developing for future research, **Completely Unique** However, if consumer brand engagement was recognize for the company to attempt the brand intent **Unique** become the consequence, as showed that conducted by Harrigan et al. **Unique** (2017), there is still need to be analysis with adding the moderating variable, that it **Unique** was could explaining as the process with the antecedent and the consequences variable. **Unique** In the current time, the study for inquiry the process for the impact of CEB **Unique** to BUI by conducted the concept of service dominant logic and assumes that a Customize **Unique** Offering is essential for pursuit BUI, that individuals would enter and maintain relationships also expected **Unique** The customize offering suggests that could lead the customer dominant and also could impact to **Unique** The objective of this inquiry for develops the new conceptual model to fulfilling the research **Unique** gap on CBE for increase pursuit the BUI, through the utilization of brand halo effect **Unique** Black, 2014) and the brand equity, that could be improved the product evaluation to attempt **Unique** for competitive positioning from many the customer responding (Çal & Adams, 2014; **Completely Unique** The marketing actions for the future era should be accountable and the venture has many **Unique** alternatively in digitalize marketing, always aware with the data, having the competitive intelligent for winning **Unique** the competition, development for the advantage resources and toward the best market position to global **Unique** Moreover, the corporate could be aware to customer orientation to have the building interaction between **Unique** consumer and the firm that it was conducted by digitalize. **Unique** The corporations should be build and mentions to customer more to pursue brand usage intent **Unique** conduct with newest technologies (Susilo W H and Yulius Y, 2013, Aima H, Susilo W. **Unique** H, Purwanto W and Wiratih H W R, 2015). **Unique** Indeed, in this study would inquiry with many variables that conducted to attempt the contributions **Unique** for grand theory of the resources advantage and to the body of knowledge for develop **Unique** and more scientific and robust in the result, also for the contributions would more sharps **Unique** to management implications as actions plan and the executive summary for strategies within among firms. **Completely Unique** Furthermore, in this inquiry conducted with practice theory as below, that supported by R-A Theory **Unique** for attempted the robust competitiveness advantage in market position, which could affect to financial performance **Unique** The brand management would encourage the consumer as a human resources for more aware and **Unique** usage intent with the halo effect resonances management. **Unique** Moreover, the study need describes a social interaction both off line and on-line platform, so **Unique** the theory that conducted within this explanations used the social exchange theory, that it was **Unique** would be present and enable to explore and predicted brand consumer engagement, where there were **Unique** having connection between

marketers and many consumers in off line and on line setting. **Unique** Actually, in the social exchange based on consumers perceived on their smart- computers that they **Unique** used in daily- work and many consumers would gain the newest information's about the best **Unique** The consumers have always remembering and think about the brand that daily used and convenience **Unique** to used that many compatible feature that it was helped more. **Unique** Moreover, the user would feel positively and proud also never change that feel so good **Unique** to use this compatible brand, although many new products was appear in the same time. **Unique** The consumers were always perceived with the own things and would be expressed that in **Unique** In digitalize era, it was will happened support by social media platforms both off line **Unique** and on line, it was could be enable to encourage doing recommended between people who **Unique** has used the smart- computers in daily work. **Unique** The recommended actions for other people in marketing management would be best tools for corporate **Unique** to making actions plan by managers, which both with off line and on-line platform. **Unique** Furthermore, the marketers were have making engage with among consumers conducted by social media platform **Unique** with well connections each other and delivered some information's about the newest product also they **Unique** were could knowing what the consumers wants, so the information would have helped corporate to **Unique** The CBE in social media are active partner to conducted consumer to enhance that usage **Completely Unique** media link could explore the sites (Hollebeek et al. **Unique** 2014),(Hollebeek, 2012), (Brodie, Ilic, Juric, & Hollebeek, 2013) **Unique** The consumer was feel very logic to daily use the best brand in compatible computers, **Unique** without doing comparable with other brand that have the same feature. **Unique** In customers mind always with the brand that very nice feel. **Unique** The corporate have many ways to create how delivered the greatest value for the consumers **Unique** that very loyal for making them would retain for long-run. **Unique** The new strategies was involved to made the consumers attempt in always use the valuable **Unique** brand and for increasing the marketing effort, the firms need to have well sales force, **Unique** media advertising and the customers support also attention to the product position with the good **Unique** brand image that would improved the market share, so the inquiries in market-based would very **Unique** The customers were wants for daily used with the compatible computer that conducted with user-friendly **Completely Unique** The consumer would have use the special brand with many features that very compatible and **Unique** very convenience to use with utility for making the task would be finished more quickly. **Unique** The consumers ware enable become loyal and proud also in their mind always interactions with **Unique** other in many situations both in off line and on line setting. **Unique** Furthermore, the consumers was automatically doing world of mouth in their communities that loyal with **Unique** the same brand that many opportunity while used this compatible computer brand and they have **Unique** feel always in their top of mind. **Unique** The consumers are using the brand while they have a best satisfaction would be inform **Unique** to other people to use that goods for long lasting. **Unique** Moreover, the corporate were should aware and create some platform to making the sustainable connections **Unique** with consumers and facilitated the communities between many people who were using the smart- compatible **Unique** computers, also the important things was the informations about newest product could be well delivered **Completely Unique** The consumers was always making attention more for their compatible computer while their fell nice **Unique** to the brand and thought all the time when doing to finishing the task, also **Unique** would used the brand from the best venture that have good in competitive advantage,

and **Unique** The firms would make improve for the market position while their focus to improve the **Unique** resources-advantage, that they have many premise for vary industrial and costly information's also heterogeneous demand. **Unique** Furthermore, the consumers doing evaluation the brand that usage had many variety decision, that could **Unique** impact to making purchase behavior for the future utility (Besharat, 2010; **Unique** The research framework was development to fulfillment the research gap for finding the knowledge to **Unique** improvement the brand usage intent and contributions the body of knowledge in this inquired, so **Unique** the brand will interactions with many consumers that have daily used for the compatible computers. **Unique** The customer brand engagement is positively related to brand halo effect resonance. **Unique** The customer brand engagement is positively related to the brand equity. **Unique** The brand halo effect resonance is positively related to pursue the brand usage intent. **Unique** The brand equity is positively related to pursue the brand usage intent. **Unique** The respondent which participated came from the higher education that daily used the compatible computer **Unique** which have the newest product within total sampling (Mathwick, Wagner, & Unni, 2010; **Unique** The data was collected from the higher education in the central Jakarta, which used the **Unique** compatible computer in daily and them enrolment in the classroom. **Unique** The sample in this study conducted with area sampling to the particular locality of the **Unique** classroom to the entire students (Sekaran U and Bougie R (2016). **Unique** The instrument was conduct with self administered questionnaire that uses the rating scale for latent **Unique** variables in management to make the response for use the compatible computer brand usage. **Unique** Moreover, the instrument was distributed with the independently cross-sectional collected method and conducted with the **Unique** rating scale as an interval data scale (1 to 10 very agree). **Completely Unique** Hence, the validity and reliability construct test that conducted with measurement model in the first **Unique** phase process in structural equation modeling among variables (Hair, Black, Babin and Anderson, 2010).

[Plagiarize Checker](#)

[The Best Free Plagiarism Detector Online](#)

- [WHY US?](#)
- [Pricing](#)
- [ABOUT PLAGIARISM](#)
- [CONTACT](#)
  
- [Check Text](#)
- [Check URLs](#)
- [Full Website Checker](#)
- [API](#)



Limit: 2000 words / search.

Total Words: 1625

Exclude domain

**90% Unicity**

**Completely Unique** The data analysis method was conducted with the structural equation modeling, because the variables were **Completely Unique** The software was conducted with the Lisrel to the principles of structural equations modeling, with **Unique** measurement model and the structural hybrid full model. **Unique** The confirmatory strategies was conducted in this inquiry, with the first step was testing the **Unique** validity and the reliability construct and then to testing the fitting model and hypothesis proved **Unique** (Susilo W H and Yulius Y, 2017). **Unique** The research result would have for the data analysis pertain: **Unique** the test indicated did not have the outlier and missing value that conducted with SPSS **Unique** The hypothesis would be tested conducted with t value >1. **Completely Unique** 98 and indicated could be confirmed from data to the research model as the table **Unique** The Hypothesis Testing with t test within Structural Model **Unique** No Hypothesis T table T value Estimate value Remarks **Unique** The customer brand engagement is positively related to brand halo effect resonance. **Unique** 73 The entire hypotheses were confirmed (the t value > 1. **Unique** The greatest estimate value for the prediction was 0. **Unique** 73, in the hybrid full model was the customer brand engagement leads to the brand **Unique** halo effect resonance and implication to best affect to pursue the brand usage intent (0. **Completely Unique** The customer brand engagement is positively related to the brand equity. **Unique** The brand halo effect resonance is positively related to pursue the brand usage intent. **Unique** The brand equity is positively related to pursue the brand usage intent. **Unique** Actually, basis from the result above that the entire hypotheses were significant and could confirmed **Unique** the data from hybrid model (the t value > 1. **Unique** The greatest estimate value for the prediction was 0. **Unique** 73, in the hybrid full model was the customer brand engagement leads to the brand **Unique** halo effect resonance and implication to best affect to pursue the brand usage intent (0. **Completely Plagiarized** The brand halo effect resonance in marketing perspectives have sustainable connected with the among consumers, **Plagiarized** could improvement in the consumers loyalty that affected within product quality. **Plagiarized** The brand halo effects have some consumers value to retain the compatible computer brand usage **Plagiarized** Joel Wade, Fuller, Bresnan, Schaefer, & Mlynarski, 2007; **Plagiarized** An information to consumers more wider and delivered best consumer value to achieve brand loyalty, **Plagiarized** also the consumers used the compatible smart computers to be very important and impact to **Plagiarized** the firm for doing the capital investment within the brand equity and brand usage intent **Plagiarized** for attempt the marketing- investment (Lee & Chang, 2014) effectiveness strategy. **Completely Unique** Huang, 2015), and an internal investment (Fazal e Hasan, Lings, Neale, & Mortimer, 2014; **Unique** The successful administration of the capital investment pertains; **Unique** the proposals, an estimations of cash flow, an evaluation, the selections within the acceptance criterion **Unique** and the continual- revaluation of investment on building the branding for the compatible smart computers. **Unique** Hence, the classifications (Brown, Sichtmann, & Musante, 2011) of the

branding analysis should be determining **Unique** the new product, expansion, buildings, research and development and exploration(J. **Unique** Recently, the important of the capital-budgeting has been doing the estimation of the cash-flow for **Unique** the future business, within the brand usage intent could have well and positively respond for **Unique** the consumers and than make the revenue from the successfully sales would be significantly increased **Unique** and improvement to the consumers loyalty (Abiola & Emmanuel, 2013; **Unique** Yu, Hao, Dong, & Khalifa, 2013) . **Unique** The brand with the level of top of mind could be cause to the big **Unique** cash inflow within the investment need to the well planning. **Unique** The firm have the best in brand usage intent need to high cash flow with **Unique** good budgeting and affected to weighted average cost of capital within increased the corporate value. **Unique** Conclusions, research contribution and direction for future research **Unique** Indeed, our research result were successfully to confirmed entire hypothesis', and the greatest value was **Unique** the customer brand engagement affect to brand halo effect resonance that impact to pursue the **Unique** The fulfillment model was effectively to building effect resonance and the corporation within compatible smart **Unique** computer should have building the connection with compatible computer user both in off line and **Unique** The research contributions were within 2 (two) area that pertain; **Unique** first, the contributions for theoretical implications, indeed the conducted with social exchange theory as the **Unique** explanations and predicted the relationship for the customer brand engagement to brand halo effect resonance **Unique** and brand equity also an implication to pursue the brand usage intent, could confirmed and **Completely Unique** be useful for the compatible smart computer markets research. **Unique** Actually, the result finding shows that the indicators have great impacts with the best standardized **Unique** The contribution of the finding results in this study to the body of knowledge for **Unique** the social exchange theory in interactions others aspect and R-A theory in resources dimensions were **Unique** the consumers perceived were would convenience and proudly for use the product that could making **Unique** well engage the corporate with consumers and also loyal with the computers brand and always **Unique** happy to doing word of mouth with each other people. **Unique** Moreover, the consumers were always considering the computer brand in daily used and they were **Completely Unique** thought for the brand of the compatible smart- computers. **Unique** Finally, the pursue the brand usage intent with the indicators consumers always used the smart **Unique** computers although they were other within the same feature and the consumers always utilize for **Unique** The second contributions were for managerial implications, the corporate were could determining from the result **Unique** of this study for making strategic planning and action plan for attempt the corporate goals. **Unique** The corporate could increase the pursue the brand usage intent conducted with to facilitated the **Unique** off line and on-line setting as the platform for customers making interaction with other and **Unique** corporate itself, so the customers interrelation would have the bigger halo effect resonance for the **Unique** The corporate was always production the compatible smart computer for making customers convenience and proud **Unique** while used the computers and could increase the customer brand engagement. **Unique** Actually, the amount of 107sample was not adequate that only gain the marginal fitting research **Unique** model, the development for inquiry for the future used more large sample and proportionally random **Unique** The user of smart compatible computers must be segmentations for limited heterogeneous demand. **Unique** Hence, the future research could more parameters and variables for increase the goodness of fitting **Unique** model and the determination of R square value. **Unique** Moreover, the variable that could added in new model pertains; **Completely Unique** the differential of brand effect (Raggio et al, 2014), the consumer involvement and attempt the **Unique** self-brand connection (Hollebeek et al, 2014, Harrigan et al, 2017). **Unique** I would like to thank you very much for the Expertise and Experience Learning Club, **Unique** Faculty of Business and

Management, University Of Persada Indonesia Y. **Unique** To In Kind Workshops E&EL  
CLUB LABORATORY FEB UPI Y.