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CREATING CUSTOMER INTENTION TO BUY THROUGH CUSTOMER INTIMACY STRATEGY

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Abstract: Creating customer intention to buy is obviouslya major task of everyymarketer and/or firm. Many tactics are exercised to generate the intention, in which a buying behavior is hopefully occured. A customer intimacy strategy supposedlybe a particular way to do it. However,its power to generate the intention hypotheticallyis not straightforward, but through other variables. It is commonly known, in accordance with the theory of planned behavior (TPB), the intention could be predicted by consumer attitude and subjective norm. Meanwhile, the attitude and subjective norm theirself are frequently in-line with the product's performance. Therefore.the purpose of the study is to investigate the power of customer intimacy strategy in creating the customer intention to buy through the product's brand equity and both the consumer attitude and subjective norm. A 108 sample is withdrawn from those who recognize, are interested of and want to buy Dagadu products. Amos 16.0 and SPSS 16.0 are employed in analyzing data. The result shows that the customer intimacy strategy has significant effects to the brand equity, attitude and subjective norm. In addition, the brand equity also has a significant influence to the intention.

Keywords: customer intimacy, brand equity, attitude, subjective norm, intention to buy.

INTRODUCTION

Commonly the consumption goods market contains numbers of likely similar products. It absolutely leads to tight competition among the similar products. While generating customers' intention to buy is inevitably an obligation of every marketer and/or firm, the goal certainly depends on an efficacy of a selected strategy. A suitable product firstly determines the success of the goal. It should be based on a market preference, otherwise a failure takes place. Though the product has high quality and well-designed, but if it is not in accordance with the market preference, the desire is distant. Secondly, a situation analysis is should be carefully taken into account (Hunger & Wheelen, 2001; Thompson, Strickland III & Gamble, 2010). While it considers the competitive advantage of the product, the activities or strategy of competitors should be receptively respected.

Treacy and Wiersma (1997) introduce three strategies to generate customers, *i.e. product leadership, operational excellence* and *customer intimacy*. They insist not to implement the three simultaneously, since a concentration supposedly is a critical matter. Santosa (2011, 2014a) investigates the efficacy of the *product leadership* and *customer intimacy*, particularly their effect to brand equity and customer's loyalty. The results show that their effect whether to brand equity and customer's loyalty are significant. Further, he examines the power of product leadership in generating customers' intention to buy (2013a, 2015b). The findings demonstrate that through variables such as perceived quality, perceived value and attitude, the product leadership is able to produce the intention.

While the product leadership can create the customer's intention, an interesting question likewise arises as follows, can the customer intimacy strategy establish the intention as well? Following the study of Santosa (2011, 2014a) the effects of whether the product leadership or customer intimacy to the brand equity are significant. In addition the finding of some studies (*i.e.*

Cathy *et al.*,1995; Aydin & Ulengin, 2015; Hakkak *et al.*, 2015; Walangitan, *et al.*, 2015) point out that the brand equity significantly affects the intention. Furthermore, Shin *et al.* (2014) examine that there are significant effects as well of brand equity to attitude and to the intention, and similarly, Santosa (2013a, 2015b) identifies that the brand equity affects the intention through subjective norm. Consequently, it is supposed that the customer intimacy strategy can create the intention to buy too. Thereby, the purpose of the study is to identify the effect of the customer strategy to the customer intention to buy, particularly through the brand equity, customer attitude, and subjective norm. The empirical data are drawn from Dagadu's customers. It is assumed that the brand is a successful brand which inspired others to imitate it, or try to produce something similar (Trieha, 2014; Wirausaha Online, 2014). Some theoretical reviews, our methods and anal-ysis are provided, and our findings are reported.

LITERATURE REVIEW

a) Customer Intimacy

Relationship Marketing: An Understanding. What purported as a relationship marketing is a system of marketing that: "… has the aim of building long-term mutually satisfying relations with key parties- customers, suppliers, distributors- in order to earn and retain their long-term preference and business". (Kotler, 2000: 13). Another limitation comes from Zeithaml and Bitner (2003: 157) that relationship marketing: "… is a philosophy of doing business, a strategic orientation that focuses on keeping and improving current customers rather than on acquiring new customers." Thus, principally, a relationship marketing has the aim of building and keeping long-term mutually satisfying relations with customers, suppliers, and distributors.

Customer Relationship Management (CRM). Customer relationship management is: "The process of managing detailed information about individual customers and carefully managing all customer 'touch points' to maximize customer loyalty" (Kotler & Keller, 2006: 144). The term 'touch points' is: "The process of managing detailed information about individual customers and carefully managing all customer 'touch points' to maximize customer loyalty" (Kotler & Keller, 2006: 144).

A Framework of CRM. Peppers and Rogers (in Kotler & Keller, 2006) outline a four steps framework for one-to-one marketing that can be adapted to CRM marketing as follows, (1) identify the company's prospect and customers, (2) differentiate customers in term of their needs and their value to the company, (3) interact with individual customers to improve knowledge about their individual needs and to build stronger relationship, (4) customize products, services, and messages to each customer.

What is a Company's Strategy to Build a Relationship? Leonard Berry and A. Parasuraman (in Zeithaml and Bitner, 2003) identify that relationship can occur in a particular event. This particular event actually is a part of sectors that the company is in operation. They (Leonard Berry and A. Parasuraman) propose a framework that suggests the relationship marketing can take place at different levels and that each successive level of strategy results in ties that bind the customer a little closer to the company. The levels are as follows, (1) financial bonds, includes volume and frequency rewards, bundling and cross selling, and stable pricing, (2) social bonds, consists of continuous relationship, personal relationship, and social bonds among customers, (3) customization bonds, contains anticipation/innovation, mass customization, and customer intimacy, (4) structural bonds, comprises integrated information systems, joint investments, and shared processes and equipment.

Customer Intimacy Strategy. Zethaml and Bitner (2003: 177) assert that: "The strategy suggests that customer loyalty can be encouraged through intimate knowledge of individual customers and through the development of "one-to-one" solutions that fit the individual customers' needs." The substance is apparently alike with MISC's (2014) that interpretes the customer intimacy: "… requires heavy investments in customer knowledge, customer service and the ability to customize." In addition, Mars (2013) also introduces a similar limitation, that customer intimacy: "...focuses on offering a unique range of customer services that allows for the personalization of service and the customization of products to meet differing customer needs." Later on, Zeithaml & Bitner's definition will be in use.

Measuring the Customer Intimacy Variable. The customer intimacy variable is operated by indicators as follows, the diversification of the product is in line with consumers' taste; the product's message is personal; customer oriented; managers, staffs and employees are responsive; and personalized program.

b) Brand Equity

An Understanding of Brand Equity. Kotler and Armstrong (2000: 357) define that: "Brand equity is a value of a brand in which the brand has high brand loyalty, brand awareness, high perceived quality, strong brand association, and other intangible assets such as patent, trademarks, and channel relationships." Along with Kevin Lane Keller, Kotler delineates brand equity in another way (Kotler & Keller, 2006: 258):

> Brand equity is the added value endowed to products and services. This value may be reflected in how consumers think, feel and act with respect to the brand, as well as the prices, market share, and profitability that the brand commands for the firm. Brand equity is an important intangible assets that has psychological and financial value to the firm.

Further, Kotler & Keller (2006: 497) confirm that: "...marketing communication activities contribute to brand equity in many ways: by creating awareness of the brand; linking the right associations to the brand image in consumers' memory, eliciting positive brand judgments of feelings; and/or facilitating a stronger consumer-brand connection." Peter and Olson (2002: 136) describe brand equity from their viewpoint, that brand equity is,

> Brand equity concerns the value of the brand to the marketer and to the consumer. From the marketers' perspective, brand equity implies greater profit, more cash flow, and greater market share. From the consumer's perspective, brand equity is reflected by the brand attitude based on belief about positive product attributes and favorable consequences of brand use.

Likewise, Schiffman and Kanuk (2000: 193) identify brand equity from their perspective, that brand equity is,

> The term brand equity refers to the value inherent in a well-known brand name. From a consumer's perspective, brand equity is the added value bestowed on the product by the brand name. Brand equity facilitates the acceptance of new product and the allocation of preferred shelf space and enhances perceived value, perceived quality, and premium pricing options. For many companies, their most valuable assets are their brand names. Because of the escalation of new product costs and the high rate of new product failures, many companies prefer to leverage their brand equity through brand extensions, rather than risk launching a new brand.

The five definitions talked about virtually refer to the same substance. It indicates that brand equity encompasses a large understanding that can be implied in various ways. However, for the sake of the study it will be figured out without reducing the substance, that "Brand equity is the added value endowed to products and services. This value may be reflected in how consumers think, feel and act with respect to the brand, reflected by the brand attitude based on belief about positive product attributes and favorable consequences of brand use."

Brand Equity Models. Kotler and Keller (2013) suggest four models to measure brand equity. Those are Brand Asset Valuator (BAV), Aaker Model, BrandZ, and Brand Resonance. Subsequent enlightenment will be provided.

1) Brand Asset Valuator (BAV), proposes four key components- or pillars- of brand equity: (a) Differentiation, measure the degree in which na brand is seen as different from others. (b) Relevance, measures the breadth of brand's appeal, (c) Esteem, measures how well the brand is regarded and respected, (d) Knowledge, measures how familiar and intimate consumers are with the brand.
2) AAKER Model, recommends that brand equity as a set of five categories of brand assets and liabilities linked to a brand that add to or subtract from the value provided by a product or service to a firm and/ or to thar firm's customers. These categories of brand assets are (a) brand loyalty, (b) brand awareness, (c) perceived quality, (d) brand associations, (e) other propietary assets such as patent, trademarks, and channel relationships.
3) BRANDZ, proposes the Brand Dynamics pyramid. Virtually brand bulding involves a sequential series

of steps, where each step is contingent upon successfully accomplishing the previous step. The objectives at each step are (a) presence, (b) relevance, (c) performance, (d) advantage, and (e) bonding

4) Brand Resonance, also advocates a brand building as an ascending and sequential series of steps. Essentially it consists of (a) brand salience, relates to how often and easily the brand is evoked under various purchase of consumption situations, (b) brand performance, relates to how the product or service meets customer's functional needs, (c) brand imagery, deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs, (d) brand judgments, focus on customers' own personal opinions and evaluations, (e) brand feelings, are customer emotional responses and reactions with respect to the brand, (f) brand resonance, refers to the nature of the relationship that customers have with the brand and the extent to which customers feel that they are "in sync" with the brand.

The Operation of the Brand Equity Variable in Use. Referring to the model of the Brand Asset Valuator (Kotler & Keller, 2006), the model is conveniently suppossed as the one that can meet the purpose of the study. Therefore, in this study the brand equity is measured through differentiation, relevance, esteem and knowledge.

c) Intention, Attitude and Subjective Norm

The concept of intention obviously refers to the behavioral intention from the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980) and/or the theory of planned behavior (TPB) (Azjen, 1991). The TPB is actually an improvement of the TRA. The both theories suggest that the emergence of the behavioral intention can be predicted from a person's attitude and the subjective norm. The attitude itself consists of two compo-nents *i.e.* outcome belief and outcome evaluation. The outcome belief relates to a tendency for one particular outcome. For instance, there is a tendency to believe that weight will be lessened by dieting. Likewise, there is a tendency to get cancer by smoking. The power of the outcome belief is magnified by the outcome evaluation, which significantly contributes to the form of the behavioral belief. It is understandable that only a significant outcome will affect an individual's attitude.

The subjective norm appears as normative beliefs and motivation to comply. The normative belief is concerned with what other people want someone to do, and that person's motivation to comply. As in attitude, the two factors should be multiplied to get greater power. Social pressure usually will be taken into account if it is appropriate to a person's motivation to comply. The three variables can be subsequently clarified as follows:

1) Behavioral Intention (BI), is a want correlating with self and action in the future. Some people may have an opinion that an intention is really a plan to do something concerning a certain objective. A behavioral intention is generated primarily by a decision making process, which integrates factors such as the attitude toward behavior and subjective norms, to evaluate alternatives and eventually choose one of them. The behavioral intention varies in its power, depending on the probability of doing something.

2) Attitude (toward behavior or action- Ab or Aact), illustrates one's total evaluation to do something. The power and evaluation of a conspicuous conviction about a particular action's consequences can be formulated as follows:

$$Aact = \sum_{i=1}^{n} bi \times ei$$

3) Subjective norm (SN), exemplifying one's percep-tions about what the surrounding people think of what you should do. A normative belief is concerned with what other people want someone to do about something, and that person's motivation to comply. The formula is as follows:

$$SN = \sum_{j=1}^{m} NB_i \times MCi$$

FORMULATING HYPOTHESES

The Relation between Customer Intimacy and Brand Equity. Customer intimacy especially produces a unique one-to-one product design (Zeithaml & Bitner, 2003). This unique design allows the product to be superior and distinctive (Cravens, 2000). It apparently encourages the favorable customer's cognitive process. Furthermore, Santosa's study (2014) indicates that there is an effect of customer intimacy strategy on brand equity. As a result, a hypothesis can be withdrawn as follows,

H1: Customer intimacy influences brand equity

The Relationship between Customer Intimacy with Attitude and Subjective Norm. While the strategy is on line with the company's effort to meet consumers' preferences which is created by the long-term relationship along with customers, the products and/or services produced hopefully are in accordance with the customers; satisfaction (Zeithaml and Bitner, 2003, http:// HYPERLINK "http://www.topdimension.eu/" www.topdimension.eu, Agilier, 2014, Gruber, 2011, MISC, 2014, Sandvall, 2013). Basically, an attitude is a total evaluation of a concept, which might generated whether by affective or cognitive system. The affective system will produce an affective response, such as moods, emotion, or even an attitude (Peter & Olson, 2002)., An attitude comprises knowledge and perception which are along with experiences and information involved (Schiffman & Kanuk, 2000). Whereas a subjective norm illustrates one's perception to do somthing in accordance with other's wants, it relates his/her motivation to comply the wants (Azjen, 1991). Thereby, hypotheses can be pulled out as follows:

H2 : Customer intimacy affects one's attitude

H3: Customer intimacy affects one's subjective norm

The Relationship between Brand Equity with Attitude and Subjective Norm. (1) Brand equity might be depicted as an added value of a brand and/or the product which drives consumers to think, feel and act toward the brand and/or the product (Kotler & Keller, 2006), (2) Brand equity lead consumers to have a favorable attitude toward the brand and/or the product (Peter & Olson, 2002), (3) Brand equity leads to brand attitude which provokes a favorable perception of the brand's or product's value and its quality (Schiffman & Kanuk, 2000), (4) While an attitude is a total evaluation of a concept, generated by whether affective or cognitive system (Peter & Olson, 2002), which comprises knowledge and perception along with experiences and information involved (Schiffman & Kanuk, 2000), the finding of Shin *et al.* (2014) denote that there is a significant effects of brand equity to attitude. Therefore a hypothesis can be formulated as follows:

H4: Brand Equity affects one's attitude

Furthermore, while a subjective norm illustrates one's perception to do somthing in accordance with other's wants, which relates his/her motivation to comply the wants (Azjen, 1991), the finding of Santosa (2013a, 2015b) demonstrates that the brand equity affects the intention through subjective norm. So, can be hypothesized as follows:

H5: Brand Equity affects one's subjective norm

The Relationship between Brand Equity and Behavioral Intention. Since an intention supposedly ignited by such driving forces who later on creates a particular behavior, it presumed as an indicator of the behavior probability (Ajzen, 1991). In addition, some studies (Cathy *et al.*,1995; Shin *et al.*, 2014. Aydin & Ulengin, 2015; Hakkak *et al.* 2015; Walangitan, *et al.*, 2015) apparently denote the relationship between brand equity and intention. As a result, a hypothesis might be proposed as follows:

H6: Brand Equity affects Behavioral Intention

The Relationship among Variables Attitude, Subjective Norm, and Intention to buy. Fishbein & Ajzen (1975) proclaim that intention is predicted by attitude and subjective norm. Such studies (*i.e.* . Jyh, 1998; Okun and Sloane, 2002; Martin and Kulinna, 2004; Wiethoff, 2004; Marrone, 2005; Kouthouris and Spontis, 2005; Santosa, 2013b; Santosa, 2014a; Santosa, 2014b Santosa, 2015a) support the theory of planned behavior that two predictors of intention are attitude and subjective norm. Therefore, such hypotheses can be formulated as follows:

H7: The more favorable the Attitude is, the greater the Behavioral Intention will be.

H8: The more favorable the Subjective Norm is, the greater the Behavioral Intention will be.

Effect of the Hypotheses already Formulated: an Intervene Position of the Attitude and Subjective Norm. It is hypothesized that brand equity affects the behavioral intention. Further, it is hypothesized that brand equity affects both attitude and subjective norm. While it is hypothesized as well that whether attitude or subjective norm affects behavioral intention, as a consequent both attitude and subjective norm likely post as mediator. Therefore, next hypotheses can be drawn as follows:

H9: Attitude mediates the relationship between brand equity and behavioral intention

H10: Subjective norm mediates the relationship between brand equity and behavioral intention

Research Model

Based on the hypotheses a research model can be developed as follows in figure 1:

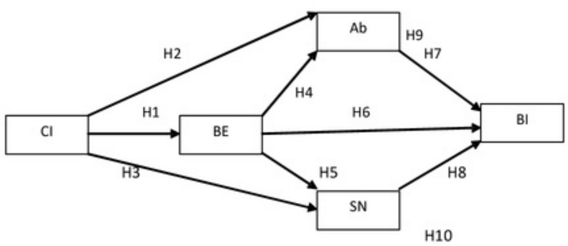

Figure 1: Research Model

Identification :

CI : Customer Intimacy
BE : Brand Equity
Ab : Attitude toward Behavior
SN : Subjective Norm
BI : Behavioral Intention

Methods

A sample is drawn using the convenience and judgment technique (Cooper and Schindler, 2008). Data are collected by questionnaires, distributed to respondents who recognize, are interested of, and want to buy Dagadu products. After examining the forms for the data's completion, 108 out of the 110 questionnaire forms are accepted which supposed meet the sample adequacy (Ghozali, 2004; 2007; Hair *et al.,*1995). A Likert scale is operated corresponding to a five-point scale ranging from 1 (= completely disagree) to 5 (= completely agree). The instrument, which denotes to indicators, will firstly be justified through confirmatory factor analysis, Construct Reliability and Variance Extracted. Further, data are analyzed by employing Amos 16.0.

Result

a) *Confirmatory Factor Analysis*

The confirmatory factor analysis is not simultaneously carried out, but done in phases. The first phase contains two variables *i.e.* customer intimacy (CI) and subjective norm (SN). The second phase examines two variables, attitude (Ab) and behavioral intention (BI). The third phase considers one variable, *i.e.* brand equity (BE). The result exemplified at Table 1.

Table 1
The Result of CFA on Variables CI, BE, Ab, SN and BI

Indicators	*Loading Factor*	*Indicators*	*Loading Factor*
CI1	0.572	BE1	0.384
CI2	0.485	BE2	0.535
CI3	0.603	BE3	0.868
CI4	0.650	BE4	0.608
CI5	0.641	BI1	0.656
b	0.929	BI2	0.781
ev	0.935	BI3	0.720
NB	0.905	BI4	0.628
MC	0.919		

Source: data analysis

All indicators denote of more than 0.4 which indicate of their validity (Ferdinand, 2002) except BE1.

b) The Structural Equation Model

The model has one initial independents variable (CI) and four dependent variables (BE, Ab, SN, BI) in which the three dependent variables (BE, Ab, SN) at some extent are treated as independent variables as well. Since the purpose of the study is eagerly to know the relationship between the one initial independents variable (CI) and the primary dependent variables (BE, Ab, SN, BI), likewise among the four dependent variables separately and simultaneously, a structural equation modelling (SEM) is employed (Hair *et al.,* 1995). In addition, the use of SEM will give advantages such as fast, accurate and more detail. It is possible since the method performs a unification of factor analysis and path analysis (Ghozali 2004; 2007).

An initial structural equation model is drawn by connecting all variables as hypothesized. This model is likely not thoroughly appropriate to expectancy, since all indicators, *i.e.* Chi-Square/Prob, Cmin/df, GFI, AGFI, TLI, RMSEA, do not meet the criteria. Consequently, a modification model is generated by connecting e1 ”! e2 and e3”! e4, This modification model seemingly produces better scores than before (Table 2, Figure 2).

Table 2
The Second Indicators Resulted from Modification

Indicators	*Initial Scores*	*Second Scores*	*Threshold*	*Justification*
Chi-square/Prob	226.136/0.000	27.172/0.205	40.790/p>0.05	meet the criterion
Cmin/df	9.422	1.235	d” 5	Meet the criterion
GFI	0.768	0.949	High	meet the criterion
AGFI	0.564	0.896	e” 0.9	Not meet the criterion
TLI	0.741	0.903	e” 0.9	Meet the criterion
RMSEA	0.281	0.047	0.05 s.d 0.08	meet the criterion

Source: Data Analisis

Table 2 denotes that although not all the model's indicators meet the criteria, most (Chi-square, Cmin/df, GFI, TLI and RMSEA) equalize the requirements. It means that the model's data are in accordance with the structural parameter. As a consequent, the model is worthy of use.

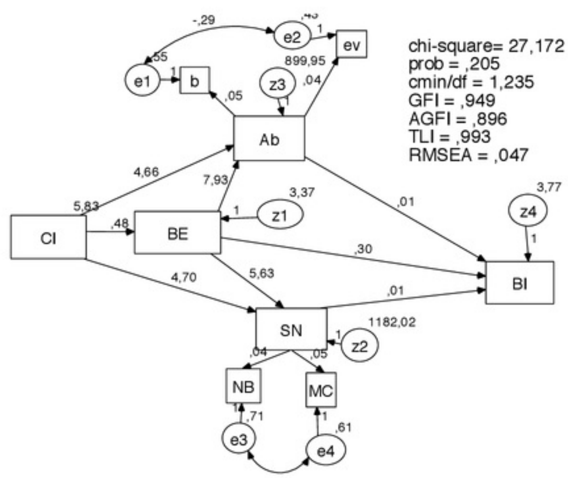

Figure 2: The Modification Model

Evaluation of Normality. Evaluation of normality is carried out by univariate test (Ferdinand, 2002; Ghozali, 2004). It is exercised by scrutinizing the skewness value whether its critical ratio values are less or equal to ± 2.58. As a matter of fact, there is one variable, *i.e.* SN, whose c.r of the skewness value are more than ± 2.58. As a consequent, it indicates that univariately the data distribution is not normal. To check further, a multivariate test is executed. The result of the data analysis shows up that the multivariate critical value is 18,937. It is more than 2.58 as required. As a result, the normality test needs a bootstrap analysis.

Bootstrap Analysis. A bootstrap analysis is used to gain a fit model, since the normality test does not meet the pre-requisite. A Bollen-Stine's bootstrap analysis illustrates the following: (a) The model fits better in 242 bootstrap samples, (b) it fits equally well in 0 bootstrap samples, (c) it fit worse or failed to fit in 258 bootstrap samples, (d) testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = 0.517. The result indicates that the probability is more than 0.05 which denotes that it can reject the hull hypothesis. In addition, the model;s indicators of goodness of fit indicate that most meet the requirements. Consequently, the model is worthy of use.

Outliers. Evaluation of the outliers can be carried out by either a univariate test or a multivariate test (Ferdinand, 2002). The univariate test is successfully employed by firstly converting the data to Z-scores, which should be less than ± 3.0 (Hair *et al.*,1995). The result indicates that most of the variables' Z-scores are less than ± 3.0, except BE1, ev3, NB2, and MC3,, which their scores are more than ± 3.0. Therefore, the existence of outliers is indicated.

To check further, a multivariate outliers test is needed. It determines the *chi-square* value which subsequently is used as the upper limit, which could be calculated by searching on a *chi-square* table whose degree of freedom is equal to the number of variables employed, which is 17, under the degree of significance (p) = 0.001. The *chi-square* value is found to be 40.790. In fact, most of the scores for Mahalanobis's dis-tance are less than 40.790, except observations number 1, which inevitably suggests outliers. However, because there is no specific reason to dismiss them, the outliers are worth being used (Ferdinand, 2002).

Multicollinearity and Singularity. According to the output from Amos, the determinant of the sample covariance matrix should be equal to 964089,522. This value is far above zero. As a consequence, it belongs to no multi-collinearity or singularity category.

Test of Hypotheses. The regression weights output indicates that the influence of CI on BE, BE on Ab and SN, CI on Ab and SN, SN on BI, and BE on BI are significant. The influence of Ab on BI under assumption that p < 0.10, belongs to be significant as well (Table 3).

Table 3
Regression Weights: (Group number 1 - Default model)

			Estimate	*S.E.*	*C.R.*	*P*	*Label*
BE	<—	CI	0,482	0,074	6,561	***	par_11
SN	<—	BE	5,632	1,810	3,111	0,002	par_5
Ab	<—	BE	7,934	1,580	5,023	***	par_6
Ab	<—	CI	4,661	1,422	3,277	0,001	par_7
SN	<—	CI	4,697	1,630	2,881	0,004	par_8
NB	<—	SN	0,045	0,002	22,044	***	par_1
MC	<—	SN	0,045	0,002	24,082	***	par_2
BI	<—	SN	0,011	0,006	2,035	0,042	par_3
b	<—	Ab	0,048	0,002	26,009	***	par_4
ev	<—	Ab	0,044	0,002	27,344	***	par_9
BI	<—	Ab	0,010	0,006	1,650	0,099	par_10
BI	<—	BE	0,304	0,110	2,762	0,006	par_14

Source: Amos output

Intervene Position Test. Based on Table 4, the total effects of BE-BI = 0.426. Likewise, it points up the total effects of BE-Ab (0.441), Ab-BI (0.178), BE-SN (0.305) and SN-BI (0.199). The sum of the total effects of BE-Ab and Ab-BI is 0,619. Whereas the sum of the total effects of BE-SN and SN-BI is 0.504. If both.are compared against the total efects of BE-BI (0.426) resulting whether the first or the second is bigger. Therefore, whether Ab or SN posts as intervene variable.

Table 4
Standardized Total Effects

	CI	*BE*	*Ab*	*SN*
BE	0.536	0.000	0/000	0.000
Ab	0.524	0.441	0000	0.000
SN	0.446	0.305	0.000	0.000
ev	0.490	0.412	0.935	0.000
b	0.486	0.409	0.929	0.000
BI	0.336	0.426	0.178	0.199
MC	0.410	0.280	0.000	0.919
NB	0.404	0.276	0.000	0.905

Source: Amos output

DISCUSSION

Table 3 shows that the influence of CI to BE, CI to Ab and SN, are significant, denoted by p = 0.000, p = 0.001 and p = 0.004, These lead to the consequence that the hypotheses *i.e.* 'Customer intimacy influences brand equity (H1)', 'Customer intimacy affects one's attitude (H2)' and 'Customer intimacy affects one's subjective norm (H3)' are really empirically supported. Likewise, the influence of BE to Ab and SN, and BE to BI are significant (p = 0.000, p = 0.004, and p = 0.006). It indicates that H4, H5 and H6 are empirically supported. Table 3 also demonstrates that the influence of both attitude and subjective norm to behavioral intention are also empirically supported (H7, H8).

Testing of intervene position indicates that whether Ab or SN posts as mediators. The findings inevitably support the cause of generating behavioral intention is brand equity particularly through both attitude and subjective norm. In other words, the power of generating behavioral intention of brand equity is stronger through attitude and subjective norm than directly.

CONCLUSION

The hypotheses of *i.e.* 'Customer intimacy influences brand equity (H1)', 'Customer intimacy affects one's attitude (H2)' and 'Customer intimacy affects one's subjective norm (H3)' are really empirically supported. Likewise, the hypotheses of 'Brand Equity affects one's attitude' (H4), 'Brand Equity affects one's subjective norm' (H5), and 'Brand Equity affects Behavioral Intention' (H6) are also empirically supported. The findings are in accordance with studies of Shin *et al* (2014), Santosa (2015), Cathy *et al.*,(1995), Aydin (2015), Hakkak (2015) Walangitan, *et al.*, (2015).

The influence of both attitude and subjective norm to behavioral intention (H7, H8) are also empirically supported. The findings are also in favor with other studies such as Jyh (1998) Okun and Sloane (2002), Martin and Kulinna (2004), Wiethoff (2004), Marrone (2005), Kouthouris and Spontis (2005), Santosa (2013), Santosa (2014) and Santosa (2015), that support the theory of planned behavior, in which attitude and subjective norm are predictors of behavioral intention. This can be explained by the intention to buy, while being determined by attitude (Fishbein & Ajzen, 1975), and likewise shaped by the subjective norm, obviously suggests that whatever happens to the attitude or the subjective norm, the intention to buy apparently also follows, and the alteration of intention to buy is in accordance with the change of them.

The hypotheses of Ab and SN as mediators (H9, H10) are also supported. As a matter of fact, all hypotheses are successfully proven. The consequences of the study carries out two things, firstly that the findings contribute as a bridge of other previous studies. Secondly the study justifies the theory of Treacy and Wiersma (1997).

Back to the title of the manuscript, *i.e.* 'Creating Customer Intention to Buy through Customer Intimacy Strategy' leads to a question: can really the customer intimacy strategy generates the customer intention to buy? The answer is, yes and not. The meaning of yes is, that the effect of the customer intimacy strategy later on generates the behavioral intention, particularly intention to buy. Whereas the meaning of not is, the stategy could not directly generate the intention. However, it is empirically supported that customer strategy leads to the creation of behavioral intention, particularly intention to buy, whether through brand equity, through both brand equity-attitude and brand equity-subjective norm, or through both attitude and subjective norm.

LIMITATIONS AND FUTURE DIRECTIONS

There are some limitations of the study, firstly, the customer intimacy is supposed measured by indicators *i.e*, the diversification of the product is in line with consumers' taste; the product's message is personal; customer oriented; managers, staffs and employees are responsive; and personalized program, which are not yet employed in such topic beforehand. The measurements are really self-made indicators, though based on CFA test they belong to valid indicators (Table 1). However,it is not impossible that other indicators might be employed which might contribute better results.

Secondly, it likely the model is not in accordance with the title. The customer intimacy variable is not directly regressed to the behavioral intention variable. The underlying reason is, that the intention to buy does not likely arise spontaneously but through something impressively, namely brand equity. The variable is supposed worthy to trigger the intention. However, it might be possible, under particular assumption, that the customer intimacy might be regressed directly to the intention.

Thereby, it is recommended to carry out such study which firstly, exploring other indicators of the customer intimacy variable. Secondly,developing another model that leads to regress directy the customer intimacy to the intention.

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