

Build emotional attachment of freight forwarding company using social media interactivity, brand image, brand commitment, and halal awarness

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ABSTRACT

This research is to answer the effect of social media interactivity, brand image, brand commitment, and halal awarness for customer of freight forwarder company. The method using quantitative and nonprobability sampling then data process by PLS. Findings of this research describe of positive correlation and has impact between brand commitment and emotional attachment directly. No direct impact and no positive correlation between social media interactivity, brand image, and halal awarness to customer emotional attachment. Sample of this research are food and beverages company, fast moving consumer goods, and pharmaceutical company, which has export and import that located in Jakarta, Bogor, Depok, Tangerang, and Bekasi area.

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1. Introduction

Social media is a type of media that facilitates social interaction only by its users. Social media sites become virtual places where brand image and affiliations are initiated, maintained, and nurtured (Song & Yoo, 2016), which end goal is to increase emotional attachment to the brand. The implementation of social media networks is increasing (T. Wang et al., 2016). Researchers should broaden the understanding of social media use among people from eastern culture, especially since eastern and western cultures differ in their choice of social media platforms and use different communication patterns on social media (Alarcón-del-Amo *et al.*, 2018). Even though social media interactivity contains elements of exchange and communication, in this study, the level of interactivity is not a strong argument to influence consumers to commit affectively to brand preferences when using social media platforms (Zhou & Charoensukmongkol, 2021). This finding is inconsistent with previous literature, which shows that high engagement effectively creates stronger commitment (Haris et al., 2022). There is no indication that social media interactivity impacts brand commitment when customers use social media sites (Barreda et al., 2020).

The growth rate of consumption, Indonesia which has the largest Muslim population, certainly has an impact on the need for food consumption which is quite high (Khairunnisa et al., 2020). In the fast-moving global market, there is a rapid demand from Muslim and non-Muslim consumers for halal food or halal logos that symbolize a new lifestyle (e.g., quality, cleanliness, safety, assurance). Halal-based third-party logistics providers play an important role in transporting importers and exporters of halal products/services (Ngah et al., 2020) by providing halal logistics services throughout the halal supply chain (from halal sources raw materials from halal-based suppliers flowing to halal manufacturing to finished halal products are distributed to end-user consumption) (Rahman et al., 2018). Many third-party logistics providers

are incompetent to provide halal logistics services and fail to obtain halal logistics certification due to high initial costs and inadequate resource capabilities for implementing halal logistics (Noorliza, 2020). However, previous studies did not provide managers with what resources and capabilities needed by third-party logistics service providers to handle the demands of halal logistics services (Susanty et al., 2020). Delivery of food products or beverage products that are suitable for consumption by Muslim residents, as well as having a halal label is a must for residents who are predominantly Muslim.

In the process of shipping and distributing halal products, a good and quality halal management system is needed (Rahman et al., 2018). The management system implemented to regulate the distribution and storage of various halal products is referred to as the halal logistics guarantee system. The halal logistics guarantee system is included in a single unit of supply chain management in the halal food industry (Zailani et al., 2018). In the freight forwarding industry, which is currently growing rapidly, competition between logistics and distribution service companies is also getting tougher.

Various kinds of services and certifications worthy of carrying out a distribution process are also of great concern to the users of these services (Purwanto et al., 2021). The manual for the halal assurance system must apply to all facilities providing halal transportation services related to logistics activities and the halal supply chain (Khan et al., 2019). Imports of food and beverages for households from 2013 to 2021 have always increased in Indonesia. This is based on customs data presented on the *bps.go.id* website. In 2013 total imports for food and beverages are 2,632.2 Ton. Then in the 2014 increase become 3,162.2 tons. In 2015 the total is 2,882.9 tons. 2016 the total tonnage is 3,687.8 ton. While in 2017 the total is 2,884.2 tons. In 2018 the highest number of imports with a total of 4,835.4 tons. 2019 is 2,950.6 tons. For 2020 and 2021 are 3,043.6 tons and 3,482.8 tons. Based on the data shown above, there are fluctuations in the total imports of food and beverages for consumers every year.

Social Media Interactivity

Social media interactivity is defined as interactive communication either through channels or without channel support (Serbetcioglu & Göçer, 2020). Through several platforms interaction can occur, from platforms with minimal interaction levels, such as electronic mail, to platforms with high levels of interaction, such as social media networks, virtual chat platforms, and multi-user dominance (Kaplan & Haenlein, 2010). Because of that, the users will become very attached to and satisfied with the services, values, practices, and goods. (Kim & Park, 2017). Social media interactivity can influence its users significantly in different ways, from forming users' opinions about relevant topics to convincing their choices (Fischer & Reuber, 2011). Social media interactivity is communication that occurs between two or more users, where each user is aware of his own participation both in the network and in relations with other users who are members of the network (Bagozzi et al., 2007). Social media also allows users to share members' opinions on important issues and to influence their decisions on important matters (Huang et al., 2018).

Halal assurance

Halal global market is moving fast, there is rapid demand from Muslim and non-Muslim customers for halal food and products or halal logos which symbolize a new lifestyle (e.g., quality, hygiene, and safety) (Noorliza, 2020). Halal-based third-party logistics service providers play an important role in transporting importers and exporters of halal products/services by providing halal logistics services throughout the halal supply chain (from halal sources, raw materials from halal-based suppliers flow to halal manufacturing to halal products halal so it is distributed to end user consumption) (Karia & Asaari, 2016). These halal logistics services include halal warehousing, halal transportation, halal distribution, ordering, inventory, and packaging as well as secondary assembly and product installation (Noorliza, 2020). The dynamic environment in the halal logistics industry has completely changed the nature of the logistics industry. The requirements for various halal logistics services are completely different from conventional logistics. In this contemporary competition, third-party logistics service providers need to engage in halal business models (Ab Talib et al., 2020) and build high-quality halal logistics services with their customers to achieve a sustainable competitive advantage. However, many third-party logistics providers are incompetent to provide halal logistics services and fail to obtain halal logistics certification due to high initial costs and inadequate resource capabilities for implementing halal logistics (Khan et al., 2019).

Brand image

A set of beliefs or impressions of a person about a brand is known as brand image or brand image. Therefore, how consumers feel and behave towards a brand will be greatly influenced by the brand image that is created. In additional information (Kotler, 2002) explains that a strong brand must have a positive

brand image, which is an idea that is mostly stable or fixed all the time. According to the assessment (Tjiptono, 2005) brand image is a description of the associations and beliefs of customers or consumers towards certain brands. Brand image is a tool that is perceived as a brand and supported by the associations that people have in their minds (Cretu & Brodie, 2007). Intangible brands and physical brand relationships work together to create a brand image. (Esch et al., 2006) brand image will have a beneficial effect on customer or consumer engagement so that it will ultimately strengthen their brand responses, for example staying with the same brand and consistently paying higher prices or premiums for goods or services. Based on the notion (Chen & Fan, 2017) brand image provides a favorable perception of brand preferences and has a positive effect on the development of brand engagement in green packaging and service brands. For customers, if they think the brand is profitable, then they will show a stronger emotional attachment to the brand.

Brand commitment

Commitment refers to unspoken or specific guarantees about the stability of the relationship between brands and consumers (Fu et al., 2014). In social psychological theory, commitment unfolds when an individual perceives that continued effort is essential for maintaining a healthy level of responsibility within the bond. In other words, brand commitment refers to the level of devotion that individuals feel towards a relationship with their chosen brand when using social media networks. Thus, an individual who is devoted to a relationship tends to maintain the relationship and work to stimulate that commitment (Wong & Gao, 2014). The findings, (Wetzels et al., 1998) support the hypothesis that brand commitment has a significant effect on motivation to continue to invest resources and time to develop sustainable affiliation with the chosen brand. Having a commitment to a brand means conveying the same message every time a company interacts with customers. If done continuously and consistently over time, customers will know what they can expect from the business. Brand commitment differentiates a company's business from other companies. The competitive environment is not only an opportunity, but also a threat to any company. In previous studies, brand loyalty was referred to as a strongly held commitment to repurchase or subscribe to a preferred service or product continuously in the future (Kumar et al., 2020).

Emotional attachment

The concept of emotional attachment comes from the attachment theory pioneered by Bowlby in 1979. In theory, Bowlby explains that individual interactions with objects can increase emotional attachment to these objects. Emotional connections and attachments are structured in the early years of childhood (e.g., between boys and their toys) (Gu & Ryan, 2008). Emotional attachment describes interactions between individuals and entities that have a lasting influence on the development of identity and personal connections (Haris et al., 2022). Branding literature shows that emotional attachment is an ongoing relationship between an organization's business and customers (Dunn & Hoegg, 2014). It involves brand affective elements including stronger feelings of connection, affection, love, and passion (Hwang et al., 2019). These relationships persist through all stages in life as individuals develop bonds with other individuals, animals, objects, brands, and goals (Esch et al., 2006). Users of social media networks show that users often develop strong emotional relationships over time when using social media networks (Ma & Chan, 2014). Customers' emotional attachment to a brand can build brand loyalty so that customers will be willing to sacrifice their finances to get the brand even at higher costs and prices.

Relationship each variable and hypotheses

The effect of social media interactivity on brand image

Brand image is defined as ideas, beliefs, hopes, and mental representations of a product or service from the minds of customers (Zembik, 2015). (Foroudi et al., 2019) acknowledges that there has never been a universally accepted definition for brand image. This is evident from various interconnected concepts including brand perceived quality (Faircloth et al., 2001), brand experience (Santini et al., 2018), brand association (Martínez & Pina, 2003) and brand personality (Davis et al, 2009) which has been used to measure and explain brand image by previous researchers. Empirical brand image can be summed up into two categories. The first is a series of various studies which conclusively show that brand image is always enhanced and developed through exposure from consumers to marketing communications including in advertising and promotional content (Bennett & Koudelova, 2000). Thus, social media platforms such as Twitter, Facebook or YouTube will become more important for organizations to disseminate brand-related news and information as well as engage their consumers in promotional and marketing activities (Mollen & Wilson, 2010). Second, the current literature on the role of social media content in brand development

generally uses generic content such as company-generated content (Schivinski & Dabrowski, 2015) and user-generated content (Hennig-Thurau et al., 2015).

The effect of social media interactivity on brand commitment

Social media is one of the tools that can be used to introduce and promote goods or services that will be offered to customers. Given the great popularity of social media used in business, there has been a relatively recent increase in the use of social media for marketing and sales activities (Nunan et al., 2018). Currently, organizations or companies are trying to build emotional relationships with customers using social media platforms (Moro & Rita, 2018). However, the influence of social media on consumer perception and the development of branding construction has received little attention (Li & Liu, 2014). Current research examines the impact of social media sites in building long-term relationships and emotional bonds (Kim & Chao, 2019). This platform offers special opportunities for organizations to maintain their emotional bonds with online users (Fernandes et al., 2016). (Zeng & Gerritsen, 2014) suggests that the role of social media in the service industry is a growing field of study. This research shows that it is important to continue to study the influence of social media in building long-term relationships (Serbetcioglu & Göçer, 2020).

The effect of social media interactivity on brand commitment

Social media activity in its current development will be very helpful in introducing a product to customers. Social media is one of the tools that can be used to introduce and promote goods or services that will be offered to customers. Given the great popularity of social media used in business, there has been a relatively recent increase in the use of social media for marketing and sales activities (Nunan et al., 2018). Currently, organizations or companies are trying to build emotional relationships with customers using social media platforms (Moro & Rita, 2018). However, the influence of social media on consumer perception and the development of branding construction has received little attention (Li & Liu, 2014). In addition, discussions are still ongoing about the process of building a brand online using social media sites. Current research examines the impact of social media sites in building long-term relationships and emotional bonds (Kim & Chao, 2019). This platform offers special opportunities for organizations to maintain their emotional bonds with online users (Fernandes et al., 2016). (Zeng & Gerritsen, 2014) suggests that the role of social media in the service industry is a growing field of study. This research shows that it is important to continue to study the influence of social media in building long-term relationships (Serbetcioglu & Göçer, 2020).

The effect of brand image on emotional attachment

Brand image is a collection of perceptions about the brand expressed by the associations that a person has in their minds (Cretu & Brodie, 2007). Emotions play an important role in advertising and brand building because brands are complex compounds of functional, symbolic, and emotional value (Zambardino & Goodfellow, 2007). Individuals assign elements of emotional attachment to goods and services after they have developed a positive brand image and an affective commitment to a brand they like (Malär et al., 2011). The relationship between customer perceptions and financial measurements of brand equity says that perceived quality is an important dimension of brand equity because it explains consumer expectations of brand characteristics, performance, and reliability (Kartono and Rao; 2005). Brand image will have a very beneficial impact on the customer's emotional attachment which will ultimately strengthen the brand's response, such as continuing to make purchases from the same brand and willing to pay higher fees for the services and goods they like (Esch et al., 2006). Favorable views and perceptions of brands have a positive effect on the development of brand emotional attachment in service brands (Chen & Fan, 2017). Several researchers in the social sciences have acknowledged the critical influence of brand image on emotional attachment (Dennis et al., 2016).

The effect of brand commitment on emotional attachment

Commitment refers to an unspoken or specific guarantee about the stability of the relationship between a brand and a consumer (Fu et al., 2014). In social psychological theory, commitment unfolds when an individual perceives that continued effort is essential for maintaining a healthy level of responsibility within the bond (Moorman et al., 1992). In this context, brand commitment refers to the level of devotion an individual or company has towards the relationship with their chosen brand when using the services of a particular company. Thus, a person or company that is devoted to a relationship or cooperation tends to maintain the relationship and work to stimulate that commitment (Wong & Gao, 2014). According to several studies conducted by previous experts, commitment refers to the desire of consumers or customers to maintain relationships indefinitely (Roberts et al., 2003). Thus, commitment refers to the bond felt by someone about an association with an organization or individual (Nusair et al., 2011). As described in the psychological literature, emotional attachment will cause the individual to behave towards the person or

entity associated with it in a positive way and demonstrate a strong will to maintain the relationship permanently (Esch et al., 2006). The literature shows that emotional attachment is an ongoing relationship between an organization's business and customers (Dunn & Hoegg, 2014). It involves brand affective elements including stronger connection, affection, love, and passion (Hwang et al., 2019).

The effect of halal awarness on brand image

The dynamic environment in the halal logistics and freight forwarding industry has completely changed the nature of the logistics industry. The requirements for various halal logistics services are completely different from conventional logistics. In this contemporary competition, freight forwarding service providers need to be involved in the halal business model, (Noorliza, 2020) and must build high quality halal logistics services with their customers by adapting and aligning their resource capabilities to achieve a sustainable competitive advantage. Halal-based logistics studies are limited to logistics users (Ab Talib et al., 2020), or users' willingness to use halal logistics (Fathi et al., 2019). Theoretically, the ability of a brand to provide psychological benefits will enhance an individual's brand image and brand commitment (Smith & French, 2009). Halal-based logistics is a service innovation (Karia & Asaari, 2016). The halal logistics supply chain is one of the most widely conducted halal research themes (Haleem et al., 2020). Halal assurance indicates that the product that has been produced consists of ingredients that are ensured to be of good quality and safe for consumption. Therefore, it is important for products to undergo a controlled supply chain process and that includes the importance of halal logistics providers in ensuring the halal assurance system is running (Haleem et al., 2020).

The effect of halal assurance on emotional attachment

Customers' emotional attachment to brand names predicts their loyalty to the company and customers' willingness to pay higher prices for goods or services (Yen et al., 2018). As a concept that describes the strength of attachment that connects customers with brands, emotional attachment influences actions that foster organizational success and sustainable customer brand relationships (Thomson et al., 2005). Halal guarantees in the industry will mediate and reinforce the relationship between interaction on social media and customer emotional attachment. In today's rapidly changing halal market environment, emerging resource capabilities are an important source of competitive advantage for providers of halal-based transportation services. The current growth of the Halal-based industry may rationalize the growing interest in Halal-based logistics or transportation research. (Noorliza, 2020) Theoretical and empirical works on research on halal logistics and transportation from the perspective of logistics service providers are still few. Therefore, research on capabilities in the provision of halal services, especially in the context of the halal logistics and transportation industry, is still imperfect (Noorliza, 2020b, 2020) (Barreda et al., 2020; Basori et al., 2017) (Karia et al, 22015; Haleem and Khan, 2017).

The effect of social media interactivity on emotional attachment

Early research on customers' emotional relationships with technology platforms began to evolve from research examining users' emotional relationships in computer-mediated environments. According to (Davis et al, 1992) that user enjoyment has a positive effect on software use. In the context of buying online shopping the buyer's emotional state of pleasure and arousal influences website buying behavior as well as satisfaction with online shopping (Mummalaneni, 2005). Users of social media applications and websites can experience increased pleasure from using social media platforms (Agarwal & Karahanna, 2000). Users of websites or social media sites experience a variety of favorable emotions, such as enjoyment, pleasure, and physiological arousal, when engaging with web-based technologies or social media (O'Brien & Toms, 2008). Both individual and organizational users show positive emotional responses such as happiness and comfort when using organizational social media sites (Koch et al, 2012). Feelings of happiness and pleasure when using social media applications affect user loyalty to the platform (Chiu et al, 2013). In the management and marketing disciplines, the emotional connection with social media brands has also been highlighted (Harrigan et al, 2017; Hollebeek et al., 2014; VanMeter et al., 2015). In recent years, many studies have reported the results of their research on the effects of users' emotional relationships with social media platforms such as attitudes towards social media platforms (Teo, 2016), satisfaction with social media use (Lee, 2016), taste values (Zhang et al, 2017) and user active participation in the platform (Gharib et al, 2017).

2. Research Method

This research is descriptive quantitative in nature, the study tries to describe the influence of social media interactivity, halal assurance systems, brand image, brand commitment and the impact on customer emotional

engagement. Reaserch will use non-probability sampling technique. The population for this study was taken from regular customers and companies that have used freight forwarder services in the food, beverage and consumer goods industry starting from 22 May 2023 to 10 June 2023 throughout the JABODETABEK area with the characteristics of the respondents described in the following table:

Table 1. Data customer

No.	Industry	Number of companies
1	Food and Beverages	95
2	Consumption	75
3	Pharmacy and support	155
TOTAL		325

The data analysis technique in this study used the PLS (Partial Least Square) multivariate statistical technique with multiple independent variable comparisons using SEM (Structural Equational Modeling) which was designed to solve multiple regression. Furthermore, trials on the instrument were carried out with descriptive statistics to test the validity and reliability of the respondents' answers.

3. Results And Discussions

Until the end of June 10th, 2023, around 123 questionnaires were obtained that could be used, thus fulfilling the minimum number of questionnaires that had been set, namely 21 indicators x 5 = 105 data (Ferdinand & Zuhroh, 2021; Haryono, 2017). The distribution of data obtained through distributing questionnaires will be used in the process of analyzing descriptive statistical data.

Outer model

The validity of the instruments used to measure variables is used to test the validity of the construct variables through convergent validity and discriminant validity (Ghozali & Latan, 2015; Hair et al., 2017; Kambara & Prahyan, 2020), the output of the measurement model is presented in the following figure.

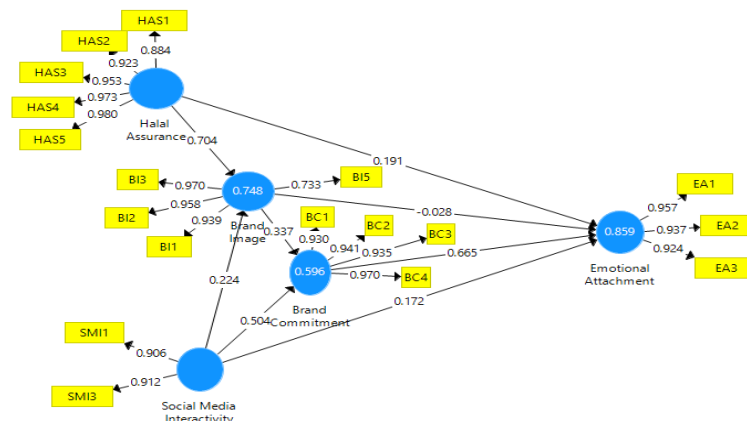


Figure 1. Outer loading after calibration.

The measurement is continued by measuring the convergent validity of reflexive indicators for each construct indicator with the SmartPLS 3.2.9 program (Ghozali & Latan, 2015), then the measurement is continued by measuring the loading factor score with a minimum value of 0.6-0.7 and a minimum Average Variance Extracted (AVE) value of 0.5 -0.6 (Ghozali & Latan, 2015).

Table 2. Measuremnet discriminant validity with Fornell-Larckerr criteria

Variabel	Brand commitment	Brand image	Emotional attachment	Halal assurance	Social media interactivity
Brand commitment	0.944				
Brand image	0.676	0.905			
Emotional attachment	0.908	0.699	0.939		
Halal assurance	0.716	0.847	0.753	0.943	
Social media interactivity	0.731	0.674	0.761	0.639	0.909

In table 3 and 4 the results of cross loading for each indicator do not have a correlation with other variables. In reviewing the consistency, accuracy and precision of the constructs made, Composite Reliability (CR) is used at least $0.6 >$ (Ghozali & Latan, 2015).

Table 3. Direct connection result

Variable connection	Original sample	Tstatistic	Pvalues	Evaluation
BI → EA	-0.028	0.213	0.831	Positif and not significant
HAS → EA	0.191	1.293	1.323	Positif and not significant
SMI → EA	0.172	1.934	1.833	Positif and not significant

The CR values in table 3 and 4 show the range of results from 0.60 to 0.86. So that the model built did not find any problems regarding reliability. We also evaluate the internal reliability scale using Cronbach's Alpha (C- α) statistical values obtained range from 0.83 to 0.95 which is greater than 0.7 (Ghozali & Latan, 2015; Wang & Wang, 2012). Table 3 and 4 also present the mean and standard deviation values for each construct.

Table 4. Indirect connection result

Variable connection	Original sample	Tstatistic	Pvalues	Evaluation
SMI → BI → EA	0.224	1.679	0.094	Positif and not significant
SMI → BC → EA	0.504	4.263	0.000	Positif and significant
BI → BC → EA	0.337	2.105	0.036	Positif and significant
HAS → BI → EA	0.704	5.277	0.000	Positif and significant

Inner model

In the next stage, the model construct is evaluated using the R-Square (R²) value which aims to measure the substantive effect of exogenous variables on endogenous variables (Ghozali & Latan, 2015). The next step is to measure the path coefficient to test the hypothesis directly and indirectly using the Bootstrapping feature in the SmartPLS 3.2.9 software. Structurally, the research model can be seen in Figure 2 below:

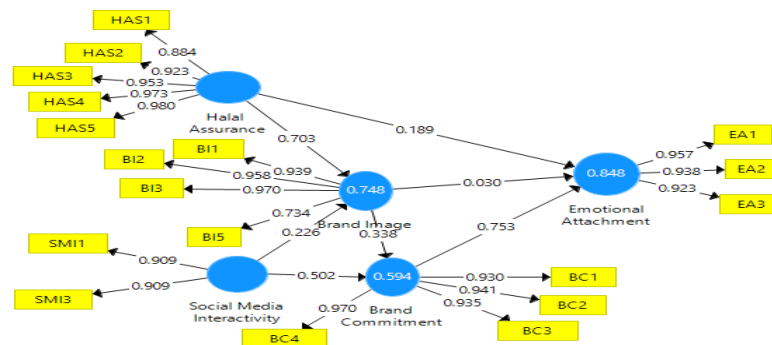


Figure 2. Bootstrapping result PLS.

4. Conclusion

Based on a series of statistical data processing processes related to the independent variables on the dependent variable of the study, several conclusions can be drawn in this study, which include the following:

- Social media interactivity has no effect on brand image. This conclusion is based on a statistical Tvalue of 1,679 and a Pvalue of 0,094 and an original sample of 0,224, so that the more social media interactivity is enhanced, the brand image will not be significant.
- Social media interactivity has a positive and significant influence on brand commitment. This conclusion was drawn based on a statistical Tvalue of 4,263 and a Pvalue of 0,000, as well as an original sample score of 0,504, so that the better social media interactivity of the freight forwarder service company, the more committed freight forwarder service company will be.
- Brand image has a positive and significant influence on brand commitment. This conclusion was drawn based on a statistical Tvalue 2.105, then a Pvalue of 0.036, and an original sample score of 0.337, so the better brand image of the freight forwarder service company, the better of brand commitment freight

forwarder company. d) Brand image has no effect on emotional attachment. This conclusion is based on the statistical Tvalue of 0.213 and Pvalue 0.831 and the original sample is -0.028, so that the more brand image of a freight forwarder service company is improved, the emotional attachment will not be significant. e) Brand commitment has a positive and significant impact on emotional attachment. This conclusion was drawn based on a statistical Tvalue of 5,260, then a Pvalue of 0,000, and an original sample score of 0,665, so that the more the image of a freight forwarder service company's commitment is improved, the more emotionally attached the freight forwarder service company will be. f) The halal assurance system has a positive and significant influence on brand image. This conclusion was drawn based on a statistical Tvalue of 5,277, then a Pvalue of 0,000, and an original sample score of 0,704, so that the more the halal assurance of a freight forwarder service company is increased, the better the brand image of the freight forwarder service company will be. g) The halal assurance system has no effect on emotional attachment. This conclusion is based on a statistical Tvalue of 1,293 and Pvalue of 1,323 and an original sample of 0,191, so that the more halal assurance system of a freight forwarder service company is improved, the emotional attachment will not be significant. h) Social media interactivity has no effect on emotional attachment. This conclusion is based on a statistical Tvalue of 1,934 and a Pvalue of 1,833 and an original sample of 0,172, so that the more the social media interactivity of freight forwarder service companies is increased, the emotional attachment will not be significant. i) Brand image does not have a mediating effect on social media interactivity or emotional attachment. This conclusion was drawn based on a statistical Tvalue of 1,679, then a Pvalue of 0,094, and an original sample score of 0,224, so that the brand image of a freight forwarder service company is not needed to increase customer emotional attachment through social media interactivity. j) Brand commitment provides a mediating effect of social media interactivity on positive and significant emotional attachment. This conclusion is based on a statistical Tvalue of 4,263 and Pvalue of 0,000 and an original sample of 0,504, so that the relationship between social media interactivity and emotional attachment will increase if the company's brand commitment is increased. k) Brand commitment has a mediating effect on brand image on positive and significant emotional attachment. This conclusion is based on a statistical Tvalue of 2.105 and Pvalue of 0.036 and an original sample of 0.337, so that the relationship between brand image and emotional attachment will increase if the company's brand commitment is increased. k) Brand image has a mediating effect on the halal assurance system on positive and significant emotional attachment. This conclusion is based on a statistical Tvalue of 5,277 and a Pvalue of 0,000 and an original sample of 0,704, so that the relationship between the halal assurance system and emotional attachment will increase if the company's brand image is increased.

This research is expected to advance understanding of the use of social media, brand commitment, brand image, and halal assurance systems, as well as emotional attachment by the freight forwarding service industry in Indonesia. For better result This study also provides the opportunity for future studies that can benefit from investigating other antecedents that also influence the level of emotional attachment as addesired ambition for companies. And finally, studies may also benefit from considering other analytic methods by deploying experimental designs to further comprehend relationships among constructs studied in this research. Nevertheless, it is believed that the research and managerial implications offered by this study provide a significant framework for social media networks and freight forwarder organizations in developing and enhancing emotional attachment efforts.

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