

## **ABSTRACT**

*In a value creation process, companies need to understand and respond to customer desires because the value offered must resonate with customers' needs and provide them benefits. The process of such value creation and delivery results in an engagement between the company and its customers. This is called customer brand affinity, which can help companies increase brand advocacy and marketing performance. However, not all research results show that customer brand affinity influences brand advocacy—an empirical gap the current research aims to fill. In doing so, service-dominant logic was employed as a thinking framework to explain the value the company offers to customers.*

*This research aims to build a conceptual model to fill the gap in the literature regarding the influence of customer brand affinity on brand advocacy by conducting empirical studies on micro, small and medium enterprises (MSMEs) producing halal food products. A mediation variable is needed to moderate the influence of customer brand affinity on brand advocacy. Therefore, the synthesis process of service-dominant logic produces a new variable, namely the halal value-resonating quality. Aside from incorporating this mediating variable, this research also employs other variables to achieve the research objectives, namely the halal value-configuring capability and halal positional advantage variables, which improve brand advocacy and marketing performance in halal food MSMEs in Central Java.*

*The respondents of this research were business owners, managers, business owners cum managers of MSMEs in Central Java who ran businesses in halal food products and had received halal certification. A total of 369 samples were processed using Structural Equation Modeling (SEM) procedures with SPSS and AMOS 23 as the analysis tools. All assumptions required by SEM were met. Of the seven hypotheses proposed, all were accepted. Meanwhile, the testing on the mediation hypothesis shows that companies with customer brand affinity and halal value-resonating quality were able to increase their brand advocacy and marketing performance. Theoretically, the findings imply a new perspective on service-dominant logic. The findings also provide managerial implications to improve the MSMEs' operations.*

**Keywords:** *Customer brand affinity, halal value-configuring capability, halal value-resonating quality, halal positional advantage, brand advocacy, marketing performance, service-dominant logic.*