

ABSTRACT

A post-launch sales decline for the Yamaha Fazzio Hybrid Connected in Central Java and the Special Region of Yogyakarta suggests that early customer acquisition has not developed into long-term loyalty and advocacy. This study analyzes the antecedents of Brand Evangelism through the lenses of Source Credibility Theory and Parasocial Relationship Theory. Influencer authenticity, audience reach, and engaging marketing campaigns are specified as exogenous variables, with parasocial relationship, brand engagement, and brand love as sequential mediators. Data were collected from 300 respondents through purposive sampling, screened for prior exposure to influencer content, and analyzed using covariance-based structural equation modeling (CB-SEM) in AMOS. The model showed acceptable fit (CMIN/DF = 1.395; CFI = 0.967; TLI = 0.963; RMSEA = 0.036), although GFI and AGFI were marginal. Seven of the ten hypotheses were supported. Influencer authenticity significantly affected parasocial relationship and brand engagement, audience reach was the strongest driver of brand engagement, and brand engagement was the strongest predictor of brand love ($\beta = 0.766$). All three paths leading to Brand Evangelism were non-significant. However, this result should not be read as evidence of no relationship, because the Brand Evangelism indicators showed low and partly negative factor loadings, and its reliability and average variance extracted failed to meet the required criteria. These findings underscore the need for a more valid measurement instrument for Brand Evangelism in future research.

Keywords: Brand Evangelism, Influencer Authenticity, Parasocial Relationship, Brand Engagement, Brand Love, source credibility theory

