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The Impact of Service Innovativeness on Self congruity and Functional congruity with Motivation to Innovate as a Moderation Variable

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ABSTRACT: The purpose of this research is to examine the role of service innovativeness in building image congruity consisting of Self congruity and Functional congruity. This research also tests the moderation effect of motivation to innovate on the relationship between service innovativeness and Self congruity and Functional Congruity. Based on the basic theory of Elaboration Like hood Model (ELM) from Petty and Caciopo (1979) this research tries to know the role of consumer motivation that will influence consumer perception on service innovativeness to image congruity (both Self congruity and functional congruity). That has not been studied in previous studies. This study will take a population from consumers of skin care and beauty services that many stand in big cities in East Java that following the development of the modern lifestyle of the community. The reason for choosing this object is because the qualification of this service builds service innovativeness in an increasingly competitive industrial situation

Keywords: service innovativeness, self congruity, functional congruity, motivation to innovate

1 INTRODUCTION

Understanding of service innovativeness felt by consumers associated with their behavior is important to be observed for several reasons. First, services innovativeness allows companies to continue to create and improve their offerings, and these offerings can be executed in the service business only if the company's customers regard them as innovative (O'Cass and Carlson, 2012). Second, the service innovativeness approach of consumer perception is more important than the perception of within the company itself because the innovation is needed to improve service delivery for consumers (Raju and Lonial, 2011). Third, understanding service innovativeness from the customer's point of view is critical to the success of the company (Keller, 1993). Fourth, seeing service innovativeness from the customer point of view is appropriate for the company (Magnusson et al., 2003) and reflects the adoption of the concept of market orientation (Narver and Slater, 1990). Although some research on service innovativeness that focuses on customer-centric perspectives begins to develop, the numbers are still lacking (Zolfagharian and Paswan, 2008, 2009).

In line with customer-centric orientation, several studies emphasize the role of image congruity as important. The mechanism by which customers process information to create behavioral outcomes, such as attitudes, satisfaction and loyalty (Ericksen, 1997; Sirgy et al., 1997, Srejesh, 2016)

As customers experience innovation in services, derived from various aspects of services innovation, consumers will develop a sense of fun and excitement when thinking of them as potential of functional and symbolic value to the consumer (Fu and Elliott, 2013). This functional and symbolic element arises from the service innovativeness signals being offered which are the main reasons consumers adopt products / services (Castaño Et al., 2008). If the service is capable of generating excitement and enjoyment to the consumer, then their thought processes will analyze the information cognitively, affectively or both. When consumers describe or are motivated by a symbolic aspect, they will interpret it as their stereotypes and self-concept (also referred to as Self-congruity). However, if consumers process information through motivation and ability to research Information relevant to the service) in the form of functional conformity, which is referred to as functional congruity (Kang et al., 2013).

In today's challenging business environment, it is not enough for service providers to deliver quality service to customers at the right time. But companies must also find ways to innovate delivering new services that will be made to customers. Service innovation is defined as additional services from existing services (incremental improvements to existing services). Service innovation is not easy to do but increasingly considered. Because it is an important element of the company's competitive strategy (Mac Donough, Zack, Lin, & Berdrow, 2008). Therefore service innovativeness becomes important in creating an image that ultimately encourages consumer behavior.

This research tries to know the role of consumer motivation that will influence consumer perception on service innovativeness to image congruity (both self congruity and functional congruity). That has not been studied in previous studies.

In this context, service innovativeness is a potential determinant of an image of skin care and beauty services, it can be stated that investigating service innovativeness comprehensively will feel the effect on the image of a skin care and beauty services. Therefore, the purpose of this research is to test empirically the role of service innovativeness in forming image congruity consisting of Self congruity and functional congruity in skin care and beauty services.

2. TEORITICAL BACKGROUND

2.1.Service Innovativeness

The concept of service innovativeness has a diversity in definition. This diversity arises from two different perspectives in viewing it. Currently, there are two ideological perspectives with regard to service innovation, which are explored in several relevant studies.

First, is the perspective of innovativeness from the point of view of service providers. Studies in this stream define innovativeness as a strategic tool for service providers to understand and determine the extent to which services are new (Garcia and Calantone, 2002; (Rolfwell and Gardiner, 1988; Cooper and de Brentani, 1991).

Second, the perspective of innovativeness from the point of view of consumers / customers is often referred to as customer perceived services innovativeness (Atuahene-Gima, 1995; Kunz et al., 2011; Lundkvist and Yakhlef; 2004; Matthing et al., 2004; Stevens and Dimitriadis, 2005; Zolfagharian and Paswan, 2008, 2009). The CPSI reflects the extent to which customers evaluate service offer dimensions meaningfully, different from existing ones (Zolfagharian and Paswan, 2009).

2.2.Self Congruity

Lee, K & Tang (2011) stated that image congruence is defined as the level of conformity between the consumer description with a product or brand image.. Consumers make the decision to buy through two concepts of measuring instruments about image congruence, that is self congruity and functional congruity (Sirgy & Samli,1985; Sirgy et al., 1991; in Lee et al., 2011)

Self Congruity explain the comparison between self image and image of product owned by consumer. Consumers focus on attributes symbolic of the product, which can be explained by various adjectives such as friendly, modern, or traditional that reflect the image of the user of the product (Sirgy et al., 1997; in Lee et al., 2011). Sirgy, Chebat & St.James (2006; in Koolivandi & Lotfizadeh, 2015) explains also that Self congruity includes the cognitive and affective judgments of the brand name / service / product with characteristics that match the consumer.

2.3.Functional Congruity

The functional congruity explain the comparison between consumer perceptions of product attributes and consumer evaluation of the product. An example of a functional attribute is a cauldron bag products, price, shop atmosphere, and performance (Sirgy, Grewal, & Mangleburg, 2000; in Koolivandi & Lotfizadeh, 2015). According to He & Mukherjee (2007; in Lee et al., 2011) the more positive image congruence shows the greater the picture of conformity so that the more positive consumer behavior Sirgy et al. (2000; in Kang et al., 2012) explains that functional congruity refers to conformity and discrepancy between consumer perceptions of product attributes before actual purchase and evaluation after purchase.

Kressman et al. (2006; in Kumar & Nayak, 2014) describes functional congruity with other points of view as a fit between the consumer's ideal expectation and the consumer's perception of features or matters according to the consumer's judgment of a brand and product. In contrast to Sirgy et al. (2000; in Kumar & Nayak, 2014) that functional congruity involves an evaluation process after a consumer makes a purchase. Judging from the equation both explanations above states that consumer perceptions are used when functional congruity is done

2.4.Motivation to Innovate

First, many consumer innovativeness scales include a hedonic dimension. One example often used to measure innovativeness (Chesson,2002; Steenkamp et al., 1999) is Baumgartner and Steenkamp's (1996) Exploratory Consumer Buying Behavior scale. One of their subscales is Exploratory Acquisition of Products, which refers to buying in-

novations intended to stimulate the senses. Venkatraman and Price (1990) also include a Sensory Innovativeness dimension in their concept of innovativeness, and Roehrich (1994) defines his Hedonic Innovativeness dimension as the drive to adopt innovations for hedonic reasons, such as to enjoy the newness of the product.

Working from a different perspective, Hirschman (1984) and Venkatraman (1991) point to innovative consumers who are attracted to functional or useful new products. Babin, Darden, and Griffin (1994) and Voss, Spangenberg, and Grohmann (2003) propose a similar distinction in emphasizing utilitarian reasons for buying products (as opposed to hedonic or affective reasons).

Of course, products are not always purchased for their hedonic or functional value alone. Consumers also want to impress others and raise their social status (Brown and Venkatesh, 2005; Foxall et al., 1998). Thus, innovativeness researchers stress the importance of the social or symbolic component of consumer innovativeness (Roehrich, 2004; Rogers, 2003; Venkatraman, 1991). Arnould (1989) and Fisher and Price (1992) observe that social rewards and social differentiation may both stimulate new product adoption. Simonson and Nowlis (2000) state that the possession of innovations is a socially accepted way of making a unique impression. Consumers build a certain identity through the possession of these visible new products (Tian, Bearden, & Hunter, 2001; Tian & McKenzie, 2001).

Finally, Cognitive Innovativeness is a distinct dimension of innovativeness in the scale by Venkatraman and Price (1990) and is defined as "the desire for new experiences with the objective of stimulating the mind" (p. 294). Baumgartner and Steenkamp's (1996) Exploratory Information-Seeking is also defined as providing mental stimulation, although it is focused on information-seeking rather than on measuring consumer innovativeness.

2.5. Hypothesis Building

As customers experience innovation in services, derived from various aspects of services innovation, consumers will develop a sense of fun and excitement when thinking of them as potential of functional and symbolic value to the consumer (Fu and Elliott, 2013). This functional and symbolic element arises from the service innovativeness signals being offered which are the main reasons consumers adopt products / services (Castaño Et al., 2008).

If the service is capable of generating excitement and enjoyment to the consumer, then their thought processes will analyze the information cognitively, affectively or both. When consumers describe or are motivated by a symbolic aspect, they will interpret it

as their stereotypes and self-concept (also referred to as Self-congruity).

H1. Service innovativeness has significant effect on self congruity

However, if consumers process information through motivation and ability to research Information relevant to the service) in the form of functional conformity, which is referred to as functional congruity (Kang et al., 2013).

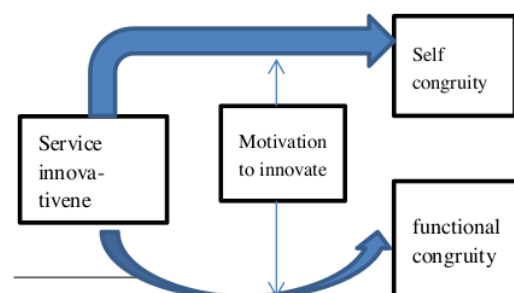
H2. Service innovativeness has significant effect on Functional congruity

If motivation to innovativeness is high, then the level of consumer perception on the acceptance of innovation activities conducted by the company will be high as well, this will move the central consumer route towards more complex considerations that lead to functional congruity. Conversely, if Customer motivation to innovativeness is low, consumers on the acceptance of innovation activities conducted by the company will be low as well, this will move the central consumer route toward the consideration on the basis of conformity to his self-concept that leads to self congruity. (Petty and Caccioppo, 1986).

H3. Motivation to innovate moderates the relationship between Service Innovativeness perceived by the consumer towards self congruity

H4. Motivation to innovate moderates the relationship between Service Innovativeness perceived by the consumer towards self congruity

Conceptual framework



3. RESEARCH METHOD

3.1. Population and Sample

The study will take a population of consumers of skin care and beauty services in big city cities in East Java on the grounds that service businesses are qualified for this service innovativeness based on the dimensions used in the measurement of this study. Samples were taken using purposive sampling. This research is taken 100 respondents to be sampled research.

3.2. Variable and Measurement

1. Service innovativeness is defined as consumer perception about additional services from existing services (incremental improvements to existing services). Service innovativeness dimensions consist of: (a) administration, (b) interior facilitation, (c) exterior facilities, (d) service score, (e) employee, (f) technology and (g) responsiveness are used to examine the variables that make up service innovativeness. (Zolfagharian, 2009)

2. Self congruity, is a suitability between an object description with a self-image formed by consumers when choosing a beauty skincare product so that consumers feel fit or fit the object. Wang Dan Hsu (2015) measures self-congruity with the following indicators: (a). Products / services in accordance with the characters (b). Products / services according to show the best according to the consumer (c). Products / services show the identity of the consumer

3. Functional congruity indicates compatibility between functional perceptions or characteristics of appearance and consumer desires or important functional characteristics (Sirgy and Johar, 1999). The indicators which measure the functional congruity are : (a). Socio-psychological value (b) Purposive value, and (c) Entertainment value

4. Motivation to innovate can be considered an antecedent condition that forces humans to behave in an innovative way. Motivation explains why people behave in a certain way, what energizes their behavior and what drives them voluntarily to do so

The four dimensions reflected in the innovativeness literature also correspond to more general theories of values, goals, and motivation (Vandecasteele, 2010): (a) functional motives (b) hedonic motives (c) Social motives and (d) cognitive motives.

3.3. Technique Analysis

In accordance with the purpose of the research, which was finding out the impact of the independent variable, service innovativeness on self congruity and functional congruity by looking at the moderation effects of the motivation to innovative, then the statistical test used is Moderating Regression Analysis (MRA):.

4. RESULT OF RESEARCH

Of the 100 respondents who met the criteria specified in the study, only 95 respondents filled in the questionnaire completely. The remaining five respondents did not fill it in completely, so that the respondent's answer was cancelled for further processing in this study

Tabel 1
Relationship between

serviceinnovativeness, motivation and self congruity					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	C	2.673	.463		5.774
	X	.368	.148	.312	2.491
	xz	.054	.028	.244	1.953

a. Dependent Variable: self congruity (Y1)

30 Based on the data in the above table it can be seen that service innovativeness has a significant effect on self congruity because the value of p value 0.015 < 0.05 (X to Y1). This means that when consumers perceive service innovation of skincare services objects are high, it will make consumers feel that it is in accordance with their self concept (self congruity).

Motivation to innovate (Z) in the table above did not moderate the relationship between service innovativeness (X) to Self congruity (Y1), because the value of p value 0.054 > 0.05. This means that the motivation of consumers to be innovative does not strengthen or weaken the relationship of service innovativeness on self congruity

Tabel 2
Relationship between

Serviceinnovativeness, motivation and functional congruity					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	C	2.504	.458		5.472
	X	.538	.146	.443	3.677
	xz	.081	.028	.353	2.934

a. Dependent Variable: functional congruity (Y2)

Based on the data in the above table it can be seen that service innovativeness has significant effect on functional congruity because p value 0.000 < 0.05 (X to Y2). This means that when consumers perceive service innovation from skincare services objects is

high, it will make consumers feel that it is in accordance with the ideal function they want (functional congruity).

Motivation to innovate (Z) in the above table moderates the relationship between service innovativeness (X) to functional congruity (Y), because p value $0.004 < 0.05$. This means that consumer motivation to be innovative strengthens the relationship of service innovativeness on functional congruity.

5. IMPLICATION, CONCLUSION AND LIMITATION

5.1. Implication

Based on the results of research that has been stated in the previous chapter can be seen that service innovativeness has a significant effect on self congruity. This supports the opinion of Srejesh (2015). When consumers perceive the innovations made by the skincare object well then the information will be captured by consumers as something in accordance with herself concept, such as a modern consumer self, sophisticated and like something better than before.

The results also show that service innovativeness has a significant effect on functional congruity. This supports the opinion of Srejesh (2015). When consumers perceive the innovations made by the skincare object well then the information will be captured by consumers as something in accordance with the function they want to look for from the object, such as wanting healthier skin, more beautiful and overcome the skin problem of the consumer.

The moderation effects shown in this study suggest that motivation to innovate does not moderate the relationship between service innovativeness and self congruity, but merely moderates the relationship between service innovativeness and functional congruity. This supports the opinion of Petty and caccioppo (1986), which states that Motivation, ability and opportunity will strengthen the perception of the consumer receipt of the information. This also supports the opinion of vandercasteele (2010) that one's motivation to be innovative is determined by four determinants such as hedonic value, functional value, social value and cognitive value. In this research, cognitive value and functional value are more dominant, thus moderating the relationship of service innovativeness to functional congruity rather than on self congruity.

5.2. Conclusion

From the research results and discussion described in the previous section, several conclusions can be drawn from the study as follows:

1. It is found Service innovativeness has significant effect on self congruity.

2. It supports the hypothesis that stated Service innovativeness has significant effect on Functional congruity
3. It rejects the hypothesis that Motivation to innovate moderates the relationship between Service Innovativeness perceived by the consumer towards self congruity
4. It supports the hypothesis that Motivation to innovate moderates the relationship between Service Innovativeness perceived by the consumer towards self congruity

5.3. Limitation

From the study results, discussion and conclusions that have been described in the previous section, some suggestions can be given for further research. They are:

1. This research follows up the theories of Petty and Caccioppo (1979 and 1986) about the Elaboration Like hood Model which states that with high motivation, ability and opportunity (MAO) consumers will more strongly perceive the information it captures. In this study only use one moderation variable that is motivation, so for further research can add two other variable that is ability and opportunity.
2. The subsequent research can also expand the objects of the research into two groups of consumers such as woman and man
3. Further studies can explore the consequence variables of self congruity and functional congruity

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