

The description of the process model of customer brand relationship concept, especially in the service domain, is relatively silent. Such gap is due to the limitation of relationship theory as the underpinning theory of previous customer brand relationship studies. The relationship theory does not explain the concept of customer brand relationship beyond its relationship type or form because the description concerning how the concept is formed and caused is not sufficient. Following such criticism, extending the insights from the relationship theory with another theory, such as the social exchange theory (SET) is crucial in providing an explanation concerning how the concept of customer brand relationship is formed and caused.

### The Emergence of Customer-Brand Relationship Concept in the Service Domain

The concept of customer brand relationship has been implicitly discussed within the field of services due to its intangibility and complex nature, which makes dependency on the proper treatment of relationship building very important for the success of the service. Nevertheless, the introduction of Service-Dominant (S-D) logic by Vargo and Lusch (2008) has refreshed the importance of managing brand relationships with customers in respect of services. Managing the relationship is important in the value co-creation process especially when most business entities are concerned with the exchange of services. The reason is that value co-creation from the perspective of S-D logic can only be achieved through a strong relationship between the customer and the brand of the service.

There are two main explanations that describe the importance of the customer brand relationship concept from the perspective of S-D logic. First, S-D logic focuses more attention on the relationship marketing concept. Services are purchased and consumed over time and in cooperation between the customer and seller. Therefore, for a relationship to form and grow, each party involved in the exchange process must create and deliver value to the other party apart from the product or service.

Second, within the S-D logic perspective, the brand becomes an “off-balance sheet” asset and a sign system that symbolizes the market value processes. Specifically, the brand, as the source of customer experience in the co-creation process, can involve the customer and create value in the