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The Influence of Brand Experience on Brand Trust Through Brand Authenticityin Consumers of MCI Health Accessories Products

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ABSTRACT: The purpose of this study is to analyze and prove the effect of brand experience on brand trust, to analyze and prove the effect of brand experience on brand authenticity and to analyze and prove the effect of brand authenticity in mediating brand experience on brand trust. This research was conducted on consumers of MCI health accessories products. The research design uses an explanatory research approach. This type of research is quantitative. The population in this study are consumers who use MCI accessory products. The sample taken for the study was 225 respondents with a non-probability sampling method, namely purposive sampling technique. Power collection is done by distributing questionnaires to respondents. The data analysis technique used is the SEM method, PLS (Partial Least Square) using Smart PLS version 3.0 software. The results showed that brand experience had a positive and significant effect on brand trust and brand experience had a positive and significant effect on brand authenticity. This study also found that brand experience has a positive and significant impact on brand trust with brand authenticity as mediation

KEYWORDS : Brand Experience, Brand Authenticity, Brand Trust

I. INTRODUCTION

Accessories are a product that can complement a person's fashion as a form of self-image in everyday life, Various well-known brands of accessory products have emerged which are very popular and sought after by the public, one of which is accessory products produced by PT MGI (Millionaire Group Indonesia) or better known as MCI (Millionaire Club Indonesia), with accessory products produced by MCI, which are health accessory products in the form of pendants/necklaces and bracelets/bracelets containing germanium stone and biocarbon, which are able to fulfill the wearer's health needs.

PT. MGI conveyed the results of findings in online markets and marketplaces, that every day the perpetrators of counterfeiting MCI products increase in malpractice and dare to pretend that the products they sell are genuine MCI brands, resulting in a sharp decline in turnover (Hasanuddin, 2021), authenticity is an increasingly important concept for marketing (Tran et all., 2020), Brand authenticity of a product can also influence the value received and brand trust from consumers who use a particular product. Brand trust shows its primary importance in individual relationships and building lasting relationships between brands and buyers (DAM, 2020).

Companies must be able to build a sense of brand trust in consumers in order to achieve a successful business. Brand trust can be a company's main method so that it can compete with each other and maintain its existence in increasingly competitive competition, trust includes the feeling that consumers can rely on a company and is an important factor between both parties in a successful relationship (Zeren & Kara, 2020), Trust in the brand will also be created from brand experience. Consumers have confidence in the brand of a product because of the consumer's experience in using the product they purchased. How much experience a person has using a product's brand, then of course they will know the advantages that a product has so that it will increase the person's trust (Ratnawati & Lestari, 2018)

Based on the series of problems that have been described, the phenomenon among consumers of MCI Health Accessories products, the author is interested in conducting research with the title "The Influence of Brand Experience on Brand Trust through Brand Authenticity among Consumers of MCI Health Accessories Products"

II.   LITERATURE REVIEW

2.1 Brand

A brand is defined as a sign in the form of an image or name that is intended to differentiate it from other competing products (Aaker, 2018). Where a professional marketer's most interesting skill is their ability to create, maintain, advance and protect brands, The American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination of them, which is intended to identify the goods or services of one seller or group of sellers and differentiate them from competitors. So a brand is a product or service whose form differentiates the brand in some way from other products or services designed to satisfy the same needs (Kotler & Keller, 2016: 258).

2.2 Brand Experience

Brand experience is defined as the sensations, feelings, cognitions and consumer responses generated by a brand, related to the stimuli caused by brand design, brand identity, marketing communications, people and the environment the brand is marketed in (Moreira et all., 2017), Experience must be understood as each consumer's subjective and internal response to brand-related stimuli at every point of interaction (Suárez & Veloso, 2020). Consumer experience is defined as the occurrence of an impression due to a product or service. That is, consumers who encounter a product or service form a cognitive, emotional, social, or physical impression of the product or service itself, the place where this product or service is delivered, and the personnel responsible for providing the service (Almohaimmeed, 2020).
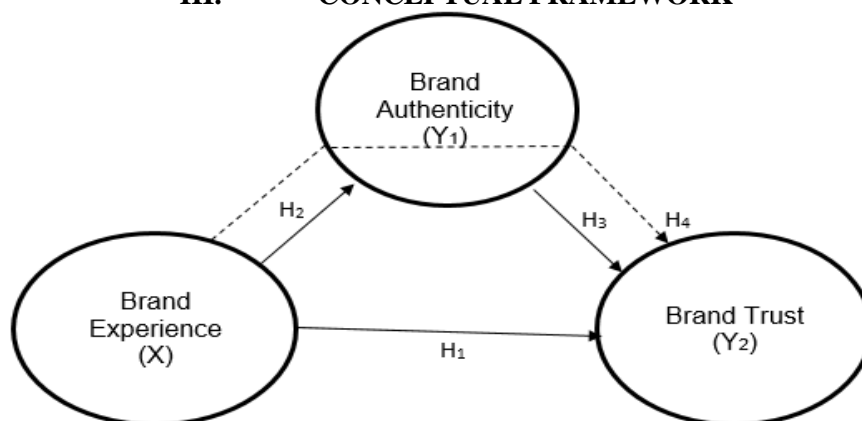
2.3 Brand Authenticity

Authenticity is an individual's opinion about what is true, real or genuine (Southworth & Brookshire, 2016). Authenticity has two approaches, the first is an objective approach which helps consumers by providing information to assess the authenticity of a brand (Zhang &Merunka, 2015). Second, in the subjective approach, authenticity is created because it is influenced by consumers' interests, knowledge, personal tastes and interpretations (Napoli et all., 2014), Meanwhile, according to (Fritz et all., 2017) brand authenticity is an objective and subjective consumer assessment of brand behavior based on originality, stability and consistency with core values over time, as well as a representation of its true, iconic nature.

2.4 Brand Trust

Brand trust is defined as a form of trust by consumers in an item that is believed to satisfy consumers (Pandean & Budiono, 2021). Meanwhile, according to (Gecti&Zengin, 2013; Jin et all., 2016) brand trust is the average consumer's willingness to rely on the brand's ability to carry out its functions as expected. Brand trust is identified as a key component in customer relationships with brands, where trust precedes customer commitment in the relationship (Kang et all., 2017).Brand trust may stem from perceived brand credibility and competence, leading to higher purchase intentions, but brand trust is compromised when consumers harbor negative emotions about the brand (Moon et all., 2017). Meanwhile (Chen & Cheng, 2019) considers brand trust as the level of consumer trust in the brand. (Albert &Merunka, 2013) suggest that consumer trust in a particular brand is gradually built on previous encounters and interactions with the brand. In this case (Xie et all., 2014) discusses the importance of developing brand trust in customers to achieve business success

III.   CONCEPTUAL FRAMEWORK

Research Hypothesis
1. H1: Brand Experience has an influence on Brand Trust of MCI Health Accessories Products.
2. H2: Brand Experience has an influence on Brand Authenticity MCI health accessories products.
3. H3: Brand Authenticity has an influence on Brand Trust MCI Health Accessories Products.
4. H4: Brand Authenticity mediates the influence of Brand ExperiencetoBrand Trust MCI Health Accessories Product

IV.   RESEARCH METHOD

This research is explanatory research, a type of research that aims to analyze and describe the influence between the variables studied, and is continued by hypothesis testing on several hypothesis formulations that have been prepared with the aim of describing the correlation between the variables.

The sampling technique used is a non-probability sampling technique where the method is purposive sampling, meaning a technique for determining samples using a form of consideration. Where sampling is based on a characteristic that is deemed to meet the specified criteria. There are several criteria for respondents used as samples, namely consumers who purchase MCI Health Accessories Products.Totaling225 people

Data analysis in this research used Structural Equation Modeling (SEM) with Smart PLS (Partial Least Square) software. PLS (Partial Least Square) is a variant-based structural equation analysis that can simultaneously test measurement models as well as test structural models

V.   RESULT

5.1 Outer Model

(Outer Model) shows how each indicator block is related to the latent variable which is carried out by measuring validity and reliability tests. Output results from SmartPLS for Outer Loading as below:
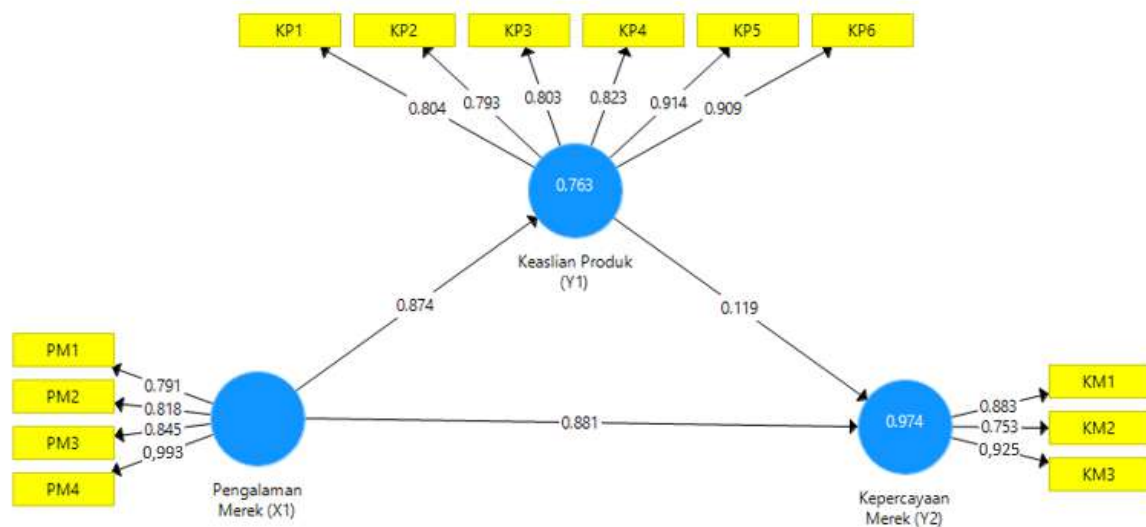
5.2 Convergent Validity

Convergent validity is a measurement model with reflective indicators which is observed from the correlation between the values of the factors or indicators and the construct value is 0.70

Variable	Indicator	Loading Value	Outer Model Coefficient	Remarks
Brand Experience (BE)	X1.1	0,791	0,7	High validity meets convergent validity
	X1.2	0,818	0,7	High validity meets convergent validity
	X1.3	0,845	0,7	High validity meets convergent validity

	X1.4	0,993	0,7	High validity meets convergent validity
Brand Authenticity (BA)	Y1.1	0,804	0,7	High validity meets convergent validity
	Y1.2	0,793	0,7	High validity meets convergent validity
	Y1.3	0,803	0,7	High validity meets convergent validity
	Y1.4	0,823	0,7	High validity meets convergent validity
	Y1.5	0,914	0,7	High validity meets convergent validity
	Y1.6	0,909	0,7	High validity meets convergent validity
Brand Trust (BT)	Y2.1	0,883	0,7	High validity meets convergent validity
	Y2.2	0,753	0,7	High validity meets convergent validity
	Y2.3	0,925	0,7	High validity meets convergent validity

5.3 Discriminant Validity

Discriminant validity is an indicator measurement that is based on the results of cross-loading between indicators and other constructs. The function of cross-loading itself is to find out whether the construct has adequate discriminant by comparing the loading value of the targeted construct, where the value must be greater than the loading value of the other construct.

	BE (X1)	BA(Y1)	BT (Y2)
BE1	0.791	0.535	0.753
BE2	0.818	0.583	0.710
BE3	0.845	0.733	0.883
BE4	0.993	0.914	0.825
BA1	0.634	0.804	0.674
BA2	0.791	0.793	0.770
BA3	0.668	0.803	0.670
BA4	0.717	0.823	0.711
BA5	0.793	0.914	0.825
BA6	0.790	0.909	0.821
BT1	0.845	0.733	0.883
BT2	0.791	0.535	0.753
BT3	0.793	0.914	0.925

5.4 *Composite Reliability* dan *Cronbach's Alpha*

By using the SmartPLS program to measure construct reliability in a reflexive indicator, you can use two methods, namely Cronbach's Alpha and Composite Reliability. A construct is considered reliable if Cronbach's Alpha and Composite Reliability are higher than 0.70. The following are the results of research on Composite Reliability and Cronbach's Alpha as follows:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Autheticity (Y1)	0.917	0.923	0.936	0.710
Brand Trust (Y2)	0.758	0.762	0.862	0.776
Brand Experience (X1)	0.830	0.838	0.886	0.759

5.5 R-Square

Changes in the R-square value can be used to explain the influence of several exogenous latent variables on latent variables. The R-square values are 0.75, 0.50 and 0.25 respectively, which can be concluded that the model is strong, moderate and weak. Based on the calculation results, the output can be seen in the table below

	R Square	R Square Adjusted
BA(Y1)	0,763	0,762
BT(Y2)	0,974	0,974

5.6 Q-Square Test

Q-Square Predictive Relevance (Q2) is used to validate model predictions, where the Q2 value is closer to 1, the structural model has relevant predictions

$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$

$Q^2 = 1 - (1 - 0{,}763)(1 - 0{,}974)$

$Q^2 = 1 - (0{,}237)(0{,}026)$

$Q^2 = 0{,}993$

From the table, the Q2 value is 0.993is close to 1, it can be concluded that the Q-Square Predictive Relevance (Q2) value can be used to validate the predictive ability of models that have relevant predictions.

5.7 Direct Hypothesis Testing

The hypothesis in this research is used to test the direct influence between research variables. The research results seen from the boothstrapping method can be seen as follows:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BE (X1) ->BT (Y2)	0.881	0.880	0.021	42.572	0.000
BE (X1) ->BA (Y1)	0.874	0.875	0.014	60.652	0.000
BA(Y1) ->BT (Y2)	0.119	0.120	0.023	5.189	0.000

5.8 Indirect Hypothesis Testing

Indirect hypothesis testing aims to test the existence of an indirect influence between research variables through moderating variables. The research results can be seen as follows:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BE (X1) ->BA (Y1) ->BT	0.104	0.105	0.021	4.921	0.000

(Y2)						

VI. DISCUSSIONS

6.1 The Influence of Brand Experience on Brand Trust

The results of the research show that brand experience has a positive and significant effect on brand trust among consumers of MCI health accessory products, meaning that the higher the perceived brand experience, the greater the brand trust among consumers. The dominant indicator is a brand's intellectual statement regarding MCI health accessory products that can solve health problems. The results of this research support previous research conducted by (Akoglu&Özbek, 2021; Başer et all., 2016; Charvia&Erdiansyah, 2020; Chinomona, 2013; Darmawan, 2018; Madeline &Sihombing, 2019; Pertiwi et all., 2017; Winnie & Keni, 2020) shows that there is a positive and significant influence of brand experience on brand trust

High trust is also supported by the results of respondents with consumer trust in MCI products with a range of 76-100% to 50% so that the experience felt with MCI products includes all contacts that consumers have with the brand, starting from physical interactions such as through responsive customer service and providing product recommendations according to customer needs

6.2 The Influence of Brand Experience on Brand Authenticity

The results of the research show that brand experience on brand authenticity among consumers of MCI health accessory products has a positive and significant effect, meaning that the higher the brand experience felt by consumers, the higher the perception of the authenticity of the brand. The dominant indicator is a brand's policy in the MCI health accessories product statement which is able to explain the good value of company honesty, The results of this research support previous research conducted by (Barreto et all., 2020; Raza et all., 2021; Safeer, He, et all., 2021; Safeer, Yuanqiong, et all., 2021; Tran & Nguyen, 2022) shows that there is a positive and significant influence of brand experience on brand authenticity.

6.3 The Influence of Brand Authenticity on Brand Trust

The results of the research show that brand authenticity has a positive and significant effect on brand trust among consumers of MCI health accessory products, which means that the higher the consumer's perception of brand authenticity, the higher the brand trust will be. The dominant indicator is a brand's honesty in stating that MCI health accessory products are in accordance with what they advertise, The results of this study support previous research conducted by (Busser & Shulga, 2019; Chen & Lee, 2021; Fernandez & Lewis, 2019; Kim et all., 2021; Lee & Chung, 2020; Margana et all., 2019; Portal et all., 2019; Pratomo&Magetsari, 2020; Xu et all., 2021) shows a positive and significant influence of brand authenticity on brand trust

6.4 Brand Authenticity Mediates the Influence Between Brand Experience and Brand Trust

The results of the research show that brand authenticity mediates the influence of brand experience on brand trust among consumers of MCI health accessory products, which has a positive and significant influence, meaning that the higher the consumer's perception of brand authenticity, the more positive brand experience will increase which has an impact on brand trust high too, The authenticity of the MCI brand is the foundation for MCI to be able to continue to maintain the consistency of the beneficial values that have been expressed to consumers.

VI. CONCLUTION

From the results of the research conducted it can be concluded that

1. Brand experience has a positive and significant effect on brand trust, which means there is an increase in brand experience so that brand trust will increase and vice versa. The dominant indicators are affective indicators and the results of statistical calculations are behavioral indicators of a brand because they show consumer trust in the brand, the uniqueness of the product which creates a personal bond with the product because of the positive effects that are socialized such as healthy habits, consistency in product use and awareness of a sense of responsibility. on consumer health

2. Brand experience has a positive and significant effect on brand authenticity, which means an increase in brand experience so that brand authenticity in consumer perception increases. The dominant indicators are the policy indicators of a brand because of the transparency of the products offered, commitment to the benefits provided so that there is compliance with regulations and consistency of brand value and the results of statistical calculations are the aesthetic indicators of a brand because they show positive perceptions with an attractive design, harmony with health , visual consistency and succeeded in creating a positive impression and attractiveness to consumers

3. Brand authenticity has a positive and significant effect on brand trust, which means there is an increase in brand authenticity so that brand trust increases. The indicator that gets the highest score in the index

value is trust in the brand and the results of statistical calculations are an indicator of trust because it shows consistent product quality, openness of information and positive reviews given by consumers

4. Brand authenticity is able to mediate, have a positive and significant effect between brand experience and brand trust among consumers of MCI accessory products, meaning that if there is an increase in brand authenticity, brand experience and trust will increase. The authenticity of the brand that has been given to consumers, such as being authentic, having integrity and conformity between the actions and promises of the brand which have been informed through the website and social media, is able to maintain consistency with the brand so that the impact creates positive trust in consumers

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