

The Role of Brand Equity, Brand Authenticity, Brand Trust to Increase Customer Satisfaction

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Keywords:

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Brand Equity; Brand
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Abstract

This study aims to analyze the effect of the relationship between brand experience, brand authenticity, brand equity, brand trust, and customer satisfaction in Generation Y and Z shoe footwear. This study uses a quantitative approach method using a purposive sampling technique, resulting in 177 samples supported by structural Equation Modeling (SEM) and analyzed through AMOS Graphics 24 software. The results of the analysis show that brand authenticity has a significant negative effect on customer satisfaction. Brand experience on brand authenticity has a significant positive impact. Brand experience and relationships have a significant positive effect on customer satisfaction. The relationship between brand experience has a significant positive effect on brand equity. The impact of brand authenticity on brand trust has a significant positive effect. The relationship between brand authenticity and customer satisfaction directly impacts customer satisfaction because it has a significant negative effect, meaning that brand authenticity can have a positive and negative impact based on customer satisfaction.

Keywords:

Pengalaman Merek,
Keaslian Merek,
Ekuitas Merek,
Kepercayaan Merek,
Kepuasan Pelanggan

Abstract

Penelitian ini bertujuan menganalisis pengaruh hubungan pengalaman merek, keaslian merek, ekuitas merek, kepercayaan merek, terhadap kepuasan pelanggan pada Generasi Y dan Z sebuah alas kaki sepatu. Penelitian ini menggunakan metode pendekatan kuantitatif dengan menggunakan Teknik purposive sampling menghasilkan 177 sampel didukung oleh structural Equation Modeling (SEM) dan dianalisis melalui perangkat lunak AMOS Graphics 24. Hasil analisis menunjukkan keaslian merek berpengaruh negatif signifikan terhadap kepuasan pelanggan. Pengalaman merek terhadap keaslian merek berpengaruh positif signifikan. Terdapat pengaruh hubungan pengalaman merek berpengaruh positif signifikan terhadap kepuasan pelanggan. Hubungan pengalaman merek berpengaruh positif signifikan terhadap ekuitas merek. Pengaruh keaslian merek terhadap kepercayaan merek berpengaruh positif signifikan. Hubungan keaslian merek berdampak langsung pada kepuasan pelanggan karena berpengaruh negatif signifikan, artinya keaslian merek dapat berpengaruh positif dan negatif berdasarkan kepuasan yang diterima pelanggan.

INTRODUCTION

One sector that has benefited from technological advancements that cater to people's wants and requirements and enhance their way of life is the footwear business. Adidas and Nike shoe brands are developing and advanced industries. The footwear industry is needed by humans as an object that can protect the feet from sharp objects and dirt and as a complement to fashion styles. The footwear industry is experiencing rapid development influenced by the facility of human footwear needs (Sadeghi et al., 2021). Footwear production is an important sector that is interrelated with human needs around the world. (Juárez-Varón et al., 2023) The product specifications desired by men and women have significant differences regarding models, quality, materials, prices, colours, and sizes.

Researchers conduct mini-research as a first step to finding out how feasible an object and subject are. Mini-research is used as a reference source because it contains accurate information and data by distributing a limited number of data. Respondents are dominated by the ages of 11 years to 46 years or generation Y and Z, so it makes the basis of the researcher as a subject. Generation Z is a generation that is in its active period, exploring new activities and experiences such as fashion, education, and various other activities. Supporting the implementation of activities properly, generation Z needs shoe footwear, so shoe footwear cannot be separated from daily life and becomes an important item. Generation Y has a wider range of educational experiences, jobs, fashion styles, and relationships. Generations Y and Z are generations that are sensitive to information technology and have the advantage of adapting the information received according to the location where they live (Mahmoud et al., 2021).

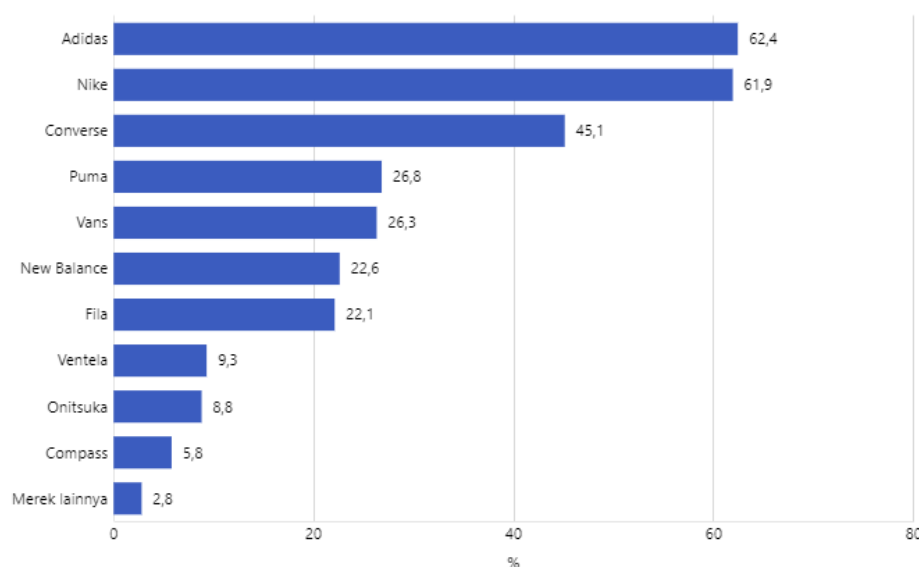


Figure 1. Shoe Brand Ranking

Source: katadata website, 2023

Figure 1 explains the site's statistical data (databoks, 2023). Databoks proves that one of the items needed by Indonesians is footwear products. The data from Katadata show that the Adidas brand is at the highest level (62.4%), followed by Nike with the number of enthusiasts (61.9%).

This research is based on the Brand equity model theory. The brand equity model is used by companies to measure the extent to which consumers understand, compare, and assess one brand with another. Studies performed by (Rios Romero et al., 2023) assert that brand recognition by consumers is the basis of the brand equity concept. The brand equity model was used in research (Kataria & Saini, 2020) examining the effect of customer satisfaction relationships on brand trust and brand equity. Research conducted by (Manohar et al., 2023) used the brand equity model as a theoretical basis for their research. The brand equity model used in this study aims to influence, measure, and assess a brand in the market world. Based on the explanation exposed in the background, the results are not optimal for the concepts of brand equity and brand authenticity on brand trust and customer satisfaction in Generation Y and Z consumers. Examining the influence of positive and negative associations on the five variables under consideration is the main objective of this study: brand experience, brand equity, brand authenticity, brand trust, and customer satisfaction. The results of the influence of the relationship between each variable will be used as a novelty of the latest research.

Table 1: Previous Research Gap

| Relationship | (Safeer et al., 2020) | (Chung & Welty Peachey, 2022) | (Lee & Jeong, 2022) | (Bordian et al., 2023) |
|--------------|-----------------------|-------------------------------|---------------------|------------------------|
| BE-BA | Significant | | | |
| BE-CS | Insignificant | | | |
| BA-BT | Significant | | | |
| BEQ-CS | Insignificant | | | |

Table 1.1 explains that research that has been conducted by previous researchers has not shown significant results. The addition of brand trust is a novelty in this study. Based on this, the author is currently re-conducting a study on a relationship that has not been significant using the Brand equity model theory. Find out how much of an impact brand experience, brand equity, brand authenticity, and brand trust have on customer satisfaction in generation Y and Z consumers footwear products.

Brand experience is defined as the interaction between sellers and buyers formed from the beginning of the relationship built to obtain the perceived benefits of the brand. Consumers not only look for the value obtained from shoes but also see the positive emotions (satisfaction) obtained from the experience of using a shoe brand (Meijani et al., 2023). Brand experience is a response that arises because it feels positive and negative things from the products used. Consumers who have a subjective response are part of the brand experience because they are more easily influenced by the products produced by the brand (Saari et al., 2020). (Marsasi & Yuanita, 2023) argue that brand experience is a factor needed to build emotional relationships between sellers and buyers. The reaction that arises from an individual affects the consumer itself, depending on how to receive and manage the information obtained about a brand.

One definition of brand authenticity is the sincere and consistent effort put in by a brand in creating its products. Brand authenticity consists of attitudes formed due to beliefs and realistic benefits received from the object, as well as brand honesty in various ways (Chen et al., 2022). Brand authenticity in a business is used to build, maintain, and attract consumers to come to see a brand; in essence, authenticity is the way a brand makes consumers curious in terms of

value, honesty, and authenticity of the brand itself. Brand authenticity is often said to be a situation where consumers make judgments on a brand (Riefler, 2020). Consumers trust brands that are genuine and familiar to the ear. Not all brands have authenticity; it includes four elements, namely brands that have a well-viewed image, can convince consumers of good product quality, and the uniqueness of the brand that can be seen namely the logo. (Campagna et al., 2023) Brand authenticity reflects the way the brand provides good service and product quality.

Brand equity is defined as the results obtained on the basis of the success of the strategy implemented. Brand equity refers to the positive or negative perceptions of consumers. Brand equity is a factor that differentiates consumer perspectives on branded products and products that do not have a brand so that it is easy to recognize the brand identity (Vo Minh et al., 2022). The added value of a brand can take the form of brand equity. One of the important assets in a business is to have high equity, which is used to differentiate from competitors (Dang et al., 2022). Brand equity is referred to as an effort to increase brand value and provide benefits to consumers based on the benefits received (Pina & Dias, 2021). Equity is the measure of how consumers perceive the brand in different contexts.

Brand trust is defined as any form of words or actions that consumers believe in a brand. Brand trust contains a long flow of consumer journeys looking for the desired product until they find a brand that successfully fulfils these desires (Husain et al., 2022). Trust that is consistent and does not change creates a sense of confidence in using the brand. Brand trust is formed through past memories of consumers using the brand; if the resulting memory is a positive memory, a desire to choose a product arises (Chae et al., 2020). Information media and advertising are used as tools to support brand trust (Zain & Marsasi, 2023). Brands are considered successful if they can meet the needs and desires of consumers.

Customer satisfaction is defined as the benchmark used by companies to see whether they like the products produced by the brand. Happy customers are an indication that the goods lived up to their expectations, regardless of the brand (Mili & Ferro-Soto, 2023). A great deal of contentment is used as a reference for innovating and creating shoes according to consumer desires in every design progress. Product quality, product specifications, and product characteristics are factors that can lead to customer satisfaction if all consumer expectations are met (Malekpour et al., 2022). A long-term connection may be built on the foundation of satisfied customers (Gemilang & Marsasi, 2023). The success of a brand can be seen by the number of individuals using a brand and advertising sources, which can be an indicator and reason for other consumers to be interested in using the product.

The Influence of Brand Experience on Brand Authenticity

Experience creates value, and the reason individuals use the brand and make repeat purchases can build the brand and create authenticity. Consumers use positive experiences when comparing honest brands (Murshed et al., 2023). Researchers conducted by (Khan & Fatma, 2021) examined the relationship between brand experience and brand authenticity. Experience with the brand is formed because of activities to meet expectations. A positive experience creates individual perceptions of a brand. Researchers say brand experience is the main key to the success of brand authenticity. Researchers have two alternative differentiators which aim to make brand authenticity easy to understand. A study according to (Raza et al.,

2021) tested the relationship between brand experience and brand authenticity in his research. Consumers who are involved in a bright experience will find it easier to find positive expectations. The role of brand experience is a bridge for consumers to return. Promotion is used as an intermediary medium in supporting the delivery of both relationships. Research emphasizes the brand experience.

The Effect of Brand Experience on Customer Satisfaction

The effect of the brand experience relationship on customer satisfaction was studied by (Olaoke et al., 2021). This study aims to provide novelty about the effect of experience on brand satisfaction. Brand experience creates value, and brand experience can increase positive mood. The better the experience the customer has, the more satisfied they are with the brand. (Slaton et al., 2020) Found the influence of brand experience on customer satisfaction. Brand experience has a high level of effectiveness for customer satisfaction. Research conducted by (Preko et al., 2020) examined the effect of brand experience on customer satisfaction. Brand experience plays a major role in collecting good things used to generate satisfaction reactions to brands.

The Influence of Brand Experience on Brand Equity

(Sohaib et al., 2023) Tested the effect of the relationship between brand authenticity and brand trust. The positive and negative levels of experience are used as a reference for developing brand equity. The relationship between brand experience and brand equity was also carried out by (Hafez, 2022). Positive characters in the form of perceptions about a brand. Studies show that the two need each other. (Chen & Qasim, 2021) Brands that have high equity will definitely have their own views. Without brand experience, individuals cannot perceive a brand.

The Effect of Brand Authenticity on Brand Trust

(Yang & Battocchio, 2021) Used the relationship between brand authenticity and brand trust. Brand authenticity is utilized in research to differentiate from competing brands. Being honest, adaptable, and having a high level of consistency are benchmarks of brand authenticity. The effects that arise when using brand authenticity lead to the emergence of trust (Xu et al., 2021). Brand authenticity plays a role in forming levels of brand trust. Research conducted by (Kim et al., 2021) the results of the study shows that brand authenticity on brand trust is very influential on the object under study. Brand authenticity can be used to realize brand promises and produce good performance so as to fulfil consumer trust.

The Effect of Brand Authenticity on Customer Satisfaction

(Rodríguez-López et al., 2020) Researchers measure that authenticity in objects can increase consumer satisfaction using the products offered. High brand authenticity can lead to customer satisfaction. Research conducted by (Wen et al., 2020) examines the level of satisfaction that arises due to perceived brand authenticity. The role of brand authenticity is to encourage consumers to feel satisfaction with the brand. The behaviour that arises from applying authenticity is interest and curiosity in consumers to find out about a target brand. Brand authenticity is formed because consumers feel the positive values of the brand (Hwang et al., 2022). Brand authenticity helps increase customer satisfaction with the brand.

The Effect of Brand Equity on Customer Satisfaction

The relationship between brand equity and customer satisfaction was studied by (Kamath et al., 2020) good brand equity by evaluating gender, age, and education on a satisfaction basis. The formation of brand equity cannot escape the satisfaction felt by consumers. Brand equity is closely related to customer satisfaction (Ray et al., 2021). Brand equity is incorporated from the start of the brand's inception. The goal is to get a lot of customers. A large number of brand users have different opinions about the brand. Customer Satisfaction is a reference for improving things that are lacking. (Jiang et al., 2023) Brand equity dimensions such as quality, awareness, and loyalty. Consideration is used as a basis for consumers to refresh the perceptions obtained at the beginning of knowing the brand.

The Effect of Brand Trust on Customer Satisfaction

Researchers use Brand Trust as a novelty and differentiator from previous research. (Stribbell & Duangekanong, 2022) saw that trust in brands is used as a reference in influencing others to recommend brands. Brand trust plays an important role in developing consumers' emotional ties to a brand. Brand trust contributes to increasing customer satisfaction (Uzir et al., 2021). Brand trust is a level of trust that is focused on producing consumer perceptions and emotional reactions. The result of this perception is a sense of satisfaction that consumers get the desired product. (Klein & Martinez, 2023) Found a relationship of trust that affects customer satisfaction. The trust that arises is caused by many factors, such as fulfilled expectations, two-way communication, and the influence of the environment. The trust that arises is caused by many factors, such as fulfilled expectations, two-way communication, and the influence of the environment.

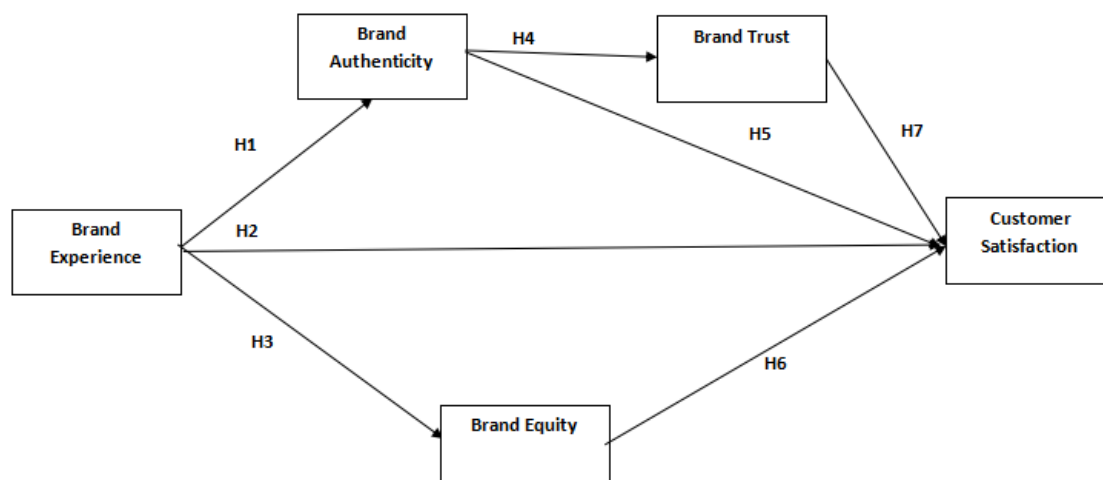


Figure 2. Research Model

METHODS

This research uses a quantitative approach. Quantitative methods contain a theory used to test variables and relationships between hypotheses (Creswell & Creswell, 2022). Quantitative methods involve several factors in research, namely data collection and then passing the analysis stage. Quantitative methods contain numbers obtained from surveys that have been conducted. The number passes through the measurement, analysis, and alignment stages between the results obtained from the survey. Research with quantitative methods obtains numbers that show the presence and absence of significant and insignificant effects between the variables used.

Population is a group of people, events, and things that the author studies based on statistical secondary data sources. (Sekaran & Bougie, 2020). The subjects in this study were product users aged 11 years to 46 years from 6 cities or districts, namely Bandung, East Jakarta, Surabaya, Tangerang, Palembang, and Sleman. Sampling is part of the population, which can be defined as selected respondents as research material. Based on the respondents' unique traits, researchers used a purposive sampling technique. Purposive sampling can be defined as a sampling technique used to take non-probability samples based on individual subjects or groups that have been determined by the researcher. The Likert scale is a measuring tool for consumers liking brands and disliking brands starting from numbers 1-5.

Data collection contains short questions used to obtain answers that researchers can expect. In facilitating data dissemination, researchers use the online distribution method using Google Forms. Disseminating data using Google Forms makes it easier for respondents to answer questions in order and consistently. Disseminating questionnaires through various platforms such as WhatsApp and Gmail. Facebook, Instagram, Telegram, and Line. The types of questions asked by researchers are divided into two, namely descriptive questions and variable questions. Descriptive questions are questions such as name, age, gender, location of residence, latest education, occupation, and income. At the same time, variable questions are questions made on the basis of variables used by researchers with the aim of proving the effect of brand experience variables, brand authenticity, brand equity, brand trust, and customer satisfaction.

Structural Equation Modelling (SEM) is the method that researchers use to analyze the data. We employ Structural Equation Modelling methods in IBM SPSS 25 and the AMOS 24 graphics program. Data testing, namely validity and reliability tests, Confirmatory Factory Analysis (CFA) tests, goodness of fit tests, and hypothesis testing, are carried out to select data that are not suitable for use. Data that have failed at the reliability validity stage cannot be used for further data testing.

RESEARCH RESULTS AND DISCUSSION

A total of 177 respondents in this study passed the filter question. According to the data collected from the surveys, the average age of the participants was 11 to 26 years, 80 respondents or 44.9%; 27 to 35 years of age amounted to 67 respondents or 37.9%; out of a total of 30 respondents, or 17.2%, were between the ages of 36 and 46. Most respondents live in East Jakarta with 45 respondents (25.5%), Bandung with 34 respondents (19.2%), Tangerang with 31 (17.7%) respondents, Surabaya with 27 respondents (15.5%), Palembang with 21 respondents (11.6%), and Sleman with 19 respondents (10.5%).

The results of the question answers are then tested for eligibility through the Pearson correlation number and the significant level. A Pearson correlation number higher than 0.5 is declared a valid item, and a significant level value of less than 0.05 is considered valid. Table 2 shows that the indicators of brand experience questions, brand authenticity, brand equity, brand trust and customer satisfaction obtained valid results because the Pearson correlation value obtained above 0.5 means that the questions of each variable are feasible to accept. The significant value received from the validity test results is below 0.05 or 0.000.

The validity test results produced 24 indicators with valid results. The reliability test was carried out to assess the respondent's relationship with the questions given. This reliability test

is used to see the level of consistency of consumers answering question items. Tests using IBM SPSS statistic 25. Items that were cancelled in the previous test cannot be reused in the reliability test. A Cronbach alpha score of 0.7 or above indicates reliability. The results of the reliability test on the variables utilized, which exceeded the value of 0.7, are shown in Table 3. Measurement is conducted using confirmatory factor analysis, shown by a curving arrow with two arrowheads linking one variable to another. The measurement model tested in the measurement does not use all indicators, as shown in Figure 3. The results of the measurement test show a CMIN / DF value of 1.813; this figure indicates a good fit value. The GFI value obtained from the Goodness of Fit test is 0.834, stating that the results obtained are marginal fit. The ideal CFI value is more than 0.90. The value obtained from the test is 0.923, which shows the results of a good fit. The TLI value obtained in this study is 0.913, which shows good fit results. The RMSEA value can be said to be a good fit if the number is smaller than 0.80. The value obtained from this test obtained a value of 0.068 and was declared a good fit.

The Goodness of Fit test results are shown in Figure 4 and Table 4, namely obtaining the CMIN / DF results used to measure the tested model by looking at the value received. The results obtained show a CMIN / DF value of 1.823, which indicates a good fit value. The GFI value is used to measure the positive and negative levels of the model. The GFI value can be said to be a good fit if it is above 0.90, and the GFI value obtained from the Goodness of Fit test is 0.833, stating that the results obtained are marginally fit. The ideal CFI value is more than 0.90. The value obtained from the test is 0.921, which shows the results of a good fit. The TLI value can be said to be a good fit if the number is greater than 0.90. The TLI value obtained in this study is 0.911, which shows good fit results. The RMSEA value can be said to be a good fit if the number is smaller than 0.80. The value obtained from this test obtained a value of 0.068 and was declared a good fit.

The last statistical test stage is hypothesis testing. The significant value that cannot be seen by the value will be whether the number is $p < 0.1$ and the CR value must exceed 1.645. If the value obtained meets the criteria, the hypothesis will be supported. Hypothesis testing that is supported and not carried out by researchers to determine the relationship between variables can have a positive or negative effect.

Hypothesis testing goes through several statistical tests. The data received from the hypothesis test is shown in table Table 5, which displays the outcomes of the hypothesis testing. The following hypotheses were found to be supported and to have a positive relationship: H1, H2, H3, H4, H6, and H7. Although the hypothesis has a negative relationship, it has a significant impact on customer satisfaction. The results of the hypothesis show that the relationship between the effect of brand authenticity on customer satisfaction has a significant negative relationship supported in H5, namely the relationship between brand authenticity and customer satisfaction. Significant negative results are not entirely bad; this can be a source of pride due to the novelty obtained by researchers. The test results obtained significant results because the p-value is above 0.05.

Table 2: Validity Test Results

| Variables | Indicator | CR | Description |
|-----------|-----------|----|-------------|
|-----------|-----------|----|-------------|

| | | | |
|--------------------|--|--------|-------|
| Brand Experience | BE2: I care about the appearance of the latest models of this shoe brand, either in offline outlets or online stalls | .719** | Valid |
| | BE3: I always want to know the latest innovations that this shoe brand offers | .753** | Valid |
| | BE4: I believe that this shoe brand has the impression of always following the trend of footwear models | .757** | Valid |
| | BE5: I feel this shoe brand provides a good and positive experience | .743** | Valid |
| | BE6: I was attracted when I saw this shoe brand while shopping | .803** | Valid |
| | BEQ2: I have an experience that this brand of shoes is comfortable to wear | .777** | Valid |
| Brand Equity | BEQ4: I like this brand of shoes, after trying them on | .789** | Valid |
| | BEQ6: I consider this shoe brand to have good quality | .839** | Valid |
| | BEQ7: I think that this shoe brand offers the materials and specifications required by the consumer. | .666** | Valid |
| | BA1: I like this shoe brand because it does not wear out quickly when used | .809** | Valid |
| | BA2: I know this shoe brand because it is popular in the community | .781** | Valid |
| Brand Authenticity | BA3: I know this shoe brand uses selected materials compared to other brands | .807** | Valid |
| | BA4: I like this shoe brand because it is easy to find official outlets or stalls of sellers | .790** | Valid |
| | BA5: I recognize this shoe brand because of its good quality reputation | .802** | Valid |
| | BT1: I get new product offers from this shoe brand according to my needs. | .711** | Valid |
| Brand Trust | BT2: I feel helped by this shoe brand because it can provide solutions related to the needs that are needed | .764** | Valid |
| | BT4: I believe this shoe brand provides an advantage over its competitors | .749** | Valid |
| | BT6: I believe this shoe brand provides the model that consumers expect | .729** | Valid |
| | BT7: I trust this shoe brand because of its good reputation | .729** | Valid |
| | CS2: I am satisfied buying this shoe brand because there are so many product variations offered | .615** | Valid |

| | | | |
|-----------------------|--|--------|-------|
| Customer Satisfaction | CS3: I feel that this shoe brand can fulfil the needs and desires of consumers | .622** | Valid |
| | CS4: I consider this shoe brand to have a complete range of models | .763** | Valid |
| | CS5: I feel satisfied with the form of promotion of this shoe brand | .752** | Valid |
| | CS7: I like this shoe brand because the quality is comparable to the price given | .743** | Valid |

Source: Analysed and processed in 2023 from primary data

Table 3: Reliability Test Results

| No. | Variable | Cronbach's Alpha | Description |
|-----|-----------------------|------------------|-------------|
| 1 | Brand Experience | 0.817 | Reliable |
| 2 | Brand Equity | 0.810 | Reliable |
| 3 | Brand Authenticity | 0.857 | Reliable |
| 4 | Brand Trust | 0.804 | Reliable |
| 5 | Customer Satisfaction | 0.875 | Reliable |

Source: Analysed and processed in 2023 from primary data

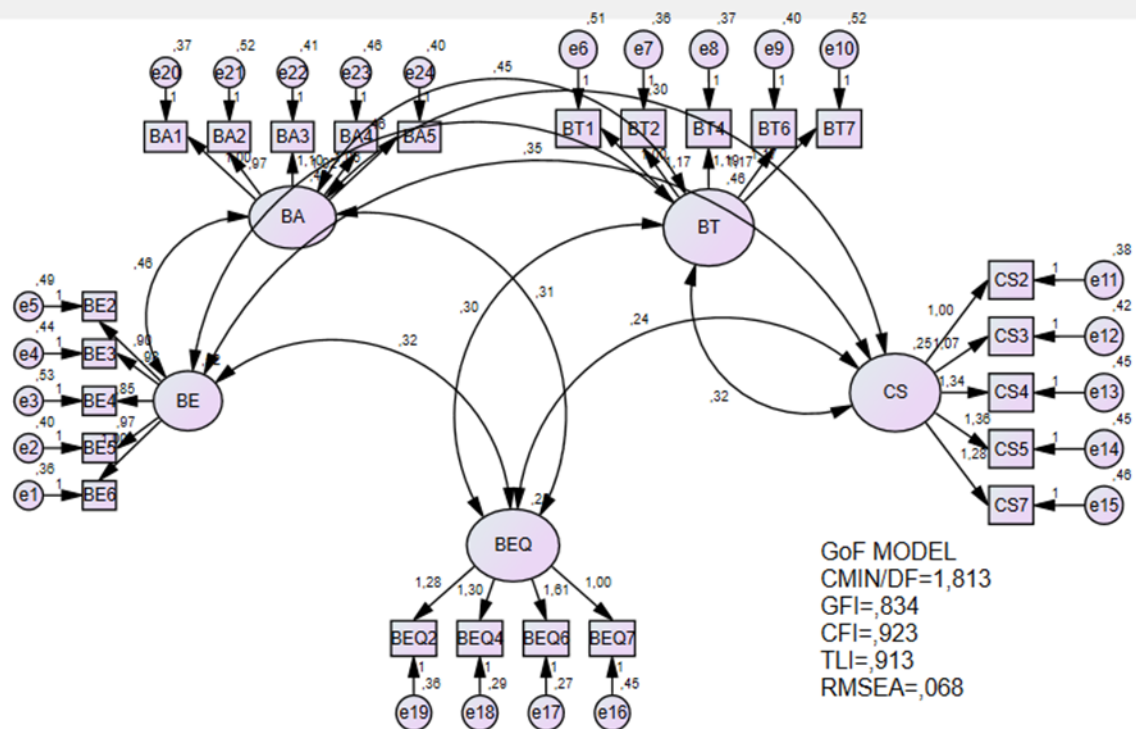


Figure 3. Measurement Model Test

Source: Analysed and processed in 2023 from primary data

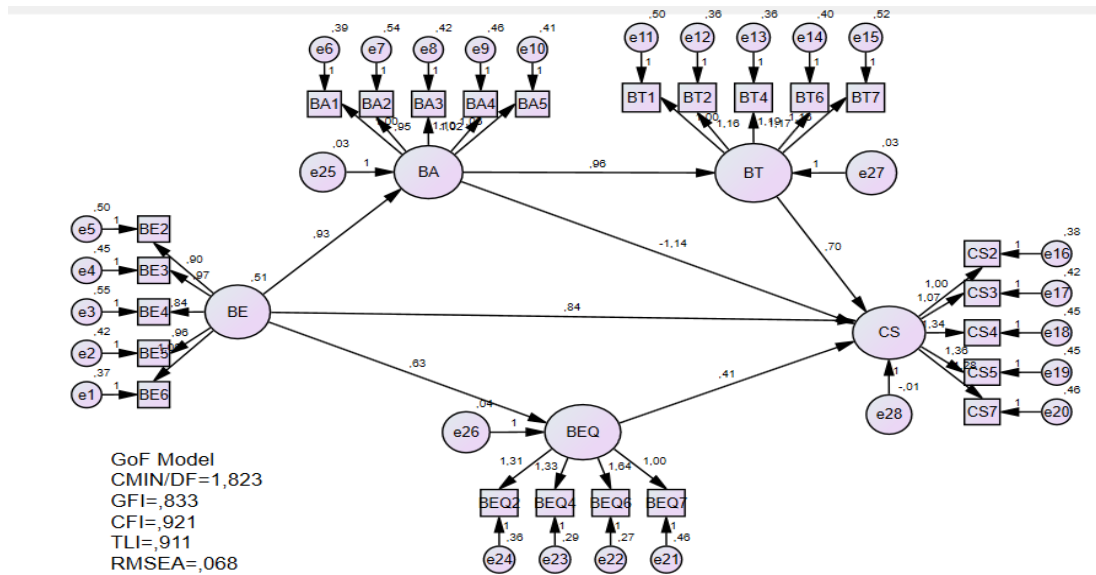


Figure 4. Goodness of Fit Test

Source: Analysed and processed in 2023 from primary data

Table 4: Result in Good of Fit

| No. | Index | Criteria | Results | Description |
|-----|---------|---------------|---------|--------------|
| 1 | CMIN/DF | CMIN/DF ≤ 3.0 | 1,823 | Good Fit |
| 2 | GFI | GFI 0.8 - 0.9 | 0,833 | Marginal Fit |
| 3 | CFI | CFI 0.8 - 0.9 | 0,921 | Good Fit |
| 4 | TLI | TLI 0.8 - 0.9 | 0,911 | Good Fit |
| 5 | RMSEA | RMSEA ≤ 0.08 | 0,068 | Good Fit |

Source: Analysed and processed in 2023 from primary data

Table 5: Hypothesis Test Results

| Hypothesis | Path | Std Estimation | CR | P | Std. Reg Weight | Description |
|------------|--------|----------------|--------|-------|-----------------|-------------|
| H1 | BE-BA | 0,927 | 9,950 | *** | 0,964 | Supported |
| H2 | BE-CS | 0,842 | 1,764 | 0,078 | 1,213 | Supported |
| H3 | BE-BEQ | 0,634 | 7,524 | *** | 0,920 | Supported |
| H4 | BA-BT | 0,959 | 9,058 | *** | 0,969 | Supported |
| H5 | BA-CS | -1,137 | -1,803 | 0,071 | -1,575 | Supported |
| H6 | BEQ-CS | 0,414 | 1,945 | 0,052 | 0,411 | Supported |
| H7 | BT-CS | 0,702 | 1,697 | 0,090 | 0,963 | Supported |

Source: Analysed and processed in 2023 from primary data

The Influence of Brand Experience on Brand Authenticity

The connection between brand experience and brand authenticity is 0.000 as its p-value. A positive correlation between these two variables is shown by this p-value of brand trust and brand authenticity. Study results provided by (Murshed et al., 2023) Experience creates value, and the reasons individuals use brands and repeat purchases can build brands and create authenticity. Research conducted by (Rosado-Pinto & Loureiro, 2023) states that brand experience has benefits as a variable that encourages consumers to take action and generate good intentions on brand authenticity. A good brand experience can influence consumer consistency to take further action. Previous research conducted by (Raza et al., 2021) stated that the positive impact arising from using brand experience in a business is the action that arises regarding trust in using brand authenticity. The relationship between experience and authenticity in improving consumer perceptions. Consumers who are involved in a bright experience will find it easier to find positive expectations. The findings of previous research on luxury products are used as a reference to strengthen recent research. Researchers are now getting data that shows that consumers from different generations have different levels of experience regarding the perceived authenticity of the product. The more positive the experience of using the product, the more it creates a sense of authenticity of the brand used. Brand authenticity is felt in the form of product quality and honesty provided. It is concluded that brand experience positively influences brand authenticity.

The Effect of Brand Experience on Customer Satisfaction

The p-value owned by the brand experience variable relationship to customer satisfaction is 0.078. This value states that there is a positive influence between variable relationships. Research conducted by (Olaoke et al., 2021) showed that Brand experience can increase positive mood. Brand experience supports Customer satisfaction and is used as a benchmark to determine consumer response to using the brand. Brand experience plays a major role in collecting good things used to generate satisfaction reactions to brands. Brand experience makes consumers pay more when they are satisfied (Preko et al., 2020). Research results (Nguyen, 2021) found the influence of brand experience on customer satisfaction. Without consumer experience, it will not develop into a driving factor for companies to carry out strategies. Brand experience affects customer satisfaction because it is used as a brand measurement tool to determine the benefits felt by customers. Previous research discussing book products is used as a foundation for supporting the latest researchers. Recent researchers have found that the experience of using a brand experience consists of good and bad perceptions; the number of consumers using the product reduces the occurrence of disappointment in the product. The times make consumers connected to technology. Information about products and experiences can be built, not through direct physical contact with the brand. Positive experiences for consumers become a driving factor and encourage consumers to feel satisfaction in the future.

The Influence of Brand Experience on Brand Equity

The correlation between brand equity and the brand experience variable has a p-value of 0.000. This figure indicates a positive relationship between the two variable relationships. Research conducted by (Koay et al., 2021) stated that there are ways to encourage customers to be satisfied with the brand. Providing quality products, good service, and good two-way

communication is one of the strategies given to make consumers feel satisfied. Each individual has a different opinion and point of view regarding brands. The experience of using many brands results in diverse perceptions. Positive experiences are used to increase brand equity (Martillo Jeremías & Polo Peña, 2021). He has a goal in his research, namely, to examine the effect of consumer activities involving brand experience on brand equity, and the results obtained show a positive relationship between brand experience and brand equity (Chen & Qasim, 2021). (Chen & Qasim, 2021). Previous research examined the relationship between using electronic products and clothing. Recent researchers have found that brand experience is very important for consumers in today's modern era; experience is used as a basis for further action in the form of memories and product purchase actions. Actions that have been collected in the past form assumptions about the product brand that will be addressed in the future. Brand experience is an important key to whether or not a product is chosen again. Positive experiences in the present can be built through online media, and brand equity can be built based on the experience of buying, paying, and the quality obtained from the product.

The Effect of Brand Authenticity on Brand Trust

There is a 0.000 p-value on the correlation between genuine brand authenticity and trust, resulting in a favourable impact on brand trust. The acquired p-value findings lend credence to and broaden the scope of prior studies on product authenticity. Research conducted by (Xu et al., 2021) stated that the level of consistency that low customers have will be easily influenced by brand authenticity. Brand authenticity can be in the form of words as well as actions owned by a business. Words are in the form of honesty, while actions are in the form of service and quality of products provided. Research results by (Kim et al., 2021) stated that brand authenticity could be used to realize brand promises and produce good performance so that it can fulfil consumer trust. Research conducted by (Yang & Battocchio, 2021) stated that brand authenticity is utilized in research to differentiate from competing brands. Being honest, adaptable, and having a high level of consistency are benchmarks for brand authenticity. The results found by previous research show positive results regarding brand authenticity on brand trust in recycled products and beverage products; recent researchers obtained data that consumers with a high level of product awareness who prioritize authenticity tend to prioritize honesty and consistency in the quality of products offered by brands. Consumer curiosity about products is based on the values provided. Value in the form of brand transparency of the products produced. Brand authenticity makes its own appeal to reliable products.

The Effect of Brand Authenticity on Customer Satisfaction

The correlation between the brand authenticity variable and customer satisfaction has a p-value of 0.071, which shows a significant result. The standardized estimation value of this relationship is -1.137, CR (-1.803), Standard Reg (-1.575), and this means that the brand authenticity relationship is negatively significant. The value provided by a brand can change consumer perceptions for the worse if a brand cannot represent the value of the brand. The results obtained from the relationship between brand authenticity and customer satisfaction have a significant negative relationship. Prior studies conducted by (Hsu et al., 2021) examined the same relationship and stated that brand authenticity has a significant negative effect on customer satisfaction. Studies performed by (Lin et al., 2021) state that brand authenticity can increase customer satisfaction, but brand authenticity can be debilitating and can be negative

for customer satisfaction because not all consumers feel the benefits of honesty. Some consumers consider that brand authenticity is less important than affordable prices. Some consumers consider authentic products to be brands that fit the criteria. Brand authenticity can have a negative effect if consumers feel that a brand cannot meet the desired product criteria, thus affecting customer satisfaction.

The Effect of Brand Equity on Customer Satisfaction

The p-value owned by the brand equity variable relationship to customer satisfaction is 0.052. This result indicates a positive correlation between the variables. Research conducted by (Jiang et al., 2023) discovered a favourable impact of brand equity on customer satisfaction. Brand equity is an indicator of consumer consideration before deciding to make a product selection. Customer satisfaction is a benchmark for knowing the level of equity a brand has. (Liu et al., 2021). Research conducted by (González-Mansilla et al., 2023) states that brand equity is an important indicator used as a reference to encourage consumers to feel satisfied. Previous research examined the relationship between using services and products. Brand equity is used by consumers to distinguish the products used from competing products. Trusted interactions may increase when brand equity is strong. Brands with high equity tend to be more noticed by consumers, which makes it mandatory for companies to form relationships with consumers. The difference between past and present consumers lies in the concern for choosing products based on high brand equity, the result of which is satisfaction in using the product.

The Effect of Brand Trust on Customer Satisfaction

There is a 0.090 p-value for the association between brand trust and customer satisfaction. This value proves that there is a significant positive relationship between brand trust and customer satisfaction. Trust in the brand is used as a reference in influencing others to recommend the brand (Stribbell & Duangekanong, 2022). Brand trust is believed to strengthen relationships with customers who are satisfied using the brand (Uzir et al., 2021). Research conducted by (Klein & Martinez, 2023) stated that the role of trust as a reference for measuring consumer involvement argues about the satisfaction of the products used. And brand trust has a significant effect on customer satisfaction. Previous researchers examined the relationship between product and service objects. Recent researchers have found that consumers who believe in brands tend to believe in quality and reliable service. Trust forms the intention to make product purchases and generates a sense of satisfaction with the brand.

CONCLUSIONS

Based on the analysis and discussion that has been carried out on 177 respondents using primary data with the codes brand experience (BE), brand authenticity (BA), brand equity (BEQ), brand trust (BT), and customer satisfaction (CS), a hypothesis result is obtained that the brand experience relationship has a significant positive effect on brand authenticity (Std Estimation 0.927 and P-value 0.000), Brand experience has a significant positive effect on customer satisfaction (Std Estimation 0.842 and P-value 0.078), Brand experience has a significant positive effect on brand equity (Std Estimation 0,634 and P-value 0.000), Brand authenticity has a significant positive effect on brand trust (Std Estimation 0.959 and P-value 0.000), Brand authenticity does not affect directly because the results obtained are significantly negative on customer satisfaction (Std Estimation -1,137 and P-value 0.071), Brand equity has a significant positive effect on customer satisfaction (Std Estimation 0.414 and P-value 0.052),

brand trust has a significant positive effect on customer satisfaction (Std Estimation 0.702 and P-value 0.090). The study's results obtained differences from previous research, namely a significant negative relationship between brand authenticity and customer satisfaction. The addition of the variable novelty or brand trust is used as an indicator of the novelty owned by the researcher. The ability of consumers to remember, appreciate, and recognize brands measured in the brand equity model theory creates a reaction in the form of action, one of which is satisfaction and purchase. The theory used next as a novelty theory is consumer brand relationship theory; researchers use the theory to find out how consumers establish relationships with brands, which can be seen from the experience of using brands, satisfaction, and consumer loyalty to brands.

Future research is expected to take objects that are known by many people so that when going to the field, there is no difficulty in getting respondents. Future research is expected to consider aspects of development and objects needed by many individuals; for example, industries that are needed and continue to grow are the electronics industry and the fashion industry. Future research is expected to use different theories. The theory used in this study is the brand equity model. Future research is expected to focus on brand authenticity because it has not had a positive relationship with customer satisfaction. This research is expected to be useful for shoe footwear industry managers in adding knowledge and insight into the importance of customer satisfaction in developing their products.

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