The Effect Of Brand Experience And Familiarity On Brand Attachment With Brand Trust As a Variable Mediation On The Brand Ms Glow

Dewi Wahyuni [1*], Pramono Hari Adi[2], Nur Choirul Afif[3]

[1*]Universitas Jenderal Soedirman, wahyunidewi530@gmail.com, Indonesia
[2]Universitas Jenderal Soedirman, pramono.adi@unsoed.ac.id, Indonesia
[3] Universitas Jenderal Soedirman, nur.choirul.afif@gmail.com, Indonesia
*Dewi Wahyuni

ABSTRACT

This study aims to determine the effect of Brand Experience on Brand Attachment, the effect of Brand Familiarity on Brand Attachment, the effect of Brand Trust on Brand Attachment, the influence of Brand Trust mediation in mediating the influence of Brand Experience on Brand Attachment. The data used is primary data obtained from questionnaires distributed to 100 skin care users Ms Glow in purwokerto. The research data were then analyzed using the data analysis tool in this study using SPSS version 20 software. The analytical method used was descriptive analysis method and linear regression. The results showed that: 1) Brand experience had a significant effect on Brand attachment, 2) Brand familiarity had an effect on significant effect on Brand attachment 3) Brand trust has a significant effect on Brand attachment, 4) Brand trust mediates the effect of Brand experience on Brand attachment

Keywords: Brand Experience,Brand Familiarity,Brand Trust,Brand Attachment.

1. Introduction

The development of the beauty industry is increasing every year. Beauty products that support the development of these improvements are skin care products. Skin care is a line of skin care products using certain products that aim to keep the skin healthy and nourished at all times. Skin care is a secondary need to beautify oneself, the most important is to maintain appearance. During this time, skin care has become a trend among young and old alike. Ms. Glow is a local Indonesian skincare brand which means Magic for skin, which is part of PT. Indonesian Beauty Cosmetics, founded in 2013. The founder Ms. Glow announced that in 2020, SWA Magazine in collaboration with MARS Digital Indonesia won 2 Best Brands Award in Indonesia (IBBA). Prizes are gifts for the best. brand (www.Bisnis.com). Consumers really trust Mrs. Glow because of the enthusiasm of the user Mrs. Glow is quite good based on positive comments and reviews on social media and experiences, as well as many public figures such as artists who promote or use this product, which proves that S - women's Brand Glow is proven to be good so that consumers really believe in this MS Glow product.

The positive experiences felt by consumers after using Ms Glow, such as, the product provides benefits for the skin problems experienced by consumers, Ms Glow is very familiar in the minds of strong consumers as the product name is easy to remember and the product packaging is unique and elegant so that easily recognized by consumers as well as many public figures who advertise this product so that Ms Glow is very familiar in the community or consumers, so that at this time Ms Glow is the consumer's choice of the many skincare brands on the market. competing with other brands is not an easy thing to do. Changes in consumer behavior that can change from time to time require companies to be able to see opportunities in the market. Companies must be able to create a brand that can be attached to the minds of consumers and provide a positive experience so that consumer confidence in a brand can arise. The variety of brands offered makes consumers have to make several considerations in choosing a brand that suits their needs and desires. Brand attachment according to Kapferer (2008) is evidence of the customer's desire to maintain a lasting relationship with the brand. Brand attachment is important because it is the strength of the cognitive and affective relationship between consumers and a product. Brand Trust, Brand Familiarity, and Brand Experience.

Several previous studies that used this approach to explain brand engagement were Barijan et al. (2021) who investigated the effect of brand trust, brand experience and brand familiarity on brand engagement. The results of this study indicate that brand trust, brand experience and familiarity affect brand attachment. argues that brand experience has a negative effect on brand connection, Ramirez and Merunka (2019) also make brand trust a mediating variable that has a partial effect on brand connection. The results of previous studies indicate that researchers are interested in researching the topic "The Influence of Brand Experience, Brand Familiarity, Brand Involvement, Brand Trust as a brand mediator of Ms. glow.

2. Literature Review

2.1 Brand Attachment

According to Chinomona and Maziri (2017), *brand attachment* is a concept that shows the relationship between a brand and its customers and includes positive thoughts about the brand. Japutra et al (2018) show that ethical customers perceive brand as a reflection of themselves and their lifestyle, they are better equipped to create long-term emotional relationships. Based on the previous literature, it can be concluded that brand attachment to a product is an emotional and affective bond that consumers form towards a particular brand and customers try to personalize their favorite brand, forming a strong attachment to it.

2.2 Brand Experience

According to Brakus et al (2009:70), brand experience refers to the feelings, emotions, customer reactions, and thoughts that the brand creates in response to stimuli caused by brand design, brand identity, marketing communications, people, and marketing. to the environment. In addition, brand experiences are described as feelings, sensations, thoughts, and behavioral responses evoked by brand-related stimuli and are part of brand design and identity, packaging, environment, and communication (Evans, et.al 2010). The brand experience begins when customers start searching for the product, make purchase choices after consuming the product, and other marketing methods that companies use for the products or services they offer.

2.3 Brand familiarity

According to Zhou et., al (2012), Brand familiarity refers to the knowledge about the brand that is accumulated in the customer's memory after interacting with and experiencing the brand. This means that the higher the brand export, the higher the brand familiarity value (Buil, et.al, 2013). Furthermore, Laroche (2005) argues that brand familiarity is determined by the strength of the association evoked by the brand in the consumer's memory, thus capturing the pattern of consumer brand attitudes. Furthermore, if consumer choice is not a matter of life or death and consumers do not see significant differences between brands, consumers are not motivated in the choice process and use brand knowledge as a cue to make decisions (Keller, 2008: 55). Familiarity means the brand can stay in the consumer's mind and stay in the consumer's mind, always according to the packaging, logo, etc.

2.4 Brand Trust

Brand trust can be considered as a customer's feeling of comfort with a brand based on his belief and expectation that the brand can provide favorable results for him (Lau and Lee, 2000). Delgado Ballester et al. (2003), Customer trust in a brand comes not only from personal views but also from the company's reputation for trustworthiness, honesty, reliability, consistency and social responsibility. Brand trust is very important for companies because it reduces the time and risk as long as consumers want to invest in a brand (Kapferer, 2008). If the influence of Brand Trust is not managed, it can lead to overemphasis on the importance of customer happiness in building consumer loyalty to a product (Ferrinadewi, 2008).

2.5 Brand experience with Brand attachment

Naidoo (2011: 30) states that every time a consumer interacts with a brand, it creates a positive, negative or neutral experience. The pleasant experience that customers have with a particular brand is the driving force that connects them to that brand (Mkhize, 2010: 63). The results of research from Chinomona and Maziriri (2017) show that the Brand Experience variable has an influence on brand attachment. Therefore, the first hypothesis of this study is:
 H1: Brand experience affects brand attachment

2.6 Brand trust with Brand attachment

When consumers think that businesses prioritize their interests above their own, and when companies seek to improve customer well-being, customers will become more emotionally attached to the company because they believe in its efforts (Park et al., 2006: 208). Chinomona and Maziriri (2017), and Furrahmi and Chan (2018) show that Brand trust has an effect on Brand attachment. So, the second hypothesis of this research is:
H2: Brand trust has an effect on Brand attachment

2.7 Brand familiarity with Brand attachment

Good familiarity increases consumers' emotional attachment to the brand, so that when the brand meets consumer expectations, consumers know it better (Heckler et al., 1992). The research findings of Chinomona and Maziriri (2017) and Furrahm and Chan (2018) show that brand familiarity affects brand attachment. The results showed that the brand familiarity variable had an effect on Brand attachment. Thus, the third hypothesis of this study is

H3: Brand familiarity affects brand attachment

2.8 Brand experience with Brand attachment and Brand trust as mediating variabel

Research by Ramirez and Merunka (2019) proposes that Brand trust mediates the relationship between Brand experience and Brand attachment for two reasons. First, a negative experience with a brand should reinforce expectations that the brand offers the expected benefits. We argue that since many brand experiences provide value and satisfaction (Brakus et al., 2009), repeated positive brand encounters should reinforce beliefs in brands' capacity to consistently deliver what is expected of them, or even exceed expectations. Second, engagement develops. depends on the fulfillment of one's needs (Hazan and Shaver, 1994) which rests on the existence of trust. The sense of attachment is hopeful and responsive in times of need (Bowlby, 1979). Based on these arguments, So, the fourth hypothesis of this study is:

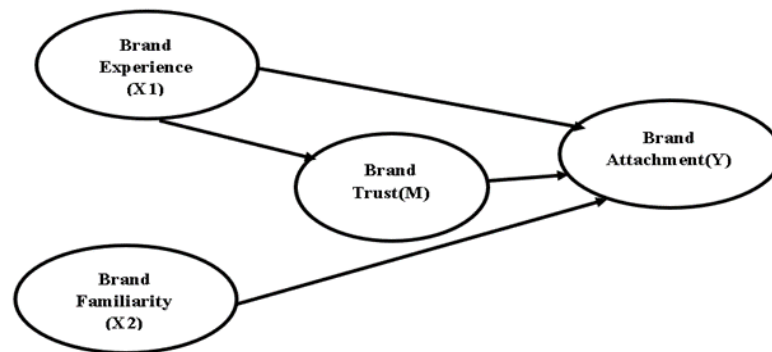H4: Brand trust mediates the positive influence of Brand experience on Brand attachment

Figure 1.

3. Research Methodology

3.1 Measurement

Brand attachment is measured using 5 indicators from Keller (2003). Brand experience variable was measured using 4 indicators from Brakus et al. (2009), and Brand familiarity was measured using 4 indicators from D'Astous and Gargouri (2001), and Brand trust was measured using 5 indicators from Chauduri and Holbrook (2001). measured using a Likert scale of 5 (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree).

3.2 Procedures

This type of research is survey research, with a quantitative descriptive approach. The population of this study is the Purwokerto community using Ms Glow Skin care. The sample in this study were some of the Purwokerto community users of Ms Glow skin care, totaling 100 respondents. The sampling technique in this study uses non-probability sampling, namely the purposive sampling technique. According to Suliyanto (2018), purposive sampling is a sampling technique based on certain criteria, namely respondents who use Ms Glow skin care products for approximately 1 month. The data used is primary data obtained from questionnaires distributed to 100 skin care users Ms Glow in purwokerto. The research data were then analyzed using data

analysis tools in this study using SPSS software version 20. The analytical methods used were descriptive analysis methods and linear regression.

4. Results

Table 1. Validity and Reliability Test

No	Variabel	Validitas	*Cronbach's Alpha*
1	*Brand Experience* (X1)	> 0,50 (Valid)	0,903 (Reliable)
2	*Brand Familiarity* (X2)	> 0,50 (Valid)	0,614 (Reliable)
3	*Brand Trust* (Z)	> 0,50 (Valid)	0,937 (Reliable)
4	*Brand Attachment* (Y)	> 0,50 (Valid)	0,880 (Reliable)

Sumber: Hasil Olah Data

This study uses 2 times multiple regression, namely:
- To see the effect of Brand Experience and Brand Familiarity, Brand Trust on Brand Attachment.
- To see the influence of Brand Experience on Brand Attachment through Brand Trust

The first Multiple Regression is to see the effect of *Brand Experience* (X1) and *Brand Familiarity* (X2*) Brand Trust* (Z) on *Brand Attachment* (Y)

Table 2.

	Model	Sum of Squares	df	Mean Square	F	Sig.
ANOVAª						
1	Regression	1169.434	3	389.811	53.709	.000ᵇ
	Residual	696.756	96	7.258		
	Total	1866.190	99			
a. Dependent Variable: Brand Attachment						
b. Predictors: (Constant), Brand Trust, Brand Familiarity, Brand Experience						

Based on the test results above, obtained a significance value of 0.000 or< 0.05. Given the significance value <0.05, it can be concluded that the Brand Experience (X1), Brand Familiarity (X2) and Brand Trust (Z) variables simultaneously or overall have a significant effect on Brand Attachment (Y).

Table 3.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.408	1.797		.227	.821
	Brand Experience	.336	.122	.304	2.754	.007
	Brand Familiarity	.290	.132	.166	2.192	.031
	Brand Trust	.399	.100	.419	4.002	.000
a. Dependent Variable: Brand Attachment						

Based on the test results above, the significance value of the X1 variable is 0.007 and X2 is 0.031 and Z is 0.000 or <0.05. This value means that Brand Experience (X1) and Brand Familiarity (X2) and Brand attachment variables partially have a significant effect on Brand attachment (Y). The B value (unstandardized coefficient) obtained by Brand Experience (X1) is 0.336 and Brand Familiarity (X2) is 0.290 and (Z) 0.399. This means that Brand Experience (X1) and Brand Familiarity (X2) Brand Trust (Z) have a positive influence on Brand Attachment (Y). The regression equation formed is Y = 0.336X1 + 0.290X2+0.399X3

Table 4.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792[a]	.627	.615	2.69404
a. Predictors: (Constant), Brand Trust, Brand Familiarity, Brand Experience				

The table above shows the value of R Square (coefficient of determination) of 0.627. This shows that the contribution of Brand Experience (X1), Brand Familiarity (X2) and Brand Trust (Z) to Brand Attachment (Y) is 0.627 or 62.7%. The second Multiple Regression is to see the effect of Brand Experience (X1) on Brand Attachment (Y) through Brand Trust (Z).

Table 5

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1134.550	2	567.275	75.209	.000[b]
	Residual	731.640	97	7.543		
	Total	1866.190	99			
a. Dependent Variable: Brand Attachment						

b. Predictors: (Constant), Brand Trust, Brand Experience

Based on the test results above, obtained a significance value of 0.000 or <0.05. Given the significance value <0.05, it can be concluded that the Brand Experience (X1) and Brand Trust (Z) variables simultaneously or overall have a significant effect on Brand Attachment (Y).

Table 6

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.471	1.153		3.011	.003
	Brand Experience	.423	.118	.381	3.584	.001
	Brand Trust	.418	.101	.440	4.132	.000
a. Dependent Variable: Brand Attachment						

Coefficients[a]

The results of the analysis with the mediating variable above show that the significance value of the X1 variable is 0.001 and Z is 0.000. Given the significance value of each variable <0.05, it can be concluded that Brand Experience (X1) mediated by Brand Trust (Z) has a significant effect on Brand Attachment (Y).

Table 7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780[a]	.608	.600	2.74639
a. Predictors: (Constant), Brand Trust, Brand Experience				

The table above shows the value of R Square (coefficient of determination) of 0.608. This shows that the contribution of Brand Experience (X1) and Brand Trust (Z) can predict changes in Brand Attachment (Y) of 0.608 or 60.8%, while 39.2% is influenced by other variables not analyzed in the study. Meanwhile, the value of e1 = (1-0.627) = 0.611 while the value of e2 = (1-0.608) = 0.626, thus obtained the following path diagram:
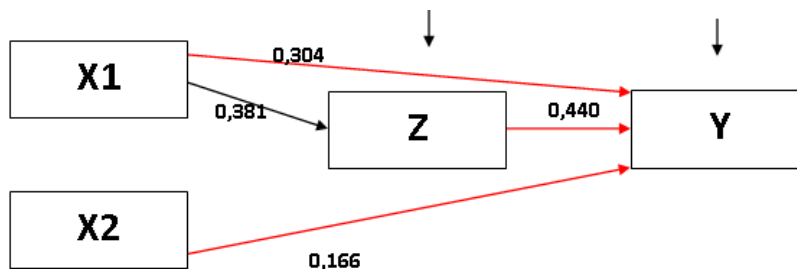

Figure 2

From the picture above, it is known that the direct effect given by X1 to Y is 0.304. The effect

of X2 on Y is 0.166. While the indirect effect of X1 through Z on Y is the multiplication of the beta value of X1 to Z with the beta value of Z to Y, namely: 0.381 x 0.440 = 0.168. Based on these calculations, the total effect that X1 gives to Z is the direct effect plus the indirect effect, which is 0.304+ 0.168 = 0.472 which means that Brand Trust (Z) can mediate Brand Experience (X1).

5. Discussion

The results of the research conducted based on the questionnaires filled out by the respondents showed that the variables Brand experience, Brand familiarity, and Brand Trust had a significant influence on Brand attachment with a value of 0.627. This shows that the contribution of Brand experience, Brand familiarity and brand trust variables to Brand attachment is 62.7%. Therefore, it can be concluded that hypothesis one (H1), hypothesis two (H2), hypothesis (3) proposed in this study can be accepted. The acceptance of hypothesis one (H1), Hypothesis two (H2), Hypothesis three (3) in this study Brand Ms Glow has been able to provide a good experience to respondents, and has made respondents have a strong belief in Brand Ms Glow and Brand Ms Glow. already familiar and familiar in the community, so that many consumers use the Ms Glow product and the Ms Glow brand is attached to the consumer's mind. The results of this study are in line with the results of research conducted by Barijan et.al (2021) which states that Brand experience, Brand familiarity and Brand trust have a significant effect on Brand attachment

The results show that Brand Experience through Brand Trust has a significant influence on the mediation of Brand Attachment. With a significance value of 0.001 which is smaller than 0.05, it can be stated that the brand experience variable has a significant effect on the Brand attachment variable. the brand trust variable shows a significance value of 0.000 which is smaller than 0.05, it can be stated that the brand trust variable has a significant effect on the Brand attachment variable.

6. Conclusion

The results of the analysis in this study indicate that Brand experience can predict brand attachment, Brand familiarity can predict Brand attachment, Brand then can predict Brand attachment and All indicators in the variable Brand experience, Brand familiarity, Brand trust are able to predict Brand attachment and Brand trust is able to mediate the influence Brand experience on Brand attachment. This study There are several limitations in this study, including the scope of research and the variables studied. Further research is recommended to use a wider range or other variables that can affect brand attachment

References

Barijan, D., Ariningsih, E. P., & Rahmawati, F. (2021). The Influence of Brand Trust, Brand Familiarity, and Brand Experience on Brand Attachments. *Journal of Digital Marketing and Halal Industry,* 3(1), 73-84. doi: 10.21580/jdmhi.2021.3.1.7440

Bowbly, J. (1979). The Making and Breaking of Affectional Bonds. London: Tavistock

Buil, I., Martínez, E., & de Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of Consumer Marketing*, 30(1), 62–74

Brakus, JJ, Schmitt, BH & Zarantonello, L. (2009). Pengalaman merek: Apa itu? Bagaimana diukur? Apakah itu mempengaruhi loyalitas?. *Jurnal Pemasaran*. No.73, hal.52-68.

Chaudhuri, A. & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance. *Journal of Marketing, LXII(*2), 81- 93

Chinomona, E., & Maziri, E. T. (2017). The Influence of Brand Trust, Brand Familiarity, and Brand Experience on Brand Attachment: A Case of Consumers in the Gauteng Province of South Africa. *Journal of Ecomonics and Behavioral Studies*, 9(1), 69-81. doi: 10.22610/jebs.v9i1(J).1558

D"Astous, A., and E. Gargouri. (2001). Consumer evaluation of brand imitations. *European Journal of Marketing 35 (1), 153 – 16*

Delgado-Ballester, E. et. al. (2003). Development And Validation Of A Brand Trust Scale. *International Journal of Market Research (Online), Vol. 45, No. 1, pp. 35-54,* (http://www.csom.umn.edu, diakses 9 Maret 2012).

Evans, D., McKee, J., & Bratton, S. (2010). social media and customer engagement. In D. Evans & S. Bratton (Eds.),Social media marketing: The next generation of business engagement (pp. 3–21). Hoboken, NJ: John Wiley & Sons.

Ferrinadewi, E. (2008). Merek & Psikologi Konsumen Pada Strategi Pemasaran. Yogyakarta: Graha Ilmu

Furrahmi dan Chan. (2018). Efek Kepercayaan Merek, Keakraban Merek, dan Pengalaman Merek Terhadap Keterikatan Merek Pada Konsumen Sepeda Motor Yamaha Di Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen. Jil. 3. No.2, hal.22-35*

Hazan, C., & Shaver, P. R.(1994). Attachment as an Organizational Framework for Research on Close Relationship. USA : Lawrence Erlbaum Associates, Inc

Heckler,S.E. and childers, T.L.(1992),"The role of expectancy and relevancy in memory for verbal and visual information:what is incongruency?"*Journal of Consumer Research,vol.18,March,No.475-92*

Huaman-Ramirez, R., & Merunka, D. (2019). Brand Experience Effects on Brand Attachment: The Role of Brand Trust, Age, and Income. European Business Review, 31(5), 610-645. doi: 10.1108/ebr-02-2017-0039

Japutra, A., Ekinci, Y., Simkin, L., & Nguyen, B. (2018). The role of ideal selfcongruence and brand attachment in consumers' negative behaviour Compulsive buying and external trash-talking. *European Journal of Marketing*, 52 (3/4), 683-701.

Kapferer, J.N. (2008) *The New Strategic Brand Management. Bodmin : MPG Books*

Keller, K.L. (2003), Strategic Brand Management: Building,Measuring, and Managing Brand Equity, 2nd ed., Prentice-Hall, Upper Saddle River, NJ.

Keller, Kevin Lane. (2008). *Strategic Brand Management: Building, Measuring, and Managng Brand Equity, 3 rd Edition.* Upper Saddle River New Jersey:Pearson Education, Inc

Laroche, M, Papadopoulos, N, Heslop, Louise A, Mourali, M.(2005). The Influence Of Country Image Structure On Consumer Evaluations Of Foreign Products. International Marketing Review, Vol. 22 Iss: 1, pp.96 – 115

Lau, G. T. & Lee, S. H. (2000). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management,* IV(4), 341-370.

Mkhize, L. (2010). The Role Of Self-Concept In Understanding Brand Experience, Brand Attachment And Brand Loyalty In The Consumption Of Premium Clothing Brands, Master Of Business Administration Research Project. Gordon Institute of Business Science, University of Pretoria. Pretoria.

Naidoo, G.M. (2011). An Evaluation Of Branded Retailing On Consumer Behaviour With A Public Relations Context: A Study Of The Influence Of South African Name Brands On Consumer Behaviour. Doctor of Philosophy in Communication Science. University of Zulu land, Durban

Park, C., MacInnis, D., & Priester, J. (2006). Beyond Attitudes: Attachment and Consumer Behavior. *Seoul National Journal,* 12(2), 3–36

Suliyanto (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi. Yogyakarta: Andi Offset*

Zhou, Z., Zhang, Q., Su, C., & Zhou, N. (2012). How do brand communities generate brand relationships?Intermediate mechanisms. *Journal of Business Research* ,65(7), 890-895