

Brand Experience on Brand Love with Brand Credibility as a Mediator of Mobile Phones

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Safitri, A., & Fajri, A. (2024). Brand Experience on Brand Love With Brand Credibility As A Mediator Of Mobile Phones. Economics and Business International Conference Proceeding, 1(2), 1263-1272.



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Received: July 20, 2024

Accepted: July 25, 2024

Published: August 1, 2024

ABSTRACT

This study discusses Samsung mobile phone users or Android mobile phones among Gen-z at this time. The research method was carried out by collecting data through distributing questionnaires using g-form from Samsung mobile phone users in Semarang City. The testing tool for this study was Smart-PLS 4.1 or SEM-PLS. The results of the study showed that brand experience had a significant positive effect on brand love, brand experience had a significant positive effect on brand credibility, brand credibility had a significant positive effect on brand love, and brand credibility had a significant positive effect in mediating brand experience on brand love. These variables can be applied in order to increase user credibility on the brand.

Keywords: Brand Experience, Brand Love, Brand Credibility

INTRODUCTION

From ancient times to the present, technology has made many innovations and is still developing, such as creating an object that can help human activities become more efficient and faster, such as cellphones. The digital revolution has a very large influence on changes that occur in the community environment (Aris Kurniawan, 2023). Various forms of sophistication are able to eliminate competition between Samsung and iPhone types of cellphones.

Based on the KIC and Kurious reports, the interest in purchasing Samsung and iPhone (Apple) cellphones in Indonesia in 2022-2023 has a significant difference. Samsung is the most frequently used cellphone brand by Indonesians in 2022 with a percentage of 31.7%, and iPhone (Apple) 2.7%. Then in 2023, Samsung still leads with a percentage in the first quarter of 24%, and iPhone (Apple) 4%. Samsung cellphones have decreased and iPhone (Apple) has grown. Factors that can influence the interest in purchasing Samsung and iPhone cellphones in Indonesia are price, performance, camera quality, and brand reputation.

Many mobile phone companies currently have demands to produce and develop products that can produce a brand that is easily recognized by the wider community, as well as gain loyal users and attract new users (Aris Kurniawan, 2023). Brand credibility has an important role in decision making that is influenced by preferences and trust in the brand, because it can refer to the brand's capacity to consistently deliver what has been promised by forming a combination of the company's reliability and experience (Haq et al., 2022). According to Mansoor & Paul (2022), one form of an important mechanism of brand credibility is that a brand can influence user choices.

Brand experience occurs when there are shopping, purchasing, and consuming activities directly by interacting with various forms of media, such as print and electronic media (Akoglu & Özbek, 2021). Brand experience is an important component that engages users by creating long-term positive impressions (Ramaseshan and Stein, 2014; Garg et al., 2015). Positive brand experience ensures psychological and emotional commitment of users such as prioritizing user preferences (Loureiro, 2020). Positive user assessments show user trust through interesting experiences and deep impressions on users through something real, thus showing brand experience as a means of user response to brands that already have credibility.

Brand love is an emotional component between consumers and brands, increasing short-term consumption by fostering long-term brand loyalty (Song et al., 2019). Brands consider brand love as a way to foster positive user sentiment through the formation of emotional bonds, thus long-term relationships with users can continue to be established (Roberts, 2004; Kang, 2015). Brand love can maintain relationships and understanding of brands to be better (Amaro et al., 2020; Jun and Yi 2020; Shin et al., 2020). Brand love creates a strong and permanent relationship with the brand, users cannot be abandoned by the brand like a feeling of loss for the brand (Albert and Merunka, 2013; Zhou et al., 2020). In this case, there is a possibility that brand users will switch to other brands (Huang, 2019).

LITERATURE REVIEW

Brand Experience

Brand experience can be felt by users such as searching for products, buying products, and receiving forms of service to each user. According to Firmansyah (2019), brand experience is basically the initial stage in receiving information. According to Sidabuntar

& Dharmayanti (2015), brand experience is a user's perception of every user relationship with a brand. It can be concluded that brand experience is a form of user experience of a brand, either in the form of good or bad experiences that have positive or negative and neutral values that can make users have a deep impression of the brand.

Brand Love

Brand love is a key emotional component between users and brands, increasing short-term consumption and long-term brand loyalty (Song et al., 2019). In this situation, there is a possibility that loyal brand users will switch to other brands (Huang, 2019). Brand love is able to build a strong and permanent relationship with the brand, and users cannot fill the void left by the brand, such as when users have a feeling of losing the brand (Albert & Merunka, 2013; Zhou et al., 2020).

Brand Credibility

Brand credibility is a belief in the information owned by a brand, namely that users tend to pay attention that the brand has expertise or ability, and has the will and trust to deliver what is promised (Vidyanata, Sunaryo & Hadiwidjojo, 2018). In user perception, looking for cheap products is considered riskier than buying a brand that already has good credibility so that it can be trusted (Kotler, 2017). Brand credibility has two components, namely, expertise in delivering information offered by the brand, and the brand must be trusted in delivering what has been promised (Nayeem, Murshed & Dwivedi, 2019).

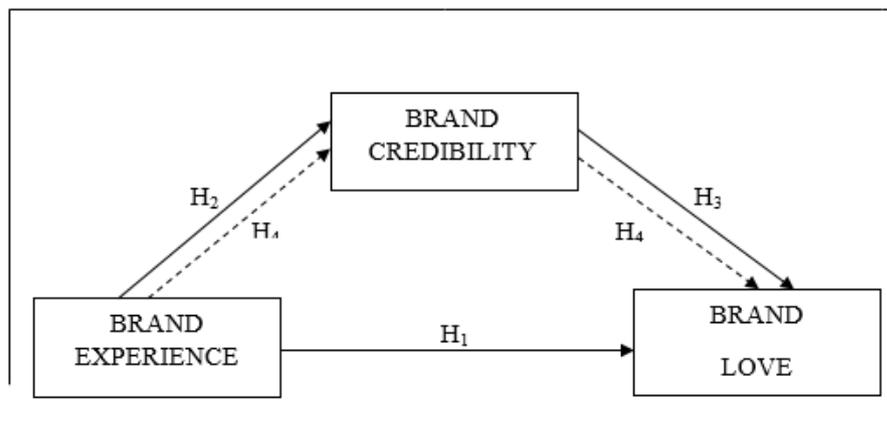


Figure 1. Conceptual Framework

Source: Author, processed for research purposes, 2023.

Hypothesis:

1. Brand Experience has a positive and significant effect on Brand Love
2. Brand Experience has a positive and significant effect on Brand Credibility
3. Brand Credibility has a positive and significant effect on Brand Love
4. Brand Credibility has a mediating effect on the relationship between Brand Experience and Brand Love.

RESEARCH METHOD

The purpose of this study is to evaluate the impact of brand experience on brand love through mediation of brand credibility. As described by Sekaran and Bougie (2017), quantitative research involves the analysis of numerical data using statistical techniques. The independent variable in this study is brand experience, which according to Sugiyono in Noor (2018) affects the dependent variable, namely brand love. Brand Credibility functions as a mediator variable, connecting the independent and dependent variables indirectly (Sugiyono, 2014).

The population of this study consisted of Samsung mobile phone users in Semarang City. The sample was taken from the calculation using the Lameshow formula, to find out an accurate sample so that a sample of 100 respondents using Samsung mobile phones was obtained. The sampling method was non-probability sampling, with the Purposive sampling technique.

The data were analyzed using the Partial Least Square (PLS) method with the help of the SmartPLS version 4.1 application. PLS allows testing complex models with many variables and indicators, as well as confirmation of theoretical frameworks and explanations of relationships between variables without imposing strict distribution assumptions. PLS provides a powerful predictive approach to statistical modeling (Hair et al., 2019).

RESULTS

Table 1. Research Respondents

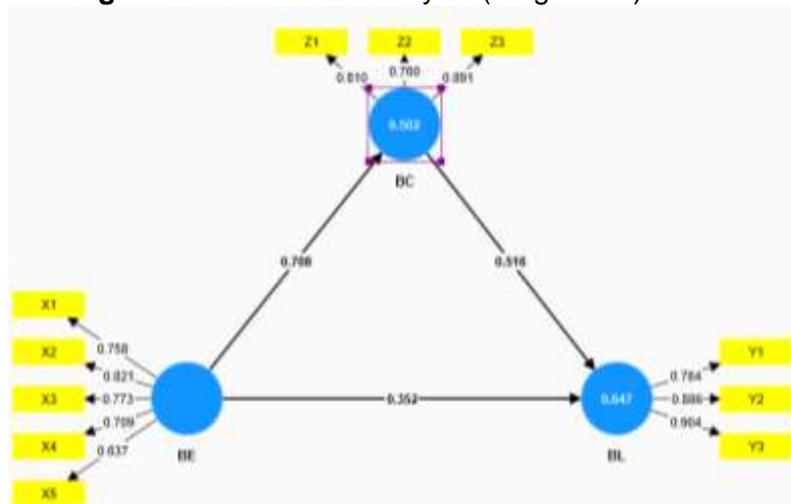
Respondent Criteria	Description	Frequency	Percentage	Total
AGE	17-20	13	13%	100%
	21-24	83	83%	
	25-28	3	3%	
	29-32	1	1%	
GENDER	Male	19	19%	100%
	Female	81	81%	
NUMBER OF PRODUCT PURCHASES (X)	1 Time	53	53%	100%
	2 Times	22	22%	
	3 Times	25	25%	
TIME OF PRODUCT PURCHASES (YEAR)	1 Year	43	43%	100%
	2 Years	26	26%	
	3 Years	31	31%	

Source: Primary Data processed, 2024

The characteristics of 100 respondents are Samsung cellphone users determined by the user's age, user gender, number of product purchases, and how long they have owned a Samsung cellphone.

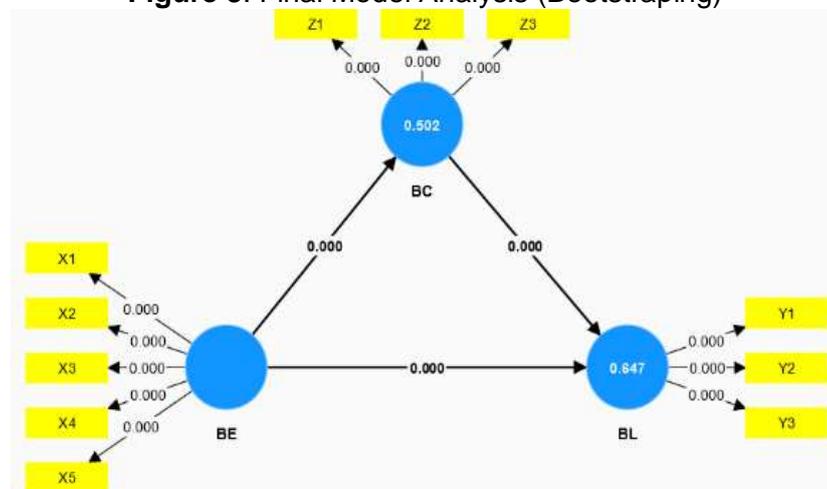
The questionnaire data results were then processed using the SmartPLS 4.1 test tool with two processing calculations, namely algorithm calculations and bootstrapping calculations. So that the following test results were obtained:

Figure 2. Final Model Analysis (Alogaritm)



Source : Primary Data Processed in Algorithm on Smartpls, 2024

Figure 3. Final Model Analysis (Bootstrapping)



Primary Data Processed in Bootstrapping on Smartpls, 2024

Table 2. Outer Loading Results (Loading Factor) to 1

Variable	Indicator	Outer Loadings
Brand Experience (X)	X1	0.758
	X2	0.821
	X3	0.773
	X4	0.709
	X5	0.637
Brand Love (Y)	Y1	0.784
	Y2	0.886
	Y3	0.904
Brand Credibility (Z)	Z1	0.810
	Z2	0.760
	Z3	0.891

Source: Smart-PLS Primary Data, 2024

Table 3. Outer Loading Results (Loading Factor) to 2

Variable	Indicator	Outer Loadings
Brand Experience	X1	0.804
	X2	0.838
	X3	0.791
	X4	0.706
Brand Love	Y1	0.783
	Y2	0.887
	Y3	0.904
Brand Credibility	Z1	0.804
	Z2	0.768
	Z3	0.890

Source: Smart-PLS Primary Data, 2024

According to Hair., et al (2019), the outer loadings value > 0.7 then the data is valid. The test results show that the outer loading data value is valid except for the brand experience variable on the X5 indicator with a result of 0.637. Thus, elimination was carried out on the X5 indicator from the brand experience by conducting a retest without involving the X5 brand experience indicator. The results of the second outer loadings test show the outer loading value with variables that have met the convergent validity criteria because the indicator has a validity value above 0.7. This shows that in the second outer loadings test for the X5 brand experience indicator it was eliminated from the model because it had no correlation with the brand experience variable.

Table 4. Construct Reliability dan Validity

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Brand Experience	0.759	0.772	0.862	0.676
Brand Love	0.795	0.803	0.859	0.551
Brand Credibility	0.826	0.858	0.895	0.739

Source: Smart-PLS Primary Data, 2024

According to the theory of Ghozali and Latan (2015), which states that a good and acceptable Cronbach's alpha value is >0.7 . And according to Hair et al., (2021), states that a reliable composite reliability value is >0.7 . The results of the Constuct Reliability on the Cronbach's Alpha value are acceptable because all variables reach a good value of >0.7 . This is supported by. And for Composite Reliability (rho_a) and Composite Reliability (rho_c) it is stated that it is reliable on all variables because it has a value of >0.7 . The results of the Average Variance Extracted (AVE) can be seen that all variables have an AVE value of >0.5 , meaning that good convergent validity is met or has good validity.

Table 5. Fornel Larcker Criterion

Variable	Brand Credibility	Brand Experience	Brand love
Brand Credibility	0.822		
Brand Experience	0.708	0.742	
Brand Love	0.765	0.717	0.860

Source: Smart-PLS Primary Data, 2024

According to Hair., et al (2021), the Formell and Lacker Criterion in the tested variable must be greater when compared to other variables. The results of the Fornell and Lacker Criterion show that each variable is highly correlated with each variable when compared to other variables or it can be said that the value in the diagonal axis (bold numbers) is the root of AVE.

Table 6. Discriminant Validity-HTMT

Variable	Brand Credibility	Brand Experience	Brand Love
Brand Credibility	0.899		
Brand Experience	0.899	0.867	
Brand Love	0.932	0.867	0.932

Source: Smart-PLS Primary Data, 2024

According to Hanseler et al., (2015), the HTMT value of each pair of variables <0.9 then the HTMT value is met. The results in table 4.14 show the data that has been tested using SmartPLS 4.1 the HTMT value in the study is below 0.90 in the pair of variables, then the discriminant validity-HTMT is met except for the influence of the Brand Credibility variable on Brand Love which is 0.932.

Table 7. R-square and Q-square results

Variable	R-Square	Q-Square
Brand Credibility	0.502	0.502
Brand Love	0.647	0.647

Source: Smart-PLS Primary Data, 2024

The R-Square results show R2 for brand credibility of (0.502) and for R2 brand love of (0.647). The R-square value according to Sarstedt et al., (2017), the brand credibility value is a moderate variable and brand love is a strong variable and the Q-Square value on the brand credibility and brand love variables shows a variable model that has good predictive relevance because the Q2 value > 0.

Table 8. Path Coefficient Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
BC→BL	0.516	0.522	0.085	6.085	0.000
BE→BC	0.708	0.714	0.051	13.961	0.000
BE→BL	0.352	0.352	0.088	4.010	0.000
BE→BC→BL	0.365	0.372	0.066	5.529	0.000

Source: Smart-PLS Primary Data, 2024

The results of the two-tailed test of the influence of Brand Experience on Brand Love through Brand Credibility as a mediating variable, with path coefficients of 0.516; 0.708; and 0.352 with T-statistics results > 1.96 and P-values results of <0.05. This proves that Brand Credibility has a positive and significant influence on Brand Love, then Brand Experience has a positive and significant influence on Brand Credibility, and Brand Experience has a positive and significant influence on Brand Love. The results of the two-tailed test of the influence of Brand Experience on Brand Love through Brand Credibility as a mediating variable, with a path coefficient of 0.365, with T-statistics

results > 1.96 and P-values results of <0.05. This proves that Brand Credibility has a positive and significant influence in mediating Brand Experience on Brand Love. so it can be concluded that the four hypotheses are accepted.

DISCUSSION

1. The Influence of Brand Experience on Brand Love

Based on the results of the analysis in this study shows that brand experience on brand love with a path coefficient of 0.352, with T-statistics of 4.010 > 1.96, and p-values of 0.000 < 0.05. This shows that brand experience has a positive and significant influence on brand love on Samsung mobile phone users in Semarang City. So that the research results were obtained which can strengthen this research conducted by Sarkar et al., (2019), stating that Brand Experience has a positive and significant effect on Brand Love for Lifebuoy products.

2. The Influence of Brand Experience on Brand Credibility

Based on the results of the analysis in this study shows that brand experience on brand love with a path coefficient of 0.708, with T-statistics of 13.961 > 1.96, and p-values of 0.000 < 0.05. This shows that brand experience has a positive and significant influence on brand credibility on Samsung mobile phone users in Semarang City. Theories and research results are strengthened in the research results conducted by Catharina Clara., (2023), Brand Experience has a positive and significant effect on Brand Credibility on products in the e-Marketplace.

3. The Influence of Brand Credibility on Brand Love

Based on the results of the analysis in this study shows that the results of Brand credibility on brand love, the path coefficient is 0.516 with t-statistics of 6.085 > 1.96, and p-values of 0.000 < 0.05. This shows that brand credibility has a positive and significant influence on purchasing decisions on Samsung mobile phone users in Semarang City. The research results of Nayeem, Murshad & Dwivedi, (2021), strengthen the author's research, namely that brand credibility must have the ability to convey information about the brand and the information must be trustworthy.

4. The influence of Brand Experience on Brand Love is mediated by Brand Credibility

Based on the results of this research test, it shows the influence of brand experience on brand love through brand credibility as a mediating variable, with a path coefficient of 0.365, with T-statistics of 5.529 > 1.96, and P-values of 0.000 < 0.05. This proves that brand credibility has a positive and significant influence in mediating brand experience on brand love for Samsung mobile phone users in Semarang City. The results of the study conducted by Ni Kadek Vira Kumara Dewi, I Nyoman Sudiksa, and Ida Ayu Kalpikawati (2023), showed that brand credibility can mediate the influence of brand experience on brand love.

CONCLUSION

Brand experience has a positive and significant influence on brand love, brand experience also has a positive and significant influence on brand credibility, brand credibility also has a positive and significant influence on love, and finally, brand credibility is proven to have a positive and significant influence in mediating the

relationship between brand experience and brand love. Samsung mobile phone users will tend to form a sense of trust and credibility that the product has advantages that can provide satisfaction like previous purchases and can encourage the emergence of a sensation of liking the brand. Therefore, brand credibility is getting stronger as a driver of the progress of the Samsung mobile phone company with the driver of brand experience and brand love as a form of user trust in a brand..

RECOMENDATION

Based on the results of research conducted by researchers related to the influence of brand experience on brand love with brand credibility as a mediator (study on gen-z as Samsung mobile phone users in Semarang City). In this study there are still many shortcomings in it. Researchers expect that for future research, similar findings can be studied, it is expected to add other variables outside of this study and expand its scope, with dimensions, indicators and also the latest research methodology, so that it can support the theories of this research and can be developed further in further research. For further research, it can also develop research methods using other analysis techniques, and using similar objects with the aim of seeing the comparison.

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