

# Pengaruh Customer-Based Brand authenticity Terhadap Brand trust Dalam Menciptakan Brand affect Dan Brand loyalty (Studi Pada Konsumen Brand HMNS Di Jabodetabek) = The Influence of Customer-Based Brand authenticity on Brand trust in Creating Brand affect and Brand loyalty (A Study on Consumer of HMNS Brand in Jabodetabek )

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Brand authenticity terhadap Brand trust serta peran Brand trust sebagai mediator dalam membangun Brand Affect dan Brand loyalty pada konsumen brand HMNS di Jabodetabek. Penelitian ini didasarkan pada pemahaman bahwa brand authenticity memiliki peran penting dalam membangun hubungan yang kuat antara brand dengan konsumen. Metode penelitian yang digunakan adalah survei dengan menggunakan kuesioner yang diberikan kepada responden yang merupakan konsumen brand HMNS di Jabodetabek. Pengambilan sampel dilakukan secara purposive dengan mengedepankan kriteria usia minimal 18 tahun dan pengalaman konsumsi terhadap brand HMNS. Total sampel yang terkumpul adalah 149 responden. Hipotesis di uji dengan menggunakan metode Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa Brand authenticity memiliki pengaruh yang signifikan terhadap Brand trust. Kemudian, Brand trust berpengaruh signifikan terhadap Brand Affect dan Brand loyalty.

.....The purpose of this research is to cognize the influence of brand authenticity on Brand trust and the mediating role of Brand trust in building brand affect and brand loyalty among HMNS brand consumers in Jabodetabek. This study is based on the understanding that brand authenticity plays a crucial role in establishing a strong relationship between the brand and consumers. A survey method was employed, utilizing questionnaires distributed to HMNS brand consumers in Jabodetabek. The sampling was conducted purposively, with a minimum age requirement of 18 years and experience in consuming the HMNS brand. A total of 149 respondents participated in the study. The hypotheses were tested using Struktural Equation Modeling (SEM).The findings of the study indicate that brand authenticity has a significant influence on brand trust. Additionally, brand trust significantly affects both brand affect and brand loyalty. Furthermore, brand authenticity indirectly affects loyalty through brand trust. These results highlight the importance of brand authenticity in building a strong relationship with consumers. The findings have practical implications for brand communication and marketing strategies, emphasizing the need for brands to emphasize authenticity.