Abstract

In The use of cosmetics has become an important need for most women. As technology evolves, brands have an ever-increasing arsenal of weapons to use in creating brand experiences. Wardah is a cosmetic brand that is quite attractive to women because it is safe to use and has a halal label. Customers' love for the Wardah brand is based on products that are safe on the skin, easy to find, and varied products. Wardah products occupy the second position as a local beauty brand. The research was conducted using quantitative methods by distributing online questionnaires to women aged 17-45 years old, living in Yogyakarta, having an interest in Wardah products, and having experience buying Wardah products. The results in this study indicate that the three supporting attributes of brand experience, namely sensory brand experience, behavioral brand experience, and intellectual brand experience, all have a positive influence on brand authenticity. The variables that have the strongest influence and are directly related to brand authenticity are sensory brand experience, behavioral brand experience, and intellectual brand experience. While the affective brand experience variable is not proven to have a significant effect on brand authenticity. And the brand authenticity variable has a positive and significant effect on brand love.

Keywords: sensory brand experience, affective brand experience, behavioral brand experience, intellectual brand experience, brand authenticity, brand love

Introduction

The increasing use of cosmetics makes companies compete to create the best products with various variations that are tailored to market needs. Based on market share data for local cosmetic products, it can be seen that Wardah is the second best-selling local brand with a percentage of 7.7%. This is because Wardah offers beauty products with a more natural feel. Having a positive experience with the use of the Wardah brand, makes customers remember the brand and creates an emotional bond between the product and the customer. A positive brand image owned by the company can gain advantages, for example in the form of long-term income, can survive the threat of competitors. However, it is not known for certain why customers use Wardah products. Previous research explains that brand experience has positive consequences on brand trust and brand love (Huang, 2017), this is also explained by Rodrigues et al. (2018) which researched that brand experience positively affects brand love with a higher frequency of affective and sensory dimensions. This study continues the research conducted by Safeer et al. (2020) and produced recommendations that companies should pay attention to and develop the authenticity of a brand. So this study examines the influence of brand experience which includes sensory, affective, behavioral, and intellectual experiences, directly influencing brand authenticity so as to create brand love for Wardah products. The purpose of this study is to analyze the influence of sensory, affective, behavioral, and intellectual experiences as supporting attributes on brand experience affecting brand authenticity and
analyzing the influence of brand authenticity on brand love. The theoretical benefit in this study is to identify the influence of brand experience on brand love mediated by brand authenticity. Meanwhile, the practical benefit is that the company can develop several product lines so that they are in high demand by consumers so that Wardah products will become the main choice for people who like beauty products. Based on the explanation above, this research examines “The Effect of Brand Experience on Brand Love Mediated by Brand Authenticity for Wardah Consumers in Yogyakarta”.

**Method**

The method used is quantitative methods, data collection techniques using primary data through surveys. Population refers to all people in a group, events or things that are interesting to study for researchers (Sekaran and Bougie, 2016: 236). The population in this study were women who had bought Wardah products and lived in Yogyakarta. The sample is part of the number and characteristics possessed by the population. In this study, the respondents used are women aged 17-45 years old who live in Yogyakarta, have an interest in Wardah products, and have experience buying Wardah products. Data collection method used primary data through surveys and the instrument used by the researcher was a questionnaire. Researchers distributed questionnaires online through Google Forms to facilitate the distribution of questionnaires and speed up the data collection process. Instruments measurement in the study were conducted through questionnaires. Before conducting a questionnaire test with a large sample, first conduct a pre-test of the questionnaire to ensure that the statement items can be used to measure the data according to the variables that have been determined in the study. The number of respondents in conducting the pre-test was 50, using a sampling technique aimed, which was in accordance with the research criteria. After the results of the pre-test are known, then the validity and reliability tests are carried out. Construct validity is a validity that measures the level of validity of a variable or indicator in research. The method used to determine construct validity is factor analysis, with a significance value of Bartlett test and MSA (Measure of Sampling Adequacy) which determines the level of intercorrelation between factors (Hair et al., 2010: 103). The MSA value is said to be good if the value is greater than 0.5 and the Bartlett is more small or equal to 0.05 (Hair et al., 2010: 103). Data analysis method is the process of processing data through a device based on the results of research that has been done. In this study, the analytical method used is Structural Equation Modeling (SEM) by conducting a feasibility test of the measurement and structural model on the SmartPLS software.

**Results and Discussion**

Respondents for this research are 190 and has met the requirements and in accordance with the research criteria. In this study, the analytical method used is Structural Equation Modeling (SEM) by conducting a feasibility test of the measurement and structural model on the SmartPLS software. All research instruments are declared valid and reliable so that they are feasible to be used as research instruments at the next stage.

A hypothesis is a temporary guess, so a more detailed testing process is needed. There are two types of hypothesis in research, namely, the null hypothesis (H0) explains that there are no differences in parameters or characteristics in the variables, while the alternative hypothesis (Ha) functions to state that there are differences in parameters or characteristics in the variables. The results of hypothesis test can be seen in the Table:
The path coefficient value of the first hypothesis is 0.356, while the T statistic is 4.241. This shows that the influence of sensory brand experience on brand authenticity has a positive value, which means that the better sensory brand experience will increase brand authenticity. The probability value in this study was 0.000 (p < 0.05), so the null hypothesis (H1) was rejected and the alternative hypothesis (H1') was accepted. These results indicate that sensory brand experience significantly has a positive influence on the authenticity of the Wardah brand.

The path coefficient value of the second hypothesis is 0.087, while the T statistic is 1.314. This shows that the influence of affective brand experience on brand authenticity has a positive value, which means that the better the affective brand experience will increase brand authenticity. The probability value in this study was 0.189 (p > 0.05), so the null hypothesis (H2) was accepted and the alternative hypothesis (H2') was rejected. These results indicate that affective brand experience does not have a significant positive effect on the authenticity of the Wardah brand. The path coefficient value from the third hypothesis is 0.210, while the T statistic value is 2.968. This shows that the influence of behavioral brand experience on brand authenticity has a positive value, which means that the better behavioral brand experience will increase brand authenticity. The probability value in this study was 0.003 (p < 0.05), so the null hypothesis (H3) was rejected and the alternative hypothesis (H3') was accepted. These results indicate that behavioral brand experience significantly has a positive influence on the authenticity of the Wardah brand.

The path coefficient value of the fourth hypothesis is 0.200, while the T statistic value is 2.554. This shows that the influence of intellectual brand experience on brand authenticity has a positive value, which means that the better the intellectual brand experience will increase brand authenticity. The probability value in this study was 0.011 (p < 0.05), so the null hypothesis (H4) was rejected and the alternative hypothesis (H4') was accepted. These results indicate that intellectual brand experience significantly has a positive influence on the authenticity of the Wardah brand.

The path coefficient value of the fifth hypothesis is 0.725, while the T statistic is 19.702. This shows that the influence of brand authenticity on brand love has a positive value, which means that the better the brand authenticity will increase brand love. The probability value in this study was 0.000 (p < 0.05), so the null hypothesis (H5) was rejected and the alternative hypothesis (H5') was accepted. These results indicate that brand authenticity has a significant positive effect on Wardah's brand love.

<table>
<thead>
<tr>
<th>Hyphotesis</th>
<th>Original Sample</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Hyphotesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 sensory brand experience -&gt; brand authenticity</td>
<td>0.356</td>
<td>4.241</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2 affective brand experience -&gt; brand authenticity</td>
<td>0.087</td>
<td>1.314</td>
<td>0.189</td>
<td>Rejected</td>
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<tr>
<td>H3 behavioral brand experience -&gt; brand authenticity</td>
<td>0.210</td>
<td>2.968</td>
<td>0.003</td>
<td>Accepted</td>
</tr>
<tr>
<td>H4 intellectual brand experience -&gt; brand authenticity</td>
<td>0.200</td>
<td>2.554</td>
<td>0.011</td>
<td>Accepted</td>
</tr>
<tr>
<td>H5 brand authenticity -&gt; brand love</td>
<td>0.725</td>
<td>19.702</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: Processed by Researcher
Conclusion

Of the three supporting attributes of brand experience, namely sensory brand experience, behavioral brand experience, and intellectual brand experience, all of them have a positive influence on brand authenticity. Which means that the better the variable, the greater the authenticity of the brand. While the affective brand experience variable is not proven to have a significant effect on brand authenticity, this is caused by consumer behavior that tends not to involve mood when buying beauty tools. The results showed that the research objectives could be achieved because brand authenticity had a positive and significant effect on brand love. This means that the authenticity of the brand has a direct effect on the love of the brand, if consumers feel the authenticity of the brand, the love of the brand will increase. The limitations of this study are that the sampling was only carried out in the city of Yogyakarta. Thus, it is not known for certain whether the results will be the same if the sampling is done outside the city of Yogyakarta. The theoretical implication in this research is to strengthen previous empirical studies that discuss the four attributes that support brand experience, namely sensory, affective, behavioral, and intellectual. The number of respondents as many as 190 in this study shows that there is a positive influence on brand authenticity and has an impact on brand love for Wardah brand cosmetic products. The research model proposed by Brakus is proven to be used as a scale for measuring brand experience attributes. This managerial implication can be used as a guide for business people that the sensory, behavioral, and intellectual influences as attributes of brand experience can convince consumers of the authenticity of a particular brand. The authenticity of a brand is proven to make consumers believe in the products offered so that it creates a sense of love and affection for the brand. While the relationship between affective on brand authenticity must be improved through attractive product displays, providing satisfactory service, providing customer service, and providing membership cards for Wardah customers, this aims to create an emotional bond between sellers and buyers.

Reference