

THE IMPACT OF BRAND AUTHENTICITY AND BRAND COMMUNITY ON BRAND TRUST AND MSME GROWTH IN BUKALAPAK PARTNER APPLICATION USERS

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ABSTRACT

The massive growth of SMEs gave an opportunity to the tech industry in creating innovations. Applications with advanced and user-friendly features offered SMEs owners an opportunity to enlarge their businesses. This study's objective is to discuss the impact of brand authenticity and brand community towards brand trust and SME growth in case of users of Mitra Bukalapak applications. This study uses bootstrapping methods as the framework of theory analysis. In data collection, the study is using purposive sampling methods to 362 community members of Mitra Bukalapak users. The result of this study found that brand consistency, brand customer orientation, brand community has a positive impact on brand trust, and brand trust has a positive impact on SME growth. Therefore, the study will contribute to current knowledge in the tech industry to build the brand and provide information on the impact of brand value development for the SME owners.

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INTRODUCTION

The growth rate of internet users in Indonesia is relatively rapid & significant. Based on (Datareportal, 2022) there are 204.7 million internet users in Indonesia, where this figure represents 73.7% of the total population in Indonesia today. Along with this growth, applications that are useful for composing activities and even the efforts of internet users have begun to emerge. One of the things that has become rampant is the application for MSME players. Through an explanation (BKPM, 2022) it was recorded that around 61.97% of GDP was contributed by MSME players operating at this time, which was around 64.19 million. Meanwhile, in recent years, taglines or programs that carry MSMEs up in class have been increasingly encouraged.

Mitra Bukalapak application is one of the pioneers that aims to help UMKM actors or individuals who do not have a business to be able to develop their business and increase

income in order to improve the welfare of its users. Towards the third quarter of 2022 itself, Mitra Bukalapak has reached approximately 15 million users application.

Through the results of research (Chauduri & Holbrook, 2001) mentioned that a business can provide good results influenced by the brand trust chain and brand influence. Based on (Eggers et al., 2013) mentioned that there is a strong positive impact between brand consistency and brand consistency on brand trust in MSMEs. Whereas according to (Habibi et al., 2014), the effect of customer relationships on the four elements of the brand community on brand trust is stronger for consumers who have high engagement with brand community.

Until now, research that examines the impact of brand authenticity and brand communities affecting brand trust & MSME growth is still minimal, especially in the context of brand use of an application in Indonesian MSMEs. Even in previous studies, it has not made a brand community factor, so it has not been comprehensive. According to this research gap, this research will include other factors, namely the brand community. In addition, this study will also measure the impact of the brand community on brand trust and the growth of MSMEs.

BIBLIOGRAPHY REVIEW

Brand Authenticity

(Morhart et al., 2015) defines Brand Authenticity about the extent to which consumers perceive a brand to be loyal and true to itself and its consumers, as well as supporting consumers to be honest with themselves themselves. Based on (Gunawan Nanang, 2021) that an object is considered authentic if in lexical it can be distinguished by its imitation, namely a person's perception of the reality of physical experience or the behavior of an object verified based on what was previously claimed. (Eggers et al., 2013) argues that measure Brand Authenticity can be through Brand Congruence, Brand Consistency and Brand Customer Orientation.

Brand Congruence

Brand Congruence theory explains where individuals are more comfortable and satisfied with products/brands that match the actual or desired self-concept (Grubb & Grathwohl, 1967). Alharbi (2022) also argues that people not only consider what they do about a product but also the meaning associated with the product. Consumers who have a sense of similarity with the brand and an already high level of trust in experiences that have already been experienced and remembered have the opportunity to buy products continuously in the same brand (Soedionon, 2020)

H1: Brand Congruence has a positive influence on Brand Trust

Brand Consistency

It is explained (MarcomCentral.com, 2020) that Brand Consistency is how an organization can successfully convey their message to customers in accordance with organizational values built through customer experience, Brand identity as well as brand promise offered. (Rowden, 2003) mentioned that a consistent brand identity ensures that the brand looks different in the market from its competitors. Seric et al. (2020) argue that consistent communication over a brand has a positive relationship with brand trust.

H2: Brand Consistency has a positive influence on Brand Trust

Brand Customer Orientation

In this study, Brand Customer Orientation is explained as a broad organizational process to produce and maintain a harmonious brand meaning towards customers and other stakeholders (Ewing & Napoli, 2005). Based on opinion (Gupta, 2008) customer orientation is about understanding customer needs, brand customer orientation is about satisfying customers. If the wishes of beneficial seorang individuals have been conveyed then customers and other stakeholders of the company will perceive the brand as authentic, thus building trust. (Eggers et al., 2013)

H3: Brand Customer Orientation has a positive influence on Brand Trust

Brand Community

Freitas (2017) explained that Brand Community is a group consisting of individuals with a common interest in a brand or product that is formed both in real and virtually, namely cyberspace. Muñiz (2001) argues that communities are now no longer limited by geography. Initially, the community was considered a place, usually rural. However, the notion of society now transcends that limitation and has a much broader meaning. Habibi et al. (2014) stated that a customer-focused media-based brand community can influence brand trust.

H4: Brand Community has a positive influence on Brand Trust

Brand Trust

According to Chauduri & Holbrook (2001), Brand Trust ialah willingness by consumers to rely on the ability of the brand to perform its functions as promised.

Ballester (2005) argues that Brand Trust is seen as an expectation based on consumers' belief that the brand has the most certain qualities that make it consistent, competent, honest and responsible. Brand trust also provides value to customers to increase purchases for customers (Baisyir, 2021).

H5: Brand Trust has a positive influence on SME Growth

SME Growth

Growth can be defined through two different angles, namely measurable increase in business size and changes in development that cannot be measured (Penrose, 1995). Runtuk (2015) states that growth can be measured through several common indicators, such as sales, employment, and assets.

RESEARCH METHODS

The subject of this study was a user of the Mitra Bukalapak application who is a member of the Mitra Bukalapak brand community, namely JUWARA. Sampel of this study was selected by purposive sampling method by means of which the research questions were only shared specifically with members of the brand community through an exclusive platform Namely WhatsApp Group. In this quantitative study, data collection using the survey sharing method using Google Form media. There were 362 respondents who filled out the questionnaire in full in the period of September 2022. Meanwhile, in collecting data, this study uses an interval scale as a measure of the influence of independent variables on dependents. The interval scale has several types of questions that can include knowledge, perception, attitudes and behavior. And this study uses 5 response points, which are strongly disagree, agree, neutral, agree, strongly agree.

RESULTS AND DISCUSSION

Respondent Demographics

As a result of the distribution of questionnaires exclusively through a special Whatsapp group for members of the Mitra Bukalapak community, there were 362 respondents who had a demographic profile, namely Men as many as 168 respondents (46.41%) and Women as many as 194 respondents (53.59%). As well as vulnerable age 15-24 years in 27 respondents (7.46%), 25-34 years as many as 111 respondents (30.66%), then 35-44 years as many as 135 respondents (37.29%), 45-54 years as many as 73 respondents (20,17 %) and ≥ 55 year as 16 Respondents (4,42%). With average length have effort that is ≤ 3 moon that is 9 Respondents (2,49%), ≤ 6 moon that is 20 Respondents (5.52%), ≤ 1 year that is 32 Respondents (8.84%), ≤ 2 year that is 33 Respondents (9.12%) and ≥ 2 years, namely 268 respondents (74.03%). With various types of businesses, namely Warung Kelontong as many as 186 respondents (51.38%) followed by Kiosk Pulsa 118 respondents (32.60%) and others 58 respondents (16.02%).

Table 1. Respondent Demographics

Demographic Character	Frequency	Percentage
Gender		
Man	168	46.41%
Woman	194	53.59%
Age		
15-24 years	27	7.46%
25 -34 years old	111	30.66%
35-44 years	135	37.29%
45-54 years	73	20.17%
≥ 55 years old	16	4.42%
Business Type		
Grocery Stalls	186	51.38%
Credit Kiosk	118	32.60%
Other	58	16.02%

Measurement Model

In this study, the measurements used were SEM-PLS and the data was processed through the Smart PLS 3.0 program. Hair et al. (2011) state that SEM-PLS has a more "regression-based" approach that minimizes the residual variance of endogenous construction. It is also explained that SEM-PLS is the right method to get broad potential for SEM researchers, especially in the field of marketing (Hair et al., 2011). According to Hair et al. (2011) there are several rules of thumb in measuring the SEM-PLS model, namely Internal Consistency Reliability must have a value of 0.70, then Indicator Reliability must Composite Reliability \geq have a value of 0.70 Indicator Loadings \geq (however in this case the general standard that can still be called a i.e. between 0.40 - 0.70), Convergent Validity must have a value whereas forThe Average Variance Extracted (AVE) ≥ 0.50 , Discriminant Validity, The Average Variance Extracted (AVE) rather than any construct the latent must be higher than the highest squared correlation of the construct with another latent construct (Fornell-Lacker Criterion).

Table 2. Research Variables

Variable	Factor Loading
Brand Congruence (CR=0.952, AVE=0.868)	
My own values are similar or identical to those of Mitra Bukalapak	0,928
I am committed to the values of Mitra Bukalapak	0,948
We stick to these Bukalapak Partner values rather than pursuing short-term market trends.	0,919
Brand Consistency (CR=0.925, AVE=0.713)	
Mitra Bukalapak's promise to customers follows our values	0,834
The development of Mitra Bukalapak is determined by fixed values	0,757
We are regarded as 'real'.	0,844
Mitra Bukalapak's promise to customers is in accordance with the company's vision and strategy.	0,900
Mitra Bukalapak adheres to its values whenever it comes into contact with a customer (advertisements, customer dialogues, websites, products/services, etc.).	0,881
Brand Customer Orientation (CR=0.864, AVE=0.616)	
Mitra Bukalapak always adjusts actions according to the wishes of customers and other stakeholders.	0,845
To survive the competition, Mitra Bukalapak always has to act in the interests of customers.	0,814
Over time this action of Mitra Bukalapak has adapted to the needs of the market but in principle the values remain the same.	0,809
Market trends greatly affect this Bukalapak Partner company and its value.	0,658
Brand Community (CR=0.936, AVE=0.785)	
I feel a sense of belonging in this Bukalapak Partner community	0,864
I will visit this Bukalapak Partner community continuously	0,877
I will exchange information and opinions with members of the Mitra Bukalapak community	0,913
I will collect information through this Bukalapak Partner Community	0,890
Brand Trust (CR=0.949, AVE=0.822)	
I believe Mitra Bukalapak	0,908
I feel that this Bukalapak Partner can be trusted	0,938
I feel that this Bukalapak Partner offers a safe product	0,925
I think this Bukalapak Partner has delivered as promised.	0,854
SME Growth (CR=0.948, AVE=0.858)	
Last year we achieved higher sales growth than our (direct/indirect) competitors	0,942
Last year we achieved higher profit growth than competitors (direct/indirect).	0,958
Last year we achieved higher employee growth than our (direct/indirect) competitors	0,879

Convergent Validity

Based on table 2.0, it was found that in the values of the loading factor, composite reliability (CR) & Average Variance Extracted (AVE) showed values of ≥ 0.40 , 0.70 &

0.50. So it can be concluded that the results of the data have met the standards of the Convergent Validity criteria.

Table 3. Fornell-Lacker Criterion

	BCONG	BCONS	BCOR	BCOMMS	BT	SMEG
BCONG	0,932					
BCONS	0,803	0,845				
BCOR	0,694	0,769	0,785			
BCOMM	0,566	0,641	0,632	0,886		
BT	0,579	0,648	0,612	0,562	0,907	
SMEG	0,550	0,553	0,561	0,505	0,442	0,926

Discriminant Validity

In table 3.0, it was found that the Average Variance Extracted (AVE) value is higher compared to the highest squared correlation of the construct with the latent construct. It can be concluded that the results of this study meet the Discriminant Validity yang appropriate.

Table 4. Path Coefficient

	T Statistics	P Values	Information
Brand Congruence -> Brand Trust	1,139	0,127	Rejected
Brand Consistency -> Brand Trust	4,004	0,000	Accepted
Brand Customer Orientation -> Brand Trust	2,152	0,016	Accepted
Brand Community -> Brand Trust	3,318	0,000	Accepted
Brand Trust -> SME Growth	6,770	0,000	Accepted

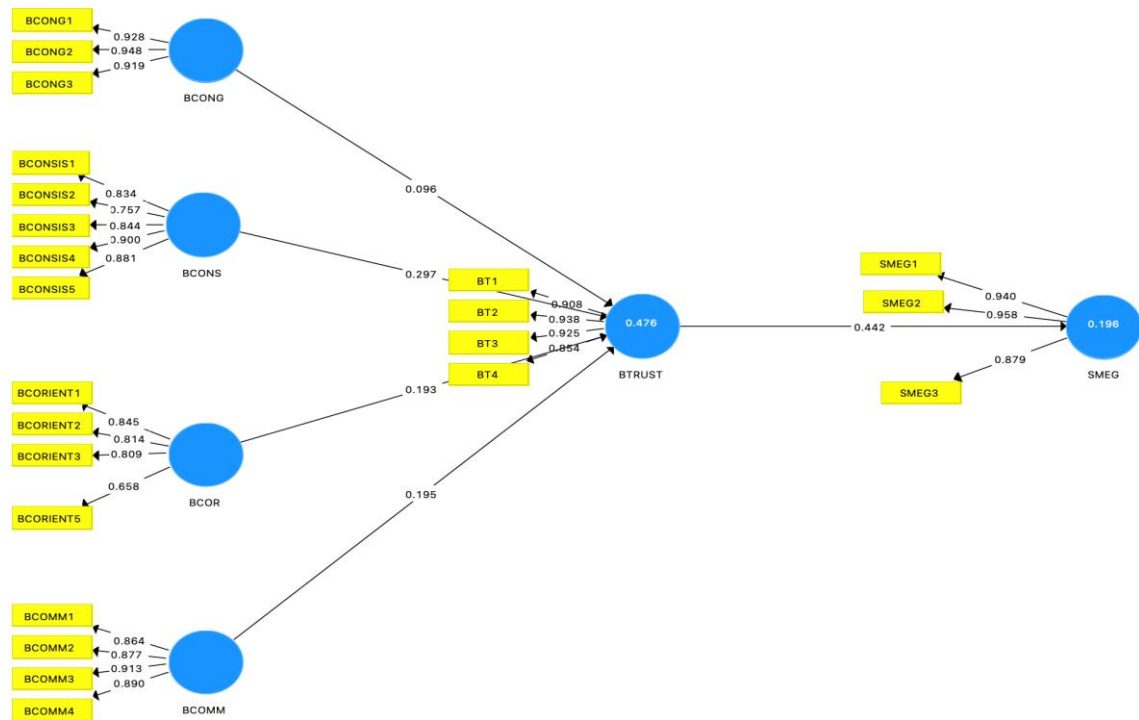


Figure 1. Path Coefficient

Structural Model

In hypothesis testing in this study using the bootstrapping method where (Hair et al., 2011) argues that this method involves repeated random sampling with the replacement of the original sample for creating a bootstrap sample, which aims to obtain errors in hypothesis testing. In table 4.0 it is stated that H2, H3, H4 and H5 are acceptable, with a result of t-value >1.65 and a p-value of <0.05 while H1 is rejected.

The results of this study found that Brand Congruence had a negative impact on Brand Trust so that H1 was rejected with a t-value of $1.139 < 1.65$; p-value >0.05 . Meanwhile, Brand Consistency to Brand Trust has a positive impact so that H2 can be accepted with a t-value of $4.004 > 1.65$; p-value <0.05 . This is also supported by previous research that has found that organizations can greatly increase brand trust by being consistent in whatever they do. (Eggers et al., 2013). In addition, Brand Customer Orientation also has a positive impact with Brand Trust so that H3 can be received with a t-value of $2,152 > 1.65$; p-value <0.05 . This was agreed upon (Windarti, 2020) which stated that trust is influenced by customer orientation positively and significantly. In the Brand Community on Brand Trust, a positive impact was also found with t-value of $3.318 > 1.65$; p-value <0.05 . In this regard, Mousavi (2016) in his research argues that the stronger their social identity in the community, leads to their trust in the brand. And in the Brand Trust, it was found that there was a positive pack of SMEs Growth, namely with a t-value of $6,770 > 1.65$; p-value <0.05 .

CONCLUSION

In this study, it was found that Brand Consistency has a positive impact on Brand Trust, Brand Customer Orientation has a positive impact on Brand Trust, Brand Community has a positive impact on Brand Trust and Brand Trust itself has a positive impact on SME Growth. On the theoretical implications, this research can support previous research and add the latest reference to the influence of Brand Authenticity, Brand Community on Brand Trust and SME Growth where this research is still very limited, especially in the technology industry. For the managerial implications that can be found in this study is that having Brand Consistency in building a brand affects user trust, therefore it is important for a brand to execute and keep the value conveyed to the users accordingly. In accordance with Mitra Bukalapak's value, namely "Warung Naik Kelas", this value needs to be balanced with programs that can provide broad benefits to its users. In addition, in Brand Customer Orientation, it is also found that a brand will increase its trust if the wishes and needs of users become the main focus and can be fulfilled well. For this reason, Bukalapak Partners can always innovate every feature and product launched according to the needs of users. In the Brand Community the involvement of members as well as the interactions and information shared by fellow members also have a good impact on the trust of the Partner brand Bukalapak, for that a variety of conversation topics and a good culture can always be built in every conversation that occurs with fellow members in Whatsapp Group. As well as the increase in Brand Trust of Bukalapak Partner users through a feeling of security for every product used and the value that is in harmony with each program provided also motivates Mitra Bukalapak users to develop their business.

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