RELATIONSHIP BETWEEN BRAND AUTHENTICITY, BRAND TRUST AND BRAND EXPERIENCE TOWARDS BRAND SATISFACTION

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KEYWORDS	ABSTRACT:
Branding, Brand Authenticity, Brand Trust, Brand Experience andBrand Satisfaction.	Businesses use branding as a marketing strategy to differentiate their goods from competing goods. It's especially important for small marketing gurus that lack the same advertising resources as their bigger rivals.The study examine the relationship between brand authenticity, brand trust and brand experience towards brand satisfaction. Automobile users made up the study's sample. A convenient sampling technique was used to identify every participant. The distribution of the survey forms took either in person or offline. 500 of the 680 survey forms that were handed out had complete and accurate responses from the respondents, representing a response rate of 83.3%. The measurement of sample size adequacy is one of the conditions for PLS-SEM. A 500-person sample is utilized.The reality that brand experience and brand trust in the current study serve as a mediating factor in the link between brand satisfaction and brand authenticity is also a commendable finding. The current study has limitations. First off, the only elements that may have an impact on brand satisfaction are brand trust, brand experience, and authenticity. The additional factors that can affect brand satisfaction may be of interest to future study. .

I. INTRODUCTION

Consumers' lives are becoming more and more affected by brands. Research shows that consumers view brands as partners in relationships (Bairrada et al., 2018). It is once again realized that the brand is the most precious asset in an endeavor to prevail in market competition that the brand is the primary financial asset of the business. The company's pledge to continuously provide clients with values such features and advantages at the same level of service is known as its brand. The brand is also thought of as an internalization of the number of customer impressions that led to the existence of a unique position in the thoughts of customers to the advantages of the emotional and practical benefits obtained from using a good or service from a brand, which can be described as a name, term, sign, symbol, design, or all of these things together and is intended to identify the products or services offered so differently from the goods or services produced by competitors. The major objective of many businesses is to establish a strong brand in the marketplace since doing so enables the firm to generate rewards, including lower risk, higher earnings, more collaboration with third parties, and the requirement to extend the brand.

Due to things like the global financial crisis, rising political unpredictability, or climate change, our society today is increasingly defined by a growing sense of uncertainty. In order to reduce this uncertainty, people look for authenticity in many aspects of their everyday life, including the goods they buy and the businesses they support. As a result, authenticity is "one of the pillars of contemporary marketing" (Brown, Kozinets, and Sherry 2003, 21). It is also a fundamental human ambition. Additionally, authenticity is a crucial component of brand identity and one of the fundamental principles of brand image (Ballantyne, Warren, and Nobbs 2006). It is also a crucial success element for companies (Beverland 2005; Kapferer 2004). On the other hand, scholarly investigation of brand authenticity is still in its infancy. The limited studies that do exist tend to be of a broad character, either in developing theoretical underpinnings or in examining representations of authenticity in the marketplace: "Yet, consumer research has not given significantly focused attention to authenticity" (Grayson and Martinec 2004, 296).

A broad range of previous studies (Ballantyne et al. 2006; Beverland 2006; Brown et al. 2003; Grayson and Martinec 2004; Groves 2001) offer a diverse knowledge of authenticity in general and brand authenticity in particular. This is frequently made better by studies that concentrate on a particular product category, such wine (Beverland 2006), tourist destinations (Grayson and Martinec 2004), or food production (Groves 2001). As a result, there is no agreement on what brand authenticity is often defined to mean or how it is organized along dimensionality in consumer research. Therefore, it is essential to get a thorough grasp of how customers view authentic brands and to construct brand authenticity using a "bottom-up approach."Numerous research have been done in this field since branding plays a significant part in corporate success and business goals. Even if there are many less effective brand experiences and techniques, most academics continue to hunt for the best ones for a certain situation. The obstacles and difficulties associated with branding strategy are merged with brand name choice.

This fundamental problem could make a branding approach unsuccessful.Businesses use branding as a marketing strategy to differentiate their goods from competing goods. It's especially important for small marketing gurus that lack the same advertising resources as their bigger rivals. In a crowded market, it is simpler for buyers to locate a product with a unique brand, look, and image. A strong brand identity can affect consumer behavior by fostering emotional connections and upholding purchase behaviors (Seymur M.G, 2020).In addition to giving items a distinct identity and making them more visible, branding fosters consumer loyalty and preference as well as recognition. organizations use branding to generate demand, maintain that demand, and even to determine which items or organizations will ultimately succeed or fail (Kevin Keller, 2013).

Kressmann et al. (2006) used brand loyalty as a model and examined the direct and indirect impacts of self-image congruence. Through functional congruity, product participation, brand relationship, and brand quality, the model contends that self-image congruence positively influences both direct and indirect brand loyalty. Also highlighted by Blain (2001) was the impact of destination branding on destination marketing firms. Companies are becoming more and more aware of the relative value of their product and service brands. Nowadays, brand names are regarded as a crucial asset for every company. People are presented with a multitude of options but have less time to make a selection due to the complexity of the marketplace and the competition. Therefore, a brand is seen as powerful and priceless when it has the potential to make decisions for people simpler, lower risk, and set expectations. Strong brands must now fulfill customer expectations, maintain their strength over time, and even get stronger (Keller, 2014). Because each person has unique experiences and connections that are triggered by the brand at any particular time, brand experience is subjective and varies from person to person, time to time, situations, and circumstances.

In marketing and advertising, brand experience is in charge of assessing all available options in order to improve and forge a closer bond with the target audience. The market's leading brands put a lot of emphasis on the brand experience, which goes beyond the psycho-bio-social-environmental (cognitive, sensitive, emotional, social, and behavioral) aspects of a person's consumption of a good or service (Salas &Minuche, 2018).It is crucial to remember that brand experience is a function of how the customer sees the brand, how that view relates to what the company delivers, and how much value the consumer assigns to that impression. One of the most important duties in brand management today is the creation and management of strong brands to encourage brand loyalty. The development of meanings connected to a brand is a step in the branding process. (Keller, et al., 2011) This procedure takes a long time.

Since there are more products, services, and marketing initiatives available today, product life cycles are getting shorter as a result of the marketing environment's constant change and competition.In such a competitive market, businesses don't merely provide their clients utilitarian advantages; instead, they concentrate on innovative product offers. A powerful strategy for developing higher brand value is to concentrate on the perceived emotional (hedonic) worth of a brand. According to the "pleasure principle,"

this hedonic value emphasizes the usefulness of process thinking (Holbrook & Hirschman, 1982, referenced by Jensen, & Torben, 2016).

II. Review of Literature

Brand Authenticity

Akbar Mohammadi Argi et al. (2021) In this study, the brand equity of Persepolis Club was to be examined with a focus on the impact of brand authenticity and the mediating function of brand personality. Methods. In this case, a survey-based descriptive research approach was employed. All Persepolis team fans made up the statistical population of the current study. In this study, 410 Persepolis Club supporters made up the sample using the available sampling technique.Three questionnaires measuring brand equity, brand personality, and brand authenticity were employed in the current research as the instrument. Structural Equation Modeling (SEM) was applied to examine the direct and indirect impacts of brand authenticity with brand equity. Results. According to the study's findings, brand equity (0.67) along with brand personality (0.54) are both impacted by brand authenticity. Brand personality mediators the link between brand authenticity as well as brand equity (0.12) and influences brand equity (0.34).Based on the findings, it can be said that the supervisors of Persepolis Club could improve the brand authenticity by developing the club museum along with the club store and planning on the distinctive features of the club, which include the number of champions, huge fan community, etc., and thereby increase their brand equity.

Rana Fathy Hussein Hassan ElAgamy (2021) The purpose of the study is to determine whether promoting brand authenticity for the Egyptian cosmeceutical business might affect consumers' emotional brand connection. The study is based on a thorough analysis of the literature regarding the concepts of emotional brand attachment and brand authenticity, as well as how the former influences the latter, particularly in the cosmeceutical industry. Brand distinctiveness, brand continuity, and brand consistency were among the aspects of brand authenticity taken from literature. A pilot research on randomly selected respondents who purchased cosmetics from various community pharmacies in Egypt was done. The objective was to look into this connection. Data obtained appear to support the idea that brand authenticity may influence brand emotional connection. However, it is advised to carry out more descriptive study to examine the importance of this link.

Ruixia Chen et al. (2020) In this study, an integrated framework to destination brand engagement is proposed, with two key drivers - destination brand self-congruence and authenticitydeveloped from both destination-led and tourist-centered perspectives, along with their associated outcomes, namely revisit intention as well as recommendation intention. Additionally, the mediating role of involvement with the destination brand was investigated. The results show that destination brand engagement, intentions to return, as well as referral intention are favorably influenced by destination brand authenticity and self-congruence, and that destination brand engagement mediated this connection. Genuineness of the destination brand impacts recommendations directly, but revisit intentions indirectly.While it has an indirect impact on referral intention, destination brand self-congruence directly influences revisit intention. The research's conclusions could assist destination marketing agencies in understanding the value of destination brand engagement and enhancing the effectiveness of brands in destination brand management.

Michela Mingione et al. (2019) the study is to examine the organizational viewpoint and the digital era as lenses through which to view the origins of brand authenticity of a popular Italian vineyard. The research used a qualitative individual case study approach. It was decided to go with the Italian company Antonelli San Marco, which has a Montefalco estate. Eleven interviews with family members who run and control the company, as well as with their staff, were done. The interviews were coded after transcription and, when necessary, translation, and their content was examined.The elements of brand authenticity from earlier research in the wine sector were supported by the findings. The factual, subjective, as well as existential evidence for brand authenticity from earlier studies were also supported by this study. Surprisingly, Antonelli's concern for the brand ecological system, which includes

customers, employees, the local terroir, and the entire place, led to the emergence of the existential origin, which was previously associated with integrity factors. In addition, a brand's competitive side was found to require a new category of brand authenticity that focused on the significance of telling the true brand story while forming cooperative relationships as well as carefully managing eco-capabilities, technological abilities, and digital capabilities. This category of brand authenticity was found to be crucial for competing in the digital age.

Brand Trust

António Cardoso et al. (2022) examine the link between customer decisions influenced by a brand's reputation and how that reputation has held up over time in the case of the Bemol retail business in northern Brazil. The sample comprises 210 respondents who are Bemol clients, and the approach utilized is a model of structural equations. The 22 variables in the proposed model are broken down into the constructs of brand, loyalty, and trust. The findings highlight the significance of loyalty, relationships, and satisfaction in addition to trust in the consumption choice. Managers must pay close attention to the information offered to their clients in order to verify this trio since trust and loyalty result in brand relationships. Commercial businesses should think about creating strong sentiments for their products as a crucial step in fostering client loyalty and satisfaction.In the long run, beneficial habits will be facilitated and amplified by a brand that the customer feels strongly about. However, other behavioral traits, such as leadership and attendance, are less significant to the customer.

Hendra Martha Fauzy and Hapzi Ali (2019) In this study, brand trust was looked at in relation to online consumer behavior, customer happiness, and repurchase intention in online stores run by offline businesses. In this survey, 260 customers (both men and women) between the ages of 15 and 24 participated. Consumers who have done in-person and online shopping at Hypermart retail are the ones that responded to the survey. Surveys asking about respondents' satisfaction with and trust in the retail industry as well as their internet usage habit were distributed to the sample population. Using structural equation modeling, the findings were examined. Customer happiness and repurchase intention in online stores owned by offline retail businesses might be mediated by offline brand trust, which also influences online consumer behavior. This study stresses the reliability of the companies who own retail establishments whose primary activity is the offline sale of goods. On the other hand, several e-commerce sites and online retailers started their online sales earlier. On the basis of this, it is clear how offline brand trust is capable of influencing customer purchasing intent in the new (online store) business structure held by the offline merchant.

Anton A Setyawan et al. (2015) In this study, brand trust is used as a mediating variable to examine the relationships between reputation of the brand, brand predictability, brand satisfaction, brand liking, brand experience, confidence in the firm, and brand competence. A model put forward by Lau and Lee (2000) is used in this one. This approach is used by Lau and Lee (2000) to assess consumer loyalty to a minimal involvement product. This study makes advantage of a different environment. My work setting involves a high involved product, a user of mobile phones. In order to gather data for this study, convenience sampling is a non-random sample technique. Only 134 of the 150 respondents I gather have completed the surveys. I only have 109 respondents left to assess after doing an out layer test. In this study, hierarchical regression methods are used to examine the data. As a consequence, only two factors - consumer confidence in a firm and brand satisfactionhave a discernible impact on brand loyalty. While, evidence is given to the hypothesis that brand trust is a mediating factor. The management consequences arising from this research include the first that a firm that creates a high engagement product must engage in successful customer marketing communication. In order for customers to be satisfied with a company's brand, it is secondly important to improve service.

Syed Shah Alam and Norjaya Mohd Yasin (2010) In the particular context of online plane ticket customers in Malaysia, this study looks at digital brand trust and its affecting elements. It was discovered that there is a need for study on online brand trust after synthesizing academic literature on the factors that influence it. Therefore, our hypothesis is that word-of-mouth, browsing experience, security/privacy, risk

assessment, brand reputation, and quality information all have a big impact on online brand trust.On Malaysian internet travelers purchasing plane tickets, our hypothesis is being evaluated in terms of the aforementioned factors. Data were gathered using survey technique from 289 online purchasers of airline tickets through questionnaires; validity and reliability tests as well as causality analysis (multiple regression analysis) have been performed. The study's findings suggest that online brand trust is significantly and favorably correlated with brand reputation, security/privacy, word-of-mouth, online experience, and quality information. The results are contrasted with prior studies, and the limitations and need for more study are emphasized. This study offers a clear grasp of customer brand trust via online channels.

Brand Experience

Seymur M. Guliyev (2022) empirical research, we may gain a thorough understanding of how brand experience and customer purchase habits relate to one another. In Baku, the capital of Azerbaijan, 410 regular customers of the four renowned merchants Bravo, Bazar Store, Araz, and Rahat are chosen by the author as examples. The data collected is analyzed using structural equation modeling, and five hypotheses are also developed. The findings of the study demonstrate that improvements in brand loyalty, qualities, and price, as well as brand position and connection, may considerably boost customers' desire and intent to make purchases.

Jean Paolo G. Lacap and Antonieta P. Tungcab (2020) examines the relationship between brand experience and brand loyalty as well as the role that brand satisfaction and brand trust play as mediating factors. Using a convenience sample method, the study's participants were found to be mobile phone users living in Pampanga, Philippines. To measure the research hypotheses, the study used a predictive-correlational research methodology and partial least squares (PLS) route modeling. Brand satisfaction, brand trust, as well as brand loyalty were found to be considerably and favorably influenced by brand experience. Additionally, it was shown that brand pleasure was statistically associated with brand trust and loyalty. Positive and substantial results were also seen in the link between brand loyalty and brand trust. The relationship between brand experience and brand loyalty is mediated, according to the mediation study, by brand trust and brand satisfaction.

Margie Zerlina Kwong and Ivan Candinegara (2014) Examine the way DSSMF's brand experience, personality of the brand, consumer happiness, and customer loyalty relate to one another. Additionally, this study aims to investigate the function of brand personality as a mediating factor between DSSMF brand loyalty and customer experience. This study employed a straightforward random sampling procedure. Additionally, both simple and multivariate linear regressions were employed as data-analysis techniques.The authors utilized an online questionnaire to collect the data and were successful in obtaining 94 replies from DSSMF customers who reside in Java. According to the research's conclusions, the only factor significantly influencing DSSMF customers' loyalty is customer satisfaction. Brand personality and brand experience characteristics are determined to have little influence on DSSMF consumers' loyalty. As a result, it has been established that brand personality does not act as a mediating factor between brand experience as well as customer loyalty for DSSMF.

Fernando de Oliveira Santini et al. (2018) This study offers a thorough analysis of the impacts of brand experience and suggests a brand experience model extension by putting new direct, moderating, along with mediating interactions to the test. In 73 publications released between 2009 and 2015, the authors performed a meta-analysis of 256 quantitative research. New empirical generalizations regarding the connections between important dimensions and brand experience are made clear by the findings. The research shows that brand satisfaction has a favorable impact on brand trust, loyalty to the brand, as well as word-of-mouth (WOM), as well as a positive impact on brand satisfaction on these other factors. Additionally, the link between brand experience as well as brand happiness is shown by this study's key mediation factors (hedonistic advantages, brand love, as well as brand personality). This study examines the moderating effects of methodological (such as sample type and size), theoretical (such as product type and lifespan), and cultural (such as innovation, affluence, and the Human Development Index) factors.

The findings expand the brand experience model, assisting managers in comprehending the benefits of brand experience for satisfaction and encouraging them to make investments in initiatives that can improve brand experience. This study also demonstrates that brand supervisors should take culture into account when developing strategies for the branding experience.

Brand Satisfaction

Farbod Souri (2021) In Iran, this study aims to assess how brand identity affects brand performance, brand satisfaction, and brand love. The 513 employees of a Tehran-based government body that made up the study's statistical population in 1399. 265 questionnaires were distributed using a straightforward random sample approach, and 205 valid questionnaires were chosen for examination. Utilizing the confirmatory factor analysis (CFA) method and AMOS software, the survey results are analyzed and analyzed. Brand identity has impacted brand performance, according to study findings that were analyzed. Brand identity and brand satisfaction were also shown to have a substantial association. The influence of brand identity on brand love is supported by other data.

Jean Paolo G. Lacap and Antonieta P. Tungcab (2020) The study focuses at the way brand experience affects brand loyalty and how brand satisfaction and brand trust work as mediators. Using a convenience sample method, the study's participants were found to be mobile phone users living in Pampanga, Philippines. To measure the research hypotheses, the study used a predictive-correlational research methodology and partial least squares (PLS) route modeling. It has been determined that brand experience has a large and favorable impact on brand satisfaction, brand trust, and brand loyalty. Additionally, it was shown that brand trust and loyalty are statistically connected to brand satisfaction. Positive and strong correlations were found between brand loyalty and brand trust. According to the examination of the mediation, the relationship between brand experience and brand loyalty is mediated by brand trust and brand satisfaction.

Indriana Kristiawati (2020)The goal of this study is to address the research gap between perceived quality and brand satisfaction by presenting a theoretical framework of timeless brand experience. Perceived quality, unique brand experience, brand satisfaction, as well as repurchase intention are the four variables that were the subject of the study's statistical test. using conceptual models that are created and experimentally examined through surveys. Based on information from 140 Surabaya residents who use prepaid cards and who are smartphone owners between the ages of 18 and 38 who have been paying for a prepaid cellular internet plan from XL-Axiata for at least a year, the respondents in this study were Millennials. Results - This study's adaptation of the experience marketing theory found that Timeless Brand Experience was incorporated into the research model to mediate the influence of Perceived Quality on the Brand Satisfaction. Additionally, the findings of the Sobel test demonstrated that Timeless Brand Experience is a moderator of Perceived Quality and Brand Satisfaction and has an impact on raising Repurchase Intention.

Mansooreh Farzaneh (2020) The objective of this investigation was to examine how brand recognition and brand happiness affect brand loyalty, with consumer brand involvement serving as a mediating factor among Barij Essence Herbal Medicine users in Iran. The descriptive subcategory of the survey branch is where the current study is applied both in terms of its nature and its intended use.The reliability of the study's instrument, a common questionnaire, was evaluated and verified using Cronbach's alpha, combination reliability, and factor loadings. Its content validity, convergent validity, and divergent validity were also used to confirm its validity. Four primary hypotheses and two supporting hypotheses were taken into account in this study, and the results of all of them show that brand community identification significantly affects brand loyalty. Brand loyalty and customer-brand relationships are significantly mediated by one another. Customer brand engagement is significantly impacted by brand satisfaction in the end, and it is significantly impacted by identifying the brand community.

Heba Sadek Heba El Mehelmi (2020)This study examines, from a perspective of the consumers, the way customer brand engagement (CBE) affects brand satisfaction, loyalty, and trust in the Egyptian

banking industry through the online brand experience. Data collection tools like electronic surveys have been created. SEM, or structural equation modeling, was used to examine the information gathered from 392 surveys. The results showed that, via the online brand experience, CBE has a strong beneficial influence on brand satisfaction, trust, as well as loyalty. The relevance of CBE and its unexplored effects in the internet-based service industry are the subject of this study, which advances knowledge by highlighting these issues. Additionally, this study provides recommendations to service providers with useful implications for CBE in order to improve brand satisfaction, trust, and loyalty via the creation of a distinctive online brand experience, particularly in the Egyptian banking industry, which is now going through a new phase of digital transformation.

Fathorrahman et al. (2020) This study was carried out to ascertain the role of brand trust as a mediator in the relationship within brand satisfaction and brand loyalty. It also sought to identify the characteristics of brand trust that are most important in boosting consumer satisfaction and establishing brand loyalty. The research will be focused on examining the link between antecedent factors held once a substantial asset and brand loyalty, specifically the impact of brand trust on these relationships.Numerous empirical research support the idea that brand pleasure affects brand loyalty. However, brand trust is theoretically a picture of the emotional component of a consumer to a brand that is eaten, and brand trust is not given much attention by academics in regard to the relationship between brand satisfaction as well as brand loyalty.The use of the iPad by customers in Surabaya is the subject of this study. This study establishes both a direct impact of brand trust on brand satisfaction as well as brand loyalty as well as a partly mediation effect on the link between brand satisfaction as well as brand loyalty.

Deni Wardani and Reza Rekayasa Gustia (2016)This study's primary objective was to examine how brand experience, brand satisfaction, and brand trust impact brand attachment. This study uses a questionnaire as the primary instrument and is categorized as a descriptive analytic approach. 150 BMW owners, particularly those who live in Jakarta and own a BMW, made up the sample. Using non-probability sampling methods and sample persuasion, respondents were chosen. Following associations were supported by study using a structural equation model (SEM): Brand satisfaction and brand trust are not much impacted, but brand experience has a considerable beneficial impact on both. Additionally, it has been discovered that brand attachment and brand trust are significantly positively impacted by brand satisfaction. Brand pleasure, however, was shown to have no appreciable beneficial impact on brand attachment.

III. RESEARCH METHODS

Participants of the Study

Automobile users made up the study's sample. A convenient sampling technique was used to identify every participant. The distribution of the survey forms took either in person or offline. 500 of the 680 survey forms that were handed out had complete and accurate responses from the respondents, representing a response rate of 83.3%. The measurement of sample size adequacy is one of the conditions for PLS-SEM. A 500-person sample is utilized. A minimal absolute significant path coefficient of 0.15 and a significance threshold of 0.05 were used in the statistical program Warp PLS version 6.0 (Kock, 2017).Consequently, the PLS-model sample size must range from 464 to 481. 500 people were included in the study's sample, which is more than enough to fully explain the structural model's outcomes.

IV. RESULT AND DISCUSSION

Table 1 Demographic Characteristics of the Respondents

	Frequency	Percent
Gender		
Male	324	64.8
Female	176	35.2
Age		
20-below years	97	19.4
21-30 years	147	29.4
31-40 years	156	31.2
41-50 years	78	15.6
51-above years	22	4.4
Employment		
CollegeStudent	134	26.8
Employed	239	47.8
Self-Employed	127	25.4

Table 1 shows that the majority of participants (64.8%) were men. Furthermore, of the respondents, 31.2% were between the ages of 31 and 40. Of the respondents who reported their work status, 47.8% were employed, while 26.8% were students.

Evaluation of the Structural Model

Evaluation of the structural model involves the assessment of collinearity, path coefficients of the structural model, coefficient of determination (R^2), effect sizes, and predictive relevance (Q^2). Figure 1 illustrates the PLS path model. The beta coefficients (β) are the path coefficients of the mediation model. The beta coefficient between Brand Authenticity and Brand Experience is significant and positive ($\beta = 0.68$, $p<0.01$). The same is true with the relationships between brand Brand Authenticityand brand trust ($\beta = 0.36$, $p<0.01$) and brand Authenticityand brand Satisfaction ($\beta=0.17$, $p<0.01$). Additionally, there are significant and positive relationships between Brand Experienceand brand trust ($\beta = 0.58$, $p<0.01$) and brand trust and brand satisfaction ($\beta = 0.48$, $p<0.01$). In terms of brand trust and brand satisfaction, a significant and positive relationship also exists ($\beta = 0.48$, $p<0.01$).

Direct and Indirect Effects

Table 2 presents the direct and indirect effects of the PLS path model. Analysis of the data indicated that brand Authenticity positively affects respondents' brand Experience ($\beta = 0.455$, $p<0.001$). The path coefficient magnifies that brand Authenticity increases the level of brand Experience of the consumers. The effect size of BA☐BE is large (Cohen's $f^2 = 0.339$). The result suggests that H1a is supported. Moreover, brand Authenticity significantly and positively affects respondents' brand trust ($\beta = 0.405$, $p<0.001$). The beta coefficient signifies that brand Authenticity augments the level of brand trust of the consumers of automobile users' with an effect size of medium (Cohen's $f^2 = 0.302$). Therefore, H1b is supported. In terms of brand Authenticity and brand satisfaction, a significant and positive relationship exists between these two variables ($\beta = 0.249$, $p<0.001$). The BA☐BS path indicates that brand authenticity increases the level of automobile users' brand satisfaction with a small effect size (Cohen's $f^2 = 0.289$). Thus, H1c is supported.
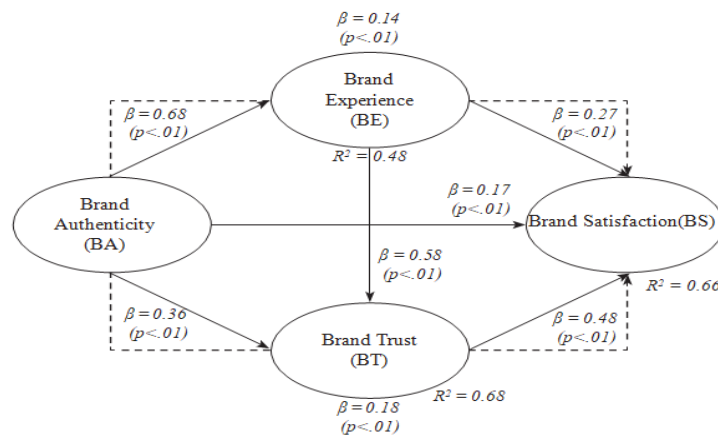
Figure 1. The Brand Authenticity – Brand SatisfactionModel with Parameter Estimates

As for as brand Experience and brand satisfaction link, a significant and positive relationship exists between these two constructs ($\beta = 0.353$, p<0.001). This suggests that brand Experience augments the level of brand satisfaction of automobile users'. The effect size of the BE□BS path is medium (Cohen's $f 2 = 0.468$). Therefore, H2a is supported. Regarding brand Experience significantly and positively affects customers' brand trust on automobile users' ($\beta = 0.531$, p<0.001). The positive path between brand Experience and brand trust has a large effect size (Cohen's $f 2 = 0.513$). Furthermore, brand trust significantly and positively affects customers' brand satisfaction on automobile users' ($\beta = 0.432$, p<0.001).The positive path between brand trust and brand satisfaction has a large effect size (Cohen's $f 2 = 0.400$). Therefore, H2b is supported.

Table2
Direct and Indirect Effects

	β	SE	*p*-value	f^2
Direct Effects				
H1a.BA BE	0.455	0.061	<0.001	0.339
H1b.BA BT	0.405	0.043	<0.001	0.302
H1c.BA BS	0.249	0.074	<0.001	0.289
H2a.BE BS	0.353	0.063	<0.001	0.468
H2b.BE BT	0.531	0.062	<0.001	0.513
H3.BT BS	0.432	0.052	<0.001	0.400
IndirectEffects				
H4.BA BE BS	0.265	0.042	<0.001	0.198
H5.BA BT BS	0.229	0.042	<0.001	0.276

BA=Brand Authenticity;BE=brandExperience; BT=brand trust; BS= brand satisfaction; $f^2$is the Cohen's(1988) effect size:0.02= small,0.15=medium,0.35=large;SE=standarderror;b=standardizedpathcoefficient.

The indirect effect of brand Experience on the relationship between brand authenticity and brand satisfaction is statistically significant (β = 0.265, p<0.001). This suggests that brand Experience partially mediates the relationship between brand authenticity and brand satisfaction with a small mediation effect (Cohen's f 2 = 0.198). Additionally, analysis of the data revealed the indirect effect of brand trust on the brand authenticity –brand satisfaction relationship is statistically significant (β = 0.229, p<0.001). This indicates that brand trust also partially mediates the relationship between brand authenticity and brand satisfaction with a small extent of mediation effect (Cohen's f 2 = 0.276). To wit, brand authenticity is positively related to brand Experience and brand trust, which in turn affects brand satisfaction. Therefore, H4 and H5 are supported. Part of the evaluation of the structural model is the assessment of full collinearity assessment. According to Kock (2015) and Kock and Lynn (2012), the value of full collinearity VIF must be equal to or lesser than 3.3.

As seen in Table 3, the coefficients of full collinearity VIF of brand authenticity, brand Experience, brand trust, and brand satisfaction are within the acceptable values; hence, the measurement model is said to have no vertical and lateral collinearity.The coefficient of determination or simply the r-squared (R^2) was also assessed. The R^2 coefficients are the variance percentage in the latent variable that is explained by the latent variables that are hypothesized to affect it (Kock, 2017). The R^2 coefficients of 0.48, 0.68, and 0.66 reflect the predictive accuracy of the exogenous variable on endogenous variable/s. Finally, predictive relevance was also evaluated using the Stone-Geisser test or simply Q^2 (Geisser, 1974; Stone, 1974). To say that the measurement model has predictive validity, the values of Q^2 should be higher than 0 (Kock, 2015). As seen in Table 6, the Q^2 coefficients meet the said requirement.

Table 3
Collinearity Assessment, Coefficient of Determination, and Predictive Relevance

Constructs	Full Collinearity VIF	*R2*	*Q2*
Brand authenticity	1.671		
Brand experience	2.333	0.469	0.531
Brand trust	2.547	0.565	0.615
Brand satisfaction	2.542	0.567	0.758

V. CONCLUSION

The reality that brand experience and brand trust in the current study serve as a mediating factor in the link between brand satisfaction and brand authenticity is also a commendable finding. In other words, for manufacturers to achieve brand satisfaction, they must constantly assess customer traits and expectations in an industry like the automotive, where consumers are always presented with a wide range of options in terms of brands and models. Additionally, in order for customers to exhibit confidence and trust in brands, manufactures must focus on providing the specified functionality of the vehicles they provide on the market and developing a long-lasting connection of trust with customers.The current study has limitations. First off, the only elements that may have an impact on brand satisfaction are brand trust, brand experience, and authenticity. The additional factors that can affect brand satisfaction may be of interest to future study. In addition, other researchers may take these factors into account while assessing additional rational and significant mediators in the link between brand satisfaction and brand authenticity.

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