



The Role of Brand Experience in Brand Advocacy Through Brand Satisfaction of Avoskin Users at E-Commerce

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ABSTRACT

This study aimed to determine the effect of brand experience on brand advocacy through brand satisfaction to consumers of Avoskin products at beauty e-commerce. This research is quantitative research using an explanatory approach. The sample in this study found 180 respondents who are the consumers of Avoskin products at beauty e-commerce. Several validities and reliability tests have been passed before testing the actual data analysis with path analysis run by SPSS 24 software for windows. The results showed that all the proposed hypotheses proved positive and statistically significant. Theoretically implication, it can broaden the understanding in detail about how brand experience can influence brand advocacy to consumers who use Avoskin products at beauty e-commerce through brand satisfaction. In particular, this research is used as input for marketers, especially the Avoskin brand, in maintaining consumers and making the target market wider through brand experience, brand advocacy, and brand satisfaction in the face of competition

Keywords: 1. Brand experience, 2. Brand advocacy, 3. Brand satisfaction, 4.

1. INTRODUCTION

There are many beauties e-commerce that people use to fulfill their needs. Based on the survey results the most popular beauty e-commerce in Indonesia provides various types of beauty products ranging from skincare, haircare, bodycare, perfume and makeup. founded by Christopher Madiam, John Rasjid and Chrisanti Indiana in 2015 with the reason of wanting to establish the most complete and trusted cosmetic site in Indonesia. Work directly with the brand owner's authorized distributor to ensure that the product being traded is genuine. In addition to providing beauty products, it also presents information features such as beauty journals and product reviews from users who have used the product in question. Avoskin is a skincare brand produced by PT Avo Innovation & Technology. Avoskin brand skincare is widely recommended by beauty influencers such as Tasya Farasya, Suhay Salim and others.

Based on the Kompas survey in 2021, it shows that Avoskin skincare is the number four best-selling in Indonesia in the category of the 10 best-selling local

skincare in e-commerce, to maintain this position, companies are required to think creatively when facing fierce competition in fighting for and maintaining such high consumers. Avoskin as a skincare brand that currently has many consumers also retains consumers and attracts more consumers by using marketing items such as experience, advocacy and satisfaction. In order for the target market to become wider, Avoskin utilizes the existence of consumers themselves because someone is more likely to trust stories from other consumers than an advertisement. A story that comes from a consumer's personal experience when using and buying a product will sound more interesting so that it can encourage someone to feel the need to try the product. Moreover, the experience is told to people closest to consumers such as friends, friends and family. The activity of telling products to other people is known as brand advocacy. Brand advocacy is a good communication activity about brand assessments and offers from customers. Consumer purchasing decisions when they want to shop for a product or service are most strongly influenced by the "recommendation from the consumer" of a product that has been used (Kotler & Keller., 2016). Therefore, in

order to expand the target market more easily, companies can take advantage of brand advocacy.

Advocacy itself comes from feedback and reviews from consumer experiences using certain product brands. Consumer experience of a brand is referred to as brand experience. Brand experience shows events that consumers have experienced when using a brand in the past, especially in the field of use. Brand experience occurs when consumers use a certain brand and then tell what they feel after using the brand to others, looking for information, and promotion of the brand [1]. Therefore, one of the things that influences the occurrence of a brand advocacy from consumers is a brand experience. Brand experience is proven to be positively related to brand advocacy [12]. Apart from brand experience, satisfaction with the brand is included in the factors that cause brand advocacy. When consumers have satisfaction with a product, they will tend to want to buy it and then use it repeatedly, then tell others about the experience of using the product is pleasant [20]. This theory is in line with the results of research that has been done, it is known that satisfaction has a positive influence on brand advocacy. In addition, there are results that show that brand experience can have a positive effect on brand satisfaction [5,8].

Based on this phenomenon, it is necessary to conduct research related to the brand satisfaction variable which makes the intermediary variable on brand experience and brand advocacy in encouraging excellence in competition. Theoretically, research can be used to determine the effect of brand experience on brand advocacy through brand satisfaction for Avoskin user consumers in beauty e-commerce in order to achieve and maintain competitive advantage amidst tight competitors

2. LITERATURE REVIEW

2.1. Brand Advocacy

Brand advocacy when consumers talk about a known product and then provide comments and messages to other consumers in hopes that they buy the same product as them. If consumers like a brand, then they will communicate it to others, including friends and family. Brand Advocacy has a positive and significant effect on Customer Satisfaction when mediated by Brand Identification [17].

2.2. Brand Experience

Brand experience is an internal subject and consumer behavioral response that occurs directly or indirectly at the level of interaction related to stimuli to a brand [7]. Brand experiences are conceptualized as sensory, emotional, cognitive, and behavioral responses caused by

brand image and identity, packaging, communicative, and surrounding areas [3].

2.3. Brand Satisfaction

Brand satisfaction is a feeling of satisfaction or disappointment that arises after knowing the comparison of the effectiveness and results of a product that has been used in relation to its expectations. When the performance and results of a product after use by consumers exceed their expectations, consumers become satisfied. As for not meeting expectations, then consumers become dissatisfied. Brand satisfaction means consumer satisfaction with a brand that arises due to the accumulation of expectations and experiences with a brand over time. Pembelian serta pengalaman pemakaian konsumen bersama produk maupun layanan merupakan hasil keseluruhan dari kepuasan [14].

3. MATH AND EQUATIONS

This research uses a quantitative approach method with explanatory research type. The data analysis technique in this research is path analysis. The population in this study are consumers of Avoskin products in beauty e-commerce, so the population in this study is infinite (infinite population). The sample was taken with a non-probability sampling method. The sampling technique in this study was purposive sampling. There were 180 respondents who participated in filling out the questionnaire online which was distributed via a link in the form of a google form.

4. FIGURES AND TABLES

Table 1. Characteristic of Respondent

| Demographic Variable | | Number of Respondent | Percentage |
|----------------------|----------------------------|----------------------|------------|
| | | | (%) |
| Gender | Male | 26 | 14,4% |
| | Female | 154 | 85,6% |
| | Total | 180 | 100% |
| Age | 18 – 21 | 36 | 20% |
| | 22 – 25 | 107 | 59,4% |
| | 26 – 30 | 30 | 16,7% |
| | > 30 | 7 | 3,9% |
| | Total | 180 | 100% |
| Occupation | Student | 88 | 48,9% |
| | Employe of Private Company | 72 | 40% |
| | | 8 | 4,4% |

| | | | |
|--------------------|-----------------------------|-----|-------|
| | Employee of Government | 12 | 6,7% |
| | Others | 100 | 100% |
| | Total | | |
| Expenses per month | < Rp.1000.000 | 27 | 15% |
| | Rp.1.000.000 – Rp.3.000.000 | 85 | 47,2% |
| | > Rp.3.000.000 | 68 | 37,8% |
| | Total | 100 | 100% |
| | | | |

4.1. Validity Test

The basis for taking the validity test can be found in 2 ways, namely, first by comparing the calculated r value with the r table. If the value of $r_{count} > r_{table}$ then it can be said to be valid. Second, by looking at the significance value (Sig). If the Signification value is 0.05 then it is proven invalid.

| | | | | | |
|------------------------|-------|-------|-------|------|-------|
| Brand Advocacy (Y) | Y_1 | | | 0,00 | |
| | Y_2 | 0,146 | 0,626 | 0,00 | Valid |
| | Y_3 | 0,146 | 0,543 | 0,00 | Valid |
| | Y_4 | 0,146 | 0,669 | 0,00 | Valid |
| | Y_5 | 0,146 | 0,604 | 0,00 | Valid |
| | Y_6 | 0,146 | 0,572 | 0,00 | Valid |
| Brand Satisfaction (Z) | Z_1 | | | 0,00 | |
| | Z_2 | 0,146 | 0,606 | 0,00 | Valid |
| | Z_3 | 0,146 | 0,590 | 0,00 | Valid |
| | Z_4 | 0,146 | 0,594 | 0,00 | Valid |
| | Z_5 | 0,146 | 0,552 | 0,00 | Valid |
| | Z_6 | 0,146 | 0,666 | 0,00 | Valid |

Table 2. Validity Test Results

| Variable | Item | R_{tabel} | P value | Sig | Description |
|----------------------|-------|-------------|---------|------|-------------|
| Brand Experience (X) | X_1 | | | 0,00 | |
| | X_2 | 0,146 | 0,545 | 0,00 | Valid |
| | X_3 | 0,146 | 0,578 | 0,00 | Valid |
| | X_4 | 0,146 | 0,616 | 0,00 | Valid |
| | X_5 | 0,146 | 0,621 | 0,00 | Valid |
| | X_6 | 0,146 | 0,686 | 0,00 | Valid |
| | X_7 | 0,146 | 0,616 | 0,00 | Valid |
| | X_8 | 0,146 | 0,545 | 0,00 | Valid |
| | | | | 0,00 | |
| | | | | 0,00 | |

Based on Table 2. it can be seen that the correlation between each indicator variable Brand Experience (X), Brand Satisfaction (Z) and Brand Advocacy (Y) shows significant results with the value of r count greater than r table and the significance result is less than 0.05.

4.2. Reliability Test

Testing measuring instruments in this study using the Cronboach's Alpha method. The criteria for a reliable instrument is if the Cronbach Alpha value is 0.60.

Table 3. Reliability Test Results

| Variable | Reliability Standard | Cronbach's Alpha | Description |
|------------------------|----------------------|------------------|-------------|
| Brand Experience (X) | 0,60 | 0,740 | Reliable |
| Brand Advocacy (Y) | 0,60 | 0,627 | Reliable |
| Brand Satisfaction (Z) | 0,60 | 0,662 | Reliable |

Table 3. shows the results of reliability testing on the Brand Experience (X), Brand Advocacy (Y) and Brand Satisfaction (Z) instrument variables have Cronbach's alpha more than the reliability standard used, namely 0.60 so that it can be seen that the questionnaire used in this study is a reliable instrument.

4.3. Path Analysis Results

Structural equation I influence of Brand Experience (X) on Brand satisfaction (Z). The results of the first structural equation are carried out in order to determine the effect of Brand Experience (X) on Brand Satisfaction (Z). Based on the output of structural equation 1 in Table 4, it is known that the significance value of the brand experience variable is 0.000 smaller than (Sig <0.05). These results provide a conclusion that structural equation 1, namely the brand experience variable (X) has a significant effect on the brand satisfaction variable (Z). The structural equation model 1 is formulated as follows:

$$Z = \beta_{zx}X + e_1$$

$$R^2 = 0,469$$

$$e_{_1} = \sqrt{(1-R^2)} = \sqrt{(1-0.469)} = 0.728$$

$$Z = \beta_{zx}X + e_1$$

$$Z = 0.685X + 0.728$$

The first structural equation above can be explained as follows:

a. It is known that Beta (β_{zx}) = 0.685 which is the regression path coefficient of X which means that the brand satisfaction variable (Z) can be explained by the brand experience variable (X) by 0.685 or 68.5%.

b. The effect of error or the path coefficient of other variables that are not identified is calculated as follows:

$$e_{_1} = \sqrt{(1-R^2)} = \sqrt{(1-0.469)} = 0.728$$

4.4. Structural equation II influence of Brand Experience (X) and Brand Satisfaction (Z) on Brand Advocacy (Y)

The results of the analysis of structural equation 2 are carried out so that the impact of the Brand Experience (X) and Brand Satisfaction (Y) variables on Brand Advocacy (Y) is known.

Based on the Output model Summary of linear regression 2 in table 8, the significance value of the two variables is (X) = 0.000 and (Z) = 0.000 where both variables have a significance value below 0.05. Therefore, it can be concluded that regression model 2,

namely X and Z can have a significant effect on Y. The structural equation model 2 is formulated as follows:

$$R^2 = 0,500$$

$$e_{_2} = \sqrt{(1-R^2)} = \sqrt{(1-0.500)} = 0.707$$

$$Y = \beta_{yx}X + \beta_{yz}Z + e_2$$

$$= 0,476X + 0,290Z + 0.707$$

The second structural equation above can be explained as follows:

a. It is known that Beta (β_{yx}) = 0.476 which is the regression coefficient path X which means that the value of Brand Advocacy (Y) can be explained by Brand Experience (X) by 0.476 or 47.6%.

b. It is known that Beta (β_{yz}) = 0.290 which is the regression coefficient path Z which means that the value of Brand Advocacy (Y) can be explained by Brand Satisfaction (Z) by 0.290 or 29%.

c. The effect of error or the path coefficient of other variables that are not identified is calculated as follows:

$$e_{_2} = \sqrt{(1-R^2)} = \sqrt{(1-0.500)} = 0.707$$

4.5. Indirect Effect of Brand Experience (X) on Brand Advocacy (Y) through Brand Satisfaction (Z)

The indirect effect of variable X on variable Y through variable Z can be calculated using the formula, namely:

$$\begin{aligned} PTL &= (\beta_{zx} \cdot \beta_{yz}) \\ &= (0,685 \cdot 0,290) \\ &= 0,198 \end{aligned}$$

Based on the calculation with this formula, it explains that the indirect effect of the brand experience variable (X) on brand advocacy (Y) through brand satisfaction (Z) is 0.198 or 19.8%.

4.6. Total Effect

The total effect of variable X on variable Y through this variable can be calculated using the following formula:

$$\begin{aligned} PT &= \beta_{yx} + (\beta_{zx} \cdot \beta_{yz}) \\ &= 0,476 + (0,685 \cdot 0,290) \\ &= 0,476 + 0,198 \\ &= 0,674 \end{aligned}$$

Based on the calculation with this formula, it can be explained that the total effect of Brand Experience (X) on

Brand Advocacy (Y) through Brand Satisfaction (Z) is 67.4%.

4.7. Total Determination Coefficient

Based on the path analysis research model, an influence trajectory model can be compiled. The error effect of each model is determined as follows:

$$e_{1} = \sqrt{(1-R^2)} = \sqrt{(1-0.469)} = 0.728$$

$$e_{2} = \sqrt{(1-R^2)} = \sqrt{(1-0.500)} = 0.707$$

$$R_{2m} = 1 - P_{2e1} \cdot P_{2e2}$$

$$= 1 - (0,728) \cdot (0,707)$$

$$= 1 - (0,853) \cdot (0,840)$$

$$= 1 - 0,716$$

$$= 0,284$$

From the results of the above calculations, it can be seen that the diversity of data that can be explained by the model is 28.4%. This can explain 28.4% of the information contained in the data studied, while the remaining 71.6% can be explained by other variables outside this study.

The following is a diagram of the empirical causal relationship with the research variables and the calculation of the effect between variables.

4.8. Discussion

4.8.1. The Effect of Brand Experience on Brand Advocacy

Based on the results of testing the first hypothesis (H1) accepted, namely where the brand experience variable (X) has a positive and significant effect on brand advocacy (Y) on consumers of Avoskin products in beauty e-commerce. Based on Table 9, it can be explained that the standardized beta coefficient is 0.476, then based on the acquisition of the calculated sig t value = 0.000 < 0.05, and the positive tcount value is = 6.515. Therefore, H1 is accepted. The results of this test indicate that the brand experience variable is one of the causes so that it can influence brand advocacy to occur in consumers of Avoskin products in beauty e-commerce. The research that has been conducted is in line with previous research, namely the results that brand experience has a positive and significant effect on brand advocacy for consumers [2]. In addition, brand experience has a positive influence on brand advocacy [12]. In addition, there is also a positive influence of brand experience on brand advocacy [10,13]. This research is in line with previous research that brand experience has a positive and significant effect on Brand Satisfaction [6]. From the explanation above, it can be concluded that the more pleasant an experience using

Avoskin products will affect consumers to disseminate information about Avoskin products to others. This shows that brand advocacy is influenced by brand experience.

4.8.2. The Effect of Brand Experience on Brand Satisfaction

The results of testing the first hypothesis (H2) are accepted, namely where the brand experience variable (X) has a positive and significant effect on brand satisfaction (Z) on consumers of Avoskin products in beauty e-commerce. Based on Table 9, it can be explained that the standardized beta coefficient is 0.685, then based on the acquisition of the calculated sig t value = 0.000 > 0.05, as well as a positive tcount value of = 12,550. So that H2 can be accepted. The results of this test indicate that the brand experience variable is one of the causes that can affect brand satisfaction for consumers of Avoskin products in beauty e-commerce. The research that has been done is in line with studies obtained that the results of this experience can influence Brand Advocacy but must be mediated by Emotional States [2]. Penelitian ini juga didukung dengan penelitian sebelumnya bahwa brand experience secara langsung dapat mempengaruhi kepuasan brand secara positif dan signifikan [22]. Research that examines the effect of consumer experience on shopee marketplace customer satisfaction shows that consumer experience can affect customer satisfaction both directly and indirectly [4].

4.8.3. The Effect of Brand Satisfaction on Brand Advocacy

The results of testing the first hypothesis (H3) are accepted, namely where the brand satisfaction variable (Z) has a positive effect on brand advocacy (Y) on consumers of Avoskin products in beauty e-commerce. Based on Table 9, it can be explained that the standardized beta coefficient = 0.290, then based on the acquisition of the calculated results, the sig t value = 0.000 < 0.05, and the positive tcount value of = 3.978. So that H3 is accepted. The research that has been conducted is in line with a previous study from anendya et al. 2020 obtained the results of this test indicate that the brand satisfaction variable is one of the causes that can affect brand advocacy for consumers of Avoskin products in beauty e-commerce. This statement is evidenced by similar results have been obtained, namely satisfaction has a significant and positive effect on advocacy [5,9]. Based on the research that has been done, this is in line with previous research, namely the results of customer satisfaction which have a significant and positive effect on advocacy [5]. In addition, previous research when consumers have shopped at Hijup Store Samarinda showed the results that customer experience has an effect on advocacy [11].

4.8.4. The Effect of Brand Experience on Brand Advocacy through Brand Satisfaction

The results of testing the fourth hypothesis (H4) are accepted, namely where an influence with positive and significant results is obtained either directly or indirectly brand experience on brand advocacy through brand satisfaction. So it can be interpreted that the better the brand satisfaction that is owned due to brand experience, it will be able to increase brand advocacy for consumers of Avoskin products in beauty e-commerce. Based on research, consumers of Avoskin products in e-commerce beauty dominated by women and the resulting values based on table 9 show the final result that the direct effect is greater than the indirect effect result [19]. So that the brand satisfaction variable mediates, the brand experience variable can have a positive and significant effect on brand advocacy directly and indirectly. The results of this study are in line with the research that has been done, namely experience can have a positive and significant effect on advocacy through satisfaction [18].

AUTHORS' CONTRIBUTIONS

The authors contribution of researches in this article is as a researcher who examines the effect of brand experience in brand advocacy through brand satisfaction of avoskin users at e-commerce.

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