

The Effect of Brand Image, Brand Experience Through Brand Trust on Purchase Intention Brand Bwbyaz on Instagram

ABSTRACT

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This study discusses the influence of brand image, brand experience through brand trust on purchase intention brand Bwbyaz on Instagram. This study uses a quantitative approach with nonprobability sampling techniques, purposive sampling method. Data collection was carried out by distributing questionnaires through social media. This study obtained a total of 166 respondents, but only 163 respondents whose data could be processed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method and the help of the SmartPLS application. The results of this study indicate that brand image and brand experience have a positive effect on brand trust. Furthermore, brand trust has a positive effect on purchase intention. Thus, the better the brand image and brand experience obtained by consumers from Instagram, the higher their level of trust in the Bwbyaz brand, which ultimately affects their increasing purchase intention. The results of the study can provide implications for the Bwbyaz brand, to always strengthen their brand image and provide a positive brand experience to build brand trust in order to encourage purchase intention in an effort to increase sales.

Keywords: Brand Image; Brand Experience; Brand Trust, Purchase Intention; Bwbyaz; Instagram

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INTRODUCTION

The development of digital technology has significantly changed the pattern of interaction between consumers and brands. Social media, especially Instagram, has become a strategic platform in marketing activities, especially for brands targeting young consumers such as millennials and Gen Z. In the midst of increasing competition between brands, brand image and brand experience are two key elements that can influence consumer purchase intention (Konttinen et al., 2021; Weismueller et al., 2020). In this context, consistent interactions, the use of influencers, and engaging visual content can create strong brand perceptions and pleasant experiences for consumers (Santoso, 2024).

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In the fast-paced digital world, consumer experiences are not only formed through physical products, but also through emotional interactions, ease of access, and consumer perceptions of online content. Instagram, as one of the fastest-growing platforms, provides a variety of features that allow companies to build emotional engagement directly with consumers, such as through live streaming features, comment fields, and integrated shopping systems. In Indonesia, Instagram's active users reached 100.9 million people in early 2024, placing Indonesia in fourth place globally (Dixon, 2024). This signifies great potential in building brand image and consumer experience through social media.

The fashion industry is one of the most adaptive sectors to the use of social media in its marketing strategy. The contribution of the fashion industry to Indonesia's creative economy reached 17.6% or around Rp225 trillion (Nabila, 2024). Local brands like Bwbyaz have made the most of Instagram to showcase product catalogs, interact directly with consumers, and build loyalty through an inclusive and personalized digital experience. Founded in 2015, Bwbyaz has grown from a simple t-shirt manufacturer to a women's fashion brand that offers a wide array of products with the latest quality and design. Their approach of prioritizing convenience, responsive service, and two-way communication makes brand experience one of its competitive advantages.

Brand experience is the consumer's perception of each consumer's relationship with the brand to find out that the brand is included in advertising, when personal contact with the brand or the level of quality regarding the personal treatment they receive from the brand (Akoglu & Özbek, 2022) Brand experience is one of the determining factors for the success of a company in creating emotional bonds with consumers in an increasingly advanced digital era. Brand experience not only includes the physical aspects of the product or service, but how consumers feel and assess their interactions with the brand. In today's highly competitive environment, a strong brand experience can provide a competitive advantage. A consistent and meaningful brand experience can have an impact on consumers who tend to feel connected and remain loyal to certain brands, creating opportunities for companies to build long-term relationships.

The use of technology must be utilized by companies because today is an all-digital era. Bwbyaz has a brand experience that is considered relatively good by consumers. Consumers feel ease and satisfaction when interacting with the clothing brand Bwbyaz, starting from the product catalog that can be seen through their Instagram account, then live streaming where the host tries on their products, so that prospective buyers can see the product virtually with models who have different body characters, then purchasing products through frequently used e-commerce such as Shopee, Tokopedia, or websites, responsive and helpful customer service. Bwbyaz has been prioritizing a personal and inclusive experience, so that every interaction through online or offline creates a positive impression for its consumers.

Brand trust according to Kotler, Armstrong, et al. (2016) is that consumers trust a product at all costs because there are high hopes or expectations that the product brand will provide positive results to consumers so that it will generate loyalty and trust

in the brand. Brand trust is needed by companies because consumers who trust brands will feel more comfortable making purchases, especially when they are faced with high-risk decisions. This shows that brand trust is not only related to brand preference, but also to the level of consumer comfort in transactions. Brand trust has a strategic role in building strong and sustainable relationships between companies and consumers.

Purchase intention for a product or service is an important concept in the marketing field that represents the possibility or tendency of consumers to buy a product or service. Purchase intention reflects consumers' internal and external evaluations of products which then encourage consumers to take purchasing action. Overall, purchase intention is a concept that reflects the intention or desire of consumers to buy a product or which is influenced by various factors, ranging from perceptions of quality, trust, price, to the social environment.

Although there are many studies that examine the influence of brand image and brand trust on purchase intention (Ellitan et al., 2022), most of these studies have not explicitly included brand experience variables as factors that influence the formation of brand trust. In addition, the local context of using Instagram as the main means of building interactions with consumers is also rarely raised, even though it is relevant in the unique and dynamic digital marketing landscape in Indonesia.

Based on this background and research gaps, this study aims to: (1) Analyzing the effect of brand image on brand trust in Bwbyaz brand clothing products; (2) Analyzing the effect of brand experience on brand trust in Bwbyaz brand clothing products; (3) Analyzing the effect of brand trust on consumer purchase intention for Bwbyaz brand clothing products.

LITERATURE REVIEW

Brand Image

According to Kotler, Keller, et al. (2016), the definition of brand image is an assumption about a brand that is reflected by consumers based on their memories. A strong brand image serves as an important factor in shaping consumer perceptions and behavior, especially in competitive markets. A strong brand image not only encourages customers to make repeat purchases but also to foster feelings of customer loyalty so that they tend to maintain a positive attitude towards brands that they consider good (Yazid & Kawiryan, 2023). Brand image is a many-sided concept that includes various dimensions that influence consumer perceptions and behavior. In this case, brand image is one of the factors that encourage consumers to use a product or service on an ongoing basis (Ramesh et al., 2019) There are 5 (five) dimensions in brand image, which include: (1) Dimension of Brand Identity, (2) Dimension of Brand Personality, (3) Dimension of Brand Association, (4) Dimension of Brand Behavior & Attitude, (5) Dimension of Brand Competence (Kotler, Armstrong, et al., 2016).

Brand Experience

According to Kim & Chao (2019) the definition of brand experience is the experience of a brand as a subjective personal experience that can be in the form of sensations, feelings, and cognitions generated by external stimuli from a brand such as identity, design, packaging, communication, and environment. Brand-related stimuli will occur and drive consumers when they interact and are affected by the brand. Husain et al. (2022) state that brand experience begins when consumers search for branded products, either directly or through websites, then try to buy them, and end with consumption, use, and disposal. Brand experience is one of the most important things in marketing activities. According to Panyekar, the way brand experience is formed is when the management of a response arises because it feels positive and negative things from the experience of using a product (Panyekar, 2024) The response obtained becomes a reference for consumers to choose and use the products or services offered. The references obtained from consumers can be in the form of positive or negative reviews. If the reviews are positive, this can encourage consumers to proceed to the next stage to the product purchase stage. Conversely, if the reviews are negative, this will influence consumers to discourage them from buying the product or service offered. Grouping brand experience into 4 (four) dimensions consisting of sensory, affective, behavioral, and intellectual (Safeer et al., 2021).

Brand Trust

Trust has been seen as one of the main keys related to the relationship between sellers and consumers (Althuwaini, 2022). The existence of trust in a brand by consumers, it can be said that there is a high expectation that the brand will provide benefits to consumers. Brand trust can be interpreted as consumers' feelings towards a brand which indicates that the product is good for long-term use (Hartono & Rodhiah, 2021). Consumers who buy and use a product with a brand that is not previously known can result in unwanted risks. Consumer trust in a previously used brand can be obtained through a process of consideration based on recommendations from others or getting to know the brand through advertisements seen in their environment. Trust is very important in shaping consumers' desire to make purchases, especially in competitive markets with many choices available (Ellitan & Pradana, 2022) According to Wardhana (2024), brand trust is the main and most important factor for building long-term relationships between consumers and brands which in turn can foster trust, a sense of security and confidence in the reliability of the brand. There are 2 (two) dimensions that can be used as measuring indicators in brand trust (Novrianto & Djatmiko, n.d.) The two dimensions of brand trust include the perspective of fulfilling customer needs and feelings, which consist of: (1) Dimension of Viability, (2) Dimension of Intentionality.

Purchase Intention

Purchase intention is an activity carried out by consumers in considering or contemplating before deciding to buy a product or service (Ellitan et al., 2022) Purchase intention is very important to measure because it can be used as a predictive tool for

purchasing behavior that is likely to occur, so marketers can predict consumer actions based on their buying intentions (Chang et al., 2019) Purchase intention also functions as an important indicator for businesses and companies in understanding and influencing consumer purchasing behavior. Customers will pursue the experience of the real quality of a product, in purchase intention this can be predicted through interactions and purchasing activities by customers. The external side of the customer is used as a source of data to find goods or services, evaluate products, and ultimately as the final decision maker for the product that the customer wants. Purchase intention, in this context, is part of the customer behavior component of the consumption carried out. Indicators that can be used as measuring instruments in purchase intention Purba (2021), consist of: (1) Transactional Interest, (2) Referential Interest, (3) Preferential Interest, (4) Exploratory Interest.

Hypothesis Development

The relationship between brand image and brand trust is an area of marketing study that affects consumer behavior. According to Ellitan & Pradana (2022) for top company management, especially those responsible for marketing, having a strong brand image serves as an important prefix for building brand trust among consumers. Several studies have shown that a good and positive brand image fosters consumer confidence, and has an impact on increasing aspects of brand trust. A good brand image will foster consumer trust which in turn will have an impact on the growth of brand trust (Junaidi et al., 2020). Junaidi et al. emphasized that if a good brand image functions as a substitute for product attributes, this will increase consumer confidence in a brand. Research conducted by (Rayhan Damayanti & Eri Puspita, 2023) found that brand image has a positive and significant effect on brand trust.

Hypothesis 1. Brand image has a positive effect on brand trust.

Brand experience is one of the bases for consumers in deciding to repurchase products of the same brand when the need for the product arises. When consumers feel comfortable and feel that the product used is in accordance with the level of importance or expectations and also in accordance with the perceived performance, consumers will be encouraged to use or consume products of the same brand several times (Fikri et al., 2018). In line with the development of time, brand experience is able to create emotional bonds, but only emotions that come from the results of internal stimuli that cause or trigger experiences. Furthermore, according to Oetama, conceptually brand experience is different from brand personality (Oetama & Susanto, n.d.). Research conducted by Fikri et al. (2018), shows that brand experience has a positive effect on brand trust. Another study conducted by Khu & Sukeski (2020) also found that brand experience has a positive effect on brand trust. Brand experience has an important role, the better the brand experience of a product given to consumers, the higher the brand trust obtained by the company from consumers.

Hypothesis 2. Brand experience has a positive effect on brand trust.

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Person in charge of marketing must focus on building and maintaining trust in the brand through consistent messaging, quality products, and attractive marketing practices to increase consumer interest in buying the products being sold. Purchase intention will increase if there is the ability of brand trust which comes from consumer confidence that the brand is able to fulfill the promised value. Second, based on consumer confidence that they are able to fulfill the promised value. Third, based on consumer confidence that the brand is able to prioritize consumer interests (Then & Johan, 2021). Brand trust has an important role and cannot be ignored in efforts to generate purchase intention. This research is supported by the results of research conducted by Putra & Lestari (2023), that consumer trust in a brand significantly affects their intention to buy. Another study conducted by Cuong (2020) found that brand trust has a positive effect on purchase intention for a product.

Hypothesis 3. Brand trust has a positive effect on purchase intention.

Hypotheses of the research

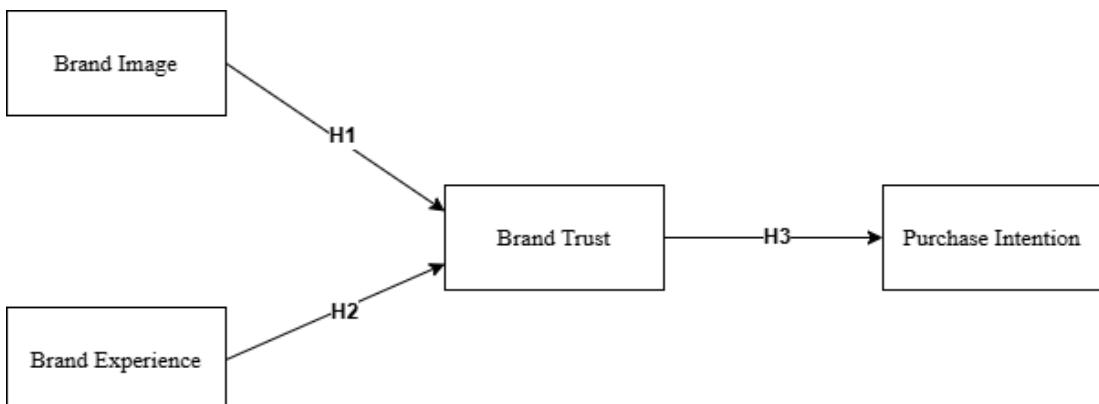


Figure 1. Proposed Conceptual Framework

Source: Authors

METHODOLOGY

The method used in this research is a quantitative approach. According to Purnia et al. (2020), the quantitative approach method is a research method that is carried out in a structured, systematic, and detailed manner. This method in its implementation will focus on the use of tables, numbers, diagrams, and graphs to display the results of the data / information that has been obtained. The population used in this study are Indonesians and are respondents who know the products that have been sold by manufacturers under the Bwbyaz brand.

The sample used in this study with the following criteria: (1) Female respondents, (2) Respondents who follow the Bwbyaz Instagram social media account, (3) Respondents who know or recognize the Bwbyaz brand through Instagram social media. Sampling in

this study was carried out using non-probability sampling techniques. While the method used in sampling in this study uses purposive sampling method.

Determination of the number of samples in this study refers to Hair et al. (2022) which states that determining the number of samples required is 100 to 200 samples which are calculated based on the number of indicators of the questionnaire questions submitted. This calculation uses the formula from Hair et al. (2022) namely the number of indicators used in the study added to the number of latent variables, then multiplied by 5 (five) to obtain the minimum number of samples. Meanwhile, to determine the maximum sample size using the same formula, but the sum of the number of indicators and latent variables is multiplied by 10 (ten). Based on the calculation using the formula above, in this study the minimum number of respondents that must be obtained is 115 respondents and the target maximum number of respondents that must be obtained is 230 respondents.

This study uses primary data or data provided directly to respondents without intermediaries. In this study, researchers collected research data by distributing questionnaires to all respondents online through the Google Form application and delivering them through three types of social media, namely Instagram, TikTok, and Whatsapp. The Likert scale as a measuring tool for each variable indicator is used by researchers in conducting this research. According to (Taherdoost, 2019) the Likert scale is a method of measuring the scale of perceptions, attitudes, and opinions of a person or group regarding a social event or phenomenon. The Likert scale in this study has 6 (six) choice options, each of which has a value: Value 1 = Strongly Disagree (STS), Value 2 = Disagree (TS), Value 3 = Disagree (KS), Value 4 = Somewhat Agree (AS), Value 5 = Agree (S), Value 6 = Strongly Agree (SS).

In this study, the statistical analysis method used was the Partial Least Square-Structural Equation Modeling (PLS-SEM) model through the help of SmartPLS software. This software provides intuitive graphical relationships to facilitate users in conducting analysis and building models (Sarstedt & Cheah, 2019).

Definition of Operational Variables and Indicator Variables

Brand Image (BI)

The definition of brand image according to Sidharta et al. (2018) is consumer assumptions about a brand. In this study, the variable measurement indicators used took from several studies from (Calvin & Semuel, 2014; Imbayani & Gama, 2018; Jin et al., 2012; Yohana, Meilani & Suryawan, 2020) which were modified by the researcher as follows: (BI1) Brand Bwbyaz has a modern and minimalist image on Instagram social media. ; (BI2) Brand Bwbyaz has a reputation for the quality of its products ; (BI3) I feel familiar with the Bwbyaz brand on Instagram social media ; (BI4) The Bwbyaz brand is very well known in the community, especially among women ; (BI5) Bwbyaz products as a whole are favored by the public.

Brand Experience (BE)

The definition of brand experience according to Sujana et al. (2023) is the consumer's perception of each consumer's relationship with the brand to find out that the brand is included in advertising, when personal contact with the brand or the level of quality regarding the personal treatment they receive from the brand. Indicators to measure brand experience variables in this study use research from (Başer et al., 2016; Kim & Chao, 2019; Konttinen et al., 2021; Masitoh & Kurniawati, 2023) which the researcher modified as follows: (BE1) Bwbyaz is an emotional brand (memorable in the heart) ; (BE2) If I buy and use products from the Bwbyaz brand, it makes me happy ; (BE3) I often remember when I see the Bwbyaz brand on Instagram social media. For example: The style of the product matches my personality.

Brand Trust (BT)

Referring to the definition of (Başer et al., 2016; Khamwon & Pattanajak, 2021), brand trust is defined as the willingness of consumers to rely on a brand based on their expectations of its reliability and integrity. Indicators of measurement of brand trust variables in this study through modifications from research conducted by (Başer et al., 2016; Khamwon & Pattanajak, 2021) as follows: (BT1) Bwbyaz is a brand that can meet my expectations ; (BT2) Bwbyaz guarantees the satisfaction of its customers and potential customers ; (BT3) Bwbyaz is a brand that never disappoints ; (BT4) Bwbyaz is a brand that is honest and open to its customers and potential customers ; (BT5) Bwbyaz will compensate if there is a problem with their products ; and (BT6) I feel confident with the Bwbyaz brand.

Purchase Intention (PI)

This study uses the definition of purchase intention referring to Ellitan et al. (2022), which states that purchase intention is an activity carried out by consumers in considering or contemplating before deciding to buy a product or service. The measurement indicators used in this study use references from (Calvin & Semuel, 2014; Imbayani & Gama, 2018) with modifications from researchers as follows: (PI1) I plan to buy Bwbyaz brand products ; (PI2) I am interested in trying the products offered by the Bwbyaz brand ; (PI3) I want to use Bwbyaz brand clothing products ; (PI4) I am thinking about buying Bwbyaz products ; and (PI5) I am aware of the existence of Bwbyaz products.

RESULTS

The total number of respondents who were successfully obtained was 166 respondents, but the authors only used 163 respondents, because these respondents met the research criteria.

Testing the Measurement Model (Outer Model)

Convergent Validity Test Results

This validity test is a type of test related to the theory that a measure of a structure has a high correlation so that it can be used to measure the correlation between latent variables and manifest variables in the model used in reflective measurement (Hair et al., 2021). This convergent validity test uses the construct value or commonly referred to as the loading factor (Hair et al., 2021). Referring to (Hair et al., 2021), when the loading factor obtained in a study has a value ≥ 0.7 , the correlation test can be declared valid in the convergent validity test. And the assessment is based on the Average Variance Extracted (AVE) which is ≥ 0.5 , the results can be declared valid.

The results of the convergent validity test can be described in the form of outer loadings as follows: Indicators BI1, BI2, BI3, BI4, and BI5 show outer loadings between 0.837 to 0.861. This shows that these indicators also have a very good correlation with the Brand Image construct. Indicators BE1, BE2, and BE3 have outer loadings of 0.833, 0.823, and 0.868 respectively. All of these values are greater than 0.7, which indicates that these indicators have a strong correlation with the Brand Experience construct and are valid for use in measuring Brand Experience. Indicators BT1 to BT6 have outer loadings that vary between 0.804 to 0.891. All of these outer loading values are greater than 0.7, which indicates that these indicators are highly valid for measuring Brand Trust. Indicators PI1 to PI5 show outer loading between 0.817 to 0.873. All of these indicators meet the validity criteria with values greater than 0.7, which means that these indicators are valid for measuring Purchase Intention.

Based on the paragraph above, it can be concluded that all research variables used meet the minimum outer loading factor assessment criteria, namely ≥ 0.7 and all variables are declared valid.

Another factor that needs to be considered in convergent validity is using Average Variance Extracted (AVE), where the AVE value for each variable must be more than or at least reach 0.50 so that the variable can be said to have good consistency. The 5 variables included in this AVE test are brand image, brand experience, brand trust, and purchase intention. Based on the table below, it can be concluded that all research variables used meet the minimum assessment criteria for average variance extracted (AVE), which is ≥ 0.5 and all variables can be declared valid. The AVE value of each variable can be seen in the Table 1.

Discriminant Validity Test Results

Discriminant validity test is a validity test that assesses the relationship between variable indicators with one another. Testing on discriminant validity can be done through the Fornell-Larcker Criterion and Cross Loadings (Hair et al., 2022). This test can be said to be valid if the construction value of each variable in the construct is higher than its correlation with other variables in the study.

Table 1. AVE Test Result

| Variables | AVE |
|-----------|-------|
| BI | 0.725 |
| BE | 0.708 |
| BT | 0.715 |
| PI | 0.733 |

Source: Primary Data Processed, 2024

In cross loadings results, the Brand Experience indicators (BE1, BE2, and BE3) have a high correlation with the Brand Experience construct, with values of 0.833, 0.823, and 0.868 respectively. These values indicate that these three indicators are very good at measuring Brand Experience. The correlations between BE indicators and other constructs (such as Brand Image, Brand Trust, and Purchase Intention) are lower, which indicates that these indicators are more relevant for measuring Brand Experience and do not measure other constructs well.

The Brand Image indicators (BI1 to BI5) show a very high correlation with Brand Image, with the highest value reaching 0.861 on BI4. This indicates that these indicators are very strong in measuring Brand Image. The correlations of BI indicators with other constructs (such as Brand Experience, Brand Trust, and Purchase Intention) are quite low, which indicates that Brand Image is well measured by these indicators, but does not measure other constructs significantly.

The Brand Trust indicators (BT1 to BT6) show a high correlation with Brand Trust, with the highest values of 0.891 on BT4 and 0.855 on BT6. This indicates that these indicators are very effective in measuring Brand Trust. The correlations of BT indicators with other constructs (such as Brand Experience, Brand Image, and Purchase Intention) are lower, which confirms that these indicators are highly relevant for measuring Brand Trust and do not measure other constructs significantly.

The Purchase Intention indicators (PI1 to PI5) have a very high correlation with Purchase Intention, with the highest value reaching 0.873 in PI5. This shows that these indicators are very good at measuring Purchase Intention. The correlations of PI indicators with other constructs are lower but still significant, indicating that Purchase Intention is strongly measured by these indicators, although there is little influence from other constructs.

Based on the paragraphs above, it can be concluded that each research variable used has a higher value than the other variables. This shows that discriminantly all research variables used for statistical testing and analysis can be declared valid.

Table 2. Fornell-Larcker test results

| | BI | BE | BT | PI |
|----|--------------|--------------|--------------|--------------|
| BI | 0.852 | | | |
| BE | 0.505 | 0.842 | | |
| BT | 0.424 | 0.495 | 0.845 | |
| PI | 0.508 | 0.601 | 0.519 | 0.856 |

Source: Primary Data Processed, 2024

Based on the Table 2, it can be concluded that all research variables used can be said to be valid because the construction value of each variable in the construct is higher than its correlation with other variables in the study.

Reliability Test Results

Discriminant validity test is a validity test that assesses the relationship between variable indicators with one another. Testing on discriminant validity can be done through the Fornell-Larcker Criterion and Cross Loadings (Hair et al., 2022). This test can be said to be valid if the construction value of each variable in the construct is higher than its correlation with other variables in the study.

Table 3. Reliability test results

| Variables | Composite Reliability | Cronbach's Alpha |
|-----------|-----------------------|------------------|
| BI | 0.929 | 0.905 |
| BE | 0.879 | 0.796 |
| BT | 0.938 | 0.920 |
| PI | 0.932 | 0.909 |

Source: Primary Data Processed, 2024

Testing the Structural Model (Inner Model)

The research structural model test (inner model) consists of 3 (three) types of tests, namely the R-Square test, goodness of fit test (Q-Square), and hypothesis testing. This test is used for two purposes (Hair et al., 2022), namely first to evaluate the effect of variables that cannot be measured directly or latent variables. Second, to determine whether the variable has a substantive effect.

Coefficient of Determination (R-square)

The coefficient of determination test is a test to measure the strength of the relationship between the dependent variable and the independent variable (Hair et al., 2022). The R-Square test uses the R-square value which shows that the higher the R-square value obtained, the better the prediction model of the research model made.

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Table 4. R-Square test results

| | R-Square | R-Square Adjusted |
|----|-----------------|--------------------------|
| BT | 0.285 | 0.276 |
| PI | 0.270 | 0.265 |

Source: Primary Data Processed, 2024

Goodness of Fit (Q-square)

Goodness of fit test can be done with Q-Square. This test is to show a measure of the level of accuracy and feasibility of a research model as a whole. The measurement criterion for the Goodness of fit test is if the Q-square value ≥ 0 , then the test can be said to be good. Conversely, if the test obtained a Q-square value < 0 , then the test performed is categorized as not good.

Table 5. Q-square test results

| | Q² Predict |
|----|------------------------------|
| BT | 0.252 |
| PI | 0.262 |

Source: Primary Data Processed, 2024

Hypothesis Test

Hypothesis testing is a test of the data collected to determine whether the test results obtained are significant enough to accept or reject the null hypothesis (H_0). Hypothesis testing in this study uses two approaches, namely the assessment of the P-Value and the T test. The level of significance at the P-Value used to accept or reject the hypothesis is 0.05 or 5%. If the test results produce a significance value below or < 0.05 or 5%, then there is a significant effect. However, if the significance value of the test results is above or > 0.05 or 5%, then there is no significant effect of testing the hypothesis (Augusta et al., 2023).

Table 6. Cross loadings test results

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STD EV) | P Values | Results |
|---------|----------------------------|------------------------|-----------------------------------|----------------------------------|-----------------|----------------|
| BI → BT | 0.377 | 0.378 | 0.090 | 4.200 | 0.000 | Supported |
| BE → BI | 0.233 | 0.239 | 0.089 | 2.610 | 0.009 | Supported |
| BT → PI | 0.519 | 0.527 | 0.076 | 6.858 | 0.000 | Supported |

Source: Primary Data Processed, 2024

DISCUSSION

Brand Image and Brand Trust

The research conducted found that brand image has a positive effect on brand trust. This result can be interpreted, the stronger the brand image of the Bwbyaz brand in the eyes of consumers, the higher the level of trust in the Bwbyaz brand. The results of this study are also supported by previous research from Ellitan et al. (2022) and from Rayhan Damayanti & Eri Puspita (2023) which says that shows the higher the brand image value of a product, it will have an impact or effect on the level of trust from consumers. In the context of the Bwbyaz brand, a modern and minimalist brand image, then having interesting content and positive reviews on Instagram can increase customer trust in the brand.

Brand Experience and Brand Trust

The research conducted found that brand experience has a positive effect on brand trust. This result can be interpreted, the better the brand experience obtained from the Bwbyaz brand in interacting with consumers, the higher the level of consumer trust in the Bwbyaz brand. The results of this study are also supported by previous research from Fikri et al. (2018), showing that brand experience has a positive effect on brand trust.

The results of this study are also reinforced by other research conducted by Khu & Sukes (2020) which also concluded that brand experience has a positive effect on brand trust. Brand experience has an important role, the better the brand experience of a product given to consumers, the higher the brand trust obtained by the company from consumers. In the Bwbyaz brand, positive experiences such as responsive and positive interactions, quality that meets expectations, and product design that suits the tastes of the target market are the main factors in building brand trust in the Bwbyaz brand.

Brand Trust and Purchase Intention

The research conducted found that brand trust has a positive effect on purchase intention. This result can be interpreted, the stronger the brand trust in the Bwbyaz brand in the eyes of consumers, the more likely they are to purchase products from Bwbyaz. The results of this study are also supported by previous research from Putra & Lestari (2023), that consumer trust in a brand significantly affects their intention to buy products from that brand. The results of this study are also reinforced by other research from Cuong (2020) which found that brand trust has a positive effect on purchase intention for a product.

Trust in a brand makes consumers feel confident that the products offered are of good quality and in accordance with their expectations. In the context of fashion, brand trust is a key element that makes consumers want to try or can become loyal customers of a brand, such as the Bwbyaz brand. In the Bwbyaz brand, transparency in marketing,

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positive customer testimonials, and consistency in product quality are the main factors that strengthen brand trust and encourage consumer purchase intentions.

CONCLUSION

This study was conducted to determine the role of the influence of brand image, brand experience through brand trust on purchase intention on the Bwbyaz brand on Instagram social media. Based on tests conducted on 163 respondents who fit the required research criteria, and obtained from distributing questionnaires through Google Form, the results of the study resulted in the following conclusions: Brand image has a significant and positive influence on brand trust. This shows that the image created by the Bwbyaz brand can influence the brand trust of consumers who know and follow the Bwbyaz Instagram account. Brand experience has a significant and positive influence on brand trust. This shows the experience of Bwbyaz consumers who are also Instagram users, and interact with the Bwbyaz brand which is done by following the Bwbyaz Instagram account to find out the latest updates from Bwbyaz. This experience can be a reference to strengthen their trust in the products of the Bwbyaz brand. Brand trust has a significant and positive influence on purchase intention. This is indicated by consumer confidence in the Bwbyaz brand, which so far consumers believe that Bwbyaz guarantees the quality of its products so that it can maintain consumer purchase intention for products from the Bwbyaz brand.

Implications

The results of this research provide several implications for the Bwbyaz brand, first, Bwbyaz can maintain and even increase brand image as a minimalist and modern women's fashion brand by collaborating with public figures or influencers who have an audience with the right target market so that the Bwbyaz brand can increase brand credibility and visibility. This can be done to strengthen brand image, and increase consumer confidence. Secondly, Bwbyaz can improve brand experience through interaction, and services such as the use of interactive features from Instagram polls, Q&A, content on reels that can increase customer engagement with the Bwbyaz brand. The experience of fast and responsive customer service on Instagram direct messages (DM) can add to the positive experience of customers so that consumer confidence can increase. Finally, transparency in communication related to product quality can also be strengthened through live interactions by providing explanations about the ingredients of the products used honestly and as they are, displaying customer testimonials that give high and satisfied ratings, and being responsive to customer complaints can increase consumer confidence in the Bwbyaz brand. Thus, Bwbyaz can build and maintain several elements such as brand image, brand experience, and stronger brand trust in encouraging consumers to have a purchase intention for the Bwbyaz brand.

Limitations and recommendations

The research conducted is in accordance with the guidelines and criteria that have been set, however, there are still some limitations, as follows: (1) This study only tests 3

(three) variables, namely brand image, brand experience, and brand trust. Meanwhile, there are still many choices of research variables and other factors that can be used to prove the influence on purchase intention, (2) This study only uses female respondents who are followers of the Bwbyaz brand Instagram account, and the research object chosen is fashion clothing products for women from the Bwbyaz brand. (3) Collecting respondent data for research is done by distributing questionnaires through several social media platforms, and having to wait for answers from respondents until they get a predetermined number for this study so that researchers need a relatively long duration of time to collect these primary data.

Based on the limitations of the research conducted, the authors suggest several suggestions for future research, namely: (1) Similar research in the future is expected to add other research variables such as social media engagement or electronic word-of-mouth (eWOM) which can provide new references and illustrations to support the results of research that has been done before. (2) This study uses the object of research on Bwbyaz women's clothing fashion brand products, and the respondents used focus on women. Future research is expected to be able to choose and add research objects in the fashion industry for both women's clothing and men's clothing. And, (3) Future research is expected to expand the object of research by adding coverage of other social media platforms such as TikTok which currently also has a considerable role in influencing purchasing decisions.

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