The Role of Brand Satisfaction in Mediating Brand Experience and Brand Trust Towards Purchase Intention of "CC" Products

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Abstract

Health is an essential aspect that serves as a crucial key for every individual to engage in daily activities. By maintaining good health and physical fitness, the body possesses the strength to prevent various diseases. Maintaining health needs to start from oneself by adopting good habits for the body, namely by adopting a healthy lifestyle. However, a healthy lifestyle is often overlooked by some people. Unhealthy lifestyles can lead to diabetes, which is the accumulation of excess sugar in the bloodstream. The significant increase in the number of diabetes patients is due to unhealthy lifestyles, one of which is consuming high-sugar beverages such as soft drinks. The soft drink brand "CC" is the most popular packaged beverage brand among the public, which contributes to the cause of diabetes. CC continues to experience high demand from consumers, which aligns with the high purchase intention of consumers. Purchase intention, which is the willingness of customers to purchase a particular product, can be influenced by brand satisfaction, meaning that brand satisfaction can encourage customers to buy products. Brand experience and brand trust can also affect brand satisfaction, where customers will feel more satisfied with a brand if they are increasingly influenced by positive experiences, and customer trust can generate positive expectations for the brand. This study aims to determine the factors influencing the purchase intention of "CC" carbonated beverages by testing the variables of brand experience and brand trust on the variable of purchase intention mediated by brand satisfaction.

Keywords **:** Brand Experience, Brand Trust, Brand Satisfaction, Purchase Intention

INTRODUCTION

Health is an essential aspect, serving as a crucial key for every individual to engage in daily activities. By maintaining good health and physical fitness, the body possesses the strength to prevent various diseases. Maintaining health needs to start from oneself by adopting good habits for the body, such as regularly exercising, getting enough sleep, consuming nutritious food and drinks, and so on.

However, it seems that a healthy lifestyle is still often overlooked by some people who are accustomed to irregular lifestyles. The Indonesian Ministry of Health states that an unhealthy lifestyle can lead to diabetes among the Indonesian population. Diabetes occurs due to the accumulation of excess sugar in the bloodstream of humans (Ministry of Health, 2018). Diabetes not only affects adults but also frequently affects children. The Indonesian Pediatrician Association (IDAI) states that there has been a 70-fold increase in diabetes among children from 2010 to 2023 (CNBC, 2023). It is recorded that there are 1,645 children in Indonesia diagnosed with diabetes as of the year 2023.

The significant increase in the number of diabetes patients is due to unhealthy lifestyles, one of which is consuming high-sugar beverages. The proliferation of sweetened packaged beverages such as soft drinks also contributes to the rising diabetes rates. According to research conducted by Katadata Insight Center, the soft drink brand CC is the most popular packaged beverage brand among the public, accounting for 82.4% of total respondents (Databoks, 2023). With continuously increasing sales, CC's revenue also rose in the first quarter of 2023, reaching USD 10.96, an increase of 4.3% (IDX Channel, 2023).

CC continues to receive high demand from consumers for its carbonated beverage products. This aligns with the high purchase intention of consumers. Purchase intention refers to the willingness of customers to purchase a particular product (Nuryakin et al., 2023). Research by Wiedmann & Mettenheim (2020) has shown that purchase intention can be influenced by brand satisfaction, meaning that brand satisfaction can encourage customers to buy products.

Garzaro et al. (2020) state that brand experience significantly influences brand satisfaction, where consumers will feel more satisfied with a brand if they are increasingly influenced by positive experiences. In this context, brand experience focuses on the services and customer experiences that enable customers to engage and interact with a brand (Kusumawati et al., 2023).

The research conducted by Wong (2023) indicates that brand trust has a positive and significant influence on brand satisfaction. Positive expectations towards the brand arise through customer trust in the brand. Customers have the belief that the brand will not disappoint them.

This study adapts previous research by Wong (2023), where it will also examine the mediating effects, namely the variables of brand experience and brand trust on the variable of purchase intention mediated by brand satisfaction, specifically for the CC soda beverage brand. Based on the background provided, the researcher is interested in studying the factors influencing CC's purchase intention with brand satisfaction as the mediating variable.

LITERATURE REVIEW

This research is based on the Theory of Planned Behavior (TPB), which explains an individual's intention to perform an action and behave in a certain way (Ajzen, 1991). In TPB, intention is considered as a factor that drives or motivates an individual, thus influencing individual behavior. These factors indicate an individual's desires and the effort exerted to eventually decide to act.

In general, the stronger someone's intention, the greater the performance they will give.

Each individual can decide whether to finally take that action or not. The achievement of behavior is entirely determined by motivation or intention, as well as ability or behavior control.

TPB explains the factors that can influence intention, namely attitude, subjective norm, and perceived behavior control. Ultimately, factors influencing intention will also affect behavior. An individual will have a greater intention if there is a positive attitude, subjective support from the environment, and a belief in taking action (Han et al., 2018).

To influence consumer behavior, a brand needs to provide experiences to customers and build trust in the brand. Thus, these factors will create brand satisfaction, leading customers to intend to purchase the brand's products and behave positively.
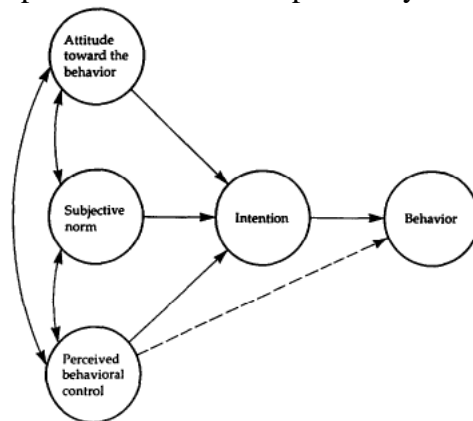

Image 1. *Theory of Planned Behavior* (TPB)
Source: Ajzen (1991)

Brand Experience

According to Brakus et al. (2009), brand experience is the subjective, internal responses of consumers (sensations, feelings, cognitions), and behavioral responses triggered by stimuli related to the brand, which are part of the design, identity, packaging, communication, and brand environment. Chandra & Keni (2021) define brand experience as a consumer experience that is formed, created, and unforgettable when or after using and enjoying products and services, which will leave an impression in the consumer's mind about the brand.

According to Ramdan et al. (2021), brand experience is a personal experience of consumers that implies their involvement at different levels to create value for both the company and consumers. Brand experience, according to Hayati et al. (2022), is a step taken by companies to control their products or services to create a different impression compared to other brands. Based on these definitions, brand experience is the consumer experience created towards a brand based on the value of the experience, which ultimately creates a unique impression of the brand.

Brand Trust

According to Febriani et al. (2022), brand trust is the customer's intention to rely on the capability of a brand's product in fulfilling all its purposes or functions. Amanda et al. (2022) define brand trust as the consumer's perception of a brand regarding its usefulness and the feeling of being conducive, thus creating trust in the brand's ability to meet consumer expectations. According to Deka et al. (2019), brand trust is the consumer's willingness to trust a brand along with all the risks that come with it. Brand trust, according to Wei et al. (2023), is an individual's willingness to rely on a brand based on the belief or expectation generated from the credibility

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regarding its performance. Based on these definitions, brand trust is the consumer's willingness towards a brand to provide trust based on the usefulness of the brand's product and all its associated risks.

Brand Satisfaction

Cuong (2020) defines brand satisfaction as the outcome of customer evaluation, where customers appear satisfied with their brand choice, and the brand meets their expectations. According to Grisaffe & Nguyen (2011), brand satisfaction is the result of overall customer evaluation based on total purchases and experiences with a brand's products or services. Brand satisfaction, according to Harikusuma et al. (2022), is the level at which consumers' perceptions of a brand's performance align with their expectations. Based on these definitions, brand satisfaction is the cumulative perception of consumers regarding the performance of a brand that meets their expectations.

Purchase Intention

According to Fitri & Wulandari (2020), purchase intention is the tendency of consumers and potential consumers to evaluate products or services to ultimately decide whether to purchase or not purchase a company's product. According to Tjokrosaputro & Cokki (2020), purchase intention is the willingness of consumers to purchase a particular product or service based on needs, preferences, attitudes toward the product, and individual assessments. Rachmandanu & Danibrata (2021) define purchase intention as a form of consumer behavior to choose and buy a product based on experiences, usage, and desires for a product to be used. Based on these definitions, purchase intention is the willingness of consumers and potential consumers to evaluate products or services from a brand before deciding to make a purchase.

Research Hypothesis

Based on the research conducted by Garzaro et al. (2020), Hariyanto (2018), and Hwang et al. (2021), brand experience has a positive and significant influence on brand satisfaction. Customers will be more satisfied with a brand if they have a positive experience with that brand. The higher the experience with the brand, the higher the satisfaction generated with the brand.
H1: Brand experience has a positive and significant influence on brand satisfaction.

Research by Wong (2023), Diputra & Yasa (2021), and Fikri et al. (2018) has found that brand trust has a positive and significant influence on brand satisfaction. Customers will be more satisfied with a product or service from a brand if they feel confident in the performance and reliability of that brand. The higher the trust in a brand, the higher the satisfaction experienced.
H2: Brand trust has a positive and significant influence on brand satisfaction.

Research by Wiedmann & Mettenheim (2020), Ali et al. (2018), and Ali et al. (2021) indicates that brand satisfaction has a positive and significant influence on purchase intention. Customer purchasing decisions are influenced by the satisfaction they feel with a brand. The higher the satisfaction with a brand, the higher the intention to purchase that brand.
H3: Brand satisfaction has a positive and significant influence on purchase intention.

Adji & Semuel (2014) state that positive experiences lead to satisfaction, which in turn creates an intention to purchase a product brand. A positive experience with a brand influences a person's intention to purchase, which is also influenced by the satisfaction felt. The higher the positive experience with a brand's performance, the higher the satisfaction felt by customers, thus affecting their purchase intention.
H4: Brand experience has a positive and significant influence on purchase intention mediated by

brand satisfaction.

Research by Fitriani et al. (2023) indicates that brand trust has a positive and significant influence on purchase intention mediated by brand satisfaction. Trust in a brand's performance affects a person's intention to purchase, further influenced by the satisfaction felt with the products or services from that brand. Therefore, the higher the trust in a brand, the higher the satisfaction felt, thus further influencing a person's purchase intention.

H5: Brand trust has a positive and significant influence on purchase intention mediated by brand satisfaction.

From the explanations provided, the conceptual framework of this research can be depicted as follows:
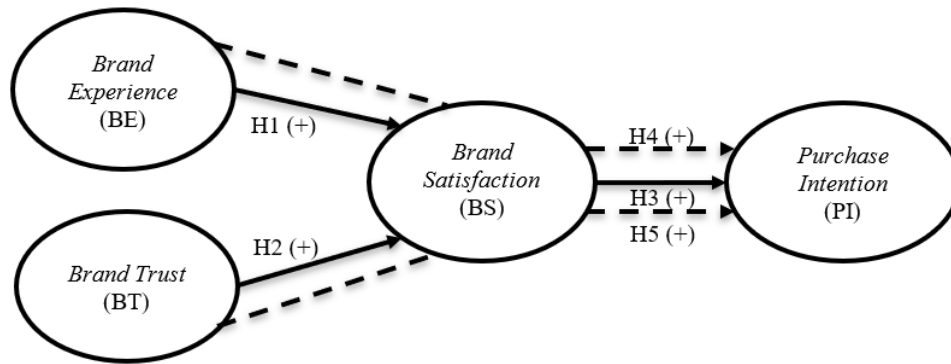

Image 2. Research Model
Source: Processed by the Researcher (2023)

Research Methods

Table 1. Variable Operationalization of Brand Experience

Variable	Indicators
Brand Experience	1. Feeling pleased with the experience with this brand 2. Comfortable and uplifted mood 3. When seeing advertisements, then thinking about it

Source: Kim *et al.* (2018), Bae & Kim (2023) and adapted by the researcher

Table 2. Variable Operationalization of *Brand Trust*

Variable	Indicators
Brand Trust	1. This brand is safe 2. This brand is honest 3. This brand is reliable 4. This brand is competent 5. Confidence in the quality of the brand

Source: Han *et al.* (2023), Konuk (2023), Kim *et al.* (2018) and adapted by the researcher

Table 3. Variable Operationalization of *Brand Satisfaction*

Variable	Indicators
Brand Satisfaction	1. Expectations about the brand match reality 2. Overall, satisfied with consumption 3. Would recommend to friends or relatives 4. Satisfied with the price 5. Happy with the brand

Source: Nuryakin *et al.* (2023), Hwang *et al.* (2021) and adapted by the researcher

Tabel 4. Variable Operationalization of *Purchase Intention*

Variable	Indicators
Purchase Intention	1. Definitely will purchase 2. Intends to buy in the next purchase 3. Likely to purchase 4. Advertisements influence purchase 5. Willing to go out and seek the brand

Source: Punjani & Kumar (2021), Nuryakin *et al.* (2023) and adapted by the researcher

Data Analysis Methods

Next, the data collected from the questionnaire survey will be processed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with SmartPLS 3 software.

Model Testing (Validity and Reliability Analysis)

Validity analysis in PLS-SEM method is divided into convergent validity and discriminant validity. Convergent validity is measured using loading factor with a minimum value of 0.708 and average variance extracted (AVE) with a minimum value of 0.50 (Hair et al., 2022). Meanwhile, discriminant validity is measured using Fornell-Larcker criterion and cross-loadings, where the value of each construct should be greater than other constructs, and heterotrait-monotrait ratio (HTMT) which should be below 0.85 (Hair et al., 2022). Reliability analysis is measured using Cronbach's alpha with a minimum value of 0.60 and composite reliability with a minimum value of 0.70 (Hair et al., 2022).

Inner Model Testing and Hypothesis Testing

Inner Model Testing is measured by the coefficient of determination (R^2) and effect size (f^2). A higher R^2 value indicates a higher ability of the variable to explain the research (Hair et al., 2022). Meanwhile, effect size (f^2) testing is useful for explaining the magnitude of the influence between variables in the study (Hair et al., 2022).

Hypothesis testing is measured by analyzing the path coefficient, p-value, and t-statistics. The path coefficient is used to test the positive or negative relationship between research variables. Meanwhile, the p-value is used to test the significance of the influence between variables and to indicate whether the hypothesis is accepted or not. Research with a significance level of 5% needs to produce a p-value below 0.05 to state that the hypothesis is accepted (Hair et al., 2022). T-statistics are used to assess hypothesis testing in research, with the conclusion that the hypothesis is accepted if it is above 1.96 and rejected if it is below 1.96.

RESULTS AND DISCUSSION
Respondents Profile

Respondents in this study are individuals who have participated in filling out the questionnaire, totaling 219 respondents who have consumed CC soft drink, domiciled in Jakarta, and aged 18 years and above. The results show that 55.7% of respondents are female and the remaining 44.3% are male. The majority of respondents are aged 18 to 24 years old, accounting for 53.4%, with a level of education of bachelor's degree (S1) being 66.2%, monthly income ranging from Rp3,500,000 to Rp5,000,000 accounting for 44.7%, and the frequency of consuming CC products more than once a month is 40.2%.

Validity, Reliability, and Multicollinearity Testing

Table 5. Results of Convergent Validity Testing (Loading Factor)

Items	*Brand Experience*	*Brand Satisfaction*	*Brand Trust*	*Purchase Intention*
BE1	0.805			
BE 2	0.832			
BE 3	0.755			
BS1		0.707		
BS2		0.868		
BS3		0.791		
BS4		0.830		
BS5		0.813		
BT1			0.729	
BT2			0.747	
BT3			0.730	
BT4			0.704	
BT5			0.730	
PI1				0.821
PI2				0.867
PI3				0.827
PI4				0.836
PI5				0.869

Source: the questionnaire used by the researcher

Table 6. Results of Convergent Validity Testing (AVE)

Variables	AVE
Brand Experience	0.637
Brand Satisfaction	0.646
Brand Trust	0.530
Purchase Intention	0.713

Source: the questionnaire used by the researcher

The results of the convergent validity test show that the loading factor of each indicator is greater than 0.708 and the AVE of each variable is greater than 0.5. Therefore, it can be said that the variables in this study have met the validity requirements (Hair et al., 2022).

Tabel 7. Results of Discriminant Validity Testing (Fornell-Larcker Criterion)

Variables	Brand Experience	Brand Satisfaction	Brand Trust	Purchase Intention
Brand Experience	0.798			
Brand Satisfaction	0.534	0.804		
Brand Trust	0.578	0.698	0.728	
Purchase Intention	0.615	0.741	0.632	0.844

Source: the questionnaire used by the researcher

Table 8. Results of Discriminant Validity Testing (Cross-Loadings)

Items	Brand Experience	Brand Satisfaction	Brand Trust	Purchase Intention
BE1	0.805	0.457	0.494	0.507
BE 2	0.832	0.465	0.480	0.533
BE 3	0.755	0.354	0.400	0.422
BS1	0.508	0.707	0.693	0.565
BS2	0.385	0.868	0.564	0.574
BS3	0.399	0.791	0.531	0.543
BS4	0.415	0.830	0.484	0.659
BS5	0.417	0.813	0.506	0.622
BT1	0.619	0.522	0.729	0.564
BT2	0.370	0.444	0.747	0.434
BT3	0.407	0.547	0.730	0.530
BT4	0.201	0.427	0.704	0.295
BT5	0.456	0.572	0.730	0.445
PI1	0.481	0.677	0.470	0.821
PI2	0.546	0.653	0.532	0.867
PI3	0.532	0.585	0.550	0.827
PI4	0.503	0.573	0.567	0.836
PI5	0.536	0.627	0.559	0.869

Source: the questionnaire used by the researcher

Table 9. Results of Discriminant Validity Testing (Heterotrait-Monotrait Ratio (HTMT))

Variables	Brand Experience	Brand Satisfaction	Brand Trust	Purchase Intention
Brand Experience				
Brand Satisfaction	0.667			
Brand Trust	0.747	0.834		
Purchase Intention	0.760	0.836	0.745	

Source: the questionnaire used by the researcher

Based on the results of the discriminant validity testing, the values of the Fornell-Larcker criterion and cross-loading for each indicator correlate more strongly with their respective constructs than with other constructs. In the HTMT test, each variable has a value below 0.85. Therefore, it can be concluded that all variables used are valid.

Table 10. Results of Reliability Testing

Variables	Cronbach's Alpha	Composite Reliability
Brand Experience	0.717	0.840
Brand Satisfaction	0.861	0.901
Brand Trust	0.780	0.850
Purchase Intention	0.899	0.925

Source: the questionnaire used by the researcher

In the reliability testing results, the Cronbach's alpha values for all variables are greater than 0.6, and the composite reliability values are greater than 0.7. Hence, each variable in this study can be considered reliable. The multicollinearity testing results also show VIF values below 5, indicating the absence of multicollinearity.

R^2 and f^2 Testing

Table 11. Results of R^2 Testing

Variables	R^2
Brand Satisfaction	0.513
Purchase Intention	0.549

Source: the questionnaire used by the researcher

Table 12. Results of f^2 Testing

Variables	f^2
Brand Experience → Brand Satisfaction	0.052
Brand Trust → Brand Satisfaction	0.468
Brand Satisfaction → Purchase Intention	1.218

Source: the questionnaire used by the researcher

R^2 testing results indicate that the variables in this study can explain brand satisfaction and purchase intention by 51.3% and 54.9% respectively, with the remaining 48.7% and 45.1% explained by other variables outside this study. In the f^2 testing, the brand experience variable has a small effect on brand satisfaction. The brand trust variable has a large effect on brand satisfaction, and brand satisfaction has a large effect on purchase intention.

Hypothesis Testing

Table 13. Results of Hypothesis Testing

Hypothesis	Path Coefficient	T-Statistic	P-Value	Conclusion
H1: BE → BS	0.196	3.074	0.002	Supported
H2: BT → BS	0.586	11.877	0.000	Supported
H3: BS → PI	0.741	15.884	0.000	Supported
H4: BE → BS → PI	0.145	2.885	0.004	Supported
H5: BT → BS → PI	0.433	8.665	0.000	Supported

Source: the questionnaire used by the researcher

The results of the first hypothesis (H1) testing are supported, indicating that brand experience has a positive and significant influence on brand satisfaction with the "CC" product in Jakarta. This finding is consistent with previous research conducted by Garzaro et al. (2020), Hariyanto (2018), and Hwang et al. (2021), which showed that brand experience has a positive and significant impact on brand satisfaction. Therefore, it can be concluded that the better the experience perceived by customers with a brand, the higher the satisfaction generated with that brand. If the "CC" brand can provide a good experience, customers will feel happy and comfortable, resulting in customer satisfaction.

The results of the second hypothesis (H2) testing are supported, indicating that brand trust has a positive and significant influence on brand satisfaction with the "CC" product in Jakarta. This finding is consistent with previous research conducted by Wong (2023), Diputra & Yasa (2021), and Fikri et al. (2018), which showed that brand trust has a positive and significant impact on brand satisfaction. Therefore, it can be concluded that the higher the trust customers have in the performance and reliability of a brand, the higher the satisfaction generated with that brand. If the "CC" brand can provide good performance and reliability, customers will feel happy and comfortable, resulting in customer satisfaction.

The results of the third hypothesis (H3) testing are supported, indicating that brand satisfaction has a positive and significant influence on purchase intention with the "CC" product in Jakarta. This finding is consistent with previous research conducted by Wiedmann & Mettenheim (2020), Ali et al. (2018), and Ali et al. (2021), which showed that brand satisfaction has a positive and significant impact on purchase intention. Therefore, it can be concluded that the higher the satisfaction perceived by customers with a brand, the higher their intention to purchase that brand. If the "CC" brand can provide satisfaction by making customers feel comfortable and happy, customers will also have a high purchase intention towards that brand.

The results of the fourth hypothesis (H4) testing are supported, indicating that brand experience has a positive and significant influence on purchase intention with the "CC" product in Jakarta, which is mediated by brand satisfaction. This finding is consistent with previous research conducted by Adji & Semuel (2014), which stated that a positive experience will create satisfaction, leading to the intention to purchase the product. Therefore, it can be concluded that the better the experience perceived by customers with a brand, the higher the satisfaction generated, which in turn influences the purchase intention towards that brand. If the "CC" brand can provide a good experience, customers will feel happy and comfortable, resulting in satisfaction and creating a purchase intention towards that brand.

The results of the fifth hypothesis (H5) testing are supported, indicating that brand trust has a positive and significant influence on purchase intention with the "CC" product in Jakarta, which is mediated by brand satisfaction. This finding is consistent with previous research conducted by Fitriani et al. (2023), which showed that brand trust has a positive and significant impact on purchase intention mediated by brand satisfaction. Therefore, it can be concluded that the higher the trust customers have in the performance and reliability of a brand, the higher the satisfaction generated, which in turn influences the purchase intention towards that brand. If the "CC" brand can provide good performance and reliability, customers will feel happy and comfortable, resulting in satisfaction and creating a purchase intention towards that brand.

CONCLUSION

Based on the results and discussions provided, it can be concluded that in this study, the variables of brand experience and brand trust have a positive and significant influence on the brand satisfaction variable. Additionally, the variables of brand experience and brand trust also have a

positive and significant influence on the purchase intention variable mediated by brand satisfaction. Through this, it can be said that in enhancing customer satisfaction, the "CC" product brand has provided good experiences and trust to customers, such as improving mood and delivering experiences through advertisements. Moreover, it has established itself as a brand that is safe, honest, reliable, competent, and proves good quality. These factors contribute to customer satisfaction and stimulate an intention to purchase "CC" products.

Recommendations that can be provided to the "CC" brand company include delivering products that align with the brand's image so that customers have an intention to purchase "CC" products. The company also needs to actualize its products to be considered a competent brand, thereby satisfying consumers and creating a purchase intention for "CC" products. Additionally, effective advertising can be utilized to create positive experiences for consumers with the "CC" brand, thus leading to customer satisfaction and generating an intention to purchase "CC" products.

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