


The impact of brand familiarity on brand credibility and perceived quality of brands Marhen. J : an empirical analysis

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Article Info	ABSTRACT
Keywords: Brand Credibility, Brand Familiarity, Korean Wave, Perceived Quality	The purpose of this study is to examine, using the Marhen. J brand as a case study, the effects of brand familiarity on perceived quality and brand credibility. Methods of quantitative description are used in this study. The present study employed purposive sampling, whereby participants were selected based on their familiarity with the Marhen J bag brand. In all, one hundred respondents took part in this study. Partial Least Square is used as data analysis in research and processed using the Smart PLS analysis tool version 3.3.9. The research results show that the first hypothesis shows the influence of Brand Familiarity on Brand Credibility. And the second hypothesis shows that there is an influence between Brand Familiarity on Perceived Quality. The managerial implication in this research is that a brand will be more closely remembered by consumers if the brand owner is also involved in marketing and is better known to the public. With limited sales places for the Marhen. J brand, it is also an obstacle for people to get to know and buy Marhen. J bag products and services. Therefore, the Marhen. J brand must be able to expand its market share so that its products can be reached by many groups.
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INTRODUCTION

Zaman & Kusi-Sarpong (2024) stated that fashion trends in the world continue to move from time to time, this is heavily influenced by the economic and social conditions that occur at that time. The fashion industry also experiences changes with the times, but sometimes fashion trends repeat themselves (Kim & Chakraborty, 2024) . According to Akou (2024), fashion has the meaning of clothing styles, haircuts, patterns and so on. Fashion does not only consist of clothes, but also consists of shoes, bags, hats and jewelry. Fashion production in the world is also increasing along with changing trends which increase the demand for production of fashion goods from year to year which is also getting higher (Rafi-Ul-Shan et al., 2024) . It has been recorded that since 2000 until now, production of fashion products has doubled. On average, consumers buy 60 percent more clothes, pants, jackets, shoes and bags compared to the early years of the 21st century (Sax, 2018).

This massive fashion production has an impact on economic, social and environmental conditions (Hageman et al., 2024). According to Hellström & Olsson (2024) , increasing the production of fashion products also increases the economic level in a country producing fashion products. One of them is China, which is the largest textile exporter in the world, producing 41.2 percent of total global textiles in 2021, a year in which the country was able to export textiles worth US\$146 billion (Wahyudi, 2023). Poon et al. (2024) said, behind the progress of the fashion industry in the world, it has also resulted in the large amount of fashion waste that exists today. Referring to the latest research, the fashion industry produces more damaging gas emissions than other industries such as shipping and aviation combined (Xu et al., 2024). The amount of waste from the activities of making clothes, trousers, shoes and bags throughout the world is increasing from year to year (Olatunji, 2024). Apart from that, as production increases it is directly proportional to the use of clean water in order to keep up with continuously changing fashion trends (Frazier et al., 2024).

Currently, world fashion brands are starting to produce environmentally friendly fashion products (Roy & Ashmika, 2024). According to Pontius & McIntosh (2024), this can start from changing raw materials that can be recycled or from materials that have been recycled to changing production methods that can reduce industrial waste. This can help reduce the effects of fashion pollution around (Giechaskiel et al., 2024) . Lit et al. (2024) stated that this could be one step to keep the environment good for human life. In Indonesia, according to Dewi & Satyawati, 2023), fashion trends are dominated by trends from Ginseng Country, this is due to the large number of fans from Indonesia who like girl bands, boy bands and South Korean actresses and actors. Apart from music, dramas and films from South Korea also have many fans in Indonesia. The influx of fashion trends and South Korean culture is called the Korean Wave. Korean Wave or called Hallyu according to Relita et al. (2023) is a culture that refers to the popularity of South Korean culture abroad which offers entertainment such as pop music, films, dramas, games and even clothing styles.

Every product used by Idols, Actors and Artists from South Korea is sure to be the newest trend item that their fans will definitely follow (Wahidah et al., 2023). Apart from fans, there are also many fashion users who are inspired by the fashion styles displayed by Idols, Actors and Artists from South Korea (Christian, 2023). This makes many products from South Korea such as clothing, bags, shoes and jewelry popular with Indonesian people (Astarini and Utomo, 2023). One fashion item that always changes every year is bags. Bags that were originally used to carry goods are now starting to become a fashion item whose trends change every year (Wang et al., 2023). Bags are also fashion accessories that can complete a person's appearance. Therefore, many bag designers are competing to create various bag designs that follow certain fashion trends and styles (Dhir, 2024).

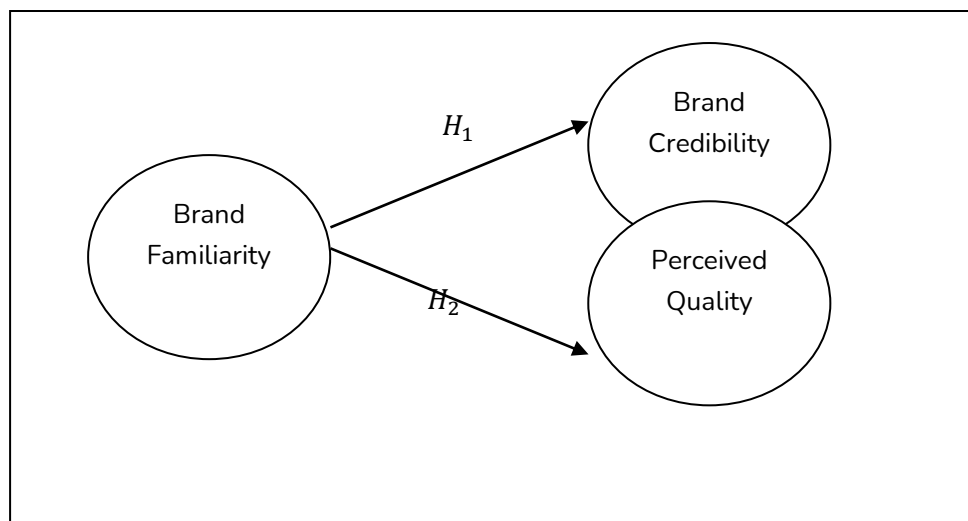
One of the bag brands from South Korea that has recently entered Indonesia is Marhen. J In Indonesia, Marhen. J products are marketed through Istyle e-commerce until in January 2022 Marhen. J opened their first shop at Central Park Mall, West Jakarta.

Currently, Marhen. J is expanding its sales by presenting their stores in malls in big cities in Indonesia. To date, there are 11 offline stores spread across 6 cities in Indonesia (Pramudita, 2023). From sales data in 2023, it was recorded that there was an increase in sales of 97% from the previous year, namely 2022 (Pramudita, 2023). This is because consumers are starting to emerge who are interested in buying Eco-Friendly products to reduce the current waste burden in the fashion industry. This interest is in line with the emergence of brands that produce and campaign for environmentally friendly products which refers to product or service marketing practices that emphasize sustainability, environmental awareness and social responsibility.

Brand Familiarity influences Brand Credibility (Marianti et al., 2023). Meanwhile, in research conducted by Fauzan et al. (2023) stated that Brand Familiarity does not affect Brand Credibility. Shamim & Butt (2013) show that consumer experience and knowledge will support the formation of brand credibility. This can create a sense of consumer trust in the brand. The cognitive aspect of consumers shows information that is taken into consideration by consumers to have confidence in the brand. H1: Brand Familiarity has an influence on Brand Credibility

Tasci (2021) shows that consumers who have Brand Familiarity will grow their Perceived Quality well. Consumers who have perceived quality means they can have the ability to compare what they will get relative to what the consumer will spend . Perceived value shows the totality of what customers get from consumption behavior (Ramadhan & Utami, 2019) H2: Brand Familiarity has an influence on Perceived Quality.

This research aims to analyze the influence of brand familiarity on brand credibility and brand familiarity on perceived quality with the Marhen. J brand as a case study.



METHODS

The research design briefly explains the research flow that will be studied by the author (Yuliana, 2020). This research uses quantitative descriptive methods. Purposive sampling was used in this research with the criteria that the respondent involved in this research was someone who knew the Marhen. J bag brand. A total of 100 respondents were involved in this research. Partial Least Square is used as data analysis in research and processed using the Smart PLS analysis tool version 3.3.9. A questionnaire in the form of a Google Form was distributed to respondents using a scale range of 1-4 with the criteria of strongly disagree, disagree, agree and strongly agree. The questionnaire in the research used a closed statement form in all parts, except for the first part of the questionnaire. Closed-ended questions according to Mustikasari et al. (2022) is a question where the answers have been limited so that the answer is more structured.

RESULTS AND DISCUSSION

Validity Test Results

Validity testing is needed to determine whether or not a questionnaire is valid for each variable. Convergent validity testing is carried out to observe measures that have positive correlations from similar constructs using alternative measures. The value of outer loading and average variance extracted (AVE) are requirements for fulfilling the value. The following values are obtained from research data processing:

Table 1. Validity Test

Variables	Indicators	Loading Factor
Brand Credibility	BC1	0.85
	BC2	0.941
	BC3	0.943
	BC4	0.872
Brand Familiarity	BF2	0.705
	BF4	0.741
	BF5	0.782
	BF6	0.858
Perceived Quality	PQ1	0.788
	PQ2	0.895
	PQ3	0.891
	PQ4	0.856
	PQ5	0.887
	PQ6	0.906
	PQ7	0.815
	PQ8	0.811

Source: Processed data (2024)

The highest value for the outer loading of a construction can indicate that the related indicators have many similarities. Apart from that, the provisions that have been

The impact of brand familiarity on brand credibility and perceived quality of brands Marhen.

J : an empirical analysis – Kurnia Dwi Saputri et.al

determined can be shown by explaining the substantial part of each variant indicator by a latent variable with a minimum of 5% . The standard value for outer loading is 0.5 or greater, with the ideal value being 0.7 or greater.

Table 2. Average Variance Extracted

	Average Variance Extracted (AVE)
Brand Credibility	0.814
Brand Familiarity	0.509
Perceived Quality	0.735

Source: Processed data (2024)

The squared loadings of indicators that are interrelated with construction have a large average value called Average Variance Extracted (AVE) and the AVE value requirement is 0.50 or greater. This shows that the average construct can explain more than half of the indicator variance. Loading factor BF1; BF3 has a value <0.7 so it is excluded from the validity test. Convergent validity testing can then be carried out by observing the Average Variance Extracted (AVE) value. Based on the data processing results of the AVE values obtained, the value for each variable is above 0.5, therefore these variables can be declared valid. The highest AVE value is in the brand credibility variable with a value of 0.814 and the lowest AVE value is in the brand familiarity variable with a value of 0.509.

Reliability Test Results

Reliability testing is the next stage of instrument testing using SmartPLS 3.3.9 and the PLS-Algorithm procedure. The Cronbach Alpha and composite reliability values obtained were used to test the reliability of each variable which is presented in Table 3.

Table 3. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Credibility	0.923	0.928	0.946
Brand Familiarity	0.801	0.808	0.858
Perceived Quality	0.948	0.95	0.957

Source: Processed data (2024)

The instrument in this research is reliable or reliable, because the results of the answers from the respondents can be stated to be consistent.

Hypothesis Test Results

Based on the hypothesis results contained in table 4, it states that the overall results of hypothesis testing are supported.

Table 4. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis Results
Brand Familiarity - > Brand Credibility	0.524	0.551	0.074	7.105	0	Supported
Brand Familiarity - > Perceived Quality	0.526	0.548	0.067	7,879	0	Supported

Source: Processed data (2024)

The impact of brand familiarity on brand credibility and perceived quality of brands Marhen.

J : an empirical analysis – Kurnia Dwi Saputri et.al

A detailed discussion of each hypothesis based on the table above is explained as follows: This research shows that the brand familiarity variable has a positive and significant effect on brand credibility ($\beta=0.524$; $p=0$). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value is <0.05 which concludes that brand credibility has a significant impact on brand credibility . This description shows that Hypothesis 1 is supported.

This research shows that the brand familiarity variable has a positive and significant effect on perceived quality ($\beta=0.526$; $p=0$). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value is <0.05 which concludes that brand familiarity has a significant impact on perceived quality . This description shows that Hypothesis 2 is supported.

Discussion

The Influence of Brand Familiarity on Brand Credibility

The first hypothesis shows the influence of Brand Familiarity on Brand Credibility. This research supports previous research conducted by Marianti et al. (2023) and in contrast to research conducted by Fauzan et al. (2023). Respondents in this research, especially those who follow the Korean Wave trend, are already familiar with the Marhen. J bag brand. With its concise design and simple ornaments, it represents the uniqueness of the Marhen. J brand. Marhen. J is a brand that is trusted by many people according to its claims of being light and durable. The bag, which carries the concept of Animal Cruelty Free and Vegan, is a form of support for Marhen. J bag lovers to continue using this product as a form of love for the environment.

Marhen. J is a bag brand founded by Kim Hyun Hee in 2015. Kim Hyun Hee introduced Marhen. J as a bag brand that has Animal Cruelty Free and Vegan principles. Animal Cruelty Free is a product that is produced without testing or anything that hurts animals, and Vegan Leather is a leather product that is made without any elements from animals either directly or indirectly. This principle is not only a tagline for a sales strategy but is truly proven by the fact that none of the bag products produced by Marhen. J contain animal skin or other parts of any animal. Apart from that, Marhen. J Bags produces bags made from apple skin, recycled nylon which is safe for the user and canvas which is environmentally friendly.

The Influence of Brand Familiarity on Perceived Quality

The second hypothesis shows that there is an influence between Brand Familiarity on Perceived Quality. This research supports previous research conducted by Fauzan et al. (2023). Where consumers who have brand familiarity will develop good perceived quality. Consumers recognize brands visually starting from the shape of the product container, the type of font used, the active ingredients and the brand name. The Marhen. J bag brand is a product that is synonymous with canvas. The canvas material used is light but can still be used for many items. This is very commensurate with the price offered.

Respondents generally agreed that the quality offered by the Marhen. J brand was very suitable. Respondents believe in the use of quality raw materials chosen by Marhen. J. Respondents will make repeat purchases as a form of trust in the brand. When mentioning

the Marhen. J brand, what respondents represent is a contemporary bag made from canvas which is of the best quality, even though many competitors have designs with similar models and at more affordable prices, this does not dampen the respondents' desire to continue using the Marhen. J brand.

CONCLUSION

Based on the results of the research and discussion above, a conclusion was obtained where the first hypothesis shows that the influence of Brand Familiarity on Brand Credibility. And the second hypothesis shows that there is an influence between Brand Familiarity on Perceived Quality. The managerial implication in this research is that a brand will be more closely remembered by consumers if the brand owner is also involved in marketing and is better known to the public. With limited sales places for the Marhen. J brand, it is also an obstacle for people to get to know and buy Marhen. J bag products and services. Therefore, the Marhen. J brand must be able to expand its market share so that its products can be reached by many groups. This research has limitations. Suggestions for further research are conducting research on brand loyalty, brand performance and brand love.

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