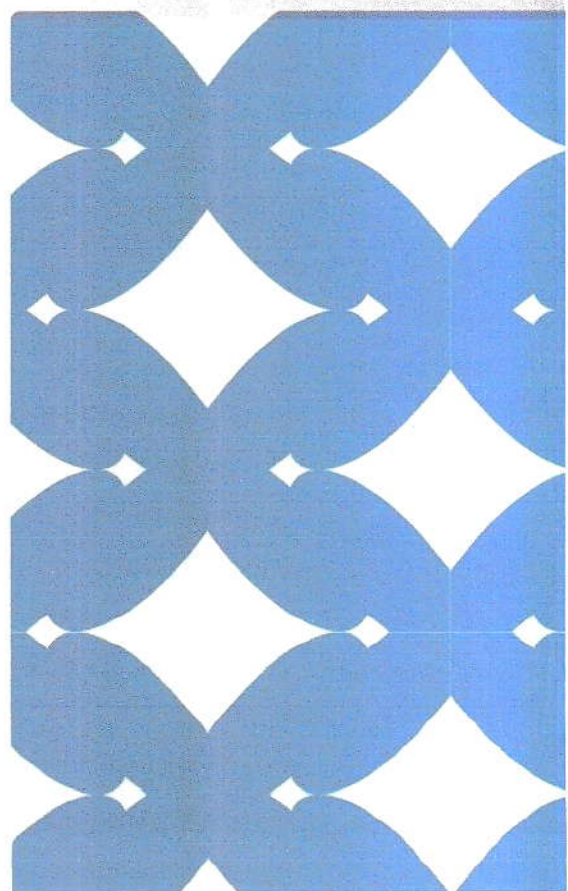"Empowering MSME Productivity, Inclusive Growth, and Innovation in The Digital Age"

PROGRAM
BOOK

12th Sustainable Competitive Advantage

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Conference Program

Wednesday, 12 October 2022	
Plenary Session	
Time (Jakarta)	**Programs**
07:00 AM – 07:30 AM	Preparation & Registration
07:30 AM – 07:45 AM	Opening MC
07:45 AM - 07:50 AM	**Opening Ceremony** National Anthem: Indonesia Raya
07:50 AM - 08:05 AM	**Welcoming Speech** Chief of the Committee Dr. Lusi Suwandari, S.E., M,Si
08:05 AM – 08:15 AM	**Opening Speech** Rector of Universitas Jenderal Soedirman, Indonesia: Prof. Dr. Ir. Akhmad Sodiq, M.Sc.Agr
08:15 AM – 08:25 AM	Kentongan Show
08:25 AM – 08:40 AM	**Keynote Speech 1** Bank Indonesia: Doni P. Joewono
08:40 AM – 08.50 AM	**Keynote Speech 2** General of Fiscal Balance Drs. Astera Primanto Bhakti, M.Tax
08:50 AM – 08:55 AM	Photo Session
08:55 AM – 09:00 AM	**International Conference** Introducing All of Speakers
09:00 AM – 09:25 AM	**Speaker 1: Prof. Ki Chan Kim** Catholic University of Korea
09:25 AM – 09:50 AM	**Speaker 2: Hermawan Kartajaya** Markplus Inc.
09.50 AM – 10.30 AM	Q & A
10.30 AM – 10.55 AM	**Speaker 3: Dr. Mohamad Farizal Rejemi** University Utara Malaysia
10:55 AM – 11:20 AM	**Speaker 4: Thosihiro Nakanishi** Teikyo University Japan
11:20AM – 11:50 AM	Q & A
11:50 AM – 12:00 PM	Delivering from moderator to MC
12:00 PM – 12:05 PM	Closing
Parallel Session	
12:45 PM – 01:00 PM	Registration for Call Paper
01:00 PM – 03:30 PM	Call for Paper
03:30 PM – 03:40 PM	Closing Speech from the Dean and Best Paper Announcement
03:40 PM – 03:45 PM	Closing

Dear Participants,

Welcome to the ISCA 2022!

The conference will be conducted on **October 12th, 2022 from 7:30 AM to 4:00 PM** Jakarta Time (GMT+7) via **online** and **offline**.
Please check the time difference so that you won't miss our conference!
Here's the link to join our online plenary sessions on October 12th 2022.

Join Zoom Meeting
https://us06web.zoom.us/j/87981960052?pwd=aXg0end0V1grRVI2bkZHemY1QWdYUT09
Meeting ID: 879 8196 0052
Passcode: SCA12

The link to join the parallel session (afternoon session) is the following:

OFFLINE PARALLEL SESSION	
ROOM	PLACE
Marketing 1 Moderator: Dr. Refius Pradipta Setyanto, S.E, M.Si Host: Elvant Afella (081548899880)	Arjuna 1
Marketing 2 Moderator: Dr. Weni Novandari, S.E., M.M. Host: Nur Fadhilatil Atqia (085943045546)	Arjuna 2
Human Resources Moderator: Dr. Ade Irma Anggraeni, S.E, M.Si Host: Safira Dwi Wurianti (085225840346)	Arjuna 3
Finance and Accounting Moderator: Dr. Najmudin, S.E., M.Si. Host: Nu'man Mumtaz (085225147201)	Arjuna 4
Entrepreneurship Moderator: Dr. Siti Zulaikha Wulandari, S.E., M.Si. Host: Amalia Desta Fitri Pramono (081252843810)	Arjuna 5
Economic and Rural Moderator: Dr. Ary Yunanto, S.E, M.Si Host: Siti Alipun Nuroniah (085721376248)	Arjuna 6
Strategic Management Moderator: Dr. E. Daryono, S.E, MAB Host: Novita Putri Yakiningsih (081328682746)	Arjuna 7

ONLINE PARALLEL SESSION	
Marketing 1 Moderator: Alisa Tri Nawarini, S.E, MBA Host: Intake Al'Ariyah Fajar Budianto (087760673608)	Meeting ID: 867 0535 0528 Passcode: SCA12
HR Moderator: Larisa Pradisti, S.E, M.Si Host: Elisabeth Ashley (081229863514)	Meeting ID: 886 3724 8193 Passcode: SCA12
HRM and Finance & Accounting Moderator: Fitri Amalinda Harahap, S.E., M.M. Host: Anisa Ramadani (087839413063)	Meeting ID: 896 7405 2308 Passcode: SCA12
Economic and Rural Development Moderator: Joni Prayogi, S.Si., M.Sc. Host: Lintang Madinah Haryadi (085893486066)	Meeting ID: 891 8250 6417 Passcode: SCA12
Entrepreneurship and Finance & Accounting Moderator: Bagas Gumintang, S.M., M.B.A Host: Muhamad Avizena Zainurrahman (0813255 75954)	Meeting ID: 840 2190 5693 Passcode: SCA12
Operational Management and Islamic Economics Moderator: Drs. Achmad Sudjadi, M.Sc., Ph.D. Host: Kurniasih Arum (081517206112)	Meeting ID: 824 5166 3895 Passcode: SCA12
Strategic Management Moderator: Monica Rosiana, S.E., M.Si. Host: Candra (082313755556)	Meeting ID: 840 8948 6073 Passcode: SCA12

Parallel Session: Marketing 2

Room: Arjuna 2
Chairperson: Dr. Weni Novandari, S.E., M.M.

Time			Room
12:45 PM - 1:00 PM	**Registration**		
		1st Session	
1:00 PM - 1:10 PM	Title	The Effect of Brand Experience and Familiarity on Brand Attachment with Brand Trust as a Variable Mediation.	
	Author	Dewi Wahyuni, Pramono Hari Adi, Nur Choirul Afif	
1:10 PM- 1:20 PM	Title	The Effect of Brand Attractiveness and Self Congruence on Purchase Intention with Customer Brand Identification as Mediating Variable	
	Author	Irdina Anggie Saputri, Lusi Suwandari, Monica Rosiana	
1:20 PM - 1:30 PM	Title	The Role of Social Media Toward Patient Satisfaction and Patient Loyalty in Private Clinic	
	Author	Nadila Nur Pratiwi, Nur Choirul Afif, Eman Sutrisna	
1:30 PM - 1:40 PM	Title	Type of Innovation in Dealing with Business Uncertainty: Lesson Learned From MSME	Arjuna 2
	Author	Refius Pradipta Setyanto, Rani Nurnawati	
		2nd Session	
1:40 PM - 1:50 PM	Title	The Impact of Personal Selling (Case Study on Home Design)	
	Author	Jaja Abdul Jalil, Pramono Hari Adi, Nur Choirul Afif	
1:50 PM - 2:00 PM	Title	The Mediating Role of Trust, Brand Image, and Brand Awareness of The Effect of Social Media Marketing on Purchase Intention	
	Author	Sellyna Afwa Mukhsoni, Nur Choirul Afif, Lusi Suwandari	
2:00 PM - 2:10 PM	Title	Technological Context Toward Social Media Adoption: Perceived Ease of Use as Mediating Variable	
	Author	Rofi Puspitaningtias, Pramono Hari Adi, Refius Pradipta Setyanto,	
2:10 PM - 2:20 PM	Title	Influence of Celebrity Endorsement Brand Image and Product Quality on Purchase Intention	
	Author	Gita Rahmadani, Suliyanto, Weni Novandari	

ONLINE PARALLEL SESSION

Parallel Session: Marketing

Time			Room
12:45PM - 1:00 PM	Registration		
1st Session			
1:00 PM - 1:10 PM	Title	Dimensional Analysis of Dissatisfaction Against Brand Switching	
	Author	M. Trihudiyatmanto, Heri Purwanto, Ervin Yulistiana	
1:10 PM- 1:20 PM	Title	Factors Influencing Online Repurchase Intention of Herbal Products	
	Author	Anindhiya Setyaningrum, Asih Ahistasari, Sri Murni Setyawati, Najmudin	
1:20 PM - 1:30 PM	Title	The Impact of Customer Satisfaction and Customer Trust on Customer Brand Loyalty among Brilink Agent Customers	
	Author	Wiwit Nuri Anggraini, Ary Yunanto, Nur Choirul Afif	
1:30 PM - 1:40 PM	Title	Standard Analysis of Drug Procurement and Planning in Some Private Pharmacies in Banjarnegara Regency in 2022	Marketing Zoom
	Author	Beta Barasila Nirma Handalis, Sudarto, Haris Budi Widodo	
2nd Session			
1:40 PM - 1:50 PM	Title	Electronic Word of Mouth (E-WOM) of Hospital Marketing	
	Author	Benny Wantoko, Sri Murni Setyawati, Najmudin, Titi Nurfitri	
1:50 PM - 2:00 PM	Title	Analysis of The Factors that Influence the Decision to Purchase Subsidized Housing Loans at PT. Cirebon Sentosa Raya	
	Author	Anita Setianingsih, Suliyanto, Ary Yunanto	
2:00 PM - 2:10 PM	Title	The Relationship Marketing Practices on Priority Customer Trust Levels in Depositing Funds at Bank BRI Purwokerto during the Pandemic	
	Author	Desy Ceria Wati, Agus Suroso, Weni Novandari	
10 PM - PM	Title	Marketing Strategy for SMEs Products from Ancient Handicrafts with the SOCTAC Approach	
	Author	Diah Arum Probowati, Rahab, Dwita Darmawati	

The Effect Of Brand Experience And Familiarity On Brand Attachment With Brand Trust As a Variable Mediation On The Brand Ms Glow

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ABSTRACT

This study aims to determine the effect of Brand Experience on Brand Attachment, the effect of Brand Familiarity on Brand Attachment, the effect of Brand Trust on Brand Attachment, the influence of Brand Trust mediation in mediating the influence of Brand Experience on Brand Attachment. The data used is primary data obtained from questionnaires distributed to 100 skin care users Ms Glow in purwokerto. The research data were then analyzed using the data analysis tool in this study using SPSS version 20 software. The analytical method used was descriptive analysis method and linear regression. The results showed that: 1) Brand experience had a significant effect on Brand attachment, 2) Brand familiarity had an effect on significant effect on Brand attachment 3) Brand trust has a significant effect on Brand attachment, 4) Brand trust mediates the effect of Brand experience on Brand attachment

Keywords: Brand Experience,Brand Familiarity,Brand Trust,Brand Attachment.

1. Introduction

The development of the beauty industry is increasing every year. Beauty products that support the development of these improvements are skin care products. Skin care is a line of skin care products using certain products that aim to keep the skin healthy and nourished at all times. Skin care is a secondary need to beautify oneself, the most important is to maintain appearance. During this time, skin care has become a trend among young and old alike. Ms. Glow is a local Indonesian skincare brand which means Magic for skin, which is part of PT. Indonesian Beauty Cosmetics, founded in 2013. The founder Ms. Glow announced that in 2020, SWA Magazine in collaboration with MARS Digital Indonesia won 2 Best Brands Award in Indonesia (IBBA). Prizes are gifts for the best. brand (www.Bisnis.com). Consumers really trust Mrs. Glow because of the enthusiasm of the user Mrs. Glow is quite good based on positive comments and reviews on social media and experiences, as well as many public figures such as artists who promote or use this product, which proves that S - women's Brand Glow is proven to be good so that consumers really believe in this MS Glow product.

2.3 Brand familiarity

According to Zhou et., al (2012), Brand familiarity refers to the knowledge about the brand that is accumulated in the customer's memory after interacting with and experiencing the brand. This means that the higher the brand export, the higher the brand familiarity value (Buil, et.al, 2013). Furthermore, Laroche (2005) argues that brand familiarity is determined by the strength of the association evoked by the brand in the consumer's memory, thus capturing the pattern of consumer brand attitudes. Furthermore, if consumer choice is not a matter of life or death and consumers do not see significant differences between brands, consumers are not motivated in the choice process and use brand knowledge as a cue to make decisions (Keller, 2008: 55). Familiarity means the brand can stay in the consumer's mind and stay in the consumer's mind, always according to the packaging, logo, etc.

2.4 Brand Trust

Brand trust can be considered as a customer's feeling of comfort with a brand based on his belief and expectation that the brand can provide favorable results for him (Lau and Lee, 2000). Delgado Ballester et al. (2003), Customer trust in a brand comes not only from personal views but also from the company's reputation for trustworthiness, honesty, reliability, consistency and social responsibility. Brand trust is very important for companies because it reduces the time and risk as long as consumers want to invest in a brand (Kapferer, 2008). If the influence of Brand Trust is not managed, it can lead to overemphasis on the importance of customer happiness in building consumer loyalty to a product (Ferrinadewi, 2008).

2.5 Brand experience with Brand attachment

Naidoo (2011: 30) states that every time a consumer interacts with a brand, it creates a positive, negative or neutral experience. The pleasant experience that customers have with a particular brand is the driving force that connects them to that brand (Mkhize, 2010: 63). The results of research from Chinomona and Maziriri (2017) show that the Brand Experience variable has an influence on brand attachment. Therefore, the first hypothesis of this study is:
H1: Brand experience affects brand attachment

2.6 Brand trust with Brand attachment

When consumers think that businesses prioritize their interests above their own, and when companies seek to improve customer well-being, customers will become more emotionally attached to the company because they believe in its efforts (Park et al., 2006: 208). Chinomona and Maziriri (2017), and Furrahmi and Chan (2018) show that Brand trust has an effect on Brand attachment. So, the second hypothesis of this research is:
H2: Brand trust has an effect on Brand attachment

2.7 Brand familiarity with Brand attachment

Good familiarity increases consumers' emotional attachment to the brand, so that when the brand meets consumer expectations, consumers know it better (Heckler et al., 1992). The research findings of Chinomona and Maziriri (2017) and Furrahm and Chan (2018) show that brand familiarity affects brand attachment. The results showed that the brand familiarity variable had an effect on Brand attachment. Thus, the third hypothesis of this study is

analysis tools in this study using SPSS software version 20. The analytical methods used were descriptive analysis methods and linear regression.

4. Results

Table 1. Validity and Reliability Test

No	Variabel	Validitas	Cronbach's Alpha
1	*Brand Experience* (X1)	> 0,50 (Valid)	0,903 (Reliable)
2	*Brand Familiarity* (X2)	> 0,50 (Valid)	0,614 (Reliable)
3	*Brand Trust* (Z)	> 0,50 (Valid)	0,937 (Reliable)
4	*Brand Attachment* (Y)	> 0,50 (Valid)	0,880 (Reliable)

Sumber: Hasil Olah Data

This study uses 2 times multiple regression, namely:
- To see the effect of Brand Experience and Brand Familiarity, Brand Trust on Brand Attachment.
- To see the influence of Brand Experience on Brand Attachment through Brand Trust

The first Multiple Regression is to see the effect of *Brand Experience* (X1) and *Brand Familiarity* (X2) *Brand Trust* (Z) on *Brand Attachment* (Y)

Table 2.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1169.434	3	389.811	53.709	.000[b]
	Residual	696.756	96	7.258		
	Total	1866.190	99			
a. Dependent Variable: Brand Attachment						
b. Predictors: (Constant), Brand Trust, Brand Familiarity, Brand Experience						

Based on the test results above, obtained a significance value of 0.000 or< 0.05. Given the significance value <0.05, it can be concluded that the Brand Experience (X1), Brand Familiarity (X2) and Brand Trust (Z) variables simultaneously or overall have a significant effect on Brand Attachment (Y).

Table 3.

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.408	1.797		.227	.821
	Brand Experience	.336	.122	.304	2.754	.007
	Brand Familiarity	.290	.132	.166	2.192	.031
	Brand Trust	.399	.100	.419	4.002	.000
a. Dependent Variable: Brand Attachment						

Based on the test results above, the significance value of the X1 variable is 0.007 and X2 is 0.031 and Z is 0.000 or <0.05. This value means that Brand Experience (X1) and Brand Familiarity (X2) and Brand attachment variables partially have a significant effect on Brand attachment (Y). The B value (unstandardized coefficient) obtained by Brand Experience (X1) is 0.336 and Brand Familiarity (X2) is 0.290 and (Z) 0.399. This means that Brand Experience (X1) and Brand Familiarity (X2) Brand Trust (Z) have a positive influence on Brand Attachment (Y). The regression equation formed is Y = 0.336X1 + 0.290X2+0.399X3

Table 4.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792[a]	.627	.615	2.69404
a. Predictors: (Constant), Brand Trust, Brand Familiarity, Brand Experience				

The table above shows the value of R Square (coefficient of determination) of 0.627. This shows that the contribution of Brand Experience (X1), Brand Familiarity (X2) and Brand Trust (Z) to Brand Attachment (Y) is 0.627 or 62.7%. The second Multiple Regression is to see the effect of Brand Experience (X1) on Brand Attachment (Y) through Brand Trust (Z).

Table 5

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1134.550	2	567.275	75.209	.000[b]
	Residual	731.640	97	7.543		
	Total	1866.190	99			
a. Dependent Variable: Brand Attachment						

b. Predictors: (Constant), Brand Trust, Brand Experience

Based on the test results above, obtained a significance value of 0.000 or <0.05. Given the significance value <0.05, it can be concluded that the Brand Experience (X1) and Brand Trust (Z) variables simultaneously or overall have a significant effect on Brand Attachment (Y).

Table 6

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.471	1.153		3.011	.003
	Brand Experience	.423	.118	.381	3.584	.001
	Brand Trust	.418	.101	.440	4.132	.000

a. Dependent Variable: Brand Attachment

The results of the analysis with the mediating variable above show that the significance value of the X1 variable is 0.001 and Z is 0.000. Given the significance value of each variable <0.05, it can be concluded that Brand Experience (X1) mediated by Brand Trust (Z) has a significant effect on Brand Attachment (Y).

Table 7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780[a]	.608	.600	2.74639

a. Predictors: (Constant), Brand Trust, Brand Experience

The table above shows the value of R Square (coefficient of determination) of 0.608. This shows that the contribution of Brand Experience (X1) and Brand Trust (Z) can predict changes in Brand Attachment (Y) of 0.608 or 60.8%, while 39.2% is influenced by other variables not analyzed in the study. Meanwhile, the value of e1 = (1-0.627) = 0.611 while the value of e2 = (1-0.608) = 0.626, thus obtained the following path diagram:
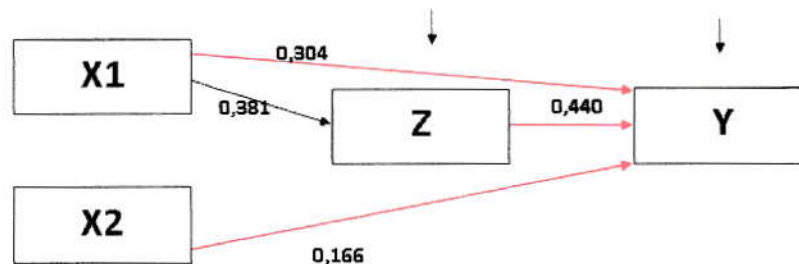

Figure 2

From the picture above, it is known that the direct effect given by X1 to Y is 0.304. The effect

of X2 on Y is 0.166. While the indirect effect of X1 through Z on Y is the multiplication of the beta value of X1 to Z with the beta value of Z to Y, namely: 0.381 x 0.440 = 0.168. Based on these calculations, the total effect that X1 gives to Z is the direct effect plus the indirect effect, which is 0.304+ 0.168 = 0.472 which means that Brand Trust (Z) can mediate Brand Experience (X1).

5. Discussion

The results of the research conducted based on the questionnaires filled out by the respondents showed that the variables Brand experience, Brand familiarity, and Brand Trust had a significant influence on Brand attachment with a value of 0.627. This shows that the contribution of Brand experience, Brand familiarity and brand trust variables to Brand attachment is 62.7%. Therefore, it can be concluded that hypothesis one (H1), hypothesis two (H2), hypothesis (3) proposed in this study can be accepted. The acceptance of hypothesis one (H1), Hypothesis two (H2), Hypothesis three (3) in this study Brand Ms Glow has been able to provide a good experience to respondents, and has made respondents have a strong belief in Brand Ms Glow and Brand Ms Glow. already familiar and familiar in the community, so that many consumers use the Ms Glow product and the Ms Glow brand is attached to the consumer's mind. The results of this study are in line with the results of research conducted by Barijan et.al (2021) which states that Brand experience, Brand familiarity and Brand trust have a significant effect on Brand attachment

The results show that Brand Experience through Brand Trust has a significant influence on the mediation of Brand Attachment. With a significance value of 0.001 which is smaller than 0.05, it can be stated that the brand experience variable has a significant effect on the Brand attachment variable. the brand trust variable shows a significance value of 0.000 which is smaller than 0.05, it can be stated that the brand trust variable has a significant effect on the Brand attachment variable.

6. Conclusion

The results of the analysis in this study indicate that Brand experience can predict brand attachment, Brand familiarity can predict Brand attachment, Brand then can predict Brand attachment and All indicators in the variable Brand experience, Brand familiarity, Brand trust are able to predict Brand attachment and Brand trust is able to mediate the influence Brand experience on Brand attachment. This study There are several limitations in this study, including the scope of research and the variables studied. Further research is recommended to use a wider range or other variables that can affect brand attachment

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