

FROM PERCEPTION TO LOYALTY: EXPLORING THE IMPACT OF PERCEIVED BRAND AUTHENTICITY ON CONTINUOUS PURCHASE INTENTION

Juwita Djaruma¹⁾, Keni Keni²⁾

^{1),2)}Management Study Program, Faculty of Economics and Business, Universitas Tarumanagara Jakarta
e-mail: juwita.15200008@stu.untar.ac.id¹
keni@fe.untar.ac.id²

ABSTRACT

Access to information has changed how consumers interact with brands, as they can learn more about a brand's authenticity, impacting their intention to repurchase the brand. Therefore, this study explores how perceived brand authenticity affects continuous purchase intention and examines the mediating role of brand experience. Authenticity was assessed on an instant noodle brand through three dimensions: heritage, quality commitment, and sincerity. The descriptive research used PLS-SEM for data analysis. Data were collected from 210 Generation Z consumers who had used the brand, selected via convenience sampling. The findings of this study underscore the importance of brand experience in mediating the relationship between brand authenticity and continuous purchase intention. Quality commitment and heritage positively and significantly influence brand experience but do not directly affect continuous purchase intention. Conversely, sincerity positively and significantly influenced brand experience and continuous purchase intention. The brand experience itself also significantly influences continuous purchase intention. Thus, brands should leverage their authenticity to enhance customer experience, boosting continuous purchase intention. This research offers valuable insights into brand management and consumer behavior, providing practical implications for creating effective brand strategies.

Keywords: perceived brand authenticity, brand experience, continuous purchase intention.

ABSTRAK

Akses terhadap informasi telah mengubah cara konsumen berinteraksi dengan merek, karena mereka dapat mempelajari lebih banyak tentang keaslian merek, yang berdampak pada keterlibatan mereka dan niat untuk membeli kembali merek tersebut. Oleh karena itu, penelitian ini mengeksplorasi bagaimana persepsi keaslian merek mempengaruhi niat pembelian berkelanjutan dan mengkaji peran mediasi dari pengalaman merek. Keaslian dinilai pada merek mi instan melalui tiga dimensi: komitmen kualitas, warisan, dan ketulusan. Penelitian deskriptif ini menggunakan Partial Least Square-Structural Equation Modeling untuk analisis data. Data dikumpulkan dari 210 konsumen Generasi Z yang telah menggunakan merek tersebut, dipilih melalui convenience sampling. Temuan dari penelitian ini menekankan pentingnya pengalaman merek dalam memediasi hubungan antara keaslian merek dan niat pembelian berkelanjutan. Komitmen kualitas dan warisan secara positif dan signifikan mempengaruhi pengalaman merek tetapi tidak secara langsung mempengaruhi niat pembelian berkelanjutan. Sebaliknya, ketulusan secara positif dan signifikan mempengaruhi pengalaman merek dan niat pembelian berkelanjutan. Pengalaman merek itu sendiri juga secara signifikan mempengaruhi niat pembelian berkelanjutan. Dengan demikian, merek harus memanfaatkan keaslian mereka untuk meningkatkan pengalaman pelanggan, sehingga meningkatkan niat pembelian berkelanjutan. Penelitian ini memberikan wawasan berharga tentang manajemen merek dan perilaku konsumen, memberikan implikasi praktis untuk menciptakan strategi merek yang efektif.

Kata kunci: persepsi keaslian merek, pengalaman merek, niat pembelian berkelanjutan.

1. Introduction

Access to information has shifted consumers' behavior toward brands because they learn more about the brand, including its authenticity, which may affect their intention to interact with it. Brand authenticity encompasses the differences in products and the value and

marketing strategies that differentiate a brand from others (Hernandez-Fernandez & Lewis, 2019). Consumers tend to know more about those differences; thereby, they tend to prefer brands that they perceive as authentic.

It is predicted that by 2030, brand authenticity will influence consumers'

purchase decisions (Euromonitor, 2019); therefore, brand authenticity will be essential because the brand's uniqueness may become its sustainable advantage (Astrachan et al., 2018). Meanwhile, Indonesia, with its diverse cultures and traditions, has the potential to create brands with solid brand authenticity that may lead to continuous purchase intention.

However, local brands will always face great challenges from foreign brands (Kompas, 2023), which offer similar-to-better quality at reasonable prices. This presents a great barrier to creating authentic local brands with considerably limited target markets. Therefore, research regarding the influence of perceived brand authenticity toward continuous purchase intention is essential to provide the feasibility of creating authentic local brands, but such research is very limited.

Previous research focused on perceived brand authenticity's influence on purchase intention (Rixom & Rixom, 2023; Papadopoulou et al., 2023) rather than continuous purchase intention. Hence, this study aims to identify the impact of perceived brand authenticity on continuous purchase intention to support the creation and development of authentic local brands.

This study was conducted on the customers of Indonesia's most popular instant noodle brand, which has a 95.4% penetration rate (Statista, 2023). The brand is renowned for its authenticity in terms of design, quality, and successful marketing. Moreover, the brand is distinguished by its various flavored spices and range of variations. The brand highlights the importance of brand authenticity in generating sustainable excellence and attracting consumers (Good Stats, 2023).

Meanwhile, this study was conducted on instant noodles customers

because 88.6% of Indonesians eat instant noodles (Annur, 2023), which implies a high tendency for continuous purchase intention. Furthermore, Hernandez-Fernandez (2019) showed that brand authenticity can influence brand experience, and a positive brand experience will, in turn, increase consumers' tendency to keep interacting with the brand. Hence, this study aims to identify the mediating role of brand experience on the influence of brand authenticity on continuous purchase intention.

This study is expected to provide beneficial information regarding how perceived brand authenticity influences continuous purchase intention; thereby, it can be used to utilize a brand's authenticity to improve its performance or to motivate the creation of authentic local brands.

2. Literature Review

2.2. Attribution Theory

This study adapted attribution theory which suggests that the causes of people's specific behavior may differ between people (Heider's, 1958). Kelley (1973), who adapted the theory, suggested that one cause of people's purchasing behavior is a brand's authenticity. Hence, this study examines the influence of brand authenticity on continuous purchase intention.

2.2.1. Perceived Brand Authenticity

Panyekar and Marsasi (2024) defined perceived brand authenticity as a brand's sincere and consistent effort to create its products. Morhart et al. (2015) defined it as how far customers perceive a brand to be faithful toward itself, credible, has integrity, and can support customers to be true to themselves. Hence, perceived brand authenticity is consumers' belief that a brand is original or unique, not similar to other brands, and similar to their character.

Roushdy (2015) conducted research that identifies this variable through 3 dimensions: quality commitment, heritage, and sincerity. Heritage is consumers' perception of a brand based on the information in their memory (Keller, 1993). A brand's heritage can be similar to that of consumers' memories, which shows the brand's authenticity. Moreover, quality commitment shows a brand's effort to offer consistent customer quality (Napoli et al., 2014), while sincerity is a brand's honesty that customers feel. This study examined the three dimensions because heritage shows consumers' memory about the brand's authenticity, quality commitment shows the consistency of its authenticity, and sincerity shows its ability to keep being an authentic brand.

2.2.2. Brand Experience

Ong et al. (2018) stated that brand experience results from consumers' interaction with a brand, which may increase their enthusiasm and enjoyment. Cynthia and Keni (2023) defined it as the experience felt after purchasing and consuming a product, which begins with searching for information about the product and ends with evaluating its performance. Based on those definitions, this study defines brand experience as the experience customers feel when interacting with a brand. This experience can be influenced by customer feelings or interactions with the brand.

2.2.3. Continuous Purchase Intention

Mehta et al. (2022) defined continuous purchase intention as consumers' intention to buy from a retailer continuously. The variable is often described similarly to repurchase intention, which is an individual's desire to purchase the same product or from the same brand because of a previous purchase (Le et al., 2023; Veronica &

Keni, 2023). This study concluded that continuous purchase intention is an individual's desire to buy the same product continuously.

2.2.4. Quality Commitment and Brand Experience

Quality commitment shows a brand's dedication and consistency in offering products that fulfill or exceed consumers' expectations (Rather et al., 2024). Every authentic brand attempts dedication differently, and thereby, quality commitment may cause different consumer experiences (Jimenez-Barreto et al., 2020). Moreover, the commitment to quality can be perceived by comparing a product's past and present quality. If the comparison shows consistent quality, consumers will feel a positive experience (Gazi et al., 2024).

H1a: Quality commitment influences brand experience positively.

2.2.5. Heritage and Brand Experience

Consumers' memories regarding a brand's heritage may increase their trust in the brand and its credibility (Dion & Mazzalovo, 2016). Trust and credibility may increase positive experience when they interact with the brand; heritage can influence brand experience positively (Pena & Garcia, 2021). Moreover, customers have a positive experience when interacting with an authentic brand. The experience can be in the form of enthusiasm because of the brand's uniqueness, which other brands don't offer (Garcia & Pena, 2019).

H1b: Heritage influences brand experience positively.

2.3. Sincerity and Brand Experience

A positive experience can be felt from a brand's sincerity (Taheri et al., 2020); thereby, consumers tend to prefer brands that communicate transparently and implement their values and

principles. The sincerity can be felt from the information about the brand, such as the product's materials, benefits, and the congruence of the its performance with the information (Sung & Lee, 2023; Apriansyah et al., 2024).

H1c: Sincerity influences brand experience positively.

2.3.1. Quality Commitment and Continuous Purchase Intention

Product quality has been an essential factor in selecting a brand (Akdeniz et al., 2014), while commitment has been a critical factor in continuously selecting a brand. Hence, a brand's commitment to its quality can influence continuous purchase intention (Diaz et al., 2024). The commitment can be shown by its ability and consistency to fulfill consumers' needs and desires (Xu et al., 2024).

H2a: Quality commitment influences continuous purchase intention positively.

2.3.2. Heritage and Continuous Purchase Intention

Zhang et al. (2023) concluded that heritage positively and significantly influences continuous purchase intention for handmade products. The study implied that consumers who remember a brand's heritage have a higher tendency to interact with the brand continuously. This tendency is because heritage helps consumers select a trusted brand that is believed to fulfill their satisfaction (Safeer et al., 2020).

H2b: Heritage influences continuous purchase intention positively.

2.3.3. Sincerity and Continuous Purchase Intention

Safeer et al. (2023) showed that sincerity positively and significantly influences continuous purchase intention. Customers tend to believe a brand with

sincerity, thereby motivating them to interact with it continuously. The study is consistent with Napoli et al. (2016), who stated that a brand's sincerity can increase consumers' trust.

H2b: Sincerity influences continuous purchase intention positively.

2.3.4. Brand Experience and Continuous Purchase Intention

Brand experience is an essential factor in motivating consumers to interact with it (Ong et al., 2015). Interaction can increase positive experience, which will motivate continuous purchase intention. Customers often remember the positive experience they felt when consuming a product, which motivates them to purchase it continuously to experience the specific experience.

H3: Brand experience influences continuous purchase intention positively.

2.3.5. Quality Commitment and Continuous Purchase Intention through Brand Experience

Quality commitment and brand experience can motivate consumers to purchase continuously (Lariviere et al., 2014). Consumers will always feel a positive experience from a brand that has a high commitment to quality, thereby motivating their intention to interact with the brand continuously (Wang et al., 2020).

H4a: Brand experience mediates the influence of quality commitment toward continuous purchase intention.

2.4. Heritage and Continuous Purchase Intention through Brand Experience

Rose et al. (2017) suggested that heritage refers to the importance of utilizing a brand's history to influence purchase decisions because the history can be a part of consumers' memories

about the brand and their experience with it. The experience is considered positive if the product's performance is consistent with its past performance, motivating consumers to purchase it continuously.

H4b: Brand experience mediates the influence of heritage toward continuous purchase intention.

2.4.1. Sincerity and Continuous Purchase Intention through Brand Experience

Consumers tend to prefer brands with sincerity and authenticity (Steffen et al., 2021) because a sincere brand will

provide complete and valid information about its product, making consumers believe that the product's performance will match the information. The unity of the performance and the information will improve consumers' experience toward the brand, increasing their intention to interact with the brand continuously.

H4c: Brand experience mediates the influence of sincerity toward continuous purchase intention.

Figure 1 presents this study's research model.

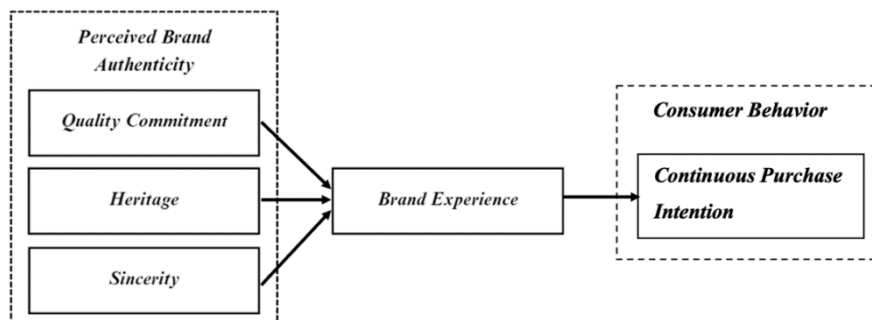


Figure 1. Research Model

3 Research Method

3.1. Research Design

This study is a descriptive study which collects data to describe an object, event, and situation based on the research topic (Bougie & Sekaran, 2020). This study aims to describe the influence of perceived brand authenticity on continuous purchase intention, with brand experience as a mediating variable. Moreover, this research is a cross-sectional study, whereas data collection was done once in a certain period (Bougie & Sekaran, 2020). This research was conducted for four months, from September to December 2023.

3.1.1 Population, Sampling, and Sample Size

This study focuses on Generation Z in Indonesia, who have consumed the

instant noodle brand being studied. This research focuses on this generation because they consume instant noodles most frequently (Annur, 2023). Meanwhile, this study conducted non-probability sampling using convenience sampling.

3.1.2 Operationalization of Variables and Instruments

This study utilized Google Forms to measure variables. The variables were measured using a 5-point Likert scale, where one means "strongly disagree" and five means "strongly agree" to the indicators of variables. The indicators are presented in Table 3.1. Safer et al. (2020) modified indicators of perceived brand authenticity and continuous purchase intention, while Murshed et al. (2023) modified indicators of brand experience.

Since this study was performed in Indonesia, all of these items were re-translated from English to Indonesian and

back to English before being added to the questionnaire to ensure the clarity of each indicator included.

Table 3.1 Indicators of Variables

Variables/ Dimensions	Indicator	Code
Quality Commitment	Quality is the core of this brand's product.	QC1
	Only the best materials are used to produce this brand's product.	QC2
	Precise standards produce this brand's product.	QC3
	This brand's product is produced according to strict quality standards.	QC4
	This brand's product is a strong symbol of consistent quality.	QC5
	The company is committed to maintain long-term quality standards.	QC6
Heritage	This brand's product demonstrates a close relationship with local culinary culture.	H1
	The presence of this brand has been integrated into local culinary history.	H2
	This brand's product evokes memories of a particular period considered enjoyable.	H3
	This brand's product has an appealing design, even though societal trends change over time.	H4
Sincerity	This brand's product shows sincerity through transparent communication.	S1
	This brand's product firmly upholds the principle of honesty.	S2
	This brand's product has built a reputation as a trustworthy brand.	S3
Continuous Purchase Intention	I intend to purchase this brand's product frequently.	CPI1
	I want to buy this brand's product because others recommend it.	CPI2
	I recommend that others buy this brand's product.	CPI3
	If I want to make a purchase, I consider buying this brand's product.	CPI4
Brand Experience	The design of this brand's product can make a strong impression on my visual senses.	BE1
	I want to buy this brand's product because others recommend it.	BE2
	I recommend that others buy this brand's product.	BE3
	The flavor variety of this brand's product sparks creativity in cooking.	BE4

4. Results and Discussion

4.1. Validity and Reliability Analysis

This research analyzed data using the PLS-SEM method used in SmartPLS4 software.

Validity Analysis

According to Bougie and Sekaran (2020), a validity test aims to determine

the accuracy of indicators for measuring variables. Validity analysis is conducted based on convergent and discriminant validity (Hair et al., 2019). Convergent validity consists of a loading factor and an Average Variance Extracted (AVE) analysis.

Table 4.1 Result of Loading Factor Analysis

Indicator	Sincerity	Quality Commitment	Heritage	Continuous Purchase Intention	Brand Experience
S1	0.899				
S2	0.903				
S3	0.856				
QC1		0.863			
QC2		0.883			
QC3		0.888			
QC4		0.905			
QC5		0.870			
QC6		0.886			
H1			0.879		
H2			0.903		
H3			0.881		
H4			0.880		
CPI1				0.846	
CPI2				0.700	
CPI3				0.891	
CPI4				0.820	
BE1					0.894
BE2					0.873
BE3					0.911
BE4					0.886

Table 4.2 Result of AVE Analysis

Variable	AVE
Brand Experience	0.794
Heritage	0.785
Continuous Purchase Intention	0.668
Sincerity	0.786
Quality Commitment	0.779

Based on Table 4.1, every indicator has a loading factor higher than 0.5, indicating validity (Hair et al., 2014). Moreover, based on Table 4.2, the AVE

of each variable is more significant than 0.5, indicating validity (Hair et al., 2014). Hence, all variables fulfilled the criteria of convergent validity.

Next, discriminant validity consists of cross-loadings and the Heterotrait-Monotrait Ratio (HTMT). Based on the cross-loadings analysis in Table 4.3, each indicator is more strongly related to indicators of the same variable than to indicators of other variables, thus fulfilling the criteria (Hair et al., 2019).

Table 4.3 Result of Cross Loadings Analysis

Indicator	Sincerity	Quality Commitment	Heritage	Continuous Purchase Intention	Brand Experience
S1	0.899	0.706	0.694	0.648	0.701
S2	0.903	0.724	0.661	0.642	0.695
S3	0.856	0.806	0.737	0.629	0.742
QC1	0.712	0.863	0.718	0.595	0.726
QC2	0.740	0.883	0.709	0.627	0.726
QC3	0.735	0.888	0.743	0.611	0.725
QC4	0.770	0.905	0.734	0.638	0.721
QC5	0.737	0.870	0.749	0.636	0.739
QC6	0.762	0.886	0.772	0.636	0.761
H1	0.687	0.746	0.879	0.631	0.743
H2	0.699	0.743	0.903	0.592	0.757
H3	0.684	0.742	0.881	0.619	0.778
H4	0.719	0.731	0.880	0.647	0.784
CPI1	0.674	0.660	0.634	0.846	0.703
CPI2	0.414	0.354	0.363	0.700	0.393
CPI3	0.673	0.679	0.652	0.891	0.737
CPI4	0.544	0.543	0.586	0.820	0.637
BE1	0.731	0.761	0.817	0.726	0.894
BE2	0.681	0.720	0.741	0.615	0.873
BE3	0.739	0.762	0.792	0.725	0.911
BE4	0.715	0.716	0.727	0.702	0.886

Table 4.4 Result of Heteroit-Monotrait Ratio (HTMT)

Variable	Sincerity	Quality Commitment	Heritage	Continuous Purchase Intention	Brand Experience
Sincerity					
Quality Commitment	0.932				
Heritage	0.888	0.903			
Continuous Purchase Intention	0.830	0.770	0.784		
Brand Experience	0.905	0.894	0.947	0.862	

Based on Table 4.4, every variable has HTMT ratio lower than 1. Hence, all variables can be considered as valid.

4.1.2. Reliability Analysis

Reliability analysis aims to show that instruments will produce the same data when used repeatedly to measure the same object (Sugiyono, 2021).

Table 4.5 Result of Reliability Analysis

Variable	Composite Reliability	Cronbach's Alpha
Continuous Purchase Intention	0.866	0.835
Brand Experience	0.916	0.913
Heritage	0.909	0.909
Sincerity	0.863	0.863
Quality Commitment	0.943	0.943

Based on Table 4.5, Cronbach's alpha and composite reliability of each variable is more than 0.7, indicating that

all variables are reliable (Hair et al., 2019).

4.1.3. Data Analysis

After collecting data using Google Forms, 274 respondents participated in this study. However, 40 respondents didn't qualify for participation, leaving 234 responses to be analyzed further. Most of the sample are women aged 30 who have completed their bachelor's degree and work as teachers. Geographically, the study was quite diverse, with two major areas of representation, Jabodetabek, and Sulawesi, each accounting for 37.2% of the respondents. Moreover, 83.4% of respondents found the brand's product color combination attractive, and 41% think the logo is very important for product identification. 80.3% of respondents chose the brand as their primary choice for instant noodles.

Meanwhile, data analysis was conducted using PLS-SEM method using SmartPLS 4 software. The technique consists of outer-model analysis and inner-model analysis. According to Hair et al. (2019), outer-model analysis describes the ability of indicators to represent constructs through validity and reliability analysis. The previous section shows that the analysis shows that all data are valid and reliable. Hence, the data analysis proceeded with inner-model analysis to examine the relationships between variables (Hair et al., 2019).

4.1.4. Coefficient of Determination (R^2)

The R^2 value is used to explain the ability of the independent variables to define the dependent variables (Hair et al., 2019). Table 4.6 shows that the R^2 value of brand experience is 79.9%, while the R^2 value of continuous purchase intention is 62.6%.

Table 4.6 Result of R^2 Analysis

Variable	R-Square	R-Square adjusted
Continuous Purchase Intention	0.633	0.626
Brand Experience	0.799	0.796

The result suggests that perceived brand authenticity can explain 79.9% of brand experience's variation, while the other 20.1% can be explained by other variables. The R^2 value is considered substantial because it's higher than 0.75 (Hair et al., 2019). Moreover, perceived brand authenticity and experience can explain 62.6% of continuous purchase intention, while other variables can explain the remaining 37.4%. The R^2 value is considered as moderate because it's lower than 0.75 (Hair et al., 2019).

4.1.5. Effect Size (f^2)

Effect size (f^2) analysis shows the change in R^2 value if a variable is eliminated (Hair et al., 2019). Based on Table 4.7, quality commitment and sincerity have a negligible effect on brand experience and continuous purchase intention because the f^2 value is lower than 0.15 (Hair et al., 2019). Moreover, heritage significantly affects brand experience because the f^2 value is higher than 0.35, but it does not affect continuous purchase intention because the f^2 value is lower than 0.02 (Hair et al., 2019). Brand experience has a medium effect on continuous purchase intention because the f^2 value is higher than 0.15 (Hair et al., 2019).

Table 4.7 Result of f² Analysis

Variable	f ²
Heritage → Brand Experience	0.352
Sincerity → Brand Experience	0.062
Quality Commitment → Brand Experience	0.054
Quality Commitment → Continuous Purchase Intention	0.002
Sincerity → Continuous Purchase Intention	0.040
Heritage → Continuous Purchase Intention	0.000
Brand Experience → Continuous Purchase Intention	0.156

4.2. Goodness-of-Fit (GoF)

According to Hair et al. (2019), GoF analysis assesses the suitability of the dependent variable in predicting the research model. Based on Table 4.8, the GoF value is 0.739; the dependent variable is highly suitable for predicting the research model. This value is included in the large category since it's more than 0.36 (Hair et al., 2019).

Table 4.8 Result of GoF Analysis

Variable	AVE	R ²	GoF
Sincerity	0.786	-	0.739
Quality Commitment	0.779	-	
Heritage	0.785	-	
Continuous Purchase Intention	0.668	0.633	
Brand Experience	0.794	0.799	
Average	0.762	0.716	

4.2.1. Path Coefficient

Path coefficient analysis describes the relationship between variables (Hair et al., 2019). Based on Table 4.9, quality commitment, sincerity, and heritage positively influence brand experience and continuous purchase intention. Brand experience influences continuous purchase intention positively because the path coefficient value is higher than 0.

Table 4.9 Result of Path Coefficient Analysis

Variable	Path Coefficient	Result
Quality Commitment → Brand Experience	0.277	Positive
Heritage → Brand Experience	0.505	Positive
Sincerity → Brand Experience	0.216	Positive
Quality Commitment → Continuous Purchase Intention	0.059	Positive
Heritage → Continuous Purchase Intention	0.002	Positive
Sincerity → Continuous Purchase Intention	0.241	Positive
Brand Experience → Continuous Purchase Intention	0.534	Positive

4.2.2. Hypothesis Testing

The confidence level in this research is 95%, so a hypothesis is accepted if the t-statistics value is > 1.96 and p-value < 5% (Hair et al., 2019).

Based on Table 4.10, Hypotheses H2a and H2b are rejected. Hence, quality commitment and heritage don't significantly influence continuous purchase intention.

Moreover, the other hypotheses are accepted. Hence, quality commitment, sincerity, and heritage influence brand experience positively and significantly, sincerity and brand experience influence continuous purchase intention positively and significantly, and brand experience mediates the influence of quality commitment, heritage, and sincerity toward continuous purchase intention.

Table 4.10 Result of Hypothesis Testing

Variable	p-values	t-statistics	Result
H _{1a} : Quality Commitment → Brand Experience	0.002	3.082	Accepted
H _{1b} : Heritage → Brand Experience	0.000	7.227	Accepted
H _{1c} : Sincerity → Brand Experience	0.008	2.661	Accepted
H _{2a} : Quality Commitment → Continuous Purchase Intention	0.534	0.623	Rejected
H _{2b} : Heritage → Continuous Purchase Intention	0.984	0.020	Rejected
H _{2c} : Sincerity → Continuous Purchase Intention	0.008	2.661	Accepted
H ₃ : Brand Experience → Continuous Purchase Intention	0.000	5.590	Accepted
H _{4a} : Quality Commitment → Brand Experience → Continuous Purchase Intention	0.009	2.604	Accepted
H _{4b} : Heritage → Brand Experience → Continuous Purchase Intention	0.000	4.112	Accepted
H _{4c} : Sincerity → Brand Experience → Continuous Purchase Intention	0.003	2.989	Accepted

Discussions

This study examined the influence of perceived brand authenticity on Generation Z's intention to continuously purchase from the most famous instant noodle brand in Indonesia. Based on the result of hypothesis testing, hypothesis H_{1a} is accepted, indicating that quality commitment positively and significantly affects brand experience. This aligns with Jimenez-Barreto et al. (2020) who stated that quality commitment significantly impacts brand experience.

The result suggests that the brand's commitment to quality influences the customer's experience, which is felt through the delicacy of the product and the belief in its consistent quality. Customers may also feel a positive experience every time they consume the product and perceive that the noodle's texture and seasonings always taste similar over the years.

Hypothesis H_{1b} is accepted, showing that heritage positively and significantly affects the brand experience. The result is in line with the study of Dion and Mazzalovo (2016). The brand's longevity since the 1980s contributes to customers' perception that it is authentic, thus enhancing customer experience. The heritage also includes the brand's effort to offer various flavors and portions, as well as its success in the global market.

Hypothesis H_{1c} is accepted, indicating that sincerity positively and significantly influences brand experience. The result is consistent with Taheri et al. (2018), who suggested that sincerity influences brand experience positively and significantly. The sincerity perceived by customers from the brand can be felt through its transparent product information and active communication of the company's social responsibilities, which enhances the consumption experience. The result of that sincerity is considerably high because even though the brand's product is often related to health issues, customers still feel positive about consuming it.

Hypothesis H_{2a} is rejected, indicating that quality commitment doesn't significantly influence continuous purchase intention. This aligns with Liu et al. (2023), who found that quality commitment does not substantially impact continuous purchase intention. The result suggests that customers are already well aware of the brand's quality, and any additional information about its quality commitment doesn't influence their repeat purchase intention, as they already perceive the product as high quality.

Hypothesis H_{2b} is rejected, showing that heritage doesn't significantly affect continuous purchase

intention. This aligns with Zhang et al. (2022), who concluded that heritage influences purchase intention in handmade products but not machine-produced products like the brand's. The result implies that customers do not consider the brand's heritage when making repeat purchases, focusing instead on their knowledge of its superior quality compared to other instant noodle brands.

On the other hand, hypothesis H2_c is accepted, indicating that sincerity positively and significantly affects continuous purchase intention. The result aligns with Napoli et al. (2016) and Safeer et al. (2023). The sincerity perceived by customers from the brand may consist of its efforts to attract customers through new flavor developments despite being the market leader in Indonesia. Such efforts convince customers of the brand's sincerity, thus influencing their intention to continue purchasing the product.

Hypothesis H3 is accepted, which implies that brand experience has a positive and significant effect on continuous purchase intention. This result is consistent with previous research that explains brand experience influences consumers' intention to make repeat purchases (Ong et al., 2015; Qi & Yon, 2020). Customers' positive experience when consuming the brand's product can increase their tendency to continue buying it. This experience can be felt from its distinctive flavor varieties, affordable price, and innovation in offering more oversized products to match the portions customers need.

Hypothesis H4_a is accepted, indicating that brand experience mediates the influence of quality commitment on continuous purchase intention. This aligns with Chinomona (2016) and Lehman et al. (2018), who suggested that enhancing continuous purchase intention can be achieved by realizing brand

authenticity with consistency, such as commitment to product quality. The study shows that while quality commitment does not directly affect continuous purchase intention, it has a significant impact when mediated by brand experience. It emphasizes that the brand's quality commitment is crucial when it provides a positive customer experience, thereby increasing customers' tendency to make repeat purchases.

Hypothesis H4_b is accepted, suggesting that brand experience mediates the influence of heritage on continuous purchase intention. This aligns with Rose et al. (2017), who emphasize the importance of utilizing brand history to influence consumer perceptions and purchase decisions. The implication is similar to H4_a: heritage indirectly influences continuous purchase intention. Still, it significantly influences it when mediated by brand experience, indicating that the brand's history can increase repeat purchase tendencies if it provides a positive experience to customers. The heritage may also increase the positive experience and continuous purchase intention if customers believe the brand's performance is as good as they remember it was.

Hypothesis H4_c is accepted, showing that brand experience mediates the influence of sincerity on continuous purchase intention. This finding is consistent with Khan and Fatma (2017) and Mostafa and Kasamani (2021). The result suggests that the congruency in product information consumers receive can create a positive experience, leading to their intention to make repeat purchases. Sincerity can be perceived through transparent information about the brand and its efforts to provide positive experiences to customers continuously.

4.2.3. Managerial Implications

This study showed the crucial role of perceived brand authenticity in shaping the overall brand experience. Managers should leverage aspects such as heritage, sincerity, and a commitment to quality to create a compelling and genuine brand narrative. Emphasizing the brand's heritage can build a strong emotional connection with consumers by showcasing its history, traditions, and enduring values. This can be effectively achieved through storytelling in marketing campaigns, highlighting the brand's origins, milestones, and evolution, fostering a sense of continuity and trust that enhances the brand experience.

Additionally, Commitment to quality is another essential dimension that significantly impacts brand experience. Managers should prioritize consistently delivering high quality products. This involves investing in quality control measures, continuous improvement processes, and customer feedback mechanisms. Highlighting a commitment to quality in marketing campaigns can reassure consumers of the brand's dedication to excellence. By consistently meeting or exceeding customer expectations regarding product quality and performance, brands can enhance consumer satisfaction and loyalty, ultimately strengthening the overall brand experience.

Moreover, sincerity is vital to perceived brand authenticity, and managers must ensure that all brand communications and actions reflect genuine and honest intentions. This involves transparent communication, ethical practices, and consistent messaging across all touchpoints. Brands should engage in open dialogues with consumers, promptly address their concerns, and demonstrate a commitment to social and environmental

responsibilities. By maintaining sincerity, brands can build trust and loyalty, leading to a more positive brand experience for consumers.

5. Conclusion

This study concluded that perceived brand authenticity's dimensions, namely heritage, sincerity, and quality commitment, influence brand experience positively and significantly. Heritage and quality commitment don't influence continuous purchase intention significantly, while sincerity and brand experience influence continuous purchase intention positively and significantly, and brand experience mediates the influence of heritage, sincerity, and quality commitment on continuous purchase intention.

Therefore, the brand should enhance customers' positive experiences by organizing mass customization to design its product's packaging, interacting with them through social media, and organizing events that give customers a different experience.

Sincerity can directly influence continuous purchase intention; thereby, the brand can design marketing strategies based on transparency, honesty, and product consistency. Additionally, the brand can provide comprehensive information to address health issues associated with its products.

Quality commitment and heritage can affect continuous purchase intention when mediated by brand experience. Hence, the brand can show commitment by providing consistent product quality and developing heritage by launching new flavor variations that match consumer tastes. These efforts are expected to enhance the positive brand experience and motivate continuous purchase intention.

Meanwhile, this study has not examined the impact of other variables,

such as product quality or marketing strategies. Hence, this study suggests future research to identify variables that can affect continuous purchase intention, such as brand semiotics and halal

certification, and researching the millennial, X, baby boomer, Y, and alpha generations to understand their intention to continue interacting with the brand.

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