

# Consequences of Ethical Behavior and Trust in the Sport Brand Industry in Indonesia

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## ABSTRACT

The sports industry is currently growing rapidly and becoming one of the major markets in the economy. Dynamic competition drives companies to innovate, especially in technology, to increase economic gains. This phenomenon has triggered the emergence of various sports brands, which requires companies to be creative in marketing and building consumer loyalty. This study focuses on the influence of ethical behavior, brand experience, trust, brand authenticity, and brand equity on customer satisfaction of sneaker users Adidas, Nike, Converse, Puma, and Vans in Indonesia. This study uses a hypothesis testing design with cross-sectional data. Data were collected through online questionnaires to 231 respondents selected using purposive sampling. Data analysis was conducted using SEM (Structural Equation Modeling). This research examines ethical behavior, trust, brand experience, brand authenticity, brand equity, and customer satisfaction. The indicators to measure the variables were adapted from previous research and used a Likert scale. The purpose of this study is to analyze the influence of ethical behavior, brand experience, trust, brand authenticity, and brand equity on customer satisfaction of sneaker users. To provide contributions to sneaker brand marketers in understanding the factors that influence customer satisfaction so that they can develop more effective marketing strategies.

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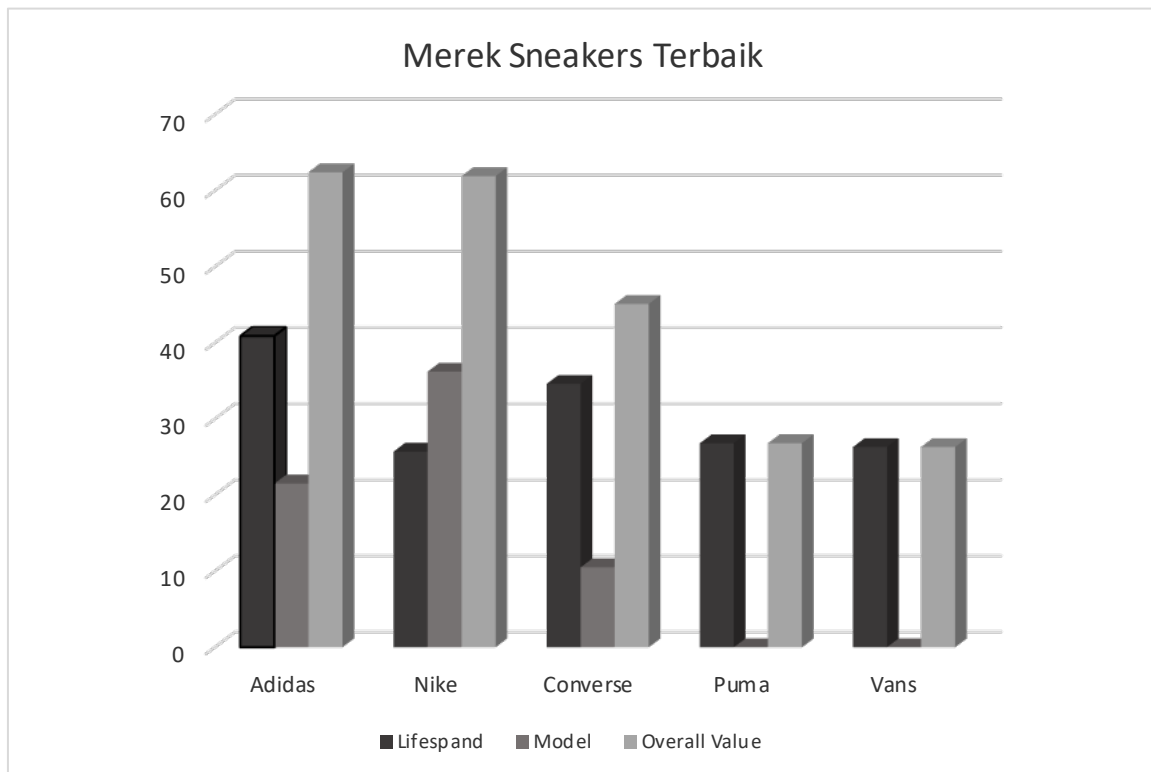
## INTRODUCTION

The competition in the sports industry today is very dynamic and complex. The sports industry needs innovation in the field of technology that is the focal point of development to get significantly increased economic benefits (Dzulkefli et al., 2023). The sports industry is one of the major markets and an important aspect of a country's economy (Annur, 2023). This development is the background for the company to issue various brands, especially in the field of sports. The growing sports industry is shown by the large selection of sports brands available in the market (Luthfia et al., 2019). This phenomenon makes companies have to be more creative and innovative in marketing and instilling loyalty to the wider community. In this case, with the various sports products that exist, there are the most specific sports products.

Specific in this case, it means that the Indonesian people are in love with the product, the most popular in the market, and are trending in the Indonesian market), namely sports shoes or sneakers products. Sneakers are a type of shoe that is very popular among teenagers, students and students, because it is very suitable for use in every activity and as a support for their fashion (Maghfiroh & Iriani, 2021).

Not only for teenagers and young people, sneakers are also suitable for older people. Sneakers have been attached to the lifestyle of today's teenagers in various countries, including in Indonesia.

Figure 1, shows the sneaker brands that are most in demand by the Indonesian people.



**Figure 1. Data Merek Sneakers Yang Paling Diminati Di Indonesia**

Source: Databoks.katadata.co.id (2023)

The sneaker brand that dominates the market in Indonesia is Adidas with a value of 62.4%, followed by the Nike brand with 61.9%. In third place is the Converse brand with 45.1%, followed by the Puma brand with 26.8%, and finally the fifth position with the Vans brand with 26.3%. In addition to being the most liked, Adidas is also named the most popular sneaker brand and is owned by many Indonesian consumers (Annur, 2023). The brand must compete in winning the hearts of its consumers and providing the advantages of their respective products in order to survive and even become a winner (*market leader*). Therefore, sneaker companies must create *ethical behavior* for consumers. *Ethical behavior* is a very important aspect in maintaining the integrity, trust, and reputation of the company for consumers (Fathiya et al., 2024).

In addition, sneaker companies must also create *trust* in their consumers. *Brand trust* is a commitment that appears when consumers believe that there is an ongoing relationship with the brand (Maria, 2017). If there has been a high *ethical behavior* and *trust* from consumers, then it will create a *brand experience*. This is because *ethical behavior* and *trust* have a positive effect on *brand experience* (Tawakkada & Utami, 2023). *Brand experience* is an evaluation of consumers who are influenced through direct contact either by using or consuming a brand or indirectly by a brand (Aprilha & Engkur, 2020). After creating a good *brand experience* from consumers, there is also a good *brand authenticity* because *brand experience* has a positive effect on *brand authenticity* (Tran & Nguyen, 2022).

In addition to being able to create good *brand authenticity*, *brand experience* also has a positive effect on *brand equity* (Tran & Nguyen, 2022). The existence of *brand authenticity* in Adidas, Nike, Converse, Puma, and Vans brand sneakers in this study is by indicating that the products of these brands are genuine and produced as they are. In addition, *brand authenticity* is produced according to the tastes and needs and desires of consumers (Irene Junita Thomas, 2022). These brands have proven their advantages through the authenticity of their products with real

proof through increased consumer interest in these *brands* and repeated purchases from consumers of these brands (Irene Junita Thomas, 2022). After the emergence of high *brand authenticity* and *brand equity*, these two things can create *customer satisfaction* from consumers. This is due to the positive influence between *brand authenticity* and *brand equity* on *customer satisfaction* (Tran & Nguyen, 2022). Thus, this study was carried out in order to analyze whether the variables of *ethical behavior*, *trust*, *brand experience*, *brand authenticity*, and *brand equity* have a positive effect on *customer satisfaction* in the sneaker industry in Indonesia.

## **Literature review**

### ***Ethical Behavior***

*Ethical behavior* is an aspect of ethical behavior that is very important in maintaining the integrity, trust, and reputation of the company for consumers (Fathiya et al., 2024). Although the implementation of individual ethics is a small part of the organization, employees are an aggregate aspect that supports the sustainability of the organization (Maak, 2020). Ethics comes from the Greek *ethos* (singular word) which means dwelling. The plural form is *ta, etha*, which means custom. In this case, the word *ethics* has the same meaning as *morality* (Fathiya et al., 2024). Other research says that there are two definitions of *ethics*: as practical and as reflective. As a practical matter, *ethics* means good moral values and norms that are practiced or not practiced, even though they should be practiced (Hutabarat & Silitonga, 2022).

### ***Trust***

*Brand trust* is a commitment that appears when consumers believe that a sustainable relationship with a brand is so important that they want to maintain it through maximum effort and believe buying the brand will produce positive results (Maria, 2017). (Arief et al., 2017) said that brand trust is a consumer belief that in one product there are certain attributes, beliefs that arise from repeated views and with learning and also experience obtained. Trust in a brand as a consumer's desire to trust the brand and be faced with risks, because they have the expectation that the brand will lead to positive results (Factors Affecting Brand Loyalty in Beauty Clinic Consumers Mediated by Brand Trust Cheren & Haryanto, 2023). Brand trust is the trust that consumers believe that a specific brand will offer a reliable product, such as with complete functions, quality assurance, and also after-sales service to them.

### ***Brand Experience***

*Brand experience* is an evaluation of consumers who are influenced through direct contact either by using or consuming a brand or indirectly by a brand (Aprilha & Engkur, 2020). *Brand experience* is a consumer's past experience with the brand, especially in the scope of use. Thus, it can be concluded that consumer experience with a brand is very related to trust in the brand. According to (Fathiya et al., 2024), *brand experience* is defined as the sensations, feelings, cognition, and consumer responses generated by a brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the environment in which the brand is marketed. In research (Ratih Purnamasari et al., 2023), *brand experience* is the entire interaction of a person with products, services, and organizations, all of which are the raw materials of a brand.

### ***Brand Authenticity***

(Irene Junita Thomas, 2022) explained that brand authenticity is a value-making process that comes from consumer perception of the authenticity of a product. Brand authenticity is a very important consideration for consumers before deciding to use a brand. Brand authenticity has the word *authenticity* derived from the Latin language, "*authenticus*", which means trustworthy (Kusuma Yanthi, 2019). Authenticity can be defined as the process of creation and

physical materials used in the manufacturing process or by constructive value that is subjective and comes from the user's perception of authenticity (Beverland, 2005). Authenticity is always used to indicate a product or other object with something original and not an imitation (Beverland, 2005). This explains that a product that has an authenticity indicator in it is not the result of someone else's creation but the original creation of one's own. Another thing is that individuals who have higher authenticity are driven by their behavior from the inside rather than from the outside, then they are unlikely to change their behavior due to external pressure or influences (Kusuma Yanthi, 2019).

### ***Brand Equity***

(Lelet et al., 2022) said that brand equity is a brand value that results in high brand awareness and strong, liked, and possibly unique brand associations that consumers can remember for their brand. (Barus, 2017) explained that brand equity is the behavior and association that companies, distribution members, and brand customers have to gain durability, superiority, and strength as a differentiator from other competitors. Brand equity is used as a plus value for services and products (Widiana & Rusmawati, 2015). These values can be displayed in the form of how consumers feel, act and think about market share, price, profitability and the company's brand. (Nujulia, 2013) states that brand equity is a set of brand liabilities and assets related to certain names, symbols and brands, which reduce or add value in the form of services or goods to the customers of the company or company. Brand equity is the added value provided to products and services (Fathiya et al., 2024). Brand equity, which consists of four dimensions, namely brand awareness, quality impression, brand association and brand loyalty, can provide value to consumers (Tresna et al., 2022).

### ***Customer Satisfaction***

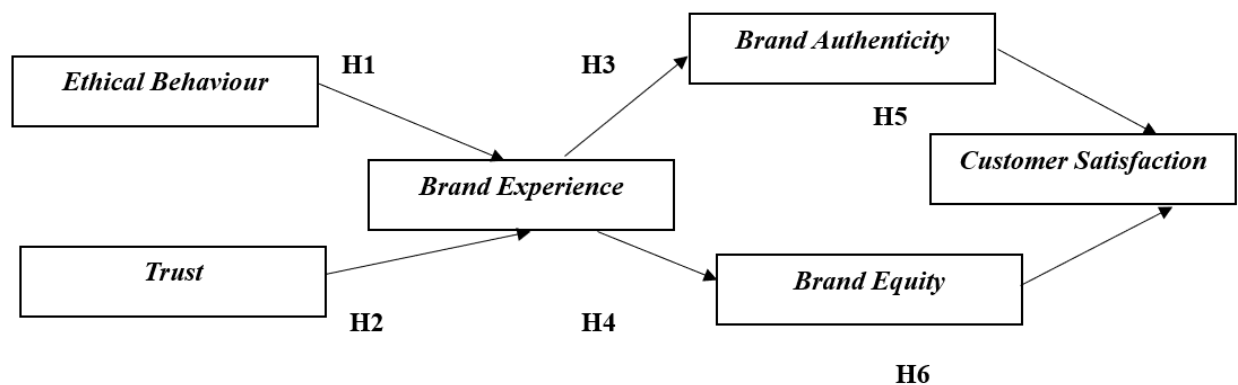
*Customer satisfaction* is a feeling of happiness or satisfaction that arises after comparing one's perception or impression of the performance of a product or service (Maulidiah et al., 2023). Satisfaction is a response to the fulfillment of consumer expectations. It is a consideration that the features of a product or service provide a level of enjoyment that meets consumer expectations (Fathiya et al., 2024). A satisfied customer is where a person receives significant added value from suppliers, not just additional products, services or systems (Raharja & Khasanah, 2015). A satisfied supplier is someone who provides significant added value to a customer, not just additional goods or services (Maulidiah et al., 2023). Customer satisfaction is a person's feeling of pleasure or disappointment as a result of a comparison between the perceived achievement or product and the expectation (Maulana, 2016).

## **CONCEPTUAL FRAMEWORK**

A company must create *ethical behavior* for consumers. *Ethical behavior* is a very important aspect in maintaining the integrity, trust, and reputation of the company for consumers (Maria, 2017). In addition, sneaker companies must also create *trust* in their consumers (Fathiya et al., 2024). *Brand trust* is a commitment that appears when consumers believe that a sustainable relationship with a brand is so important that they want to maintain it through maximum effort and believe buying the brand will produce positive results (Maria, 2017). So, if there has been a high *ethical behaviour* and *trust* from consumers, then it will create a high *brand experience* as well because *ethical behaviour* and *trust* have a positive effect on *the brand experience* (Tawakkada & Utami, 2023). *Brand experience* is an evaluation of consumers who are influenced through direct contact either by using or consuming a brand or indirectly by a brand (Aprilha & Engkur, 2020).

After creating a good *brand experience* from consumers, there is also a good *brand authenticity* because *brand experience* has a positive effect on *brand authenticity* (Tran &

Nguyen, 2022). (Irene Junita Thomas, 2022) said that *brand authenticity* is a value-making process that comes from consumer perception of the authenticity of a product. In addition to being able to create *good brand authenticity*, a good *brand experience* can also produce *good and high brand equity* because *brand experience* has a positive effect on *brand equity* (Tran & Nguyen, 2022). According to (Lelet et al., 2022), *brand equity* is a brand value that results in high brand awareness and strong, liked, and possibly unique brand associations that consumers can remember for their brand. After the emergence of high *brand authenticity* and *brand equity*, these two things can create *customer satisfaction* from consumers. This is due to the positive influence between *brand authenticity* and *brand equity* on *customer satisfaction* (Tran & Nguyen, 2022). *Customer satisfaction* is a feeling of happiness or satisfaction that arises after comparing their perception or impression of the performance of a product or service (Maulidiah et al., 2023). Therefore, a conceptual framework was formed as follows:



**Figure 2. Research framework**

### ***Ethical Behavior dan Brand Experience***

*Ethical behavior* is a very important aspect in maintaining the integrity, trust, and reputation of the company for consumers (Fathiya et al., 2024). Meanwhile, *brand experience* is an evaluation of consumers who are influenced through direct contact either by using or consuming a brand or indirectly towards a brand (Aprilha & Engkur, 2020). (Tawakkada & Utami, 2023) said that *ethical behavior* has a positive effect on *brand experience*. So, if the *ethical behavior* created by the company is good, it will create a good brand experience as well, and vice versa. As in the following, if the seller or company does not lie about the availability to make a sale then consumers will have a strong emotional for the company's brand (Fathiya et al., 2024). Thus, the hypothesis formed is:

**H1:** *Ethical behaviour* has a positive effect on *brand experience*

### ***Trust dan Brand Experience***

*Brand trust* is a commitment that appears when consumers believe that there is an ongoing relationship with the brand (Maria, 2017). Meanwhile, *brand experience* is an evaluation of consumers who are influenced through direct contact either by using or consuming a brand or indirectly towards a brand (Aprilha & Engkur, 2020). (Putra & Keni, 2020) said that *brand trust* has a positive effect on *brand experience*. So, if the *brand trust* from consumers is high, it will create a high *brand experience* also from consumers, and vice versa. As in the following, if the seller or company is honest, consumers will always want to involve themselves in their actions or behaviors when using the company's brand (Fathiya et al., 2024). Thus, the hypothesis formed is:

**H2:** *Trust* has a positive effect on *brand experience*

### ***Brand Experience dan Brand Authenticity***

*Brand experience* is an evaluation of consumers who are influenced through direct contact either by using or consuming a brand or indirectly by a brand (Aprilha & Engkur, 2020). Meanwhile, (Irene Junita Thomas, 2022) explained that *brand authenticity* is a value-making process that comes from consumer perception of the authenticity of a product. (Tran & Nguyen, 2022) proves that *brand experience* has a positive effect on *brand authenticity*. So, if the *brand experience* from consumers is high, it will create a high *brand authenticity* also from consumers, and vice versa. As in the following, if the brand of the company stimulates consumers to find out about existing products or services, then consumers consider that the authenticity of the product brand is reliable (Fathiya et al., 2024). Thus, the hypothesis formed is:

**H3:** *Brand experience* has a positive effect on *brand authenticity*

### ***Brand Experience dan Brand Equity***

*Brand experience* is an evaluation of consumers who are influenced through direct contact either by using or consuming a brand or indirectly by a brand (Aprilha & Engkur, 2020). Meanwhile, (Lelet et al., 2022) said *brand equity* is a brand value that results in high brand awareness and strong, liked, and possibly unique brand associations that consumers can remember for their brand. (Tran & Nguyen, 2022) proves that *brand experience* has a positive effect on *brand equity*. So, if the *brand experience* from consumers is high, it will create high *brand equity* also from consumers, and vice versa. As in the following, if consumers feel involved in many things about a company's brand, then consumers have liked and believed in the company's brand (Fathiya et al., 2024). Thus, the hypothesis formed is:

**H4:** *Brand experience* has a positive effect on *brand equity*

### ***Brand Authenticity dan Customer Satisfaction***

(Irene Junita Thomas, 2022) said that *brand authenticity* is a value-making process that comes from consumer perception of the authenticity of a product. Meanwhile, *customer satisfaction* is a feeling of pleasure or satisfaction that arises after comparing their perception or impression of the performance of a product or service (Maulidiah et al., 2023). (Tran & Nguyen, 2022) proves that *brand authenticity* has a positive effect on *customer satisfaction*. So, if the *brand authenticity* of the consumer is high, it will create high *customer satisfaction* also from the consumer, and vice versa. As in the following, if consumers consider the authenticity of the company's product brand as a prestige, consumers will be satisfied with the brand and will show it to others (Fathiya et al., 2024). Thus, the hypothesis formed is:

**H5:** *Brand authenticity* has a positive effect on *customer satisfaction*

### ***Brand Equity dan Customer Satisfaction***

According to (Lelet et al., 2022), *brand equity* is a brand value that results in high brand awareness and strong, liked, and possibly unique brand associations that consumers can remember for their brand. Meanwhile, *customer satisfaction* is a feeling of pleasure or satisfaction that arises after comparing their perception or impression of the performance of a product or service (Maulidiah et al., 2023). According to (Tran & Nguyen, 2022), *brand equity* has a positive effect on *customer satisfaction*. So, if the *brand equity* from consumers is high, it will create high *customer satisfaction* also from consumers, and vice versa. As in the following, if some characteristics of a company's product are easy to remember and appear in the consumer's mind, then the consumer feels interested in buying the company's product. Thus, the hypothesis formed is:

**H6:** *Brand equity* has a positive effect on *customer satisfaction*

## RESEARCH METHOD

The design of this study was carried out using *hypothesis testing*. *Hypothesis testing* is carried out to determine whether there is an influence between the variables to be studied, namely the influence of *ethical behavior*, *trust*, *brand experience*, *brand authenticity*, and *brand equity* on *customer satisfaction*. Based on the time, the data collection carried out for this study is using the type of *cross-sectional* data. Six variables were found to be studied in this study, namely *ethical behavior*, *trust*, *brand experience*, *brand authenticity*, and *brand equity* and *customer satisfaction*. The indicators used to measure the six variables are taken from indicators that have been developed and used in previous research. The scale used as an indicator measurement for each variable in this study is a *Likert* scale.

Regarding the research currently being carried out, the data that will be used includes *primary* data. *Primary* data is a source of data information that is directly obtained by the researcher from the first source or the respondent concerned (Sekaran & Bougie, 2020). This study obtained the results of data collected from questionnaires made with *google form* media and disseminated through *social media*. For this study, a technique was used to take samples, namely *Non-Probability Sampling*. *Non-Probability Sampling* is a sampling technique where all elements in the entire population do not have an equal chance (Sekaran & Bougie, 2020). *Purposive Sampling* means a *Non-Probability Sampling* technique method carried out for this study. The *purposive sampling* technique means a limited sampling that is determined on certain considerations that have the characteristics of the respondent in accordance with the research criteria (J. F. . Hair et al., 2018). The characteristics of the respondents in this study were individuals who had bought or worn Adidas, Converse, Nike, Vans, and Puma sneaker brands in the past six months. The description of the content of this service method includes the methods used, the location of the activity, the instruments, the data collection techniques, and the data analysis techniques.

The method used by the researcher is *Structural Equation Modeling* (SEM). (J. F. Hair et al., 2019) stated that the number of samples that need to be met from the SEM estimate is at least 5 times the number of indicators to be studied. In this study, a sample size of 231 respondents will be used. The number of indicators in the study is 33 statement items, therefore the number of samples needed is 231 respondents (33 indicator statement items x 7 times = 231 respondents) (Hair et al., 2019). Furthermore, a validity test is carried out, where decision-making in the validity test requires a *factor loading value*. *Factor loading* is the correlation of an indicator with its latent construct or is the output of an analysis factor which is an analytical measuring tool (J. F. Hair et al., 2019). Referring to the predetermined *factor loading* value by looking at the number of samples used, which is 231 samples where the *specified loading factor* is 0.40. If the *factor loading* results of each variable indicator item  $\geq 0.40$ , it can be declared valid or it means that the variable indicator is right in measuring the variable. On the other hand, if the factor loading results produced  $< 0.40$ , it is declared invalid or means that the variable indicator has not been or is not accurate in measuring the variable in question (J. F. Hair et al., 2019).

Furthermore, the reliability test is a measurement that shows the consistency value between one indicator in a variable and another indicator (Sekaran & Bougie, 2020). An indicator of a variable can be called reliable or consistent when it shows a *Cronbach's alpha* value  $\geq 0.60$  (Sekaran & Bougie, 2020). The data analysis method that will be used in this study is *Structural Equation Modeling* (SEM). SEM means a *multivariate* analysis technique used to cover the limitations of previous analysis models in statistical research (Sekaran & Bougie, 2020). The data that has been obtained is then processed using the SEM method with the help of *the Analysis of Moment Structure* (AMOS) software program. The existing hypothesis testing was carried out through a *p-value* with an error rate ( $\alpha$ ) of 5%. Criteria in decision-making with a significance level ( $\alpha < 0.05$ ) (Sekaran & Bougie, 2020).

## RESULTS AND DISCUSSION

### Validity Test

**Table 1. Validity Test Results *Ethical Behaviour***

NO	<i>Ethical Behaviour</i>	<i>Factor Loading</i>	Results
1.	The company of this brand does not lie about the availability to make sales.	0,628	Valid
2.	The company of this brand does not lie about the competition to make sales.	0,455	Valid
3.	The brand's company describes its products to sound good.	0,575	Valid
4.	The brand's companies don't apply sales pressure even though they know the product isn't right.	0,720	Valid
5.	The company of this brand gave me the right answer.	0,681	Valid

*Source: Data processed using SPSS*

Based on the results of table 1 above, it is stated that the results of the validity test on the variables studied are *ethical behavior* where all *indicators* have a *factor loading* > 0.40 so that each statement item is declared valid or measurable.

**Table 2. Validity Test Results *Trust***

NO	<i>Trust</i>	<i>Factor Loading</i>	Results
1.	The salesperson/company is competent and professional.	0,754	Valid
2.	This seller/company is sincere.	0,653	Valid
3.	This seller/company is honest.	0,583	Valid
4.	I feel that there is very little risk when dealing with this seller/company.	0,736	Valid

*Source: Data processed using SPSS*

Based on the results of table 2 above, it is stated that the results of the validity test on the variables studied are *trust*, where all *indicators* have a *factor loading* factor > 0.40 so that each statement item is declared valid or measurable.



**Table 3. Validity Test Results *Brand Experience***

NO	<i>Brand Experience</i>	<i>Factor Loading</i>	Results
1.	This brand induces feelings and sentiments.	0,736	Valid
2.	I have strong emotions towards this brand.	0,639	Valid
3.	This brand stimulates me to find out about this brand.	0,660	Valid
4.	I engage in any act or conduct in using this brand.	0,737	Valid
5.	I get involved in a lot of things when I think about this brand.	0,763	Valid

*Source: Data processed using SPSS*

Based on the results of table 3 above, it is stated that the results of the validity test on the variables studied, namely *brand experience*, where all *indicators* have a *loading factor* > 0.40 so that each statement item is declared valid or measurable.

**Table 4. Validity Test Results *Brand Authenticity***

NO	<i>Brand Authenticity</i>	<i>Factor Loading</i>	Results
1.	The authenticity of this brand is reliable.	0,626	Valid
2.	The authenticity of this brand is considered a brand prestige.	0,654	Valid
3.	This brand is a good product and good quality.	0,486	Valid
4.	This brand is genuine because of the presence of good trust in the product.	0,600	Valid
5.	I hope this brand is quite original.	0,650	Valid
6.	I want to use the original brand of the product.	0,601	Valid

*Source: Data processed using SPSS*

Based on the results of table 4 above, it is stated that the results of the validity test on the variables studied are brand *authenticity* where all *indicators* have a *loading factor* > 0.40 so that each statement item is declared valid or measurable.

**Table 5. Validity Test Results *Brand Equity***

NO	<i>Brand Equity</i>	<i>Factor Loading</i>	Results
1.	I am familiar with this brand.	0,555	Valid
2.	Some of the characteristics of this brand came quickly to my mind.	0,540	Valid
3.	I like and believe in this brand.	0,467	Valid
4.	This brand became my first choice.	0,746	Valid
5.	I am willing to buy this brand of products from other companies even though the price is a little higher than other companies.	0,697	Valid

*Source: Data processed using SPSS*

Based on the results of table 5 above, it is stated that the results of the validity test on the variables studied, namely *brand equity*, where all *indicators* have a *loading factor* > 0.40 so that each statement item is declared valid or measurable.

**Table 6. Validity Test Results *Customer Satisfaction***

NO	<i>Customer Satisfaction</i>	<i>Factor Loading</i>	Results
1.	I am satisfied with this brand.	0,554	Valid
2.	I was intrigued when I used this brand.	0,529	Valid
3.	I am happy with my actions in choosing this brand.	0,522	Valid
4.	I feel comfortable when making a decision to use this brand.	0,545	Valid
5.	I am sure that the company of this brand can really satisfy my expectations.	0,542	Valid
6.	The amount of contact I have with the company of this brand is enough.	0,578	Valid
7.	I am satisfied with the level of service provided by this brand.	0,663	Valid
8.	In general, I am quite satisfied with my relationship with the company of this brand.	0,648	Valid

*Source: Data processed using SPSS*

Based on the results of table 6 above, it is stated that the results of the validity test on the variables studied are *customer satisfaction* where all *indicators* have a *loading factor* > 0.40 so that each statement item is declared valid or measurable.

**Table 7. Reliability Test Results**

NO	Variable	Number of Statement Items	Cronbach's Alpha	Information
1.	<i>Ethical Behaviour</i>	5	0,689	Reliable
2.	<i>Trust</i>	4	0,618	Reliable
3.	<i>Brand Experience</i>	5	0,750	Reliable
4.	<i>Brand Authenticity</i>	6	0,652	Reliable
5.	<i>Brand Equity</i>	5	0,672	Reliable
6.	<i>Customer Satisfaction</i>	8	0,707	Reliable

Source: Data processed using SPSS

From table 7 presented, Cronbach's *Coefficient Alpha* has been used to test the reliability of instruments related to *ethical behaviour*, *trust*, *brand experience*, *brand authenticity*, *brand equity*, and *customer satisfaction* variables. The test results showed that each instrument had a *Coefficient Cronbach's Alpha* value that exceeded 0.60. This shows that all indicators in the research variables are reliable.

#### Uji Model of Fit

**Table 8. Model of Fit Test Results**

Measurement Type	Measurement	Value	Border Suggested admission	Conclusion
<i>Absolute fit measure</i>	ECVI	3.846	Close to the Saturated value compared to independent	<i>Goodness of Fit</i>
	RMSEA	0.061	$\leq 0,1$	<i>Goodness of Fit</i>
	SMOKE	0.776	$\leq 0,90$	<i>Poor of Fit</i>
<i>Incremental fit measure</i>	NFI	0.647	$\leq 0,90$	<i>Poor of Fit</i>
	TLI	0.754	$\leq 0,90$	<i>Poor of Fit</i>
	CFI	0.772	$\leq 0,90$	<i>Poor of Fit</i>
	RFI	0.619	$\leq 0,90$	<i>Poor of Fit</i>
<i>Parsimonius fit</i>	CMIN/DF	2.128	Lower limit 1, Upper limit 5	<i>Goodness of Fit</i>

<i>measure</i>	AIC	1184.560	Close to the Saturated value compared to independent	<i>Goodness of Fit</i>
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Source: Data processed using SPSS

Referring to the results of the *model of fit* test in table 8 above, it is known that the values of ECVI, RMSEA, CMIN/DF, and AIC state that the results are *goodness of fit*. According to (J. F. Hair et al., 2019) argue that if there is one measurement criterion whose results are *goodness of fit* that are met, then the model or conceptual framework of the research can be declared feasible or pass the *goodness of fit* test. Therefore, the research model or framework can be continued into the next test, namely hypothesis testing.

### Descriptive Statistical Test

**Table 9. Descriptive Statistical Test of Ethical Behaviour**

<i>Ethical Behaviour</i>	<i>Mean</i>	<i>Standard Deviation</i>
The company of this brand does not lie about the availability to make sales.	4,37	0,552
The company of this brand does not lie about the competition to make sales.	4,38	0,604
The brand's company describes its products to sound good.	4,42	0,622
The brand's companies don't apply sales pressure even though they know the product isn't right.	4,07	0,846
The company of this brand gave me the right answer.	4,31	0,620
<b>Rata-rata</b>	<b>4,31</b>	<b>0,649</b>

Source: Data processed using SPSS

Based on table 9 above, it shows that data from 5 indicators of *ethical behavior* variables have a mean value of 4.31 which means that the average respondent considers their sneaker company to have an aspect of ethical behavior that is very important in maintaining integrity, trust, and reputation for respondents. Meanwhile, based on the standard deviation that has been obtained with a value of 0.649, it can be said that the respondents' answers regarding *ethical behavior* with several indicators are quite diverse because they are almost close to the value of one of the total variable indicators.

**Table 10. Descriptive Statistical Test of Trust**

<i>Trust</i>	<i>Mean</i>	<i>Standard Deviation</i>
The salesperson/company is competent and professional.	4,41	0,626
This seller/company is sincere.	4,34	0,643
This seller/company is honest.	4,31	0,644
I feel that there is very little risk when dealing with this seller/company.	4,34	0,648
<b>Rata-rata</b>	<b>4,35</b>	<b>0,640</b>

*Source: Data processed using SPSS*

Based on table 10 above, it shows that the data from 4 indicators of *the trust* variable has a mean value of 4.35 which means that the average respondent believes in the company of his sneaker brand. Meanwhile, based on the standard deviation that has been obtained with a value of 0.640, it can be said that the respondents' answers regarding *trust* with several indicators are quite diverse because they are almost close to the value of one of the total variable indicators.

**Table 11. Test Descriptive Statistics of Brand Experience**

<i>Brand Experience</i>	<i>Mean</i>	<i>Standard Deviation</i>
This brand induces feelings and sentiments.	4,31	0,726
I have strong emotions towards this brand.	4,21	0,724
This brand stimulates me to find out about this brand.	4,26	0,724
I engage in any act or conduct in using this brand.	4,29	0,710
I get involved in a lot of things when I think about this brand.	4,21	0,750
<b>Rata-rata</b>	<b>4,26</b>	<b>0,727</b>

*Source: Data processed using SPSS*

Based on table 11 above, it shows that data from 5 indicators of the *brand experience* variable has a mean value of 4.26 which means that the average respondent has a good and positive experience with their sneaker brand. Meanwhile, based on the standard deviation that has been obtained with a value of 0.727, it can be said that the respondents' answers regarding *brand experience* with several indicators are quite diverse because they are almost close to the value of one of the total variable indicators.

**Table 12. Descriptive Statistics Test of Brand Authenticity**

<b>Brand Authenticity</b>	<b>Mean</b>	<b>Standard Deviation</b>
The authenticity of this brand is reliable.	4,51	0,590
The authenticity of this brand is considered a brand prestige.	4,33	0,635
This brand is a distinctive and good quality product.	4,39	0,586
This brand is genuine because of the presence of good trust in the product.	4,44	0,576
I hope this brand is quite original.	4,44	0,581
I want to use the original brand of the product.	4,35	0,587
<b>Rata-rata</b>	<b>4,41</b>	<b>0,593</b>

*Source: Data processed using SPSS*

Based on table 12 above, it shows that data from 6 indicators of the *brand authenticity* variable has a mean value of 4.41 which means that the average respondent believes that each product from its sneaker brand has a product authenticity value. Meanwhile, based on the standard deviation that has been obtained with a value of 0.593, it can be said that the respondents' answers regarding *brand authenticity* with several indicators are quite diverse because they are almost close to the value of one of the total variable indicators.

**Table 13. Descriptive Statistical Test of Brand Equity**

<b>Brand Equity</b>	<b>Mean</b>	<b>Standard Deviation</b>
I am familiar with this brand.	4,48	0,567
Some of the characteristics of this brand came quickly to my mind.	4,31	0,582
I like and believe in this brand.	4,45	0,599
This brand became my first choice.	4,42	0,653
I am willing to buy this brand of products from other companies even though the price is a little higher than other companies.	4,28	0,660
<b>Rata-rata</b>	<b>4,39</b>	<b>0,612</b>

*Source: Data processed using SPSS*

Based on table 13 above, it shows that data from 5 indicators of the *brand equity* variable has a mean value of 4.39 which means that the average respondent considers that their sneaker

products have good brand equity. Meanwhile, based on the standard deviation that has been obtained with a value of 0.612, it can be said that the respondents' answers regarding *brand equity* with several indicators are quite diverse because they are almost close to the value of one of the total variable indicators.

**Table 14. Descriptive Statistical Test of Customer Satisfaction**

<i>Customer Satisfaction</i>	<i>Mean</i>	<i>Standard Deviation</i>
I am satisfied with this brand.	4,50	0,538
I was intrigued when I used this brand.	4,41	0,572
I am happy with my actions in choosing this brand.	4,37	0,597
I feel comfortable when making a decision to use this brand.	4,41	0,548
I am sure that the company of this brand can really satisfy my expectations.	4,34	0,613
The amount of contact I have with the company of this brand is enough.	4,25	0,738
I am satisfied with the level of service provided by this brand.	4,39	0,602
In general, I am quite satisfied with my relationship with the company of this brand.	4,30	0,617
<b>Rata-rata</b>	<b>4,37</b>	<b>0,603</b>

*Source: Data processed using SPSS*

Based on table 14 above, it shows that data from 8 indicators of the *customer satisfaction* variable has a mean value of 4.37 which means that the average respondent feels satisfaction with their sneaker product brand. Meanwhile, based on the standard deviation that has been obtained with a value of 0.603, it can be said that the respondents' answers regarding *customer satisfaction* with several indicators are quite diverse because they are almost close to the value of one of the total variable indicators.

### **Hypothesis Test Results**

The results of this hypothesis test aim to test whether there is a positive influence between the variables to be tested. The decision making of this hypothesis test was carried out by comparing the *p-value* with a significant level of 0.05 or 5% and a confidence level of 95%. The basis for making a hypothesis decision is carried out with the following provisions:

- If the *p-value* < 0.05 then H0 fails to be accepted and Ha is accepted.
- If the *p-value* > 0.05 then H0 is accepted and Ha fails to be accepted.

**Table 15. Hypothesis Test Results**

<b>Hipotesis</b>	<b>Estimate</b>	<b>P-Value</b>	<b>Results</b>
<b>Hipotesis 1</b>			
<i>Ethical Behaviour</i> has a positive effect on <i>Brand Experience</i>	0,840	0,000	H1 supported
<b>Hipotesis 2</b>			
<i>Trust</i> negatively affects <i>Brand Experience</i>	0,718	0,000	H2 supported
<b>Hipotesis 3</b>			
<i>Brand Experience</i> has a positive effect on <i>Brand Authenticity</i>	0,676	0,000	H3 supported
<b>Hipotesis 4</b>			
<i>Brand Experience</i> has a positive effect on <i>Brand Equity</i>	0,457	0,000	H4 supported
<b>Hipotesis 5</b>			
<i>Brand Authenticity</i> has a positive effect on <i>Customer Satisfaction</i>	0,090	0,381	H5 is not supported
<b>Hipotesis 6</b>			
<i>Brand Equity</i> has a positive effect on <i>Customer Satisfaction</i>	1,108	0,000	H6 supported

*Source: Data processed using SPSS*

## CONCLUSION

This study embarked on a journey to unveil the intricate relationship between ethical behavior, trust, brand experience, brand authenticity, brand equity, and ultimately, customer satisfaction within the dynamic sneaker industry. The findings illuminate a crucial pathway for sneaker companies to cultivate a loyal customer base, fostering long-term success. As hypothesized, ethical behavior, characterized by treating customers with respect, transparent communication, and avoiding discrimination, demonstrably contributes to the perception of brand authenticity. When consumers perceive a sneaker company as ethical, they are more likely to believe the brand genuinely embodies the values it portrays. This fosters a sense of genuineness and transparency, which are cornerstones of brand authenticity. Similarly, trust, established through competent, professional, honest, and sincere customer service, significantly bolsters brand authenticity. Consumers who trust a company feel confident in its reliability and integrity. This trust translates into a belief that the brand is authentic and delivers on its promises.



Furthermore, the research confirms the positive influence of ethical behavior and trust on brand experience. Ethical companies and those consumers trust are more likely to create engaging brand experiences. These experiences can encompass innovative marketing campaigns, opportunities for customer involvement, and a focus on building emotional connections with consumers. Positive brand experiences further solidify brand authenticity by creating memorable and meaningful interactions with the brand. However, an intriguing discovery emerged regarding brand authenticity and customer satisfaction. Contrary to the hypothesis, brand authenticity itself was not directly linked to higher customer satisfaction. This suggests that simply being perceived as authentic may not be enough to guarantee customer satisfaction. While authenticity plays a crucial role in building trust and fostering positive brand experiences, other factors likely come into play when it comes to complete customer satisfaction.

The research did, however, identify a significant link between brand equity and customer satisfaction. Brand equity, encompassing a strong brand image, positive customer associations, and perceived value, demonstrably has a positive impact on customer satisfaction. Customers who perceive a brand as having high equity are more likely to be satisfied with their purchases. This suggests that the overall strength and value proposition of the brand significantly influence customer satisfaction.

In conclusion, this research underscores the importance of ethical behavior, trust, and brand experience in fostering brand authenticity and brand equity within the sneaker industry. However, building a strong brand and achieving lasting customer satisfaction requires a multifaceted approach. While authenticity is a key component, companies should also focus on creating a strong brand image, delivering exceptional customer service, and ensuring their products offer perceived value. By implementing these strategies and adhering to ethical business practices, sneaker companies can build a solid foundation for brand authenticity and brand equity, ultimately leading to higher customer satisfaction and long-term success.

## Suggestion

Some points suggested to the management sneakers. Expand the number of respondents to improve the generalizability of the findings. Introduce additional variables, Explore the influence of other factors that may positively impact customer satisfaction, such as service performance or brand love. Investigate other sneaker brands or conduct studies in different industries. Identify variables that can explain the relationship between brand authenticity and customer satisfaction, such as brand love. By implementing these suggestions, sneaker companies can gain valuable insights into consumer behavior and develop strategies to enhance brand reputation, increase customer satisfaction, and achieve sustainable growth.

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