

INFLUENCE OF BRAND CREDIBILITY, EMOTIONAL BRAND ATTACHMENTS, AND CONSUMER SATISFACTION TOWARD CONSUMER-BASED BRAND EQUITY (CONSUMER-NU SKIN ON SOCIAL MEDIA)

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ABSTRACT

The purpose of this study was to determine the effect of brand credibility, emotional brand attachment and consumer satisfaction on consumer-based brand equity (a study of nu skin followers on social media). This research uses descriptive research and causality research and the measurement of each variable uses a 5-point Likert scale. This study uses primary data by collecting data through questionnaires. The sample used in this study was purposive sampling and a sample of 222 respondents was obtained and respondents not really truly when they answer the question because the data collected by face to face. In this study using statistical methods with SMART PLS 3.2.9 as a testing tool. This study shows the results that brand credibility has no effect on consumer-based brand equity for Nu Skin followers on social media, while emotional brand attachment and consumer satisfaction influence consumer-based brand equity for Nu Skin followers on social media.

Keywords: brand credibility, emotional brand attachment, consumer satisfaction, consumer- based brand equity

INTRODUCTION

In this globalization era, very rapid development of technology gives a lot of benefit in various aspects. Of course, there are advantages to using the internet for some Indonesian people, especially in the province of DKI Jakarta such as for work, study, and shopping.

The population increase in the DKI Jakarta province has experienced growth every year, the increase in population will certainly cause the life necessities to increase, so with the presence of the internet it is able to meet the needs of the community in doing their activities without leaving the house such as in the fields of education, economy, socio-culture, health, community, etc.

Table 1 Total Population of DKI Jakarta Province from 2017-2021

Year	Total Population
2017	10.375.235
2018	10.467.629
2019	10.557.810
2020	10.562.088
2021	10.644.776

Source: jakarta.bps.go.id (Accessed 20 September 2022)

Table 2 Total City Population in DKI Jakarta Province in 2021

City	Total Population
East Jakarta	3.056.300
West Jakarta	2.440.073
South Jakarta	2.233.855
North Jakarta	1.784.753
Central Jakarta	1.066.460

Source: jakarta.bps.go.id (Accessed 1 October 2022)

In 2021, DKI Jakarta have a dense population distribution as evidenced by the data that is conducted by Central Bureau of Statistics (BPS) DKI Jakarta Province. Based on the data above on the population of each region in the DKI Jakarta province in 2021, the West Jakarta area is in second position with a population of 2,440,073 people. The dense population in the West Jakarta area has resulted in an increase in internet demand for everyday life. With the existence of the internet, the people of DKI Jakarta also make good use of social media, which is used for daily activities and the number of users and percentages is quite high, this is evidenced by the following data:

Table 3 Number of Population Accessing the Internet for the Purpose of Social Media in DKI Jakarta Province year 2021

City	Number of User	Percentage
South Jakarta	2,064,305	92,41%
West Jakarta	2,216,074	90,82%
North Jakarta	1,618,770	90,70%
East Jakarta	2,745,779	89,84%
Central Jakarta	925,687	86,80%

Source: jakarta.bps.go.id (Accessed 3 October 2022)

The high percentage of the population accessing the internet for the purpose of social media makes the presence of social media have a broad impact on the ease of obtaining information, especially regarding self-care. With social media, beauty companies are currently using social media as a platform to market their products to the public.

Table 4 Gross Regional Domestic Product of the DKI Jakarta Province at current prices according to the Field Business from 2017-2021

Year	Information and Communication	Chemical, Pharmaceutical and Traditional Medicine Industries	Health Services and Social Activities
2017	172.427,81	28.014,61	39.956,27
2018	188.922,98	27.750,97	44.091,60
2019	210.969,97	29.896,72	48.101,02
2020	234.276,68	30.263,50	58.739,48
2021	245.177,22	31.740,45	63.374,66

Sources: jakarta.bps.go.id (Accessed 2 November 2022)

The DKI Jakarta Provincial Gross Regional Domestic Product according to business sector in 2021 states that it has experienced a fluctuating increase in each sector. This indicates that the three sectors provide benefits and are needed by the people of DKI Jakarta Province, especially West Jakarta. However, at the time of 2020 there was an outbreak of the covid-19 virus in the world and Indonesia became one of the countries affected by the covid-19 virus which resulted in people's lifestyles starting to change as well as making people aware of the importance of body health, one of which is to maintain skin health. People need to make their feels fresh and healthy, not all people feel like this the product make them doubt in term of safety for consumption or they use for daily treatment. They need to firm to get the product to maintain their selves.

Today's skin health makes people look for products that are safe for consumption and use for the human body. From the phenomenon of an increase in the chemical, pharmaceutical and health care industries which continues to increase every year amid the Covid-19 epidemic, it is different from Nu Skin, which has experienced a decrease in consumer productivity in purchasing and using Nu Skin products, which made me want to do research on Nu Skin.

Table 5 Total Customer Productivity/Purchase Behavior for Nu Skin Products for 2017-2021 (rounded)

Month	2017	2018	2019	2020	2021
January	21.000	36.000	36.000	38.000	47.000
February	27.000	28.000	34.000	30.000	32.000
March	21.000	26.000	26.000	29.000	33.000
April	22.000	32.000	33.000	26.000	28.000
May	23.000	38.000	43.000	35.000	33.000
June	25.000	31.000	27.000	33.000	37.000
July	29.000	32.000	38.000	33.000	28.000
August	27.000	33.000	30.000	49.000	34.000
September	31.000	41.000	48.000	41.000	38.000
October	30.000	33.000	39.000	44.000	36.000
November	28.000	39.000	39.000	35.000	33.000
December	27.000	42.000	30.000	28.000	33.000
TOTAL	311.000	411.000	423.000	421.000	412.000

Sources: Nu Skin Indonesia (Accessed 5 Desember 2022)

Nu Skin Enterprises is an American multilevel marketing company that develops and sells personal care products and dietary supplements under the Nu Skin and Pharmanex brand names. Under the Nu Skin and Pharmanex brands, the Company develops and sells more than 200 personal care products marketed as helping people look and feel younger.

Nu Skin embodies the advanced features of Age-loc technology in a compact and user-friendly design for convenient usage anywhere. However, Nu Skin has experienced a decline in sales figures or the effectiveness of customer purchases.

During 2020 and 2021, the sales decrease in Nu skin tools aligned with the emergence of COVID-19, which presented itself as a solution for individuals to attend to their skincare needs while remaining at home and minimizing interactions with others.

Nu Skin takes great advantage of existing technological advances by using social media as evidence in supporting existing progress and making use of it in the midst of the covid 19 pandemic. Nu Skin uses social media such as Instagram, Facebook, and YouTube.

Table 6 Number of Nu Skin Followers Nu Skin in Social media

Social Media	Number of Followers
Instagram	86,800
Facebook	64,000
YouTube	6,520

Source: Instagram, Facebook, and YouTube Nu Skin (Accessed 19 September 2022)

By looking at the number of followers of the three social media used by Nu Skin, social media users are more interested in Instagram than Facebook and YouTube, Nu Skin.

This research is different from previous research, where previous research raised the object of social media platforms from a "brand" perspective on the population in Australia. Where in previous studies focused on the influence of social media brands by looking at consumer engagement with social brands and focusing on the relationship of consumers to brands in social media settings. Meanwhile, this research will look at the influence caused by brand credibility, emotional brand attachment, consumer satisfaction in purchasing Nu Skin products. consumers not only buy products and services but also their brands, establishing emotional relationships and using them to express their personality and their social-self (Pina & Dias, 2021)

Grand Theory from this research is consumer-based brand equity. According to Maslow (1943, 372-382), when we as a human strive to fulfill our most basic needs, we also strive to fulfill our higher needs until we grow become self-actualization or al that we can. Maslow Motivation needs list:

1. Physiological /physical needs
2. Safety/security needs
3. Love/belonging needs
4. The need for appreciation
5. The need for self-actualization.

Someone can act because of a motivation that is achieved, one of which is self-actualization. When you want to achieve this motivation, someone gets a product or service to achieve that motivation. Then according to Aaker (2014) in Pandiangan et al. (2021) who stated that brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which increase or decrease the value provided by an item or service to a company or company's customers. Someone can feel that they get more value from products that have good brand equity.

According to Daft and Lengel's (1986) statement, the media richness theory (MRT) is based on traditional communication media such as newspapers, books, magazines, television, and radio. Meanwhile, according to Schmitz and Fulk (1991) richer media (eg media that has the ability to transmit video and audio or to enable two-way communication) convey a greater sense of presence than less rich media and are expected to be more effective at transmitting ambiguous, complex, or personal information than less rich media. In line with the expert opinion above according to Clow and Baack (2018, 275) states that social media is defined as any digital tool or place that allows individuals to socialize on the web.

This is reinforced by the statement according to Kotler and Keller (2016, 324-325) there are three main ingredients of customer-based brand equity. (1) Brand equity arises from differences in consumer responses. If there were no differences, branded products would be essentially commodities, and competition would probably be based on price. (2) Differences in responses are the result of consumer brand knowledge, all thoughts, feelings, images, experiences, and beliefs associated with the brand. (3) Brand equity is reflected in perceptions, preferences, and behaviors related to all marketing aspects of a brand.

Consumer-based Brand Equity

According to Ballester and Sabiote (2015) which states that brand experience has a positive effect on consumer-based brand equity and positive word of mouth, indicating that the experience value of products and services is more important than functional value. This is supported by the opinion according to Kotler and Keller (2016, 324) which states that customer-based brand equity is the differential influence that brand knowledge has on consumer response to brand marketing, whereas according to Datta et al. (2017) stated that customer-based brand equity reflects how consumers think and feel about a brand.

Consumer-based brand equity is measured by three variable dimensions namely awareness/association, perceived quality, brand loyalty. Brand loyalty dimensions according to Afif et al. (2015) which states that brand loyalty is defined as a strong commitment to repurchase or popularize preferred products/services consistently in the future, causing decisions to choose the same brand or buy the same brand, despite situational influences and marketing efforts, which has the potential to cause a shift in behavior. Consumer-based brand equity (CBBE) is crucial for creating customer equity, distinguishing brands, evaluating brand performance and gaining competitive advantage (Zhang et al., 2010; Sun et al., 2014). (Feiz & Moradi, 2020)

Brand Credibility

According to Jeng (2016) brand credibility is an important factor influencing consumer behavioral intentions. In addition to service quality, brand credibility determines consumer purchasing decisions in the future. Consumers will manage the signals captured based on brand credibility, then validate the perceived service quality as material for further decision consideration. Meanwhile, according to Erdem and Swait (2004) and Bougoure et al. (2016) in Kashif et al. (2018) stated that brand credibility consists of two components, namely trust and expertise. Trust refers to a company's perceived willingness to deliver on brand promises while expertise refers to a company's perceived ability to deliver value. Meanwhile, according to Erdem and Swait (2004) and Bougoure et al. (2016) in Kashif et al. (2018) stated that brand credibility consists of two components, namely trust and expertise. Trust refers to a company's perceived willingness to deliver on brand promises while expertise refers to a company's perceived ability to actually deliver value. This is supported by a statement according to Phenina et al. (2022) stated that brand credibility is also interpreted as trust in information about a product that is on a brand, which includes consumer perceptions that the product has quality and is trusted.

Brand credibility is measured by two dimensional variables, namely brand trust and clarity of positioning. According to Dwivedi et al. (2018) stated that brand credibility is operationalized as a two-dimensional construct that is measured through brand trust and positioning clarity.

H1: There is an effect of Brand Credibility on Consumer-based Brand Equity in Nu Skin followers on social media

Emotional Brand Attachment

According to Guèvremont and Grohmann (2016) emotional brand attachment is characterized by affection, connection, and passion.

In general, ethical brand perceptions cause consumers to feel emotionally attached to the brand. This is in line with the statement by Kaufmann et al. (2016) defines that customers who have greater attachment to a brand are more likely to purchase products from that brand, genuine or counterfeit. and according to Alnawas and Hemsley-Brown (2018) who stated that in a marketing context, people can also develop and maintain emotional relationships with brands. These feelings include affection, passion, and connection.

Emotional brand attachment is measured by three dimensional variables namely affection, connection, passion. According to Thomson et al. (2005) in Dwivedi et al. (2018) which states that affection refers to a consumer's feelings of peace, love, and friendliness towards a brand. Connection reflects feelings of attachment and attachment to the brand, whereas passion denotes feelings such as consumer delight and fascination with them.

H2: There is an effect of Emotional Brand Attachment on Consumer-based Brand Equity for Nu Skin followers on social media

Consumer Satisfaction

According to Dwivedi et al. (2018) which states that consumer satisfaction is defined as pleasurable fulfillment, which means that consumers feel that consumption fulfills some needs, desires and/or goals and this fulfillment is pleasurable. Thus, satisfaction is "The consumer's sense that consumption results in a standard of pleasure versus displeasure" and reflects a post-consumption evaluative judgment of a brand. In line with the opinion according Kotler in (Kolonio.,J, Soepeno, 2019), which states that customer satisfaction is the level of one's feelings after comparing the perceived performance or results compared to their expectations. Consumers can experience one of three levels of general satisfaction, namely if performance is below expectations, consumers will feel disappointed, but if performance matches expectations, customers will feel satisfied and if performance exceeds expectations, customers will feel very satisfied, happy, or excited. Supported by Sanjaya et al. (2020) which states that customer satisfaction will be formed as a result of evaluating a product with the expectations it has.

H3: There is an effect of Consumer Satisfaction on Consumer-based Brand Equity in Nu Skin followers on social media.

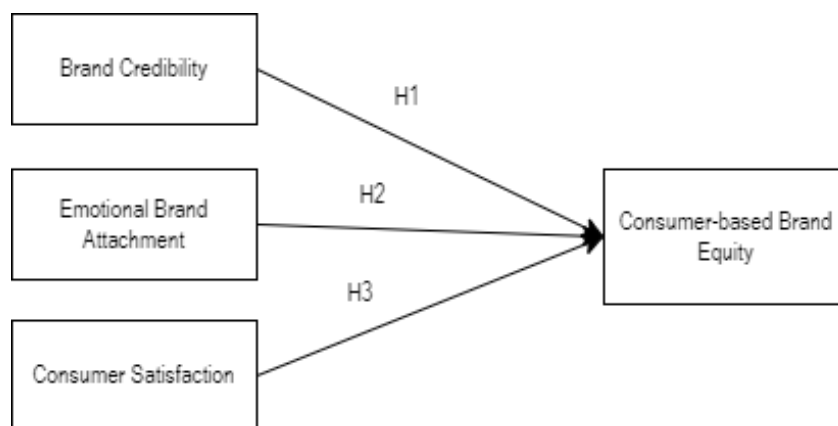


Figure 1 Research Model

RESEARCH METHODS

This research is a descriptive research and causality research. The object of this research is followers of Nu Skin Enterprises on social media. The variables used in this research are the independent variables of brand credibility, emotional brand attachment, consumer satisfaction and the dependent variable consumer-based brand equity. Questionnaire distribution was carried out by providing a Google Form which was distributed directly at Central Park Mall, Taman Anggrek Mall, Neo Soho Mall and distributed via social media.

Sample for this research is Nu Skin followers on social media at West Jakarta:

1. Respondent lives in West Jakarta
2. Respondent with a minimum age 23 years.
3. Respondent have social media.
4. Respondent is a follower of Nu Skin on social media.
5. Respondent that has been using Nu Skin products.
6. Respondent has minimum salaries IDR 1.000.000

Determination method the sampling technique used in this study is non-probability sampling, namely purposive sampling method. According to Sugiyono (2021, 131) who states the definition of non-probability sampling as a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample.

This research managed to collect a sample of 250 and obtain 222 respondents according to the criteria. This research using likert scale which scale 5 points.

Data analysis using SEM partial least square (PLS) with SmartPLS 3.2.9 test tool. PLS-SEM is an alternative to OLS, Micro-Econometrics, Time Series and Quasi-Structured Equation Modeling (SEM) is a multivariate analysis technique used to build and test statistical models generally in the form of causality relationship models.

According to Ghozali (2021, 5-7) who states that partial least squares (PLS) is defined as a powerful analytical method and is often referred to as soft modeling because it eliminates OLS (ordinary least squares) regression, as data must be normally distributed in a multivariate manner and not there is a problem of multicollinearity between exogenous variables.

Research Result

Based on the results of processing the questionnaire, the characteristics of the respondents were obtained as follows.

Table 7 Respondent Characteristics

Information		Amount
Gender	Man	84
	Woman	138
Age	23 - 29 years	158
	30 - 36 years	10
	37 - 43 years	11
	> 44 years	23
Last Education	High School Equivalent	71
	Diploma	11
	Bachelor degree (S1)	106
	Postgraduate (S2/S3)	11
	Others	23
Job	Civil Servants	19
	Private Employees	82
	Entrepreneur	31
	Others	90
Income per month	IDR 1.000.001 – Rp2.000.000	80
	IDR 2.000.001 – Rp3.000.000	35
	IDR 3.000.001 – Rp4.000.000	42
	> 4.000.001	65
Social Media that is often used	Instagram	147
	Facebook	32
	YouTube	20
	Others	23

Source: Questionnaire Processing Results

Table 8 Outer Loadings and AVE

Variable	Items	Loadings	AVE
<i>Brand Credibility</i>	BC1	0.790	0.698
	BC2	0.847	
	BC3	0.841	
	BC4	0.822	
	BC5	0.876	
	BC6	0.848	
	BC7	0.821	
<i>Emotional Brand Attachment</i>	EBA1	0.848	0.701
	EBA2	0.746	
	EBA3	0.848	
	EBA4	0.873	
	EBA5	0.841	
	EBA6	0.836	
	EBA7	0.862	
<i>Consumer Satisfactor</i>	CS1	0.873	0.750
	CS2	0.879	
	CS3	0.846	
<i>Consumer-based Brand Equity</i>	CBBE1	0.788	0.663
	CBBE2	0.854	
	CBBE3	0.800	
	CBBE4	0.791	
	CBBE5	0.837	
	CBBE6	0.835	
	CBBE7	0.829	
	CBBE 8	0.809	
	CBBE 9	0.804	
	CBEE 10	0.812	
	CBBE 11	0.796	

Source: Results of SmartPLS Statistical Data Processing 3.2.9

According to Ghozali (2021, 35) stated that the convergent validity of the measurement model with reflexive indicators can be seen from the correlation between the item scores/construct score indicators. Individual indicators are considered reliable if they have a correlation value above 0.70. However, in the scale development stage research, loading 0.50 to 0.60 is still acceptable. However, in the scale development stage research, loading 0.50 to 0.60 is still acceptable. According to Ghozali (2021, 37) that another test to assess the validity of the construct is by looking at the AVE (average variance extracted) value. A good model is required if the AVE (average variance extracted) for each construct has a value greater than 0.50. Based on table 8 above, it can be concluded that these variables and indicators meet the convergent validity criteria.

Table 9 Cross Loadings

	Brand Credibility	Emotional Brand Attachment	Consumer Satisfaction	Consumer-based Brand Equity
BC1	0.790	0.659	0.601	0.605
BC2	0.847	0.726	0.731	0.719
BC3	0.841	0.746	0.694	0.696
BC4	0.822	0.734	0.667	0.661
BC5	0.876	0.741	0.703	0.677
BC6	0.848	0.763	0.737	0.734
BC7	0.821	0.699	0.617	0.665
EBA1	0.782	0.848	0.787	0.758
EBA2	0.582	0.746	0.608	0.642
EBA3	0.741	0.848	0.731	0.744

EBA4	0.760	0.873	0.781	0.796
EBA5	0.757	0.841	0.770	0.778
EBA6	0.723	0.836	0.764	0.752
EBA7	0.725	0.862	0.783	0.768
CS1	0.755	0.794	0.873	0.739
CS2	0.718	0.787	0.879	0.798
CS3	0.644	0.742	0.846	0.775
CBBE1	0.650	0.673	0.659	0.788
CBBE2	0.672	0.724	0.754	0.854
CBBE3	0.580	0.695	0.676	0.800
CBBE4	0.642	0.702	0.720	0.791
CBBE5	0.669	0.735	0.729	0.837
CBBE6	0.708	0.762	0.818	0.835
CBBE7	0.729	0.771	0.772	0.829
CBBE8	0.683	0.742	0.719	0.809
CBBE9	0.664	0.744	0.770	0.804
CBBE10	0.675	0.743	0.670	0.812
CBBE11	0.621	0.727	0.672	0.796

Source: Results of SmartPLS Statistical Data Processing 3.2.9

In testing discriminant validity, the cross-loading value must be > 0.7, or by comparing the AVE square root in each construct with the correlation value between constructs in the model, the AVE value must be > 0.5. Good discriminant validity shown in the square root AVE of each construct is greater than the correlation between constructs in the model (Fornell and Larcker 1981 in Ghazali (2021, 69). Based on table 7 above it shows that the construct variables above meet the criteria of discriminant validity.

Table 10 Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
<i>Brand Credibility</i>	0.928	0.942
<i>Emotional Brand Attachment</i>	0.928	0.942
<i>Consumer Satisfaction</i>	0.833	0.900
<i>Consumer-based Brand Equity</i>	0.949	0.956

Source: Results of SmartPLS Statistical Data Processing 3.2.9

The reliability test conducted by PLS (partial least squares) can be done by looking at Cronbach's alpha and composite reliability. The construct is declared reliable if the composite reliability and Cronbach's alpha values are above 0.70 Ghazali (2021, 70). Based on table 10 above, the variables meet the reliability criteria.

Table 11 R-Square

	R Square	R Square Adjusted
CBBE	0.845	0.843

Source: Results of SmartPLS Statistical Data Processing 3.2.9

Table 12 Prediction Relevance Test (Q²)

	Q ² (=1-SSE/SS0)
CBBE	0.550

Source: Results of SmartPLS Statistical Data Processing 3.2.9

R-Square consumer-based brand equity can be explained by the variables in this study brand credibility, emotional brand attachment and consumer satisfaction. The remaining 15.5% is explained by other variables or factors outside of this study. So, it can be concluded that with an R-Square of more than 84.5%, it is considered strong.

If the Q² value is greater than 0 then the model has predictive relevance, whereas if it is less than 0 then the model has less predictive relevance. While Q² has a value > 0. This shows that all indicator models have good relevance to the endogenous variables Ghozali (2021, 75).

Table 1 Summary of Structural Model

		Org. Sample (O)	Sample Mean (M)	Std. Dev (STDEV)	T Statistic (O/STDEV)	P Values	Supported
BC	-	0.086	0.104	0.070	1.226	0.221	NO
CBBE	>						
EBA	-	0.437	0.449	0.132	3.320	0.001	YES
CBBE	>						
CS	-	0.430	0.402	0.141	3.048	0.002	YES
CBBE	>						

Source: Results of SmartPLS Statistical Data Processing 3.2.9

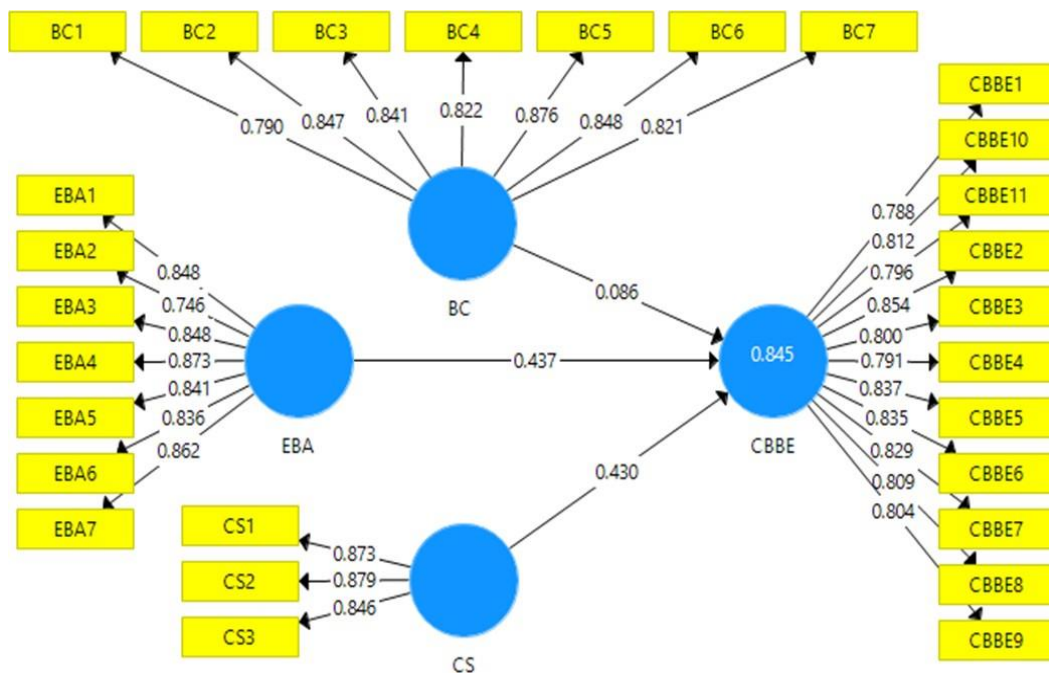


Figure 2 Measurement Model Test Result (Outer Model)
Source: Statistical Data Test Results

Brand Credibility on Consumer-based Brand Equity

Hypothesis 1 shows a t-value of 1.226; and the p-value is 0.221, which means that the t-value (1.226) < 1.96; and the p-value (0.221) > 0.05. So that in hypothesis 1 it can be concluded that it means that there is no effect of brand credibility on consumer-based brand equity in Nu Skin followers on social media. The results of this study are inconsistent with previous research conducted by Dwivedi (2018) which stated that brand credibility has a positive impact on consumer-based brand equity. As stated by according to Erdem and Swait (2004) in Utomo (2017) which states that credible brands can enjoy lower information – collecting and information – and processing costs, and lower risks. According to Purnama and Semuel (2018) which state that if brand credibility increases the expectations of brand benefits for consumers, it will ultimately increase brand value. So that the higher the credibility value of a brand will have an impact on the stronger the brand is in the minds of consumers.

Emotional Brand Attachment to Consumer-based Brand Equity

Hypothesis 2 shows a t-value of 3.320; and the p-value is 0.001, which means the t-value (3.320) > 1.96; and the p-value (0.001) < 0.05. So, in hypothesis 2 it can be concluded that it means that there is an influence of emotional brand attachment on consumer-based brand equity on Nu Skin followers on social media. The results of this study are in accordance with previous research conducted by Dwivedi (2018) which stated that emotional brand attachments have a positive impact on consumer-based brand equity.

According to Dewita (2019) who states that emotional brand attachments can create differences that show the superiority of a brand compared to other alternative brands that can add to consumer-based brand equity. Therefore, the possibility that will happen is that consumers will look for alternative brands or consumers will be loyal to a brand (brand loyalty).

Consumer Satisfaction to Consumer-based Brand Equity

Hypothesis 3 shows a t-value of 3.048; and the p-value is 0.002, which means that the t-value is $(3.048) > 1.96$; and the p-value $(0.002) < 0.05$. So, in hypothesis 3 it can be concluded that it means that there is an effect of customer satisfaction on consumer-based brand equity on Nu Skin followers on social media.

The research results are in accordance with previous research conducted by Dwivedi (2018) which stated that consumer satisfaction has a positive impact on consumer-based brand equity. According to Wismiarsi and Purnama (2015) the advantages of brand loyalty also explain that loyal customers will buy more, they are not sensitive to price, not vulnerable to other competitors' advertisements, the price is cheaper, spreads word of mouth well, and provides good recommendations. about products to other customers and make the company stronger in facing the competition. Brands that consistently provide what is needed to consumers and thus consumers have satisfaction that will create good relationships between companies and consumers. It links consumer satisfaction with brand loyalty.

CONCLUSION

Drawing from the aforementioned analysis and description, It can be inferred that brand credibility does not play a role in influencing consumer-based brand equity. Meanwhile, emotional brand attachment has an influence on consumer-based brand. Additionally, emotional brand attachment exerts an impact on consumer-based brand equity, while consumer satisfaction also plays a role in influencing consumer-based brand equity.

There are several limitations inherent in this study. Specifically, the sample employed was drawn exclusively from Nu Skin followers on social media within the West Jakarta region, who participated by completing questionnaires at Central Park Mall, Taman Anggrek Mall, and Neo Soho Mall. Furthermore, the chosen independent variables—brand credibility, emotional brand attachment, and consumer satisfaction—that impact the dependent variable of consumer-based brand equity, while significant, maintain a somewhat limited scope and bear resemblance to those outlined in previous reference journals.

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