

## Research Article

# Quadrilateral Brand: The Journey of Brand Trust in Building Brand Equity

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**ORCID**Dina Lusianti: <https://orcid.org/0000-0003-4278-6390>**Abstract.**

This study aims to analyze the role of brand trust as a mediator in building brand equity with the structural equation model on bottled water objects with a high product price value, and it is believed that the Quadrilateral Brand is a powerful brand strategy. The sample in this study was consumers of drinking water AQUA brand in the market in Central Java, Indonesia. Using a sample of 449 respondents, research on Quadrilateral Brand proves that brand equity can be formed from the positive and significant influence of brand authenticity, brand awareness, and the mediating role of brand trust. This research showed that brand trust can mediate the indirect impact of brand authenticity and brand awareness on brand equity.

**Keywords:** quadrilateral brand, brand authenticity, brand awareness, brand trust, brand equity

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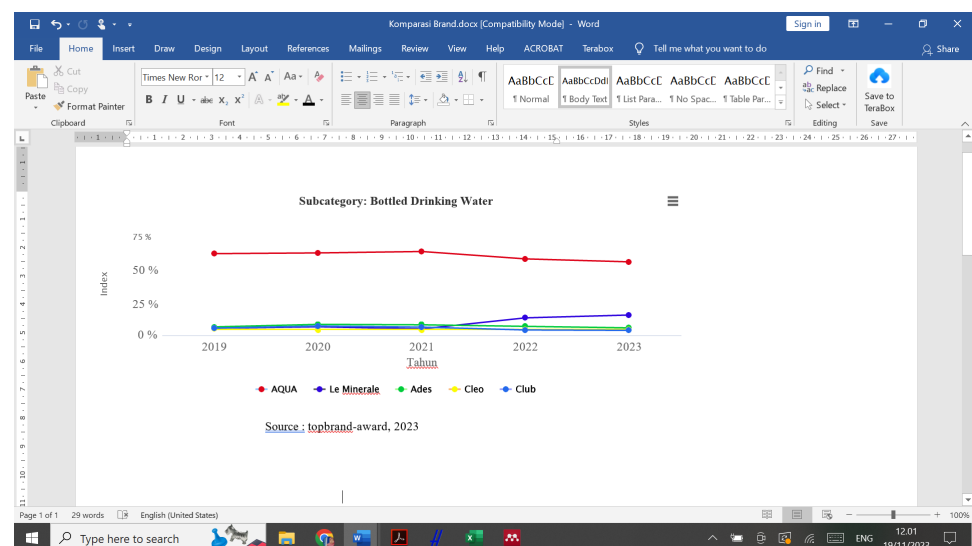
## 1. Introduction

Mineral water becomes an instant product in the market and becomes a potential product in the market. Mineral Water is now packaged into Bottled Drinking Water (AMDK) and processed using sophisticated and modern filtration technology. AMDK is usually produced purely from selected mountain water. The need for drinking water in continuous or repeated conditions increases market demand. This market demand is what producers see as a business opportunity [1]. Changes in consumer behavior lead to various practical things becoming a phenomenon in the business world. It is this behavior that provides opportunities for AMDK to develop. However, building an AMDK brand to be accepted by the public is difficult. Consumers have begun to selectively select products to get good quality products at affordable prices [2].

One of the AMDK brands that dominate the Indonesian market is AQUA. AQUA has a top brand index of 55.10 percent in 2023 [3]. The Top Brand Index can be measured from three factors: top of mind, last usage and future intentions. In this case, AQUA

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is divided into three measurement factors, including the first top of mind. AQUA has many advantages, one of which is the slogan “Goodness Starts from Here”, which is permanently embedded in the minds of consumers. AQUA’s brand image is superior to bottled water because AQUA’s spring water sources are obtained from selected mountains. The second is the last usage such as the products often purchased by consumers, namely AQUA Bottled Water measuring 600ml because consumers feel enough to meet the body’s dehydration needs in that size. The third is future intentions because every human needs drinking water to support everybody’s activities. Despite winning the market, AQUA has experienced a decline in the index from year to year. As shown in Figure 1, AQUA has experienced an index shift. Le Minerale is slowly increasing, trying to shift AQUA. Some brands that are AMDK include Cleo, Club and Ades.



**Figure 1:** Top Brand Index Sub Category Bottle Water.

The strategy to win the hearts of AMDK customers continues to be intensified. Some researchers have developed ideas to overcome AMDK competition such as product quality and price [2] [4], packaging [5], emotional approach [6], and social praxeology [7]. The results of research findings can be helpful for business actors. However, the personal approach to brand equity is still rarely studied. Even though this equity will have a significant impact, especially for valuable consumer products. Brand equity is recognized as a driving force for customer loyalty in competitive companies operating in an ever-changing business environment [8]. The culture of attracting and retaining customers depends on organizations that can increase the value of their products to match and exceed customer needs. By extension, brand equity is considered a multi-dimensional aspect consisting of brand loyalty, brand awareness, brand association,

quality perception, brand association and ownership assets. The newest of this research from other research is the use of social cognitive theory in brand management. This research assumes that humans are quite flexible and capable of learning various attitudes and behavioral skills and it becomes the best learning point of all is unexpected experiences. Social cognitive theory takes the perspective of humans as agents of themselves, meaning that humans can exercise and control over their lives [9].

This research tries to offer the concept of brand quality, carry from brand authenticity, awareness, and the mediating role of brand trust. All of these are integrated into a Quadrilateral Brand concept. Quadrilateral Brand is critical in building customer loyalty towards sustainable marketing performance, especially for a daily consumption product with a high price value in the consumer purchase decision process. It is believed that brand trust can have a positive role in brand equity, both directly and indirectly. We also believe that brand authenticity and awareness influence brand trust and brand equity.

## 2. Method

The problem of brand equity will be viewed from a quantitative approach, namely by using a structural equation model using a partial least square. The selection of this tool considers that partial least squares make it possible to examine the relationship between complex variables simultaneously and understand their impact on a model [10]. It is also possible to compare alternative models with flexible capabilities.

This research was conducted on AMDK consumers in Central Java, Indonesia. The study used questionnaires to collect data. The sample in this study is ADMK customers of the AQUA brand in the Central Java region, Indonesia, totally 449 respondents of the questionnaire fillers. 484, or around 93 percent of the complete documents, were filled in. Sample criteria include age over 17 years, having paid attention to the marketing communication of AQUA, and making purchases of AQUA at least twice in the last six months.

The average age of respondents was 21-30 years and female dominance. For education, 69 per cent have a high school education, 25 percent are undergraduate, and the rest are postgraduate. This condition means that most of AQUA customers in the Central Java region are customers with productive periods. This formative age is believed to receive efforts to build brand equity through trust and awareness. Gendermination illustrates that women make more purchases than men. Women tend to be more careful in seeing the brand's authenticity.

All variables were measured by participants' responses to questions on a ten-point Likert scale ranging from "strongly disagree" to "strongly agree". The steps are described below, along with the results of calculating the Cronbach Alpha coefficient for various measurements. When a size is defined as its dimension, it is used as an indicator to build a deep equivalence structure of the model. The variables in this study include brand authenticity, brand awareness, brand trust and brand equity.

Brand authenticity is defined as an assessment of an AQUA brand formed based on a thorough evaluation. The perception of brand authenticity can directly affect brand awareness, brand image, and quality perception [9]. Indicators of brand authenticity in this study include continuity, credibility, integrity, symbol and not easily replicated [10]–[13]. Brand awareness in this study is interpreted as the ability of a prospective buyer to recognize or recall that AQUA is part of the AMDK product choice category. Usually, the brands kept in the consumer's memory are the preferred brand tendencies [14]. Brand awareness includes recall, recognition, always remembering the brand, purchase, and consume [15]–[18].

Brand trust is a feeling of security that consumers gain in their interactions with the brand, based on the perception that AQUA is reliable and meets the interests and safety of consumers. Brands depend on consumer desires with the hope that they will build and maintain brand trust in the long run [19]. Brand trust indicators include reputation, association, predictability, competence, and educational motives perceived by customers [20]–[24]. Brand equity is positioned as a combination of assets and liabilities of AQUA as AMDK products that consumers tend to identify with the company's offerings. Brand equity is widely conceptualized as a distinct image consumers hold towards a particular product in the market [8]. Brand equity indicators include virtue, ability to meet functional needs, personal evaluation of customers, customer response, customer reaction, and resonance [15], [19], [25]–[28].

Validity and reliability tests have been conducted to test the feasibility of research instruments. The calculation results provide information on all internal instrument questionnaires. All internal instrument questionnaires are valid and reliable (Table 1). This condition makes it possible to continue data analysis at a later stage.

### 3. Result and Discussion

After going through the calculation process, it will be proceed to the analysis of research results. The study's results were used to determine the influence between direct and

TABLE 1: Test Instruments.

Indicators	Outer Loading	AVE	CR	VIF	Cronbach Alpha	R2 Adjusted
BA1	0,845	0,740	0,934	2,538	0,912	
BA2	0,891			3,425		
BA3	0,890			3,075		
BA4	0,861			2,616		
BA5	0,810			2,055		
BAW1	0,850	0,737	0,933	2,591	0,910	0,673
BAW2	0,759			1,989		
BAW3	0,911			3,882		
BAW4	0,888			4,323		
BAW5	0,877			4,238		
BT1	0,927	0,866	0,951	3,285	0,923	0,776
BT2	0,934			3,654		
BT3	0,931			3,480		
BE1	0,877	0,788	0,957	3,511	0,946	0,825
BE2	0,879			3,834		
BE3	0,907			3,947		
BE4	0,896			3,705		
BE5	0,870			3,442		
BE6	0,898			4,051		

Source: processed primary data, 2023

indirect variables. To find out the results of the hypothesis test. Moreover, it can be useful to select the best model in this study and to achieve research objectives.

### 3.1. Results

The analysis includes inner model analysis, hypothesis testing, and mediation role. The inner model analysis aims to determine the accuracy of the structural model built. The inner model analysis includes the coefficient of determination and Goodness of Fit (GoF). Calculating the coefficient of determination value has shown a strong relationship between variables because it is closed to number one, as in Table 1. Table 2 shows the Goodness of Fit (GoF) results indicates that the study model perfectly fits with SRMR values < 0.08.

Hypothesis testing in this study uses Full Model structural equation model analysis with SmartPLS. In addition to confirming the theory, it also explains the presence or

TABLE 2: Goodness of Fit.

	Saturated models	Estimated model
SRMR	0.054	0.054
d_ULS	0,384	0,384
d_G	0,372	0,372
Chi-square	1.368.649	1.368.649
NFI	0,594	0,594

Source: processed primary data, 2023

absence of relationships between latent variables [29]. Hypothesis testing by looking at the value of path coefficient calculations in inner model testing. All hypotheses in this study are accepted by considering the statistical t value more significant than the t table with significance values below 0.05. The test results are presented in Table 3.

TABLE 3: Test Hypothesis.

	Original sample (O)	T statistics	P values
Brand Authenticity -> Brand Awareness	0,821	40,510	0,000
Brand Authenticity -> Brand Equity	0,150	3,071	0,002
Brand Authenticity -> Brand Trust	0,234	3,630	0,000
Brand Awareness -> Brand Equity	0,157	2,701	0,007
Brand Awareness -> Brand Trust	0,679	12,824	0,000
Brand Trust -> Brand Equity	0,642	10,635	0,000

Source: processed primary data, 2023

In addition to analyzing the direct effect, this study also examined the mediated role of brand trust variables and the indirect consequences of authenticity and brand awareness variables. Indirect effect analysis in PLS-SEM testing using total indirect effects output in the original sample column. The test results show a role for brand trust as an intervening variable forming brand equity. The results are shown in Figure 2 and Table 4.

### 3.2. Discussion

Quadrilateral Brand was a sustainable model concept in AMDK's brand strategy. Quadrilateral Brand refers to a brand's authenticity, awareness, and trust in brand equity, direct or indirect effect. Brand authenticity has a positive effect and it is significant to brand equity through brand awareness and confidence, in line with [11], which reveals that the

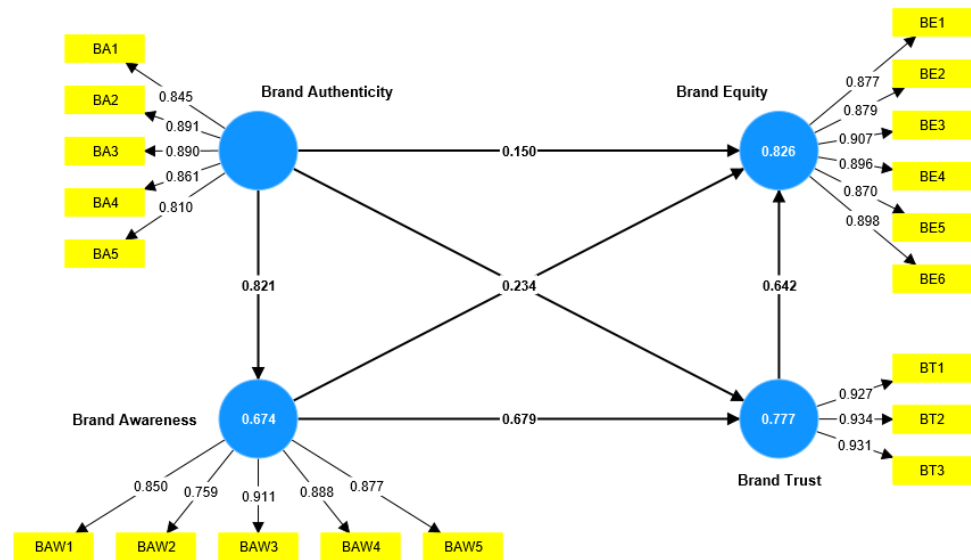


Figure 2: Analysis Results.

TABLE 4: Indirect Influences.

	Original sample	T statistics	P values
Brand Authenticity -> Brand Trust -> Brand Equity	0,150	3,799	0,000
Brand Authenticity -> Brand Awareness -> Brand Trust	0,558	11,793	0,000
Brand Authenticity -> Brand Awareness -> Brand Trust -> Brand Equity	0,358	7,300	0,000
Brand Authenticity -> Brand Awareness -> Brand Equity	0,129	2,660	0,008
Brand Awareness -> Brand Trust -> Brand Equity	0,436	7,445	0,000

Source: processed primary data, 2023

perception of brand authenticity can directly affect brand awareness, brand image, and quality perception. A business produces a product or service that has an exceptional contribution to brand authenticity that can generate a high level of awareness in the minds of consumers [30]. Brand authenticity can help consumers to recognize and recall brands with unique perceptions.

Brand authenticity in marketing is closely related to credibility and consumer trust in a brand [32]. Consumer perception of brand authenticity can support consumer buying interest. This aligns with [32], which states that brand authenticity can build a good perception after consumers feel the product or service. The brand authenticity of a product can also affect the brand confidence of consumers who use certain products [33]. This research aligns with the study conducted by [34], which states that brand authenticity positively affects consumer brand trust.

Brand awareness has a positive and significant effect on brand equity. It can also be formed through brand trust. If a brand is known and it has been embedded in the

minds of consumers, it will be difficult for the brand to be shifted by other brands, and consumers will never forget the brand that has been known before, even though consumers get offers from other brands. Conversely, If a brand is not in the minds of consumers, then the brand is not considered in the minds of consumers. Brand awareness is the first step in creating brand equity [36]. When consumers know a brand, they are more likely to purchase a brand they are familiar with than the other that is not. So, the more consumers recognize or remember a brand, the more the brand has a high brand awareness value, ultimately increasing brand equity [18], [37]. This research also proves that brand awareness positively and significantly influences brand trust. This aligns with [38], which states that brand awareness affects trust. The higher the brand awareness in the minds of consumers, the more consumer trust in the brand will increase. Brand trust has a positive and significant influence on brand equity. This research also proves the role of brand trust as a mediator of authenticity and brand awareness variables. Research [38] shows that brand trust positively correlates with brand equity. Research [39] also suggests that brand equity is formed from trust.

This research provides implications for business actors, especially companies with price values. Brand equity can be formed from trust. Business actors need to pay attention to reputation, association, predictability, and competence, especially in educational motives perceived by customers. To build brand trust, it is necessary to pay attention to authenticity and brand awareness. The real step that can be taken is to carry out marketing communications. It does not simply compare with other competitors but prioritize the characteristics of the product, which become the main points of the brand.

## 4. Conclusion

The main point of this study is to examine the role of brand trust in building brand equity in a Quadrilateral Brand concept. Quadrilateral Brand is proven to feature significant model flows. Brand authenticity positively and significantly affects brand awareness, trust, and equity. Brand awareness has a positive and significant influence on brand trust and equity. Similarly, brand trust has a direct or indirect effect on brand equity. This study has limitations in the concept of Quadrilateral Brand feedback and has examined the role of brand equity on brand authenticity, awareness, and trustworthiness. The reverse cycle of the Quadrilateral Brand component needs to be explored more deeply to become a holistic and comprehensive brand strategy in the future.



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