Brand Credibility and Brand Reputation on Brand Performance (Case Study of Wardah)

Keyka Poetry[1*], Nadia Rizky Ardiani[2], Lingga Yuliana[3]
[1, 2, 3] Universitas Paramadina, Jakarta, Indonesia

Abstract
The purpose of this study is to investigate the relationship between brand performance reputation and credibility. Quantitative research methodologies are applied. Purposive sampling is used in the sampling method. This survey included 201 respondents in total. Respondents are Indonesian-born women between the ages of 17 and 55 who use skincare and makeup items under the Wardah brand. Through the use of Google Forms, the data source distributes questionnaires that collect primary data. In this study, closed questions with response options of strongly disagree, disagree, agree, and strongly agree were employed on a Likert scale. Version 4.1.0.0 of the SmartPLS tool is used in the partial least squares data analysis method. According to the study's findings, it was obtained that the first hypothesis shows that there is an influence between Brand Credibility and Brand Performance. The second hypothesis shows that there is an influence between Brand Reputation and Brand Performance. This study provides managerial implications where brand credibility and reputation need to be a special concern for beauty business owners. With the presence of many competitors who are ready to shift the position of the brand that has stuck in the hearts of users, it will have an impact on the performance of the company's brand. Consumers no longer make one brand the main priority.
Keywords: Brand Credibility, Brand Reputation, Brand Performance, Skincare

[*]**Corresondence author:**
keyka.poetry@students.paramadina.ac.id

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INTRODUCTION

Changes in lifestyle and rising spending power have contributed to the economy's strong expansion, particularly in the cosmetics sector (Handojo, 2023). In a market that is expanding, competition drives businesses to keep innovating, enhance the quality of their products, and discover fresh approaches to engage with customers. In the end, this helps customers by offering a greater variety of higher-quality products (Wijaya et al., 2019).

With a population of around 250 million, Indonesia is one of the biggest cosmetic markets in Southeast Asia, which makes it a promising market for cosmetic enterprises (Nurgiyanti & Fithriya, 2019) As a result, numerous regional brands that may rival goods from abroad have surfaced. PT. Paragon Technology and Innovation in Indonesia produces the Wardah brand of cosmetics, which is one of these brands that provides Indonesian consumers with premium cosmetic options. Wardah has been successful in establishing a reputation as a company that not only provides high-quality goods but also aligns with the needs and values of Indonesian Muslims.
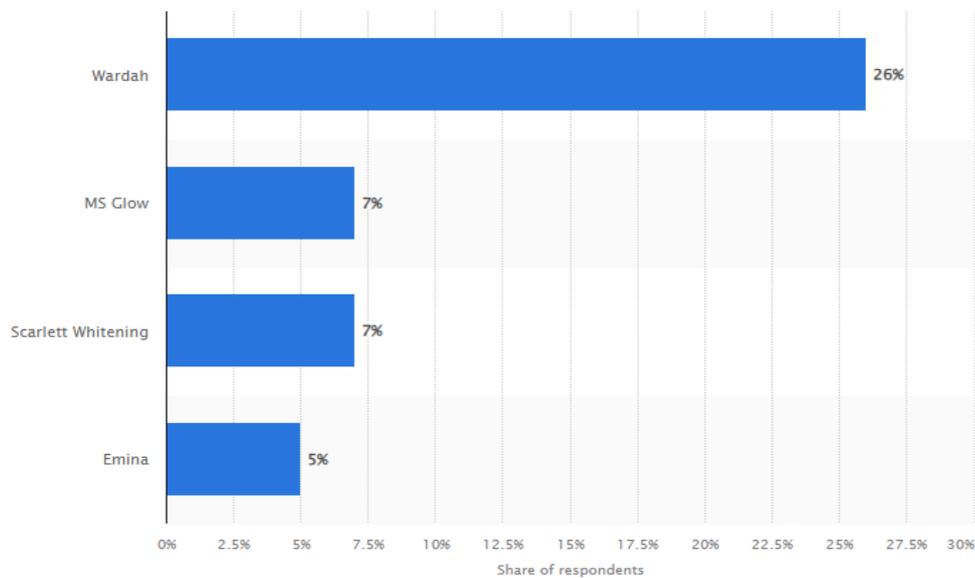

Figure 1. Most popular local skincare brands in Indonesia as of April 2023
Source: Nurhayati in Statista (2023)

About 26% of respondents to a Nurhayati in Statista (2023) performed in Indonesia in 2023 said that Wardah was the most well-liked local skincare brand (figure 1). Since its founding in 1995, Wardah has established a solid reputation as an innovator in Indonesia's halal skincare and cosmetics market. The rising demand in the nation for skincare and cosmetics with halal certification is reflected in the popularity of Wardah.

Conscious beauty has become very popular in Indonesia in recent years. Customers are growing increasingly interested in products that are not just effective but also aligned with their values. Skincare claims like halal, alcohol-free, and dermatologist-tested are becoming increasingly important to Indonesian consumers today. Businesses like Wardah, which sells halal-certified and sustainable products, have become more well-known by meeting the demands of customers for transparency and moral conduct. In the cosmetics industry, there are numerous brands ready to challenge the industry giants. This is a risk since the popularity of a skincare brand could suddenly shift to that of another business ready to challenge the market's dominant players.

Customer perception and product quality are the two main determinants of a brand's success. Believability and brand reputation are two elements that greatly influence this opinion. Brand credibility gauges how much customers believe the company's claims and promises, whereas brand reputation shows how the public views a brand based on its prior achievements and history (Foroudi, 2019). The overall performance of the brand is believed to be influenced

by both of these factors. Brand performance includes things like market share, customer loyalty, and the brand's capacity to maintain high prices. It's interesting to see how the brand's credibility and reputation impact its overall performance in the case of Wardah, which has built a strong reputation in the Indonesian market.

By highlighting their numerous advantages—such as increased revenue, more consumer loyalty, the capacity to charge premium prices, increased employee retention, and lower risk profiles when entering adjacent markets—the study illustrated the importance of brands in enterprises. However, a comprehensive macro-level perspective might not be enough to provide a complete picture of the organization's overall state, thereby hiding underlying problem areas (Psychogios et al., 2024). Instead of concentrating on overall market success attained through the realization of preset goals and targets, Utomo et al., (2022) suggest that an organization can gain competitive advantages beyond its product offerings by turning its attention to the micro level, particularly about brands.

According to Silva et al., (2023), this micro-level concentration also enables a more nuanced portrayal of the organization, its traits, its surroundings, and the relationships between these elements. According to (Arneja & Sharma, 2024), brand performance is a relative indicator of a company's performance in the market. This idea is intrinsically linked to a brand's ability to dominate its market, which can be assessed using metrics like profitability, market share, sales growth, and related indicators (Arneja & Sharma, 2024). In a more comprehensive sense, Brand Performance, as promoted by Zabłocka-Kluczka & Sałamacha (2023), includes the evaluation of both non-financial and financial factors, providing a medium-term viability summary for all involved.

Yuliana et al., (2023) clarified how brand credibility influences brand performance. According to Saajidah et al. (2024), consumers' purchase behavior is influenced by a brand's trustworthiness, which encourages them to continue purchasing, wearing, and using its items. Brand Credibility is a level of consumer trust in brand information provided in a product, therefore consumers need confidence that a brand has the ability and willingness to accomplish what has been promised (Rozania et al., 2024). If a company's brand is reputable, it could be easier to produce excellent brand performance. Furthermore, consumer brand image—which is influenced by a company's experience and dependability—can be improved by brand credibility. Consumer brand image is the capacity and desire of a firm to continuously deliver on its promises (Tirawani et al., 2024).

H1 = There is an influence between Brand Credibility and Brand Performance

Brand reputation significantly affects brand performance, according to research by Yuliana et al., (2023). Consumer perception of a brand is reflected in its reputation, which encompasses not just the quality of its products but also elements like customer service, sustainability, and the brand's entire image. Building a brand's reputation is crucial to increasing its trust, and brand management requires a solid grasp of the relationship between reputation and trust (Ahmadi & Ataei, 2024). Damanik (2024) asserts that building a strong brand reputation is the primary means of fostering consumer trust. When a business has a good reputation, customers are more likely to recognize it as one that values quality, honesty, and reliability (Damanik, 2024).

H2 = There is an influence between Brand Reputation on Brand Performance

Examining how reputation and brand credibility impact the Wardah brand's performance is the aim of this study. Understanding how these three components interact is expected to assist individuals working in the cosmetics industry develop effective branding strategies. Additionally, this research will help the theory of brand management in the Indonesian market to progress.
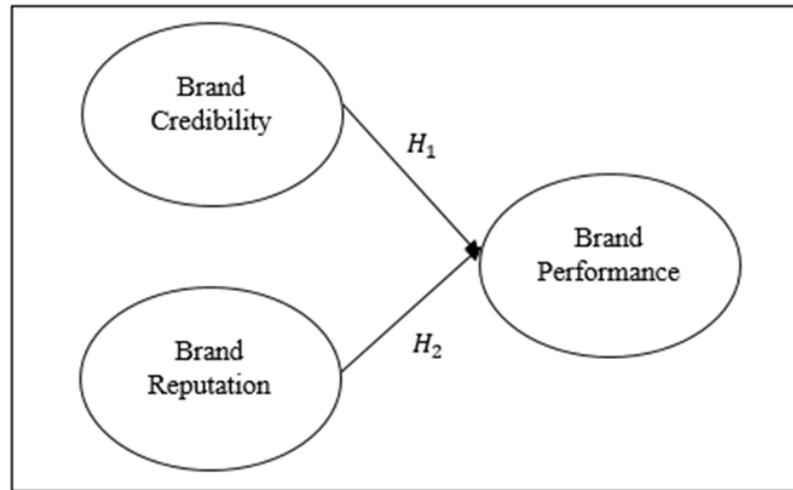
Figure 1. Research Hypothesis

RESEARCH METHOD

As stated by Alfian et al., (2024) the research flow will explain the overall research design. Researchers utilize research design, as defined by (Slamet & Yuliana, 2024), to gather and analyze data to provide findings that address research questions. The research method chosen by the author is a quantitative research type. Purposive sampling is used in the sampling procedure. In all, 201 respondents took part in this investigation. The respondents are Indonesian-born women between the ages of 17 and 55 who use skincare and makeup items from the Wardah brand. Through the use of Google Forms, the data source distributes questionnaires that collect primary data. This study uses closed-ended questions with a Likert scale and four possible answers: strongly disagree, disagree, agree, and highly agree. Version 4.1.0.0 of the SmartPLS tool is used in the partial least square data analysis method.

Table 1. Research Construct

Variable	Indicator	References
Brand Credibility	BC1 = The Wardah brand that I use can provide results according to its claims.	Yuliana et al., (2023); Saksono & Yuliana, (2024); Afdi et al., (2024)
	BC2 = The Wardah brand that I use describes what it claims to be.	
	BC3 = Products from Wardah that I use provide claims that can be trusted.	
	BC4 = The Wardah brand that I use is very reliable	
Brand Reputation	BR1 = The Wardah brand I use has reliable claims for future performance based on customer experience	Yuliana et al., (2023); Sherlyta et al., (2024); Saksono & Yuliana, (2024); Saputri et al., (2024)
	BR2 = The Wardah brand that I use has reliable product durability	
	BR3 = The Wardah brand that I use continues to strive to improve its services and products to better satisfy its consumers.	
	BR4 = The Wardah brand I use updates its services and products to meet its customers' expectations.	
	BR5 = The Wardah brand that I use provides a quick response	
	BR6 = The Wardah brand that I use is very wise	
	BR7 = The Wardah brand I use treats customers with respect in responding to complaints	
	BR8 = The Wardah brand that I use prioritizes customers as the main thing	
	BR9 = The Wardah brand I use cares about customers	

Brand Performance	BP1 = I am very loyal to the Wardah brand that I use	Yuliana, et al., (2023)
	BP2 = I will not buy other brand products if there is a Wardah brand product on the market	
	BP3 = I believe that the Wardah brand that I use has credibility	
	BP4 = I like the Wardah skin products that I use	
	BP5 = This Wardah brand is a priority for me	
	BP6 = This Wardah brand is a top priority compared to other brands	
	BP7 = I have a strong desire to repurchase the Wardah product	
	BP8 = I have a strong desire to make repeat purchases of Wardah products in the long term	
	BP9 = I have a strong desire to make repeat purchases of Wardah products in the long term	
	BP10 = I would recommend others to use the Wardah brand that I use	
	BP11 = I would recommend my family to use the Wardah brand that I use	

RESULTS AND DISCUSSION

Demographic Results

Female respondents aged 17-55 years were the demographics of this study. Google Form was used to distribute the questionnaire, and 201 respondents provided data for it. The respondents of this study were all Indonesian citizens, with 98 people in Jabodetabek, 88 people in Java, 12 people in Bali, 2 people in Kalimantan, and 1 person in Sumatra. According to the latest educational background, 117 people have a Bachelor's degree, 64 people have a High School education, 11 people have a Diploma education, and 9 people have a Master's education. There are 100 students or pupils, 45 Private Employees, 31 Housewives, 10 Freelancers, 10 lecturers or teachers, and 5 Civil Servants, depending on the nature of the job.

Validity Test Results

Ramadhani & Yuliana (2023); Hamdani & Yuliana (2024) stated that in quantitative research, convergent validity testing is very necessary in observing measures that have a positive correlation from similar constructs using alternative steps. Thus, the outer loading and average variance extracted (AVE) values are obtained which are requirements in fulfilling the value (Saputri et al., 2024).

The highest value in the outer loading of a construction can indicate that the related indicators have many similarities, as well as the provisions that have been set in the form of an explanation of the substantial part of each variant indicator by latent variables with a minimum of 5% (Firdaus & Yuliana, 2024; Tarisca & Yuliana, 2024).

The squared load of the indicators related to the construction has a large average value called the Average Variance Extracted (AVE) and the AVE value requirement is 0.5 or greater (Simbolon et al., 2024; Saputri et al., 2024) This indicates that the average construct can explain more than half of the variance of its indicators (Sherlyta et al., 2024). The overall results of the outer loading value > 0.5 even reach the ideal value> 0.7, so each variable is declared valid (Yuliana, et al., 2023; Ningsih et al., 2023).

Khoiroh et al., (2023) stated that the next convergent validity test is by checking the Average Variance Extracted (AVE) value. Based on the AVE value obtained, the value of each variable is above 0.5 so the variable is declared invalid. The highest AVE value is in the brand Credibility variable with a value of 0.730. The lowest AVE value is in the brand variable Performance with a value of 0.629.

Reliability Test Results

Reliability testing is a test of the research instrument, the next stage is using SmartPLS 4.1.0.0 with the PLS-Algorithm procedure (Marianti et al., 2023; Justiana & Yuliana, 2024). The instruments in the results of this study are reliable because the results of the respondents' answers can be considered consistent with values above 0.7 (Yuliana et al., 2022). The following are the values obtained from the results of processing the validity, reliability, and AVE tests which are listed in Table 2 below:

Table 2. Validity, Reliability, and AVE Tests

Variable	Indicator	Loading Factor	Reliability Test	AVE
Brand Performance	BP1	0.783	0.949	0.629
	BP3	0.730		
	BP4	0.826		
	BP5	0.790		
	BP6	0.755		
	BP7	0.851		
	BP8	0.860		
	BP9	0.789		
	BP10	0.824		
	BP11	0.807		
Brand Reputation	BR1	0.836	0.959	0.723
	BR2	0.842		
	BR3	0.865		
	BR4	0.861		
	BR5	0.820		
	BR6	0.841		
	BR7	0.840		
	BR8	0.880		
	BR9	0.864		
Brand Credibility	BC1	0.871	0.915	0.730
	BC2	0.853		
	BC3	0.849		
	BC4	0.844		

Source: Processed data (2024)

Hypothesis Test Results

Based on the hypothesis results, it can be stated that the overall results of the hypothesis testing are supported, as presented in Table 3.

Table 3. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis Results
Brand Credibility -> Brand Performance	0.202	0.203	0.065	3,081	0.002	Supported
Brand Reputation -> Brand Performance	0.700	0.699	0.062	11,284	0.000	Supported

Source: Processed data (2024)

Based on Table 3 above, a detailed discussion will be explained for each hypothesis as follows:

1. This study shows that the Brand Credibility variable has a positive effect on Brand Performance and is very significant (β=0,202;p=0,002). The path coefficient value shows a unidirectional relationship between the two variables. In addition, the p-value <0.05 provides the conclusion that Brand Credibility has a significant effect on Brand Performance. Based on this description, it can be concluded that Hypothesis 1 is supported.
2. This study shows that the Brand Reputation variable has a positive effect on Brand Performance and is very significant (β=0,700; p=0,00). The path coefficient value presents a unidirectional relationship between the two variables. In addition, the p-value <0.05 provides the conclusion that Brand Reputation has a significant effect on Brand Performance. Based on this description, it can be concluded that Hypothesis 2 is supported.
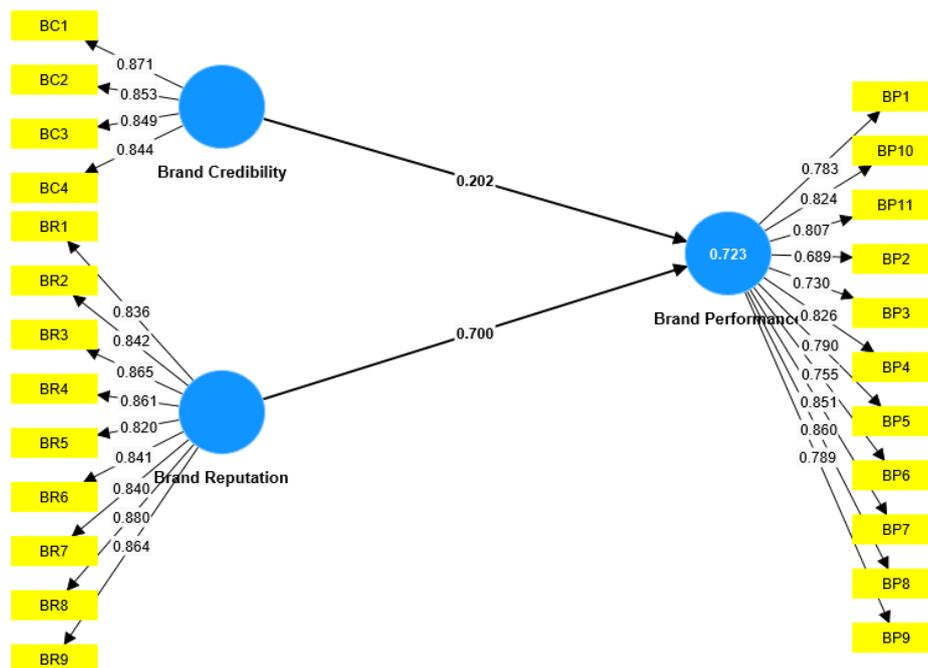

Figure 2. Test Results with SmartPLS Analysis Tool
Source: Processed data (2024)

The coefficient of determination, or R square, is shown in Table 4 and indicates the extent to which the independent data can account for the dependent data. R square ranges from 0 to 1, where the closer the number is to 1, the better. The dependent variable in Table 4, brand performance, has a R Square value of 0.723. Accordingly, brand credibility and brand performance account for 72.3% of brand performance. However, additional independent variables account for 27.7%.

Table 4. Coefficient Determinant

	R-square	R-square adjusted
Brand Performance	0.723	0.720

Source: Processed data (2024)

Predictive relevance is a test that looks at the Q square value to demonstrate how successfully the observation value is created utilizing the blindfolding technique. Each variable's Q square value is greater than 0 in Table 5. This indicates that there is a good observation value for this variable.

Table 5. Predictive Relevance (Q2)

	SSO	SSE	Q² (=1-SSE/SSO)
Brand Credibility	804.000	369.128	0.541
Brand Performance	2211.000	1000.723	0.547
Brand Reputation	1809.000	646.454	0.643

Source: Processed data (2024)

The appropriateness of the connection between the independent and dependent variables is described by the Goodness of Fit in Table 6. The research model has satisfied the Goodness of Fit requirements, according to the reference in Goodness of Fit, where the SRMR value in Table 6 is 0.072.

Table 6. Goodness of FIT

	Saturated model	Estimated model
SRMR	0.072	0.072
d_ULS	1.570	1.570
d_G	1.147	1.147
Chi-square	1069.670	1069.670
NFI	0.770	0.770

Source: Processed data (2024)

Discussion

The First Hypothesis shows that brand performance is influenced by brand credibility. This alignment is consistent with the findings of prior research by Yuliana et al., (2023), who conducted research with a case study of the Indomie brand. Yuliana et al., (2023) emphasize that brand credibility pertains to the trustworthiness of the product information associated with a brand. Consumers may rely on dependable products that are associated with highly credible companies. Brands need to stick to what they say. One of the psychological elements that can influence a buyer's decision is brand credibility. This is directly tied to how a consumer views a brand and how much they believe the brand represents the business.

The credibility of a brand is determined by its clarity, consistency, and obvious investment. Marketers of the Wardah brand should invest in establishing a solid reputation for the brand and fostering favorable brand attitudes to boost sales and purchase intentions. As a brand that upholds the halal principle, Wardah shows that the value, safety, and raw material composition of its products are all maintained. People who use products bearing the Wardah brand therefore have faith in the brand and think it performs very well.

The second hypothesis suggests that brand performance is influenced by brand reputation. This alignment is consistent with the findings of prior research by Yuliana et al., (2023), who conducted research with a case study of the Indomie brand. Brand management must be aware that brand reputation can be destroyed or built-in seconds in an era where information can spread quickly through social media and online platforms. A good reputation in Wardah gives consumers confidence that they can rely on the brand to consistently meet their expectations.

Customers can feel more at ease and confident when selecting products or services from a brand with a high reputation because it can lessen their uncertainty. Furthermore, long-term customer loyalty is significantly influenced by brand reputation. Even when other items or brands in the market change, customers who are happy with their brand experience and trust in its reputation are more inclined to stick with it. Wardah as a brand that carries the halal concept is very concerned about product quality and is selective in choosing brand ambassadors to represent its products. With this step, Wardah maintains its brand reputation so that it can improve its brand performance to become a trusted Indonesian skincare brand.

CONCLUSION

Based on the results of the research and discussion above, it was obtained that the first hypothesis shows that there is an influence between Brand Credibility and Brand Performance. The second hypothesis shows that there is an influence between Brand Reputation and Brand Performance. This study provides managerial implications where brand credibility and reputation need to be a special concern for beauty business owners. With the presence of many competitors who are ready to shift the position of the brand that has stuck in the hearts of users, it will have an impact on the performance of the company's brand. Consumers no longer make one brand the main priority.

If there is a product innovation offered by another brand, consumers will quickly respond to the presence of a new product. Then there is a purchase of competitor products, either from local or imported skincare brands. As a local cosmetic company, it is necessary to express a sense of love for local products. This will certainly help the running of local companies with the presence of similar competitors from abroad. So that it can reduce people's dependence on shopping for imported products.

This study has limitations in only identifying brand credibility, brand reputation and brand performance with partial testing. Suggestions for similar research by adding other variables such as brand awareness, brand love and brand engagement.

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