

User Generated Content As a Moderating Variable of the Influence of Brand Trust on Customer Satisfaction

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ABSTRACT

Penelitian ini bersifat kuantitatif dengan pendekatan eksplanatori, yaitu pendekatan yang mengandalkan ekspektasi hipotetis berdasarkan penelitian sebelumnya. Data yang digunakan dalam penelitian ini adalah data sekunder yang diperoleh peneliti dari perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia periode 2019-2024. Data yang diperoleh peneliti dianalisis menggunakan alat analisis smart PLS 4.0. Hasil penelitian menunjukkan bahwa hipotesis yang digunakan dapat diterima dan terbukti. Baris pertama pada tabel ketiga di atas menunjukkan nilai-P positif dan berada di bawah tingkat signifikansi 0,05, yaitu 0,015. Hasil ini sejalan dengan penelitian Ajeng Syuhada Alawiyah (2022); (Khoirul Adzman 2021); (Amanda 2024) & (Sania 2022). Baris di bawah ini juga menunjukkan warna yang serupa, yaitu variabel Return on Equity dapat memoderasi pengaruh variabel Return on Assets terhadap variabel harga saham karena alasan yang sama, yaitu nilai-P positif dan di bawah tingkat signifikansi 0,05, yaitu 0,000. Dengan demikian, dapat disimpulkan bahwa hipotesis pertama dan kedua dalam artikel ini dapat diterima dan terbukti.

This research employs a quantitative explanatory approach, relying on previous research to generate new hypotheses, modifying and proving them. The data used in this article are primary data obtained from three hundred and thirty-five COFFEE Kenagan consumers across Indonesia. The data obtained were analyzed using the Smart PLS 4.0 analysis tool. The result in this article show that the Brand Trust variable can have a positive relationship and a significant influence on Customer Satisfaction due to the P-Values that are positive and below the 0.05 significance level, namely 0.012. These results mean that the better the Brand Trust, the more it will result in the product being recognized as a quality product. In addition, the User Generated Content variable can also moderate the influence of the Brand Trust variable on Consumer Satisfaction due to the same thing, namely the P-Values that are positive and below the significance level. Thus, it can be concluded that the first and second hypotheses in this article can be accepted and proven.



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INTRODUCTION

According to (Achmad 2020) states that satisfaction is defined as an evaluation after a purchase resulting from a comparison between expectations before purchase and actual performance and Putri (2020) states that consumer satisfaction is a feeling of pleasure or disappointment of consumers that

comes from a comparison between their impressions of the performance (results) of a product with expectations, while (Aprileny, Imalia, and Emarawati 2020) states that satisfaction is an emotional response felt by consumers when they enjoy the experience of using or consuming a product/service. According to (Sinaga, Irianto, and Widiyanti 2017) that satisfaction is a consumer response to the evaluation of perceived discrepancies/disconfirmations between previous expectations (or other performance norms) and the actual performance of the product felt after use, another opinion from (Ahmad Afan Zain 2022) states that consumer satisfaction is a consumer evaluation of a good or service that is considered appropriate or has met the needs and expectations of consumers and (Lupiyoadi 2014) states that satisfaction is a contribution to a number of crucial aspects, such as creating consumer loyalty, improving company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity. According to (Lovelock 2016) that consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are in accordance with what is expected and are fulfilled well and another opinion put forward by (Ferdiana Fasha, Rezqi Robi, and Windasari 2022) stated that consumer satisfaction is an emotional state/reaction after receiving service delivery, which can be in the form of anger, dissatisfaction, irritation, neutrality, joy and pleasure and (Philip 2013) stated that satisfaction is a consumer response to fulfillment. This is a statement that the features/attributes of the product or service itself produce a pleasant level of relative consumption fulfillment.

According to (Widyo Kristantyo 2021), customer satisfaction is a summary of psychological conditions that result when emotions surrounding expectations are not matched and are multiplied by feelings formed regarding the consumption experience. According to (Susanto and Semuel 2013), consumer satisfaction is an emotional response to experiences related to purchased products or services. Consumers who are dissatisfied with the goods or services they consume will look for other companies that are able to meet their needs. Meanwhile, according to (Keller 2016), consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product they think about with the expected performance.

In determining the level of consumer satisfaction, there are five main factors that must be considered by the company, namely (Kotler 2017): 1. Product quality Consumers will feel satisfied if their evaluation results show that the products they use are of good quality. 2. Service quality Especially for the service industry, consumers will feel satisfied if they get good service or that meets their expectations. 3. Emotional Consumers will feel proud and gain confidence that others will be amazed by them when using products with certain brands that tend to have a higher level of satisfaction. The satisfaction obtained is not due to the quality of the product but the social value that makes consumers satisfied with certain brands. 4. Price Products that have the same quality but set a relatively cheap price will provide higher value to consumers, 5. Cost Consumers who do not need to incur additional costs or need to waste time to get a product or service tend to be satisfied with the product or service.

There are several factors that can influence customer satisfaction, one of which is brand trust. According to (Tjiptono 1997), trust in a brand is an important aspect of brand loyalty. Trust in a brand is defined as the willingness of consumers to trust or rely on a brand in a risk situation due to the expectation that the brand in question will provide positive results. According to (Farida 2019), good marketing communication in its implementation will influence positive perceptions of the brand's trustworthiness, and vice versa, brand trust encourages integrated marketing communications. According to Suhardi & Irmayanti (2019), brand trust is the ability of a brand to be trusted, resulting from consumer confidence that the product is able to fulfill the promised value and the brand's good intentions are able to prioritize consumer interests. Trust can be built by the existence of expectations to act accordingly to meet needs and trust in other parties, that the brand can be trusted and provides hope to fulfill consumer desires. According to (Nurcahya 2015), there are three factors that form brand trust, namely: 1. Opportunistic behavior: Negative influence on relationships because it is oriented towards deception. 2. Consumers' predetermined set: Recognition that consumers can be influenced by factors not necessarily within their direct control, namely parental influence and life stage. 3. Communications: Sharing formal and informal information and timely information. According to (MAHENDRA 2022) explains there are four indicators of brand trust as follows: 1. Brand Credibility, namely brand credibility as the trust of the product source that is in the brand to be able to improve the quality and value of the brand. 2. Brand Competence, namely brand competence can be felt when consumers realize the quality

of the product or service being promoted according to demand. 3. Brand Goodness, namely the goodness of the brand describes the company's image to consumers. Value benefits such as health, social, and conditions can be enjoyed by consumers when purchasing the product. 4. Brand Reputation, namely the brand's reputation in the minds of consumers realize that the brand will be stable in creating product quality. So consumers are willing to pay a high price.

Several previous studies (Maria 2017); (Nikmah 2023); (TAMBAK 2025) & (Prameswari 2021) show that Brand Trust can have a positive relationship and a significant influence on Consumer Satisfaction. Unlike the studies (Maria 2017); (Nikmah 2023); (TAMBAK 2025) & (Prameswari 2021), this article adds User Generated Content as a moderating variable.

METHOD

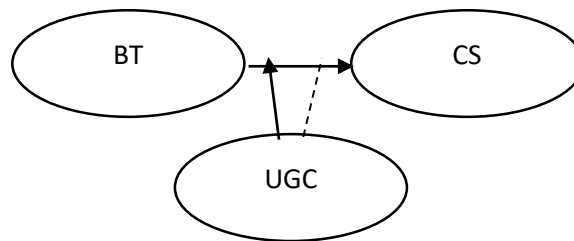


Figure 1. Model

Noted:

BT: Brand Trust

CS: Customer Satisfaction

UGC: User Generated Content

Hypothesis:

H1: The Influence of Brand Trust on Assets on Customer Satisfaction

H2: User Generated Content Can Moderates The Influence of Brand Trust on Assets on Customer Satisfaction

The first figure above shows that this article aims to analyze the influence of Brand Trust on Consumer Satisfaction. This objective aligns with previous research, which suggests that User-Generated Content moderates the influence of Brand Trust on Consumer (Maria 2017); (Nikmah 2023); (TAMBAK 2025) & (Prameswari 2021). This research employs a quantitative explanatory approach, relying on previous research to generate new hypotheses, modifying and proving them (Sugiyono 2019). The data used in this article are primary data obtained from three hundred and thirty-five COFFEE Kenagan consumers across Indonesia (Amron 2018). The data obtained were analyzed using the Smart PLS 4.0 analysis tool, with a more complete explanation below (Amron 2018).

RESULTS AND DISCUSSION

Background Analysis

According to (Achmad 2020)states that satisfaction is defined as an evaluation after a purchase resulting from a comparison between expectations before purchase and actual performance and Putri (2020) states that consumer satisfaction is a feeling of pleasure or disappointment of consumers that comes from a comparison between their impressions of the performance (results) of a product with expectations, while (Aprileny, Imalia, and Emarawati 2020)states that satisfaction is an emotional response felt by consumers when they enjoy the experience of using or consuming a product/service. According to (Sinaga, Irianto, and Widiyanti 2017) that satisfaction is a consumer response to the evaluation of perceived discrepancies/disconfirmations between previous expectations (or other performance norms) and the actual performance of the product felt after use, another opinion from (Ahmad Afan Zain 2022)states that consumer satisfaction is a consumer evaluation of a good or service that is considered appropriate or has met the needs and expectations of consumers and (Lupiyoadi 2014) states that satisfaction is a contribution to a number of crucial aspects, such as creating consumer loyalty, improving company reputation, reducing price elasticity, reducing future transaction costs, and

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Validity Test

The first stage in this article is the validity test stage of the data that researchers obtained from three hundred and thirty-five Kenagan Coffee consumers spread throughout Indonesia. Researchers have collected them and tested them, along with the results of the validity tests in this article (Sarstedt et al. 2014):

Table 1. Validity Test

Variable	Question Item	Loading Factor
Brand Trust (X)	Brand Trust Can Influence Consumer Satisfaction	0.887
	Brand Trust Can Increase Product Sales	0.892
	Brand Trust Can Create Loyal Consumers	0.899
	Brand Trust Can Increase Market Share	0.912
Customer Satisfaction (Y)	Consumer Satisfaction Can Be Influenced by Brand Trust	0.925
	Consumer Satisfaction Can Be Influenced by User-Generated Content	0.942
	Consumer Satisfaction Can Be Influenced by Loyal Consumers	0.951
User Generated Content (Z)	Brand Trust Can Increase If Market Share Also Increases	0.928
	User-Generated Content Can Influence Consumer Satisfaction	0.973
	User-Generated Content Can Strengthen the Influence of Brand Trust on Consumer Satisfaction	0.981

Valid > 0.70

Reliability Test

The next stage is the reliability testing stage for the variables used in this article, which includes the Brand Trust variable, the Customer Satisfaction variable, and the User-Generated Content variable. To find out, here are the results of the reliability tests in this article (Ghozali 2016):

Table 2. Reliability Test

Variable	Compoite Reliability	Cronbach Alfa	Loading Factor
Brand Trust	0.882	0.835	Reliable
Customer Satisfaction	0.926	0.882	Reliable
User Generated Content	0.973	0.925	Reliable

Reliable > 0.70

Path Coefisien

The final stage serves to confirm whether the hypotheses used in this article can be proven or not. In this study, there are two hypotheses: the Brand Trust variable can have a positive relationship and significant influence on consumer satisfaction, and the User Generated Content variable can moderate the influence of the Brand Trust variable on consumer satisfaction. (Hair 2010).

Table 3. Path Coefisien

Direct Influence	Variable	P-Values	Noted
	BT->CS	0.012	Accepted
Indirect Influence	UGC* ROA->SP	0.000	Accepted

Significant Level < 0.05

The results of the third table above indicate that the Brand Trust variable can have a positive relationship and a significant influence on Customer Satisfaction due to the P-Values that are positive and below the 0.05 significance level, namely 0.012. These results are in line with previous studies, namely (Maria 2017); (Nikmah 2023); (TAMBAK 2025) & (Prameswari 2021). These results mean that the better the Brand Trust, the more it will result in the product being recognized as a quality product. In addition, the User Generated Content variable can also moderate the influence of the Brand Trust variable on Consumer Satisfaction due to the same thing, namely the P-Values that are positive and below the significance level. Thus, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

CONCLUSION

The results of the third table above indicate that the Brand Trust variable can have a positive relationship and a significant influence on Customer Satisfaction due to the P-Values that are positive and below the 0.05 significance level, namely 0.012. These results are in line with previous studies, namely (Maria 2017); (Nikmah 2023); (TAMBAK 2025) & (Prameswari 2021). These results mean that the better the Brand Trust, the more it will result in the product being recognized as a quality product. In addition, the User Generated Content variable can also moderate the influence of the Brand Trust variable on Consumer Satisfaction due to the same thing, namely the P-Values that are positive and below the significance level. Thus, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

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