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Configure the Symmetrical and Asymmetrical Paths of Brand Equity and Relationship of Firm Created Content and User Generated Content as Antecedent

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ABSTRACT

This study aims to investigate in the relationship FCC, UGC, Customer Experience satisfaction towards Brand Equity and Purchase Decision on the subject of e-commerce research in Indonesia (e.g., Lazada, Tokopedia, and Bli-Bli). This study used two research methods: exploratory research (exploratory research) and descriptive research (descriptive analysis). This study's total population was 200 eligible. The collection data with online survey. This study's testing phase is through three phases: first, the reliability of the construct configuration for brand association, brand awareness, brand reputation, and brand performance on brand equity. Second, the relationship that explains the direct and indirect effects of UGC and FCC on brand equity and purchase intention; third, the relationship that demonstrates the impact of variable customer experience satisfaction on brand equity and purchase intention. The result of this study shown from the seven symmetrical paths, the direct relationship is found significant results except for variable relationships such as UGC and FCC on Purchase Intention, which states that there is no significant effect. For example, the indirect relationship between FCC and Purchase Intention mediated by the Brand Equity variable states that there is no positive and significant effect. Except for the relationship between UGC on Purchase Intention mediated by Brand Equity and Brand Equity on Purchase Intention mediated by the Customer Experience Satisfaction variable. Both found that there was a positive and significant relationship.

INTRODUCTION

As the digital revolution accelerates, brands are gradually shifting to e-commerce as their mainstream marketing communication channel. Brands are increasingly designing, posting and managing various types of content on e-commerce platforms to engage with their customer base, increase their product awareness and interest, and possibly influence the buying behaviour of their customer (Batra & Keller, 2016). While Firm Generated Content (FGC) is professionally designed and managed by the marketing team of the brand by default, e-commerce platforms also allow users to

create their own content, such as user posts on brand pages, comments, shares, and brand posts. Such User Generated Content (UGC) is different from FGC in that while the former represents the "crowd's wisdom," the latter is part of the brand's social advertising. Firm Generated Content (FGC) is defined as information on e-commerce channels produced by marketers on official brand pages (Rauschnabel et al., 2016). FGC on E-commerce illustrations involve textual brand posts promoting previous deals Videos about new product launches, or brand-created videos. Studies have shown, for instance, that the volume of FGC is related to higher Purchases by customers and sales of brands (Ceballos et al., 2016) In this study, we take into account all relevant FGC content features that are part of the content strategies of brands on e-commerce. The frequency of brand posts is captured by FGC volume, FGC valence captures their positive, negative or neutral sentiment and FGC vividness captures their richness, ranging from text to videos. User Generated Content (UGC) is defined as user-generated brand-related content (Ceballos et al., 2016). Examples of UGC's User posts on the brand's wall are included on e-commerce pages; engagement with brand posts through liking, sharing and commenting; as well as the brand's user-created stories. Valence and the most relevant dimensions of UGC, highlighted in previous research, are volume (see the recent (Babić Rosario et al., 2016) meta-analysis). It is generally accepted that the marketing funnel comprises four components: awareness, consideration, purchase intent and satisfaction (Duffett, 2015; Lee et al., 2019; Lim et al., 2016; Spears & Singh, 2004). Awareness refers to the extent to which customers know the existence of a brand; consideration includes the willingness of customers to buy from the brand potentially; purchase intent implies that customers have mentally committed to a purchase; while customer satisfaction captures the experience of the post-purchase product. While many marketers prioritize the phases of consideration and purchase intent, both awareness and satisfaction help determine progress towards purchase and loyalty, respectively, due to their direct link to company sales (Bruneau et al., 2018; Lee-Kelley et al., 2003). We provide the conceptual underpinnings of the relationships between FGC, UGC and each stage of the marketing funnel in based on the theories obtained from the processing of consumer information and source credibility. The purchase decision is based on several factors, whether stimulated from or based on logical and psychological considerations. Even a purchasing decision can come from a government regulation (Sun, Zhang, Lin & Zheng, 2021). For example, the Chinese government decision started in 2000, which issued a policy of buying a house for someone based on the length of time someone has worked in a city (Sun, Zhang, Lin & Zheng, 2021). This also seems to confirm why the text-messaging application WeChat is only centered for consumption in China, or why a Facebook service in Saudi Arabia has not been allowed, or why a feature film cannot be shown in certain countries. Indeed, various considerations on behalf of the state seem to dictate the decision-making of the people who must obey what has been determined.

On the other hand, the stimulus regarding decision making can also come from internal psychological factors. The only aspect of love that seems momentary can also make a person make irrational buying decisions (Kang, Shin, & Ponto, 2020) or because of a purchase decision made due to rationalization factors (Enneking, Neumann & Henneberg, 2007). Apart from that, purchasing decisions can also come from external stimuli; for example, because of a good marketing strategy (e.g., Sohn & Ko, 2021; Du & Lin, 2017; Lu, He, Lian, Ba & Wu, 2020; Hartmann, Plouffe, Kohsuwan & Cote, 2020). Even purchasing decisions can occur because producers are right to choose the momentum to start their pro to the environment (Tsai et al., 2020). Concerning buying decisions, the role of the brand plays an essential key to maximizing product visibility. Building a strong brand is not an easy job. The availability of substitute products with various brands in the market makes it easy for consumers to switch brands. This brand boom resulted from the easier way to

communicate over hundreds of cable channels to the Internet, product placement in films, and even via cell phones. The convergence of product performance and service levels in many industries has made brands more challenging to maintain. Meanwhile, the economic downturn has divided marketers by cutting corporate budgets (Aufreite, D and Gordon, 2003). Some companies are starting to build their brands on a more scientific basis. It pushes marketing to new frontiers. The key is to combine forward-looking market segmentation with a more precise understanding of customer needs and brand identity. A wealth of information on customers and buying patterns can be obtained by studying everything from loyalty programs to cheap internet-based surveys. The availability of more up-to-date and easily accessible statistical tools makes it possible to perform these tasks more precisely and accurately. Reaching the next level requires more stringent data-driven excellence. Developing a brand equity engagement strategy requires such steps as, in this first step, brand development aims to create "brand salience," or awareness - in other words, it is necessary to ensure that the brand stands out and that customers recognize it and recognize it. Identity and brand awareness but brand perception must be "right" at crucial stages of the buying process. This process begins with knowing who the target customer is. The second step aims to identify and communicate what the brand means; the focus is on performance and image. Performance determines how well an existing product meets customer needs. Image refers to how well our brand can meet customer needs on a social and psychological level. Third, customer responses to brands fall into two categories: ratings and feelings, and fourth is brand loyalty. A brand is a long-term investment of a company which, if managed optimally, will provide big profits for the companies that control it. Global brands that have survived decades, some of which have now managed to become the most expensive brands because they are led by successful brand management planning.

Brand awareness is the ability of consumers to recognize or remember a brand, including names, images, logos, as well as certain slogans that have been used by the brand in promoting their products. The ability of consumers to recognize and remember brands play a significant role in the decision of someone to buy goods. Building awareness of a brand can be achieved if a brand is considered familiar. Familiarity in the meaning of the word is easily called and remembered, and is familiar regarding excellent service (Ha & Perks, 2005; Jo Hatch & Schultz, 1997; Kotler, 2012; Vila et al., 2015). Brands are also a place to establish communication with consumers through the delivery of messages, build the motivation of consumers to buy them, shape the emotions of consumers to the creation of consumer loyalty. It is undeniable that every high-quality product or bona fide company is always associated with an attractive, unique and easy to remember the brand. In other words, most successful big businesses succeed in creating a branding process that can create a perception for customers to associate a particular product or service to a brand. Attitudes toward certain brands often influence whether consumers will buy or not. Positions will form perception and trust. A positive attitude towards a particular brand will allow consumers to make purchases of the brand. Otherwise, an adverse reaction will prevent consumers from making investments. Forming attitudes towards brands psychologic is established based on three main components derived from cognitive aspects or trust in the brand, useful or consumers evaluating the brand and the conative aspects or decision making on a brand. Cognitive and emotional elements of the brand for consumers can be formed if consumers assume that the product has a right and quality product (Batra & Ahtola, 1991), thus creating confidence and comfort for consumers to use it (Keller & Aaker, 1992; Pappu et al., 2005).

Apart from that, trust in a brand or product is formed if the consumer perception states that the brand is used by many people (Hwang & Kim, 2018; Washburn & Plank, 2002). Based on this,

the conative aspects for consumers to determine purchases of a product or brand can occur (Mattila & S, 2001). In other-side, Brand integrity is a whole series of consumer perceptions about a company, brand or even product that is reflected through a consistent image and reputation that is responsible and responsible for fulfilling expectations rather than customers. Integrity is closely related to honesty and responsibility and upholds ethical and moral norms especially in business ethics to protect consumer rights. Keller and Aaker in 1992 showed that there was a significant relationship between perceptions to shape attitudes for consumers in deciding purchases. While the relationship between integrity to brand performance as the results of the research put forward by Akrouit & Nagy, (2018) states that the values of honesty or trust in a brand have an impact on consumer attitudes and brand performance itself, integrity is form through positive testimonials. By definition brand reputation is a translation that relates to the image and judgment of an outsider on the quality of a product or brand. Reputation is built in several periods and represented as consistency of the attributes inherent in the company. The higher the level of brand trust that consumers have, the stronger the communication made by a community to the brand. The good or bad reputation of a product can be influenced by consumers' experience, someone's recommendations, reporting, and public relations owned by the company. The brand's reputation must be reflected not only through experience but also the ability of the company's marketing relations as a strategy to introduce new products or maintain the sustainability of products that have long been created. The reputation of a brand and product is considered good as long as the product or brand is considered to have goodness and satisfaction (Lombart & Louis, 2016; Sirdeshmukh et al., 2002; Spears & Singh, 2004; Xie & Peng, 2009). The formation of a brand's reputation is also inseparable from the reliability and suitability of what is advertised and what consumers have felt after the purchase of the product or brand (Delgado-Ballester & Luis Munuera-Alemán, 2001; DelVecchio, 2000; Foroudi et al., 2014). Because the reputation of a brand provides an opportunity for loyal customers so that in their journey to handle a brand does require special and maximum attention.

Concerning this study, we use the theoretical basis of TPB as the research foundation. TPB (Theory Planned Behavior) is an extension of the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 2012). TRA contains an explanation that there is a level of behavior formed from two main factors, namely Attitude to lead the behavior and Subjective norms (Fishbein & Ajzen, 1976) The characteristics in Theory Planned Behavior (TPB) include:

1. Attitudes towards behavior; the difference between Attitude and behavior, thus presenting an action that leads to behavior. Individuals can do something according to the Attitude they have towards the behavior. In other words, Attitude is a vehicle for guiding someone to behave.
2. Perception control behavior; each individual cannot fully control his behavior, meaning that he is under control under certain conditions. An individual's control over behavior is caused by two factors: internal factors (skills, willingness, information) and external factors (the environment around them). Perceptions of behavioral control define that where a person understands the behavior, he shows and reviews his self-control results.
3. When the individual carries out a particular action to be accepted by other people who are considered necessary in his life, he will receive what he will do.

The normative consideration is awareness of the pressure from the social environment around it. The contribution of TPB was studied empirically by (Asmara et al, 2019; Giampietri et al., 2018; Sultan et al., 2020; Tomić Maksan et al., 2019), and the results obtained were effectively used

to study various forms of behavior. TPB consists of three main interrelated factors: attitudes, subjective norms or social environment, and perceived behavioral control, which are new additions developed from previous theories (Kim et al., 2020; Sembada & Koay, 2019). Attitudinal beliefs are individual judgments about the consequences of the actions taken (good or bad, useful or less useful). Self-confidence is driven by a series of experiences and insights that the individual has (Zhu, 2013). Attitude is measured by two indicators: experiential and instrumental perspectives (Ajzen, 1991). Experimental philosophy is an overall practical evaluation of previously experienced behavior. The actions taken will be recorded by the individual and evaluated as positive or negative. If the action results are considered acceptable, the individual will give a positive signal, and vice versa. Instrumental attitude is the result of something learned by individuals. In online shopping, experiential and instrumental attitudes are experiences and translations of the individual's experiences in carrying out entrepreneurial activities. Normative beliefs are individual judgments based on the opinion of the surrounding social environment. (Cormier & Magnan, 2014; Firman & Putra, 2020) describes the social environment referred to as people who have close relationships with these individuals, such as family, friends, and role models; these people can influence decisions. To measure the subjective-norms criteria, the normative beliefs and motivation to comply are used. Asmara et al., (2019) used normative belief indicators to measure the effect of judgments from others who were trusted (referred to) on the behavior carried out.

Perceived behavioral control is a factor that aligns intentions and actions with the presence of resources and opportunities. The more resources and options, the higher the behavioral power. Perceived behavioral management can be measured through belief control and perceived strength. (Fredrickson, 2001; Katz & Kahn, 1978) explain control belief as a psychological concept close to self-efficacy, functioning as something that encourages or inhibits action due to its limitations. If a person has a more generous limit, control confidence will be debilitating. If the limit is considered low, it is empowering. The restrictions mentioned in entrepreneurship are not only intangible resources but also include intangible resources. In connection with the description that has been stated, objectively; this study aims to investigate in the relationship between firm created content (FCC), User Generated Content (UGC), and Customer Experience satisfaction towards Brand Equity and Purchase Decision on the subject of e-commerce research in Indonesia (e.g., Lazada, Tokopedia, and Bli-Bli) which we have illustrated as in Figure 1.

RESEARCH DESIGN

1. *Sample Criteria*

This study used two research methods: exploratory research (exploratory research) and descriptive research (descriptive analysis). This study's total population was 200 eligible samples from students with criteria aged 18-27 from various educational backgrounds (i.e., bachelor or master). All research samples are consumers who have shopped at e-commerce (e.g., Lazada, Tokopedia, and Bli-Bli) at least once on these three e-commerce characteristics. The sampling method used was an online survey with variable measurement coding using a Likert scale (1 = Strongly Disagree, 5 = Strongly agree) with purposive random sampling mode.

2. *Measurement*

Four primary constructs, namely measure variable Brand Equity (e.g., Brand Association, Brand Awareness, Brand Reputation, and Brand Performance) which are illustrated in Table 1. Firm Created Content (FCC), User-Generated Content (UGC) measured by six items while 11 items

measure purchase Intention. This study's testing phase is through three phases: first, the reliability of the construct configuration for brand association, brand awareness, brand reputation, and brand performance on brand equity. Second, the relationship that explains the direct and indirect effects of UGC and FCC on brand equity and purchase intention; third, the relationship that demonstrates the impact of variable customer experience satisfaction on brand equity and purchase intention. So that the directors of each phase of analysis are to measure the following hypothesis:

- H1: Brand Association, Brand Awareness, Brand Reputation, and Brand Performance Together can form Brand Equity as a latent variable
- H2: Firm created content has a significant direct effect on brand equity and purchase intention
- H3: User-Generated Content has a significant direct effect on brand equity and purchase intention
- H4: Mediating variable brand equity contributes positively and significantly in bridging the relationship between Firm Created Content and purchase intention
- H5: Mediating variable brand equity contributes positively and significantly in bridging the relationship between User-Generated Content and purchase intention
- H6: Brand Equity has a significant effect on Customer Experience Satisfaction
- H7: Consumer Experience Satisfaction has a significant effect on Purchase Intention
- H8: Mediation variable Consumer Experience Satisfaction contributes positively and significantly in bridging the relationship between Brand Equity and purchase intention

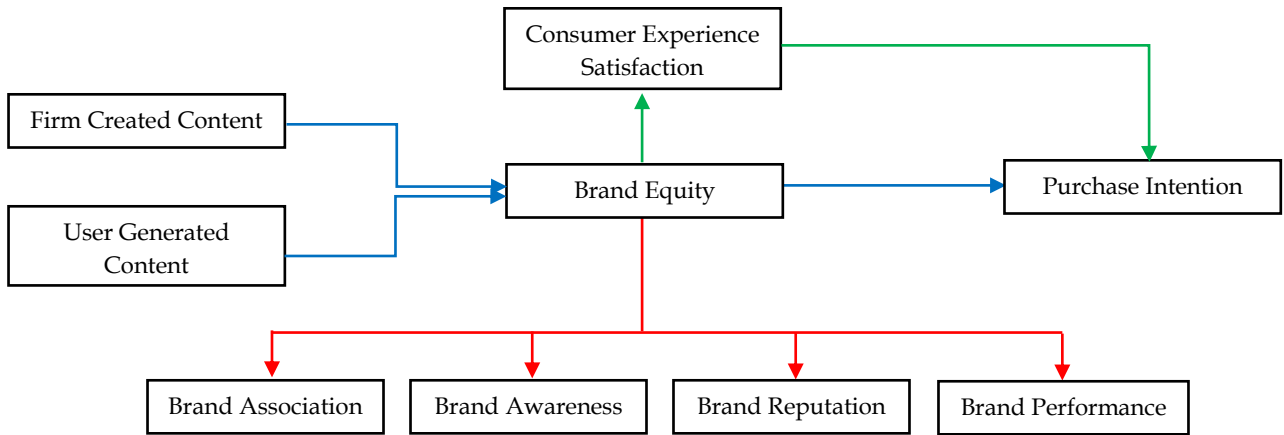


Figure 1. Conceptual Research

Table 1. Measurement of Variable

Measurement	Mean	Std. Error	Std. Dev
1. Brand Equity (BE)			
- Brand Association (BAs)			
• (BAs.1) Ecommerce shown the product is always upon the market	4.472	0,050	0,709
• (BAs.2) The consumer is proud to use that ecommerce apps	4.572	0,045	0,630
• (BAs.3) Consumer easily imagining the brand of ecommerce product in their mind	4.487	0,048	0,673
- Brand Awareness (BAw)			
• (BAw.1) The brand of ecommerce apps is familiar to the consumer	4.336	0,054	0,760

• (BAw.2) The brand ecommerce apps give consumer a feeling of goodwill	4.417	0,047	0,668
• (BAw.3) Have service for today's consumer	4.482	0,056	0,797
• (BAw.4) Offers kind of services, so consumer use the Apps	4.376	0,053	0,748
• (BAw.5) The Product is well-known in detail	4.286	0,059	0,831
• (BAw.6) The Brand is recognizable	4.397	0,050	0,702
• (BAw.7) The service recognizable influence my decision	4.527	0,049	0,695
• (BAw.8) The Apps Product recalled easily	4.567	0,043	0,607
• (BAw.9) The brand is distinct from another digital device type	4.432	0,046	0,655
• (BAw.10) The Brand of Ecommerce apps are memorable	4.412	0,050	0,711
- <i>Brand Reputation (BR)</i>			
• (BR.1) Has reliable promise for future performance based on customer experience	4.397	0,050	0,709
• (BR.2) The durability of products provide are reliable	4.286	0,061	0,855
• (BR.3) The Ecommerce Apps Brand continually tries to improve its services and products to satisfy its consumers better	4.376	0,053	0,755
• (BR.4) The Brand renews its services and products to meet the expectations of its customers	3.964	0,066	0,934
• (BR.5) Quick respond and care	4.371	0,058	0,824
• (BR.6) The brand of ecommerce apps has a great deal of benevolence	4.392	0,052	0,730
• (BR.7) Treats customers with respect in responding to negative publicity	4.286	0,050	0,706
• (BR.8) Favor the customer best interest	4.155	0,063	0,882
• (BR.9) Concerned about customers	4.095	0,057	0,801
- <i>Brand Performance (BP)</i>			
• (BP. 1) Consider customer to be loyal to this ecommerce apps brand	4.115	0,031	0,824
• (BP. 2) Compared to another brand that has similar features and willing to pay	4.120	0,058	0,762
• (BP. 3) Customer believes the ecommerce apps brand has credibility	3.964	0,054	0,918
• (BP. 4) Customer enjoy the apps	4.032	0,065	0,831
• (BP. 5) The apps be the first choice	4.251	0,059	0,777
• (BP. 6) The ecommerce apps brand is innovative	4.095	0,055	0,902
• (BP. 7) Retrying for use another features product	4.291	0,064	0,807
• (BP. 8) The first choice compared to other ecommerce brands	4.246	0,057	0,861
• (BP. 9) Firm intention to use the apps Brand	4.407	0,061	0,725
• (BP. 10) Strong purpose to distant future	4.140	0,051	0,829
• (BP. 11) Say positive things about this apps brand	4.482	0,059	0,688
• (BP. 12) Would recommend that someone buy	4.452	0,049	0,715
• (BP. 13) Would encourage friends and relatives to buy	4.356	0,051	0,758
2. Firm Created Content (FCC)			
- (FCC.1) I am satisfied with the visual content and features of the e-commerce apps	4.381	0,054	0,782
- (FCC.2) Product information on the e-commerce apps meets my expectations	4.341	0,055	0,855
- (FCC.3) Product information on e-commerce apps is very interesting	4.467	0,061	0,723
- (FCC.4) The visual appearance and ease of access on the e-commerce apps are more attractive and easier for users than competing ecommerce apps brands	4.542	0,051	0,736
3. User-Generated Content (UGC)			
- (UGC.1) The Apps platform is straightforward in the installation process	4.557	0,052	0,669
- (UGC.2) Reviews from users are also very positive	4.492	0,047	0,771
- (UGC.3) Apps are provided in various operating system options	4.492	0,055	0,695
- (UGC.4) Easy to use application	4.472	0,049	0,737
- (UGC.5) Service is very responsive	4.276	0,052	0,816
- (UGC.6) Various types of daily necessities can easily be found on these apps	4.321	0,058	0,827
- (UGC.7) E-commerce apps protect user privacy	4.266	0,059	0,813
4. Customer Experience Satisfaction (CES)			
- (CES.1) Satisfied with product quality	4.407	0,058	0,659
- (CES.2) Satisfied with product benefits	4.351	0,047	0,776
- (CES.3) Satisfied with product characteristics	4.055	0,055	0,986

- (CES.4) Satisfied with product prices	4.050	0,070	0,809
- (CES.5) Satisfied with Product reliability	4.040	0,057	0,953
- (CES.6) Satisfied with product consistency	4.231	0,068	0,750
5. Purchase Intention (PI)			
- (PI.1) I intend to continue to buy products from E-commerce apps (Lazada, Tokopedia, Bli-Bli) rather than their competitor.	4.321	0,053	0,672
- (PI.2) I intend to continue to purchase product from Ecommerce apps (Lazada, Tokopedia, Bli-Bli) instead of selecting other platforms.	4.392	0,048	0,664
- (PI.3) I am willing to recommend other merchants to buy products from Lazada, Tokopedia, Bli-Bli	4.045	0,047	0,950

Therefore, in investigating the symmetrical and asymmetric path configurations, the data analysis methods used are regression and correlation analysis. Some. The analysis stages, such as the normality test using the Kolmogorov-Smirnov method > 0.05, the reliability test > 0.70, the validity test, the determination coefficient test, t-test with significant p-value < 0.05.

RESULT AND DISCUSSION

1. Statistic analysis

As illustrated in Table 2, statistical analysis testing shows that in testing the feasibility of the model, it is declared valid and reliable. The most dominant indicator of the Bas constructor is formed by; (BAS.3 μ = 0.345; α = 0.841) Overall reliable BAS manifest items form a constructed variable of 0.875. Second, the most dominant BAW constructor indicators are formed by; (BAW.4 μ = 0.419; α = 0.839) Overall, the manifest items of BAW reliable form the constructed variable of 0.742. Third, the most dominant BR constructor indicators are formed by; (BR.2 μ = 0.456; α = 0.838). Overall, the manifest item BR reliable forms the constructed variable of 0.704. Fourth, the most dominant BP constructor indicators are formed by; (BP.1 μ = 0.489; α = 0.837) Overall, BP reliable manifest items form a constructed variable of 0.732. Fifth, the most dominant construct of the FCC variable is formed by; (FCC.4 μ = 0.787; α = 0.790) Overall, the manifest item BR reliable forms a construct variable of 0.717. Sixth, the most dominant UGC variable constructor is formed by; (UGC.4 μ = 0.751; α = 0.778) Overall, the manifest item BR reliable forms a construct variable of 0.754. Seventh, the most dominant construct of the CES variable is formed by; (CES.5 μ = 0.710; α = 0.542). Overall, the manifest item BR reliable forms a constructed variable of 0.635. Eighth, the most dominant PI variable constituent constructs are formed by; (PI1 and PI2 μ = 0.742; α = 0.708). Overall, and the BR reliable manifest items form the constructed variable of 0.759.

Table 2. Statistical Analysis

Measurement	Correlation	Reliability	Cronbach Alpha	Result
Brand Equity (BE)				
- Brand Association (BAs)				
• BAs.1	0,432	0,839		
• BAs.2	0,417	0,839	0.875	Valid & Reliable
• BAs.3	0,345	0,841		
- Brand Awareness (BAw)				
• BAw.1	0,272	0,843		
• BAw.2	0,354	0,841	0.742	Valid & Reliable
• BAw.3	0,380	0,840		
• BAw.4	0,419	0,839		

<ul style="list-style-type: none"> • BAw.5 • BAw.6 • BAw.7 • BAw.8 • BAw.9 • BAw.10 	0,399	0,840		
<ul style="list-style-type: none"> • BAw.6 • BAw.7 • BAw.8 • BAw.9 • BAw.10 	0,319	0,842		
<ul style="list-style-type: none"> • BAw.7 • BAw.8 • BAw.9 • BAw.10 	0,402	0,840		
<ul style="list-style-type: none"> • BAw.8 • BAw.9 • BAw.10 	0,309	0,842		
<ul style="list-style-type: none"> • BAw.9 • BAw.10 	0,320	0,842		
<ul style="list-style-type: none"> • BAw.10 	0,314	0,842		
- Brand Reputation (BR) <ul style="list-style-type: none"> • BR.1 • BR.2 • BR.3 • BR.4 • BR.5 • BR.6 • BR.7 • BR.8 • BR.9 	0,401	0,840	0.704	Valid & Reliable
<ul style="list-style-type: none"> • BR.2 • BR.3 • BR.4 • BR.5 • BR.6 • BR.7 • BR.8 • BR.9 	0,456	0,838		
<ul style="list-style-type: none"> • BR.3 • BR.4 • BR.5 • BR.6 • BR.7 • BR.8 • BR.9 	0,375	0,840		
<ul style="list-style-type: none"> • BR.4 • BR.5 • BR.6 • BR.7 • BR.8 • BR.9 	0,373	0,841		
<ul style="list-style-type: none"> • BR.5 • BR.6 • BR.7 • BR.8 • BR.9 	0,521	0,836		
<ul style="list-style-type: none"> • BR.6 • BR.7 • BR.8 • BR.9 	0,434	0,839		
<ul style="list-style-type: none"> • BR.7 • BR.8 • BR.9 	0,424	0,839		
<ul style="list-style-type: none"> • BR.8 • BR.9 	0,371	0,841		
<ul style="list-style-type: none"> • BR.9 	0,435	0,839		
- Brand Performance (BP) <ul style="list-style-type: none"> • BP. 1 • BP. 2 • BP. 3 • BP. 4 • BP. 5 • BP. 6 • BP. 7 • BP. 8 • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,489	0,837	0.732	Valid & Reliable
<ul style="list-style-type: none"> • BP. 2 • BP. 3 • BP. 4 • BP. 5 • BP. 6 • BP. 7 • BP. 8 • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,462	0,838		
<ul style="list-style-type: none"> • BP. 3 • BP. 4 • BP. 5 • BP. 6 • BP. 7 • BP. 8 • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,452	0,838		
<ul style="list-style-type: none"> • BP. 4 • BP. 5 • BP. 6 • BP. 7 • BP. 8 • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,468	0,838		
<ul style="list-style-type: none"> • BP. 5 • BP. 6 • BP. 7 • BP. 8 • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,416	0,839		
<ul style="list-style-type: none"> • BP. 6 • BP. 7 • BP. 8 • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,294	0,844		
<ul style="list-style-type: none"> • BP. 7 • BP. 8 • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,393	0,840		
<ul style="list-style-type: none"> • BP. 8 • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,362	0,841		
<ul style="list-style-type: none"> • BP. 9 • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,289	0,843		
<ul style="list-style-type: none"> • BP. 10 • BP. 11 • BP. 12 • BP. 13 	0,244	0,845		
<ul style="list-style-type: none"> • BP. 11 • BP. 12 • BP. 13 	0,474	0,838		
<ul style="list-style-type: none"> • BP. 12 • BP. 13 	0,442	0,838		
<ul style="list-style-type: none"> • BP. 13 	0,378	0,840		
Firm Created Content (FCC) <ul style="list-style-type: none"> - FCC.1 - FCC.2 - FCC.3 - FCC.4 	0,706	0,828	0.717	Valid & Reliable
<ul style="list-style-type: none"> - FCC.2 - FCC.3 - FCC.4 	0,710	0,840		
<ul style="list-style-type: none"> - FCC.3 - FCC.4 	0,752	0,803		
<ul style="list-style-type: none"> - FCC.4 	0,787	0,790		
User-Generated Content (UGC) <ul style="list-style-type: none"> - UGC.1 - UGC.2 - UGC.3 - UGC.4 - UGC.5 - UGC.6 - UGC.7 	0,527	0,814	0.754	Valid & Reliable
<ul style="list-style-type: none"> - UGC.2 - UGC.3 - UGC.4 - UGC.5 - UGC.6 - UGC.7 	0,503	0,824		
<ul style="list-style-type: none"> - UGC.3 - UGC.4 - UGC.5 - UGC.6 - UGC.7 	0,675	0,791		
<ul style="list-style-type: none"> - UGC.4 - UGC.5 - UGC.6 - UGC.7 	0,751	0,778		
<ul style="list-style-type: none"> - UGC.5 - UGC.6 - UGC.7 	0,653	0,799		
<ul style="list-style-type: none"> - UGC.6 - UGC.7 	0,711	0,788		
<ul style="list-style-type: none"> - UGC.7 	0,630	0,804		
Customer Experience Satisfaction (CES) <ul style="list-style-type: none"> - CES.1 - CES.2 - CES.3 - CES.4 - CES.5 - CES.6 	0,275	0,670	0.635	Valid & Reliable
<ul style="list-style-type: none"> - CES.2 - CES.3 - CES.4 - CES.5 - CES.6 	0,257	0,696		
<ul style="list-style-type: none"> - CES.3 - CES.4 - CES.5 - CES.6 	0,647	0,584		
<ul style="list-style-type: none"> - CES.4 - CES.5 - CES.6 	0,573	0,595		
<ul style="list-style-type: none"> - CES.5 - CES.6 	0,710	0,542		
<ul style="list-style-type: none"> - CES.6 	0,643	0,563		
Purchase Intention (PI) <ul style="list-style-type: none"> - PI.1 - PI.2 - PI.3 	0,742	0,708	0.759	Valid & Reliable
<ul style="list-style-type: none"> - PI.2 - PI.3 	0,679	0,751		
<ul style="list-style-type: none"> - PI.3 	0,742	0,825		

Normality Test					
Kolmogorov-Smirnov Z = 0.541 Asymp Sig = 0.931					
R-Square Test and F-Test					
Path	R	R ²	F	Sig	
PCC, UGC → Brand Equity	0.514	0.264	35.184	< 0.01	
PCC, UGC → Purchase Intention	0.108	0.012	1.154	0.317	
Brand Equity → Purchase Intention	0.007	0.000	0.009	0.923	
Brand Equity → Customer Experience Satisfaction	0.196	0.038	7.852	0.006	
Customer Experience Satisfaction → Purchase Intention	0.380	0.144	33.160	< 0.01	
Hiphotesys Test					
Direct Test	β	Std. Error	Beta	t	sig
User Generated Content → Brand Equity	0.235	0.045	0.382	5.200	< 0.01
Firm Created Content → Brand Equity	0.101	0.038	0.193	2.625	0.009
User Generated Content → Purchase Intention	0.122	0.097	0.099	1.161	0.247
Firm Created Content → Purchase Intention	-0.120	0.082	-0.124	-1.458	0.146
Brand Equity → Purchase Intention	0.113	0.032	0.107	2.196	0.023
Brand Equity → Customer Experience Satisfaction	0.288	0.103	0.196	2.802	0.006
Customer Experience Satisfaction → Purchase Intention	0.476	0.083	0.380	5.758	< 0.01
Indirect Test	t _a	t _b	Sobel Test	p-value	
User Generated Content → Brand Equity → Purchase Intention	5.200	2.196	2.023	0.043	
Firm Created Content → Brand Equity → Purchase Intention	2.625	2.196	1.684	0.092	
Brand Equity → Customer Experience Satisfaction → Purchase Intention	2.802	5.758	2.519	0.011	

The normality test also shows that the data are typically distributed (Asymp sig 0.541 > 0.931). The F-test has a significant effect, except for the F-test, which explains the relationship between PCC, UGC, and brand equity on Purchase Intention. Furthermore, in testing the hypothesis as described in Table 2. From the seven symmetrical paths, the direct relationship is found significant results except for variable relationships such as User Generated Content and Firm Created Content on Purchase Intention, which states that there is no significant effect. For example, the indirect relationship between Firm Created Content and Purchase Intention mediated by the Brand Equity variable states that there is no positive and significant effect. Except for the relationship between User Generated Content on Purchase Intention mediated by Brand Equity and Brand Equity on Purchase Intention mediated by the Customer Experience Satisfaction variable. Both found that there was a positive and significant relationship.

2. Discussion

Asymmetrically, we have demonstrated that the correlative and distributive relationship of brand equity, such as brand association, brand awareness, brand reputation, and brand performance, can form complex brand equity. Brand equity in much of the literature is defined as a component of a brand shaped by consumer perceptions. However, to provide deep meaning and value to a brand, the complete concept and definition of brand equity are not clearly stated. Our study's contribution forms a thorough explanation of brand equity, in this case, for online marketing channels, namely gifts rather than brand associations. When a product with a particular brand can always exist in the market, the brand association gives a sense of pride when used and quickly remembered the slogan, jargon, and the brand name.

A brand is a symbol that becomes a marker and a differentiator between one product and another. In plain view, the brand also provides a reference for consumers to mark whether a product is classy or not. Whether engaged in the production of goods or services, the success of a company

cannot be separated from the role of the brand that it has built for a long time. A brand is a company's long-term investment that will provide huge profits for the company that manages it if managed optimally. Some of the global brands that have survived for decades have succeeded in becoming the most expensive brands because successful brand management plans work. The branding process itself attempts to form an image and a sense of emotional attachment between customers and product brands and companies and an attempt to differentiate oneself from competitors.

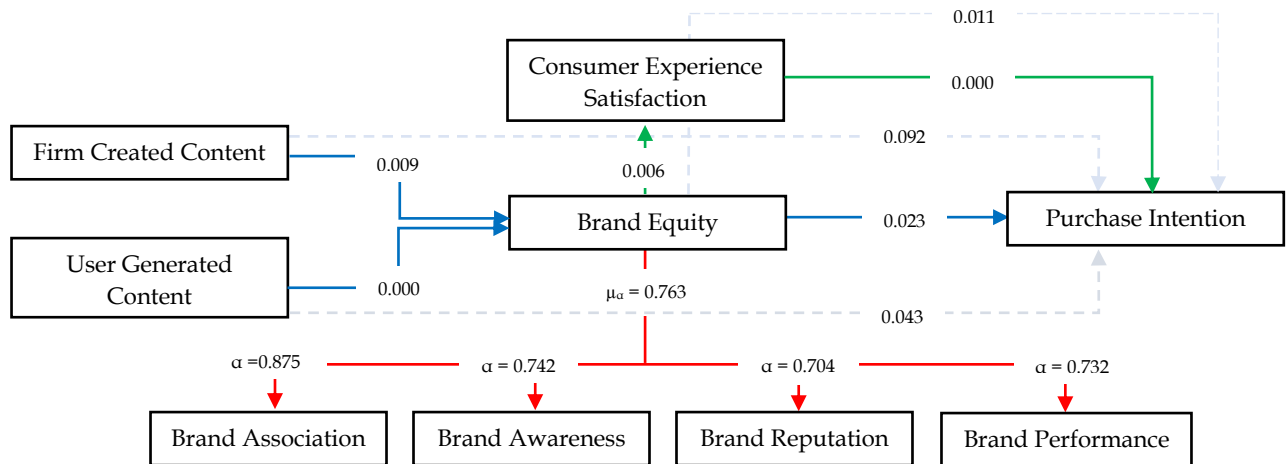


Figure 2. Analysis Result

These efforts include creative processes such as making logos, determining slogans, defining messages to be conveyed, integrating brands with business activities, and various other creative activities that aim to shape customer perceptions. Brands are also a place to communicate with consumers by delivering messages, building consumer motivation to buy them, shaping consumer emotions, and creating consumer loyalty. It cannot be denied that every high-quality product or bona fide company is always associated with an attractive, unique, and easy to remember the brand. In other words, most successful large businesses have succeeded in creating a branding process that can perceive customers to associate a particular product or service with a brand. Therefore, brand equity in our study also emphasizes the importance of the combination aspect of brand association and brand awareness itself, which means that the familiarity of a brand must be supported by the existence of the product and the brand itself. Second, the brand can manifest the character and personality of the brand user. Third, the brand can maintain its reputation in the eyes of the public and consumers because a fatal management error will undoubtedly have catastrophic consequences for the brand itself in the future. Fourth, brand equity must also be measured based on the performance of the brand itself. The measurement of the brand performance can be realized if consumers can be loyal to the brand, which has its advantages and strengths compared to competitors' brands. Therefore, in line with the increase in brand equity, brand innovation to support brand equity is also necessary to maintain brand existence and consistency.

Our study also proves empirically that firm created content can increase brand existence and equity. Likewise, user experience (user-generated content) on online marketing channels is included in its strategy to support consumer purchasing decisions (See Figure 2). Concerning e-commerce applications in this study, the firm created content must help customer satisfaction,

especially in visual content and features of an application. Secondly, the manifestation of consumer satisfaction in using e-commerce apps is when using an app, the consumer is represented by expectations. Meanwhile, the relationship between firm created content, and user-generated content is when an e-commerce app can guarantee a sense of security for data protection, very responsive service, apps support various operating system platforms for consumer devices and make it easier for consumers both in the installation process and using the software.

CONCLUSION

Concerning what we have described in this section of the discussion, then theoretically and managerial, TPB (Theory Planned Behavior) in our study makes a positive contribution to scientific development likes, the reason consumers use an app, especially online marketing channels such as e-commerce. Two main components are mutually sustainable. E-commerce apps developers hope that they must be oriented towards user experience (user-generated content) so that the strategy in developing apps aims to create satisfaction from the consumer experience. Availability of clear information, as well as easy access to apps. The integrated mutual support between firm-created and user-generated content can support overall customer experience satisfaction so that the opportunity to increase purchasing decisions is maximized.

Apart from that, our study's key actors include brand equity and customer experience the satisfaction that play an essential role in bridging the relationship between firm-created content and user generated content as antecedent variables to purchase decisions. Brand equity and customer experience satisfaction play a crucial role in maximizing the relationship both symmetrically and asymmetrically in our study. Therefore, the meaning of customer satisfaction certainly has different definitions and meanings depending on the point of view of each. In a study involving e-commerce case examples as part of the theme of this study, it was explained that consumer satisfaction must be oriented towards the quality of the product itself (i.e., tangible and intangible quality) because the realization of consumer satisfaction will bring up a positive perspective of the user experience.

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