The influence of brand innovativeness and quality affect consumer perceived value: the role of symbolic brand qualities as mediating

**Aisya Shafira Maharani** (a) **Anas Hidayat** (b) *

(a) Management Department, Faculty of Business and Economics, Universitas Islam Indonesia (UII), 55283, Daerah Istimewa Yogyakarta, Indonesia

(b) Associate Professor, Management Department, Faculty of Business and Economics, Universitas Islam Indonesia (UII), 55283, Daerah Istimewa Yogyakarta, Indonesia

**ABSTRACT**

This study aims to analyze the effects of two functional brand qualities, innovativeness, and quality, on the perceived value of the consumers, through the mediating role of two symbolic brand qualities, namely brand experience and brand personality. This research is quantitative by using a purposive sampling technique on a population of undergraduate students from all Universities in Indonesia. The number samples were 200 respondents who are the consumers of Indonesian local brand beauty product "Something", which was taken through an online questionnaire. The data analysis technique used to test the hypotheses in this study is Structural Equation Modeling (SEM) method by relying on the AMOS program (IBM SPSS AMOS version 24.0). The main findings of the study demonstrate that there is a positive and significant influence of brand innovativeness on brand personality, perceived quality on brand experience, perceived quality on brand personality, perceived quality on perceived value, brand experience to perceived value, and brand personality to perceived value. From the proposed model, there are two hypotheses that are not accepted, including the relationship between brand innovativeness with brand experience and brand innovativeness with perceived value. Based on the research results, the rejected hypothesis can occur due to the differences in how individuals perceive the benefits of innovation provided by the company. This study also demonstrates that there is a positive role of two symbolic brand qualities in mediating the relationship between brand innovativeness and perceived quality on consumer perceived value.

**ARTICLE INFO**

Article history:

Received 18 April 2023
Received in rev, form 29 May 2023
Accepted 10 June 2023

Keywords:

Beauty Brands, Brand Experience, Brand Personality, Innovativeness, Perceived Quality, Perceived Value, Covid-19 Pandemic.

JEL Classification:

L1, L15, L25, L66

© 2023 by the authors. Licensee SSBFNET, Istanbul, Turkey. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (http://creativecommons.org/licenses/by/4.0/).

**Introduction**

Looking good is a priority for most people in the world, especially for women. Attractive appearance can be supported, among other things, through beauty products or also known as cosmetics, such as skincare and makeup. Indonesia is predicted to be one of the top five cosmetics markets for the next 10-15 years in Southeast Asia (Cheong et al., 2016) and has a high rate of sales of skincare products, accounting for 20% of the cosmetics market (Chin et al., 2018). The Covid-19 era was the beginning of increased competition in the beauty product industry, especially for skincare products. This is related to changes in individual lifestyles which are a direct impact of the entry of the Covid-19 virus into Indonesia. Many individuals, especially women, start to pay attention to small problems in their bodies and then look for the best solutions to overcome them. Skincare is considered the answer or solution to various problems related to skin conditions. Syauki & Avina (2020) stated that currently, skincare is included as a primary need for women in terms of taking care of their body or visual identity.

Skincare and other beauty products are products that have a high involvement, or what is known as a high involvement product category. Involvement is a factor that influences purchasing decisions or consumer buying behavior and is related to individual psychological conditions such as self-interest, level of interest, and level of motivation (Yoon et al., 2012). The level of consumer
involvement is divided based on product, consumer, and situational characteristics. In marketing, involvement is the extent of the stimulus content (personal interests, interests, and motivations) given to oneself that relates to the content of one’s or another’s life (Kim & Yang, 2020). Products in the high involvement category involve a broad thought process such as thoughts related to price, health and social risks. In making purchasing decisions for beauty products, consumers will consider many variables. Purchasing decisions do not only come from oneself, in other words, they have a lot of influence from the environment or the people around them. Consumers will look for products that are felt to really have value, such as products that are able to provide security and guarantee good usability. Therefore, perceived value is an interesting variable to be associated with studies.

The perceived value represents the relationship when the product’s performance can match or even exceed the sacrifices and expectations of consumers. Perceived value has been associated with important psychological and behavioral responses and is also considered an important strategic goal for companies because the perceived value has a direct relationship with consumers (Coelho et al., 2020). Along with business developments in the beauty product industry, companies are required to be innovative, dynamic, and competitive businesses. Every consumer has their own perception regarding good or bad the value of what they have received from a brand. Issues related to brands have become a priority for many businesses, supported by the fact that brands are one of the most valuable intangible assets owned by companies (Keller & Lehmann, 2006). In several studies, brands also have been identified as a source of various benefits for both companies and consumers (Keller & Lehmann, 2006). Therefore, the aspects that can affect the perceived value of consumers related to the brand are the important things that need to be maintained by the company.

Increasing fierce market competition has made many companies focus more on brand differentiation as a top priority (Bao & Sweeney, 2009). One way to highlight differentiation is through product quality and innovation. Therefore, the investment made by companies in quality and innovation has grown rapidly, especially with the aim of seeking profits in terms of product performance (Molina-Castillo & Munuera-Aleman, 2009). However, previous studies suggest that quality and innovation do not always translate into positive results (Gourville, 2006 & Rust et al., 2002). In this context, brand experience and brand personality have become two important topics because both have a decisive role in the consumer’s decision to choose a brand. For this reason, research was carried out to find out the appropriate answers to questions related to the discussion in this research.

This study provides some novelty from related previous studies on research objects, respondent criteria, research locations, and involvement in pandemic phenomena. Coelho et al. (2020) conducted research on cellphone brands, while this study is focused on a local beauty product brand from Indonesia, namely “Somethinc”, which is related to a trending phenomenon of skincare. Coelho et al. (2020) conducted a similar study to Zanjani et al. (2016) used two different samples, varying in age, income, and cultural background, while this study used samples with more specific characteristics. Coelho et al. (2020) conducted research on Portuguese students and American workers, while this study conducted research on Indonesian undergraduate students. And finally, this study provides novelty by involving the impact of the Covid-19 phenomenon.

In summary, this research makes two contributions to the marketing literature relating to consumers and brands. First, this study proposes that two functional brand qualities, namely brand innovativeness and brand quality, help shape two symbolic brand qualities, namely brand experience and brand personality. Second, this study also proposes that brand experience and brand personality help strengthen the influence of brand innovativeness and brand quality on consumer perceived value. The course of this research is believed to generate relevant insights to help managers understand how to build a brand personality and brand experience that is acceptable to consumers (Coelho et al., 2020), understand how good innovation strategies can work, recognize the importance of consumer perceptions regarding brand quality, and also understand how to make products that can offer greater value to consumers.

This quantitative research was conducted with reference to previous research by Coelho et al. (2020). This study used the SEM method by processing it through the AMOS program version 24. This paper is organized by beginning with an introduction section that explains the background of the research. Followed by the second part, which is a literature review section with theoretical and empirical studies that highlight the relationship between theory and practice. The third section introduces the information related to the research methodology. After the analysis and research findings, the authors provide a discussion regarding the explanation of the results of hypothesis testing and their implications. Finally, the paper ends with key points, recommendations, future research directions, and limitations.

**Literature Review**

The literature review explained the theoretical foundation and the empirical literature that were used to support the study.

**Theoretical and Conceptual Background**

**Consumers and Brands**

A brand is a name, term, sign, symbol, design, or a combination of all, which aims to identify and differentiate a company's goods or services from competitors (Kotler, 2012). Brand is considered as an important component in business that has many benefits, such as when buying a product, consumers are considered to have more trust in products that have a brand. The brand represents the form of the company's commitment to consumers in ensuring product consistency regarding the suitability of what is needed and the value that consumers expect with what the company offers.
Hedonic Value

This research deals with a concept of a value called hedonic value. Individuals who understand the value of hedonism will tend to avoid things that are considered to have negative values for themselves, such as feelings of guilt, anger, sadness, misery, shame and pain. In a consumptive context, individuals with hedonistic values will always involve their emotional feelings in the decision-making process. This concept is supported by a theory that discusses motivation and emotions, namely “Goal-framing Theory” (Lindenberg & Steg, 2007).

Goal-framing Theory

Goal-framing theory (GFT) is a theory that explains how individual goals can influence cognitive processes (Chakraborty et al., 2017). GFT can come from several sources, including motivation from the environment and cognitive or social psychological thoughts or considerations (Lindenberg, 2006). Goal frames are how individuals understand and process information cognitively in certain situations (Gollwitzer & Bargh, 1996). Goals are defined as states that individuals desire in certain situations (Gollwitzer & Bargh, 1996). Goals are considered important things that can influence individual perceptions in the situation they are facing. Based on GFT theory, goals determine what individuals see or pay attention to (Lindenberg & Steg, 2007). Individuals can base their goals by comparing them with the goals or perceptions of others. In this context, perceptions can be built through what other people do, so that by seeing other people’s behavior, individuals can draw a perception Whitehall affect their goals. GFT represents how individuals frame positive or negative perceptions according to themselves and others based on whether their personal goals are achieved or not.

The implementation of GFT theory in the context of brands and consumers can be explained as when consumers make a decision to buy a product, consumers do not only see information on the product but also see other people's reviews, ratings, and as well as how many recommendations to use the product. From this, consumers can see whether other people tend to like or dislike the product, and also it can be seen whether other people agree with the positive perceptions of the product.

Empirical Review and Hypothesis Development

Brand Innovativeness and Brand Experience

Innovative offerings can create a positive experience in the minds of consumers. Creating experiences that are difficult to imitate is important in building a strong competitive strategy, so companies need to explore more about how brand innovativeness can have a positive influence on consumer brand experiences. One study stated that innovation is very important for a company’s success in creating a positive brand experience (Pallant et al., 2022). In this study, the innovativeness of shoe brands (sneakers or footwear), explained through a product customization system, is considered to have a positive effect on consumer brand experience because it fulfills consumers’ desires to be able to create something different from existing products. Nysveen et al. (2018) also stated that there was a positive and significant effect of brand innovativeness on the brand experience of visitors to Hotel Alexandra, one of the hotel brands in Norway. In this study, it was explained that the uniqueness of the events held and the natural beauty associated with the hotel are part of the experience that visitors can feel. This is supported by the findings of previous research by Nicolau and Maria (2013), who also conducted research on the hospitality industry, where innovation has a positive effect on hotel market value. After the explanation is formulated, we propose the following hypothesis:

\( \text{H1: Brand innovativeness has a significant influence on brand experience} \)

Brand Innovation and Brand Personality

Every brand has a personality associated with that brand. Innovation has an important role in encouraging and maintaining a dynamic personality (Bhat & Bowonder, 2001). As previously said, innovation can be associated with the differentiation or characteristics of a brand. Brand personality allows marketers to create distinct and meaningful images in the minds of consumers. This requires the contribution of product differentiation which will be beneficial for a more favorable evaluation when compared to general product offerings (Leonard & Katsanis, 2013). Therefore, brand innovation can be said to have an influence on brand personality which can ultimately increase marketing effectiveness, especially in industries that offer general products with similar product characteristics (Geuens et al., 2009). Coelho et al. (2020) stated that there is a positive and significant influence of brand innovation on brand personality based on the statement that brands can surprise the market with new things that can provide symbolic benefits to their consumers. After the explanation is formulated, we propose the following hypothesis:
Perceived Quality and Brand Experience

Quality is associated with how far the company's ability can fulfill consumer needs. Consumer-perceived quality has a close relationship with consumer brand experience. By creating superior quality, consumers will feel a pleasant experience either when purchasing or consuming the product. Higher quality means a defect-free experience and better fulfillment the consumer needs. Jeon and Yoo (2021) state that high perceived quality indicates that consumers view brands as brands that have differentiation and excellent experience. Perceived quality differs from actual product quality because consumers' perceptions of quality can vary according to their own experience. From the consumer's point of view, a superior quality brand is a brand full of memorable experiences and can create lasting impressions (Xixiang et al., 2016). It is supported by previous research which also examines the positive relationship between brand experience and perceived quality (Akoglu & Ozbek, 2021; Coelho et al., 2020; Ding & Tseng, 2015; Esfami, 2020; Jeon & Yoo, 2021; Xixiang et al., 2016). After the explanation is formulated, we propose the following hypothesis:

H4: Perceived quality has a significant influence on brand experience

Perceived Quality and Brand Personality

As the soul of a brand, brand personality that derives from brand attributes and marketing strategies is an important aspect of a consumer’s perceived brand quality (Ramaseshan & Tsao, 2007). Okazaki (2006) argues that brand personality plays a key role in building long-term relationships with consumers. The role of brand personality as a place for consumers to express themselves can build closer relationships between brands and consumers because consumers will find the brand attractive (Aaker, 2011). In this case, consumer interest in a brand can be influenced by the quality of the brand itself. Therefore, it can be said that perceived quality can influence brand personality. Ramaseshan and Tsao (2007) state that consumer perceptions of superior quality can be perceived through certain product characteristics such as price, appearance, components and features, advertisements, and brand names. In contrast, Nikhashemi et al. (2017) stated that brand personality is an antecedent or one that actually has an influence on perceived quality because consumers' positive perceptions of product quality are related to consumer preferences, satisfaction, and purchase choices. After the explanation is formulated, we propose the following hypothesis:

H5: Perceived quality has a significant influence on brand personality

Perceived Quality and Perceived Value

Quality is largely defined as a cognitive evaluation of consumer perceptions of how good or bad product performances consumers perceive during the consumption process. Suttikun and Meeprom (2021) argue that consumer-perceived quality can be influenced by consumer perceptions of brand quality. Howat and Assaker (2013) found a positive effect of perceived quality on perceived value, where it was stated that consumer negative perceptions related to low quality can occur when consumers find unresolved problems with products. Even though the brand has an expensive and prestigious image, if the attributes provided are not in accordance with consumer expectations, then the perceived quality will still be considered bad on consumers perception. Garcia et al. (2018) also stated that the consumer's perceived value is influenced by perceived quality. In this study, value is understood as a comparison between the benefits and sacrifices that have been given by consumers, where benefits are perceived as the quality of products and services. It is supported by other studies which also confirm that perceived quality can significantly affect perceived value (Chen et al., 2019; Cheung et al., 2015; De Leon et al., 2020; Moreno et al., 2015; Nuviala et al., 2012). After the explanation is formulated, we propose the following hypothesis:

H6: Perceived quality has a significant influence on perceived value
Brand Experience and Perceived Value

Perceived value is the perception that consumers feel after interacting with a brand. Perceived value is a valuable result of a brand's marketing efforts, one of which can be done by creating a brand experience strategy for consumers (Coelho et al., 2020). Schmitt (1999) stated that consumers can get more value from the information provided by the brand if they are involved in a pleasant and unique experience with the brand. One study stated that brand experience has a positive and significant effect on perceived value which can also form sustainable social relationships (Chen & Lin, 2015). This research is in line with the fact that currently, individuals do not only focus on the value of functionality but also demand memorable and enjoyable experiences (Komppula & Gartner, 2013). Several previous studies have confirmed a positive relationship between brand experience and perceived value, both hedonic and utilitarian values (Bae & Jeon, 2022; Ding & Tseng, 2015; Martinez & Casielles, 2017; Rodrigues & Brandão, 2021; Wiedmann et al., 2017). After the explanation is formulated, we propose the following hypothesis:

**H7:** Brand experience has a significant influence on perceived value

Brand Personality and Perceived Value

Brands have characteristics similar to human personality traits (Aaker et al., 2004). Based on the fact that just like humans, brands also have different personalities. Brand personality is considered as an important factor in increasing engagement with consumers which is the same as when humans build relationships with one another (Bouhleh et al., 2011). Consumers choose brands not only according to their needs but also their characteristics or personality. Therefore, the more a brand is associated with human characteristics, the more consumers perceive the brand as valuable. Khang and Sharma (2012) examined the influence of brand personality on consumer perceived value with positive and significant results, where brand personality was considered an effective tool to increase trust and perceived value. Companies are required to put more emphasis on emotional benefits when introducing new variants, new advertising campaigns, and other forms of communication with consumers in order to face the competition with other brands. Supported by other studies which state that brand personality has an important role in increasing perceived value (Aghazadeh et al., 2014; Giroux et al., 2017; Mabkhoot et al., 2017). After the explanation is formulated, we propose the following hypothesis:

**H8:** Brand personality has a significant influence on perceived value

Conceptual Framework of the Research

This study investigates five main constructs consisting of two independent variables, namely brand innovativeness and perceived quality, and one dependent variable, namely perceived value. In addition, this study also adds two mediating variables, namely brand experience and brand personality. For more details, see Figure 1 below:

![Figure 1: Conceptual Model of the Study; Source: Coelho et al. (2020)](image)

**Research and Methodology**

This research is quantitative by using primary data sources obtained through an online questionnaire survey. This method has been selected as the most appropriate for the research as it will help gain more insight into detailed perceptions, responses, and behaviors of the consumers during the course of the COVID-19 pandemic in relation to the skincare phenomenon that was happening at that time. It is envisaged that the responses will provide a holistic point of view and allow for more exploration which satisfies the research design.
Population and Sampling

The sample used in this study was 200 respondents taken from a population of undergraduate students from all Universities in Indonesia who had purchased products or the consumers of local beauty product brand from Indonesia, namely “Somethinc”. The sampling technique used was purposive sampling which is a non-probability approach with an easy sample by distributing questionnaires using electronic formatting tools.

Data Collection Method

The data collection tool was issued in electronic format through the use of the Google Form application. In preparing the questionnaire, an indicator used for Brand Innovativeness, Perceived Quality, and Perceived Value variables refer to the research of Coelho et al. (2020), the Brand Experience variable refers to research by Brakus et al. (2009), and the Brand Personality variable refers to the research by Sung et al. (2015). The total indicators of measurement in this study are 17 items which were evaluated using the ‘6-Point Likert Scales’ measurement scale (1 = Strongly Disagree, 6 = Strongly Agree). All respondents had to do was click on the link provided and submit their confidential responses.

Data Analysis Technique

To test the hypotheses in this study, the most appropriate method used was Structural Equation Modeling (SEM) which is processed using AMOS software version 24.0. The conceptual model in this study has one independent variable, two mediating variables, and two dependent variables. SEM is a second-generation multivariate analysis technique that allows researchers to examine complex relationships between variables simultaneously (Hair et al., 2019).

Findings and Discussions

Demographic Analysis

Based on data obtained from distributing questionnaires to 200 respondents, the result shows that 92% of respondents are dominated by women, while men are only 8%, then 61.5% of all respondents are students of the Islamic University of Indonesia (UII) with an average monthly income of IDR 1-2.5 million, and the last 52% of the total respondents are consumers of “Somethinc” who have purchased the product 2-4 times.

Statistical Analysis

Some of the tests performed in this analysis include normality test, outliers test, CFA test, goodness-of-fit test, model modification, hypothesis test, and mediation effect test. Before the questionnaires were distributed, a pilot test was carried out by distributing questionnaires to 100 respondents, then the data collected was tested for validity and reliability using a confirmatory factor analysis test (Kaiser-Meyer-Olkin (KMO) & Bartlett’s Test) and a reliability test (Cronbach’s Alpha Test) using SPSS software version 27.

The validity measurement of a variable item is declared valid if it has a Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) value > 0.50 and a significant value of Bartlett’s Test < alpha 0.05. Based on the results of the validity test shown in Table 1 below, it can be assumed that both of them have met the requirements to be declared valid and factor analysis is feasible to do.

<table>
<thead>
<tr>
<th>Measure of Sampling Adequacy</th>
<th>Kaiser Meyer Olkin</th>
<th>Barlett’s Test Sphericity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig.</td>
<td>0.911</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Then, look at the value of Measure of Sampling Adequacy (MSA) for each indicator in the Anti-Image Matrices table in the factor analysis output. If the MSA value is > 0.50, it is assumed that variable items can be predicted and analyzed further. From the results of the MSA test, the MSA values of the 17 variable indicators are indicated by BI1 (0.933), BI2 (0.850), BI3 (0.853), PQ1 (0.954), PQ2 (0.935), PQ3 (0.955), PQ4 (0.932), BE1 (0.927), BE2 (0.851), BE3 (0.862), BP1 (0.888), BP2 (0.926), BP3 (0.938), BP4 (0.926), PV1 (0.944), PV2 (0.901), PV3 (0.927). Based on these results, it can be assumed that all variable indicators met the requirements to be declared valid with a total MSA value of > 0.50.

To fulfill the last requirement in the validity test, then look at the results of grouping indicators in the Rotated Component Matrix table in the factor analysis output. Indicators are declared valid if they can be assembled into one component, so that each indicator will appear to be grouped according to the variable to be measured. Table 2 below shows that all indicators have been grouped accordingly, so it can be assumed that all variable indicators have met the requirements to be declared valid.
Table 2: Rotated Component Matrix

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>PQ1</td>
<td>0.772</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PQ2</td>
<td>0.754</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PQ3</td>
<td>0.750</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PQ4</td>
<td>0.785</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BP1</td>
<td></td>
<td>0.789</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BP2</td>
<td></td>
<td>0.753</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BP3</td>
<td></td>
<td>0.630</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BP4</td>
<td></td>
<td>0.750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BE1</td>
<td></td>
<td></td>
<td>0.655</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BE2</td>
<td></td>
<td></td>
<td>0.821</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BE3</td>
<td></td>
<td></td>
<td>0.787</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BI1</td>
<td></td>
<td></td>
<td></td>
<td>0.782</td>
<td></td>
</tr>
<tr>
<td>BI2</td>
<td></td>
<td></td>
<td></td>
<td>0.783</td>
<td></td>
</tr>
<tr>
<td>BI3</td>
<td></td>
<td></td>
<td></td>
<td>0.735</td>
<td></td>
</tr>
<tr>
<td>PV1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.787</td>
</tr>
<tr>
<td>PV2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.710</td>
</tr>
</tbody>
</table>

Reliability measurement using Cronbach's Alpha statistical test. A variable can be declared reliable if it has a Cronbach's Alpha value ≥ 0.60 (Hair et al., 2014). Table 3 below shows that the Cronbach's Alpha value of all variables is greater than 0.60, so it can be concluded that all indicators for each variable are reliable or have good consistency values for repeated measurements.

Table 3: Cronbach’s Alpha Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Standard Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Innovativeness</td>
<td>0.837</td>
<td>0.600</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>0.920</td>
<td>0.600</td>
</tr>
<tr>
<td>Brand Experience</td>
<td>0.899</td>
<td>0.600</td>
</tr>
<tr>
<td>Brand Personality</td>
<td>0.848</td>
<td>0.600</td>
</tr>
<tr>
<td>Perceived Value</td>
<td>0.901</td>
<td>0.600</td>
</tr>
</tbody>
</table>

The data normality assumption must be fulfilled so that the data can be processed for testing the SEM model. Evaluation of normality uses a skewness value of ± 2.58 at a significance level of 0.01. Data can be declared to have a normal distribution if the skewness value is below 2.58 (Ghozali, 2014). Based on the results of the normality test shown in Table 4, data in this study are declared to be normally distributed because the skewness values are in the range of ± 2.58.

Table 4: Normality Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>min</th>
<th>max</th>
<th>skew</th>
<th>c.r.</th>
<th>kurtosis</th>
<th>c.r.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PV3</td>
<td>2,000</td>
<td>6,000</td>
<td>-.770</td>
<td>-4.448</td>
<td>-.036</td>
<td>-1.03</td>
</tr>
<tr>
<td>PV2</td>
<td>3,000</td>
<td>6,000</td>
<td>-.539</td>
<td>-3.111</td>
<td>-.727</td>
<td>-2.099</td>
</tr>
<tr>
<td>PV1</td>
<td>3,000</td>
<td>6,000</td>
<td>-.616</td>
<td>-3.558</td>
<td>-.478</td>
<td>-1.379</td>
</tr>
<tr>
<td>BP4</td>
<td>4,000</td>
<td>6,000</td>
<td>-.862</td>
<td>-4.978</td>
<td>-.288</td>
<td>-0.831</td>
</tr>
<tr>
<td>BP3</td>
<td>3,000</td>
<td>6,000</td>
<td>-1.038</td>
<td>-5.996</td>
<td>.650</td>
<td>1.878</td>
</tr>
<tr>
<td>BP2</td>
<td>4,000</td>
<td>6,000</td>
<td>-.790</td>
<td>-4.564</td>
<td>-.439</td>
<td>-1.266</td>
</tr>
<tr>
<td>BP1</td>
<td>4,000</td>
<td>6,000</td>
<td>-1.183</td>
<td>-6.832</td>
<td>.411</td>
<td>1.185</td>
</tr>
<tr>
<td>BE3</td>
<td>3,000</td>
<td>6,000</td>
<td>-.691</td>
<td>-3.988</td>
<td>-.235</td>
<td>-0.677</td>
</tr>
<tr>
<td>BE2</td>
<td>3,000</td>
<td>6,000</td>
<td>-.531</td>
<td>-3.065</td>
<td>-.326</td>
<td>-0.940</td>
</tr>
<tr>
<td>BE1</td>
<td>3,000</td>
<td>6,000</td>
<td>-.795</td>
<td>-4.590</td>
<td>.252</td>
<td>.728</td>
</tr>
<tr>
<td>PQ4</td>
<td>2,000</td>
<td>6,000</td>
<td>-.579</td>
<td>-3.344</td>
<td>-.423</td>
<td>-1.220</td>
</tr>
<tr>
<td>PQ3</td>
<td>2,000</td>
<td>6,000</td>
<td>-.620</td>
<td>-3.578</td>
<td>.175</td>
<td>.506</td>
</tr>
</tbody>
</table>
Evaluation of multivariate outliers can be seen through the AMOS output in the Mahalanobis Distance section with the criteria used at the level of p < 0.001. This value is evaluated using $\chi^2$ in degrees of freedom (df) equal to the number of measured indicators used. In this case, the indicators used are 17 items, then calculated through the Microsoft Excel program with the formula \[=\text{CHIINV(prob;nVariable)}\], from the formula the probability value (0.001) and the value of n variables or the number of indicators (17) are entered, and the results obtained a total of 40,790. This means that all data greater than 40.790 are multivariate outliers. Based on the results of the outlier evaluation test shown by the Mahalanobis Distance value in Table 5 (represented by 10 of all data), the processed data did not detect a value greater than 40.790. Therefore, it can be concluded that there is no outlier data and so the data meets the requirements to be processed.

### Table 5: Outliers Test

<table>
<thead>
<tr>
<th>Observation number</th>
<th>Mahalanobis d-squared</th>
<th>Chi Square</th>
<th>p1</th>
<th>p2</th>
</tr>
</thead>
<tbody>
<tr>
<td>147</td>
<td>40,451</td>
<td>40,790</td>
<td>.001</td>
<td>.200</td>
</tr>
<tr>
<td>163</td>
<td>39,325</td>
<td>40,790</td>
<td>.002</td>
<td>.042</td>
</tr>
<tr>
<td>128</td>
<td>39,309</td>
<td>40,790</td>
<td>.002</td>
<td>.004</td>
</tr>
<tr>
<td>104</td>
<td>38,293</td>
<td>40,790</td>
<td>.002</td>
<td>.001</td>
</tr>
<tr>
<td>14</td>
<td>37,627</td>
<td>40,790</td>
<td>.003</td>
<td>.000</td>
</tr>
<tr>
<td>170</td>
<td>37,627</td>
<td>40,790</td>
<td>.003</td>
<td>.000</td>
</tr>
<tr>
<td>54</td>
<td>37,559</td>
<td>40,790</td>
<td>.003</td>
<td>.000</td>
</tr>
<tr>
<td>95</td>
<td>36,622</td>
<td>40,790</td>
<td>.004</td>
<td>.000</td>
</tr>
<tr>
<td>79</td>
<td>36,601</td>
<td>40,790</td>
<td>.004</td>
<td>.000</td>
</tr>
<tr>
<td>127</td>
<td>36,144</td>
<td>40,790</td>
<td>.004</td>
<td>.000</td>
</tr>
</tbody>
</table>

### Table 6: CFA Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Items</th>
<th>Items</th>
<th>Factor Loading</th>
<th>Factor Loading $^2$</th>
<th>Error</th>
<th>CR</th>
<th>VE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand</td>
<td>BI1</td>
<td>0.656</td>
<td>0.43034</td>
<td>.275</td>
<td>0.8996</td>
<td>0.7509</td>
<td></td>
</tr>
<tr>
<td>Innovativeness</td>
<td>BI2</td>
<td>0.827</td>
<td>0.68393</td>
<td>.152</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BI3</td>
<td>0.787</td>
<td>0.61937</td>
<td>.148</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived</td>
<td>PQ1</td>
<td>0.845</td>
<td>0.71403</td>
<td>.219</td>
<td>0.9276</td>
<td>0.7622</td>
<td></td>
</tr>
<tr>
<td>Quality</td>
<td>PQ2</td>
<td>0.857</td>
<td>0.73445</td>
<td>.225</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PQ3</td>
<td>0.829</td>
<td>0.68724</td>
<td>.234</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PQ4</td>
<td>0.862</td>
<td>0.74304</td>
<td>.220</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>BE1</td>
<td>0.565</td>
<td>0.31923</td>
<td>.369</td>
<td>0.9163</td>
<td>0.7923</td>
<td></td>
</tr>
<tr>
<td>Experience</td>
<td>BE2</td>
<td>0.887</td>
<td>0.78677</td>
<td>.117</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BE3</td>
<td>0.961</td>
<td>0.92352</td>
<td>.046</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>BP1</td>
<td>0.537</td>
<td>0.28837</td>
<td>.224</td>
<td>0.8962</td>
<td>0.6865</td>
<td></td>
</tr>
<tr>
<td>Personality</td>
<td>BP2</td>
<td>0.676</td>
<td>0.45698</td>
<td>.166</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BP3</td>
<td>0.748</td>
<td>0.55950</td>
<td>.250</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BP4</td>
<td>0.716</td>
<td>0.51266</td>
<td>.190</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived</td>
<td>PV1</td>
<td>0.870</td>
<td>0.75690</td>
<td>.135</td>
<td>0.9323</td>
<td>0.8212</td>
<td></td>
</tr>
<tr>
<td>Value</td>
<td>PV2</td>
<td>0.853</td>
<td>0.72761</td>
<td>.215</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PV3</td>
<td>0.901</td>
<td>0.81180</td>
<td>.150</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Confirmatory Factor Analysis (CFA) test includes testing the validity and reliability of the data. To measure construct validity, it can be seen through the factor loading value, where data is declared valid if the factor loading value and the variance extracted value > 0.50 (Ghozali, 2017). Then, to measure data reliability, it can be seen through the value of construct reliability, where data is declared reliable if it has a CR value > 0.70. The test results in Table 6 show that the factor loading value on all indicators and the variance extracted value for all variables is greater than 0.50, and each variable has a construct reliability value greater than 0.70.
Therefore, the measurement model shows the level of validity and reliability is significant and appropriate. CR and VE are calculated based on the formula below:

\[
\text{Construct Reliability (CR)} = \frac{\left( \sum \text{std loading} \right)^2}{\left( \sum \text{std loading} \right) + \Sigma \epsilon} \quad (\text{Eq.1})
\]

\[
\text{Variance Extracted (VE)} = \frac{\left( \sum \text{std loading} \right)^2}{\left( \sum \text{std loading} \right) + \Sigma \epsilon} \quad (\text{Eq.2})
\]

After testing and receiving each manifest variable (indicator) used to define latent variables, the next step is to estimate the full structural model by including indicators that have been tested with confirmatory factor analysis (CFA). The results of the equation model analysis are shown in Figure 2 below:

![Figure 2: Structural equation model results](image)

**Goodness Of-Fit**

To test the hypotheses established through the SEM path coefficients, the fit of the structural model describing the relationships among constructs was assessed. The model fit indices were \(\chi^2=235.958, \text{df}=110, \text{p}=0.000, \text{CMIN/df}=2.145, \text{GFI}=0.888, \text{RMSEA}=0.076, \text{AGFI}=0.844, \text{TLI}=0.930, \text{NFI}=0.901, \text{CFI}=0.944\) (Table 7). Based on the test results, there are four indices that show the research model is not good, namely the \(\chi^2\) Chi-Square, CMIN/DF, GFI, and AGFI. Nevertheless, the model proposed in this study is still acceptable because there are four indices that meet the “fit” criteria, namely the RMSEA, TLI, NFI, and CFI. According to Hair et al. (2019), the use of 4 to 5 qualified Goodness-of-Fit is sufficient to assess the feasibility of a model. So it can be concluded that this research model is a fit.

**Model modification**

Because there are still models that are not declared as a “fit” model. The lines are connected according to the recommendations from the Modification Indices output, namely e3-z3, e5-e16, e6-e8, e3-e8, e8-BI, e8-z2, e2-z3, e4-e15, e3-e16, e8-z1. Based on the modifications, a new structural model is generated which is shown in Figure 3 below.
After modifying the structural equation model, it can be seen in Table 8 that the index indicating the “fit” research model has increased, including CMIN/DF, GFI, RMSEA, TLI, NFI, and CFI. Goodness of Fit test of modified model obtained results ($\chi^2=148.490$, df=100; Prob= 0.001; CMIN/DF= 1.489; GFI= 0.925; RMSEA= 0.049; AGFI= 0.886; TLI= 0.971; NFI= 0.937; CFI= 0.976 ). Therefore, it can be concluded that the structural model of the research is better for further testing.

**Hypothesis testing**

It was carried out with the aim of analyzing the structural model that had been made. The process of testing the hypothesis can be done by looking at the Critical Ratio (CR) value and the Probability (P) value from the results of data processing. The direction of the relationship between variables can be seen from the estimated value, where if the estimated value is positive then the relationship between the variables is positive and if the estimated value is negative then the relationship between the variables is negative. Furthermore, if the test results show a CR value above 1.96 and a p-value below 0.05 (5%) then the relationship between the variables is significant. Based on the analysis that has been carried out, the results of the hypothesis test are obtained as shown in Table 7 as follows.

**Table 7: Hypothesis Test**

<table>
<thead>
<tr>
<th>Path</th>
<th>Estimate</th>
<th>C.R</th>
<th>Prob</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>BI → BE</td>
<td>0.102</td>
<td>1.059</td>
<td>0.290</td>
<td>Not Significant</td>
</tr>
<tr>
<td>BI → BP</td>
<td>0.298</td>
<td>3.758</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>BI → PV</td>
<td>0.205</td>
<td>1.121</td>
<td>0.265</td>
<td>Not Significant</td>
</tr>
<tr>
<td>PQ → BE</td>
<td>0.454</td>
<td>6.241</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>PQ → BP</td>
<td>0.149</td>
<td>3.507</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>PQ → PV</td>
<td>0.279</td>
<td>3.719</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>BE → PV</td>
<td>0.351</td>
<td>3.599</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>BP → PV</td>
<td>0.603</td>
<td>2.767</td>
<td>0.006</td>
<td>Significant</td>
</tr>
</tbody>
</table>
Based on the result tests listed in Table 7 above, it can be seen that the effect of brand innovativeness on brand experience produces a p-value of 0.290. It can be concluded that the brand innovativeness carried out by Somethinc has no significant effect on the consumer A brand experience of Somethinc so that hypothesis 1 (H1) is not accepted. The effect of brand innovativeness on brand personality produces a p-value of 0.000. Brands that increasingly invest in innovation will make it easier for consumers to recognize and understand the personality of the brand, so hypothesis 2 (H2) is accepted. The effect of brand innovativeness on perceived value produces a p-value of 0.265. It can be concluded that the brand innovativeness carried out by Somethinc has no significant effect on the consumer perceived value of Somethinc brand so hypothesis 3 (H3) is not accepted. The effect of perceived quality on brand experience produces a p-value of 0.000. It can be concluded that the perceived quality of consumers related to the Somethinc brand can influence consumers’ brand experience, so hypothesis 4 (H4) is accepted. The effect of perceived quality on brand personality produces a p-value of 0.000. It can be concluded that the perceived quality related to the Somethinc brand can influence consumer perceptions about the personality of the Somethinc brand, so hypothesis 5 (H5) is accepted. The effect of perceived quality on perceived value produces a p-value of 0.000. The higher overall quality of Somethinc brand that is perceived by consumers will also increase consumer’s perceived value towards Somethinc brand so that hypothesis 6 (H6) is accepted. The effect of brand experience on brand personality produces a p-value of 0.000. The better consumer's brand experience the better consumer's perceived value of the Somethinc brand so that hypothesis 7 (H7) is accepted. The effect of brand personality on perceived value produces a p-value of 0.006. The higher consumer understanding and feeling of the suitability related to the personality of a brand will increase the positive perceived value that consumers felt, so hypothesis 8 (H8) is accepted.

Indirect effect hypothesis testing

It was carried out with the aim of analyzing whether there is an indirect effect of exogenous variables on endogenous variables through intervening variables or not. Based on the test results, the value of the direct effect of brand innovation on perceived value is smaller than the value of the indirect effect (0.144 <0.288). Therefore, in this study brand experience and brand personality partially mediate the relationship between perceived quality and perceived value of consumers. This can be seen from the results of the regression weight test, where there are 2 relationships of the related variables which are stated to have no significant effect, namely the relationship between brand innovation and brand experience and brand innovation and perceived value. Then, the value of the direct effect of perceived quality on perceived value is greater than the value of the indirect effect (0.323 <0.151). Therefore, in this study brand experience and brand personality can perfectly mediate the relationship between perceived quality and consumer's perceived value. This can be seen from the results of the regression weight test, where the relationship of all related variables is stated to have a positive and significant influence on each other.

Discussion

This research gives a novelty including the first, this research contributes to the marketing literature to examine consumer behavior by making the local beauty product brand "Somethinc" as the object of the research. Second, this study focuses on more specific respondent criteria, namely undergraduate students at all universities in Indonesia. Coelho et al. (2020) conducted a similar study to previous research (Zanjani et al., 2016), namely using two very different samples, varying in age, income, and cultural background.

The research was conducted in a different country from previous studies. Coelho et al. (2020) distributed a research questionnaire to Portuguese students and American workers, while this study was conducted in Indonesia. Last but not least, this research involves the impact or influence of the Covid-19 Pandemic phenomenon. The following is a discussion of research results and their relation to previous studies.

The Influence of brand innovativeness on brand experience

The results showed that the brand innovation variable had a positive but not significant effect on the consumer brand experience of Somethinc. In the research hypothesis, it can be said that the higher brand innovation carried out by the company will increase the consumer's experience of the brand. Conversely, when consumers cannot feel the value and benefits of brand innovation properly, in other words, the brand innovation carried out by the company is not as expected or needed, then consumers will not be involved in the brand experience. These results are inconsistent with the results of previous studies which state that brand innovativeness has a positive effect on brand experience (Coelho et al., 2020; Kunz et al., 2011; Nysveen et al., 2018). However, these results are supported by statements from previous studies that emphasize that conversely, consumer experience should be more appropriate as an antecedent or influence on the success of a company's brand innovation (Pallant et al., 2022). In preparing the company's innovation strategy, it is necessary to involve consumer experience so that innovation goals can be achieved.

The Influence of brand innovativeness on brand personality

The results showed that the brand innovation variable had a positive and significant effect on the Somethinc brand personality. The higher the brand innovation carried out by the company, the higher the consumer understanding regarding the brand personality of its products. Ghantous (2016) argues that presenting opportunities for brand differentiation can be done by creating a brand personality, where characteristics such as the intangible nature of a brand (brand symbolic value) are a reliable form of innovation because it is more difficult for competitors to imitate than competitors, product functional features. Therefore, innovation related to
brand personality can be used as a competitive advantage. The results of this study are in accordance with the results of previous studies conducted by Coelho et al. (2020) which state that brand innovation has a positive effect on brand personality.

The Influence of brand innovativeness on perceived value

The results showed that the brand innovation variable had a positive but not significant effect on the perceived value of consumers related to the Somethinc brand. In the research hypothesis, it can be said that the higher the brand innovation carried out by the company, the higher the perceived value of consumers related to the brand. Hanaysha (2016) stated that innovation is a company's ability to create products that have added value and create good perceptions in the minds of consumers. Conversely, if consumers see that the value of the innovation is not as expected, the brand innovation will not have a positive value in consumer's point of view. This result is inconsistent with the results of previous studies which state that brand innovation has a positive effect on perceived value (Coelho et al., 2020; Lin & Zhou, 2022; Pappu & Quester, 2016; Wang et al., 2019). On the contrary, the results of this study are consistent with the results of previous studies which state that brand innovation has a positive effect on hedonic values but not on utilitarian values (Kim et al., 2010). This can be explained by the concept of consumers who have hedonic value principles, which prioritize pleasure, more in line with innovative products than consumers who have utilitarian principles, which prioritize conformity of values obtained from the consumption process.

The Influence of perceived quality on brand experience

The results showed that the perceived quality variable had a positive and significant effect on the Somethinc brand experience. The higher the quality of the brand, the higher the consumer's experience with the brand. According to Bae and Jeon (2022), consumers' perceived quality of a brand is related to various aspects of their overall experience with that brand. Therefore, an experience that is free from defects and that satisfies consumer needs well would indicate higher quality. The results of this study are consistent with the results of previous studies which state that perceived quality has a positive effect on brand experience (Akoglu & Ozbek, 2021; Coelho et al., 2020; Ding & Tseng, 2015; Eslami, 2020; Xixiang et al., 2016). The unique quality is part of the consumer experience. Therefore, it is beneficial for companies to build consumer interest through engaging experiences.

The Influence of perceived quality on brand personality

The results showed that the perceived quality variable had a positive and significant effect on the Somethinc brand personality. The higher the perceived quality of consumers related to a brand will increase consumer understanding regarding the personality of the brand. An attractive brand with a trendy style and design will be considered to have high quality considering that when consumers make judgments about perceived quality, consumers will not only judge the product but also related to attribute aspects such as packaging, aroma, style, suitability, finish, and overall appearance (Ramaseshan & Tsao, 2007). The results of this study are in accordance with the results of previous studies conducted by Coelho et al. (2020) which state that perceived quality has a positive effect on brand personality.

The Influence of perceived quality on perceived value

The results showed that the perceived quality variable had a positive and significant effect on the perceived value of consumers regarding the Somethinc brand. The higher the brand quality, the higher the perceived value of consumers related to that quality. Howat and Assaker (2013) stated that quality is the most important aspect that will be used as one of the consumer considerations in assessing the suitability of the value of money spent to obtain a product with the value obtained from the product. Therefore, investing in improving the perceived quality of the product is very important in increasing the perception of high value (Konuk, 2018). The results of this study are in accordance with the results of previous studies which state that perceived quality has a positive effect on perceived value (Chen et al., 2019; Cheung et al., 2015; Coelho et al., 2020; De Leon et al., 2020; Garcia et al., 2018; Howat & Assaker, 2013; Moreno et al., 2015; Nuviala et al., 2012; Suttikun & Meeprom, 2021).

The Influence of brand experience on perceived value

The results showed that the brand experience variable had a positive and significant effect on the perceived value of consumers related to the Somethinc brand. The higher the consumer's brand experience, the higher the consumer's perceived value regarding the brand. To be able to win in the competition, companies need to understand what can contribute to consumers' perceived value (Wiedmann et al., 2017). Traditionally, perhaps companies will only focus on physical and functional aspects to create a convincing and attractive perception of price or quality for consumers. However, today's consumers prefer brands that can provide them with unique and memorable experiences. Therefore, Somethinc realizes the importance of providing an extraordinary experience rather than just selling products to create value for its consumers. The results of this study are in accordance with the results of previous studies which state that brand experience has a positive effect on perceived value (Bae & Jeon, 2022; Chen & Lin, 2015; Coelho et al., 2020; Ding & Tseng, 2015; Martinez & Casielles, 2017; Rodrigues & Brandao, 2021).
The influence of brand personality on perceived value

The results showed that the brand personality variable had a positive and significant effect on the consumer’s perceived value of Somethinc brand. The higher the consumer's understanding and suitability related to the personality of a brand, the higher the positive value perception felt by consumers. Brand identity is an aspect of marketing that is currently a concern for marketers, where of all models related to brand identity brand personality is the most important element (Khang & Sharma, 2012). Brand personality is considered to be able to contribute to brand differentiation from competitors, which in turn will build consumer value perceptions related to the brand. The results of this study are consistent with the results of previous studies which state that brand personality has a positive effect on perceived value (Aghazadeh et al., 2014; Coelho et al., 2020; Giroux et al., 2017; Khang & Sharma et al., 2012; Maharani & Hidayat et al., 2017).

Conclusions

Based on the results of the research, Somethinc’s brand innovativeness is unable to influence the brand experience of its consumers. This might happen because the value that consumers get from innovative products is not in line with what consumers want or need, so consumers will feel disengaged from meaningful experiences. Somethinc's strategy in innovating is carried out by continuing to launch complete care products for the entire body. Through the completeness of the products that Somethinc provides to its consumers, Somethinc must be able to accept if one or more of these innovative products are not successfully accepted. This might happen because consumers feel they do not match the value or benefits of the product. Another example of Somethinc's innovativeness, which is also related to marketing strategy, is by launching of a beauty product package that collaborates with actors, actresses, and idol groups from South Korea. This may only be valuable to some consumers who have an interest (fans) in these collaboration parties. The discrepancy between the values and benefits of brand innovation and what consumers expect is one of the reasons why consumers cannot experience a meaningful experience with the Somethinc brand.

Based on the results of the study, the innovation of the Somethinc brand can influence the personality of the Somethinc brand. Innovative brands are brands that can show a difference from other brands or have certain characteristics and speciality. Brand characteristics are considered to reflect the personality of a brand. Realizing that each individual has different skin problems, Somethinc presents various kinds of serum that can answer various skin problems. Somethinc's brand innovation is considered to reflect its personality as a brand that is friendly to all skin problems. The completeness of the product along with the various benefits offered can be a winning point for Somethinc's value from a consumer's point of view. The next example of Somethinc's innovation, which is also related to positioning strategy, is launching products specifically aimed to men, women with wrinkled skin conditions (anti-aging products), and for children for ages from 6-11 years and over, where branding (including brand ambassadors and advertising slogans) and visualization of each product are adjusted based on the purpose for which the product was launched. In this case, consumers will feel that there is a match between the innovations made, which reflect the personality of the Somethinc brand, and their own personality. Humans to humans seek compatibility through suitable personalities, as well as humans to products.

Based on the results of the research, the Somethinc brand innovation is considered unable to influence the perceived value of its consumers. This might happen because the value that consumers get from all aspects of brand innovation by Somethinc does not match what consumers want or need. Through all the brand innovations carried out by Somethinc, if consumers do not feel the need to buy or have this innovative value, then these innovations will not be of good value to consumers. In this case, brand innovation can also be said to be not always successful taking into account other factors, one of which is product price, where the more unique and innovative a product is, of course, the more expensive it will be. This may be related to consumers who have middle-low economic status. Therefore, the results of the study were deemed appropriate by considering the criteria of the respondents in this study, namely students who did not have a fixed income with an average income of 1 – 2.5 million per month. Therefore, the more in line with the value of brand innovation with consumer expectations, it will indicate that Somethinc's innovation is successful.

Based on the research results, the perceived quality of consumers related to the Somethinc brand can influence the consumer's brand experience. The better and consistent overall quality of Somethinc's products (packaging, design, promotion, durability, product application results on the skin, etc.), the higher the consumer's pleasurable experience when using the product. Furthermore, the results of the hypothesis in this study are in accordance with the quality of promotions carried out by Somethinc. Somethinc is always active in holding promotions especially on certain memorial days. One of the promotions carried out was a promo for purchasing one of Somethinc's products by offering a prize of two tickets to the 'Museum Moja', one of the famous museums in Jakarta. Through this promo, consumers will certainly get a meaningful experience. This at the same time shows Somethinc's superiority in carrying out an innovation strategy that always makes what is trending the concept of the strategy. In addition, Somethinc's efforts to enhance the consumer brand experience are also demonstrated through the quality of the products provided, such as product sales, which are always accompanied by sticker prizes. These stickers are intended so that consumers can be creative by attaching stickers to beauty products purchased from Somethinc according to their ideas and creativity.

Based on the results of the study, perceived quality related to the Somethinc brand can influence consumer perceptions about the personality of the Somethinc brand. The higher
level of quality offered can reflect the personality of the Somethinc brand which leads to a positive perception. For example, like Somethinc's cushion product, when consumers feel the good quality of that product (color matching to facial skin, resistance, texture, etc.) then they will feel the compatibility of the product's personality with their own personality, considering that all individuals definitely want the best brand for themselves. Talking about skin color, because Indonesia is a country with a population of various ethnicities and nations, Somethinc offers a shade that consists of many choices in cushion products. This will certainly strengthen the good perception of consumers regarding the personality of Somethinc as a local brand of beauty products. In addition, Somethinc's quality in finding brand ambassadors for their products is also considered to enhance the personality of their brand. For example, one of the product variants of the serum “Diamond Phyto Stem Cell Serum” with brand ambassador of Syahrini because this beautiful Indonesian artist has characteristics that match the vision of the Somethinc brand, namely “daring to be yourself without caring about what other people say”. Therefore, quality is considered as an important aspect that can build a good brand personality.

Based on the research results, the perceived quality of consumers related to the Somethinc brand can affect the perceived value of consumers. Realizing that every individual definitely wants the best quality of products they buy, Somethinc as one of the largest manufacturers in the local beauty product industry is committed to continuously improving the quality of its products which are made using high-grade technology and ingredients. This can be explained by one of the first conceptualizations of perceived value developed by Zeithaml (1998) where consumers' overall assessment of the utility (benefits) of a product is based on perceptions of what is received and what is given. The main components of the consumer's perceived value include utility and cost. Somethinc consumers feel the benefits of beauty products purchased from Somethinc are in line with their values and expectations, and worth if it compared to the cost and effort they spend. Compared to international brand beauty products, Somethinc as a local brand has a relatively affordable value with not much different quality. Good quality at affordable product prices is the essence of how consumers perceive the value of the Somethinc brand.

Based on the results of the study, consumer brand experiences related to the Somethinc brand can influence consumer perceived value. Somethinc is a local beauty product brand that always wants to move forward and develop by continuing to innovate and provide the best for its consumers. In selling its products, Somethinc never forgets to prioritize a good experience for its customers. All aspects of consumer experience with a brand can ultimately affect consumer perceived value related to Somethinc brand. Starting from the experience of buying a product, Somethinc creates a beauty product package “Customize your kit” which involves consumers choosing the color of the bundle and the contents of the product according to what they want. Brand experiences are also created through advertisements, promotions and give away with interesting and trendy concepts. In addition, Somethinc also continues to be active in holding events such as “Serum Wonderland” which Somethinc consumers can visit directly. In this event consumers can consult with the Somethinc team to find recommendations for the right care products and find out various information about purchase promos. It shows Somethinc’s effort to create a complete brand experience for its consumers, so that consumers will feel a high value on Somethinc brand.

Based on the results of the study, brand personality can affect the perceived value of consumers related to the Somethinc brand. In its positioning strategy, Somethinc skincare products are not only aimed at women's skin but also at men and children. In launching these products, Somethinc always adjusts the product target market with all attributes related to the product, such as brand ambassadors who can represent the appropriate characteristics, design, tagline, etc. An example is the icon on the packaging of skincare products aimed at children aged 6-11 years which uses the Shinchan cartoon figure to attract consumers' attention. In addition, the tagline given by Somethinc in an advertisement for a skincare product aimed at men is “90% of men must have experienced this”, then gives an illustration of the problem of men's facial skin, which is on average oily. Then the brand personality created by Somethinc in its products can be seen through the Somethinc cushion product which is divided into two types, namely products with a dewy finish intended for dry skin, and a matte finish for oily skin. The various brand personalities created by Somethinc for its products are one of Somethinc's strategies to increase the positive value perceptions of its customers.

Managerial Implications

Based on the overall results of this study, the managerial implications that will be given are aimed at companies in the beauty industry. The research results show that consumers can feel the positive value of a brand through the perceived brand experience, brand characteristics or personality, and perceived quality. This shows that both functional and symbolic brand values are important things that need to be considered by companies in creating good perceptions or values for consumers towards their brands.

The benefits gained in purchasing a product mostly come from the perceived quality of consumers. In this case, it is justifiable that consumers will prefer products with good quality, but companies need to remember that consumers also need other benefits related to feelings. Based on the results of this study, these benefits can be generated through the role of brand experience and brand personality. Therefore, the combination of functional and symbolic value of the brand will not only produce benefits, but will get a plus value for the brand on consumer perception.

Although brand innovation cannot directly represent a positive influence on consumer perceived value, through brand symbolic values of brand experience and brand personality, a slightly better value effect can be produced. Therefore, for companies that want to invest in differentiation, uniqueness, and brand innovativeness, more analysis and evaluation is needed to be able to produce maturity in developing innovation strategies. Companies need to make what is truly in line with consumer values and expectations as a consideration in carrying out brand innovation.
Limitations and Directions for Future Research

In this study, there are several research limitations which are expected to be the basis evaluation for further research. The limitations of the research include the following:

i. The number of respondents in this study was 200 respondents, where the number was still very limited and could not properly represent the description of the phenomena.

ii. The respondents criteria were undergraduate students from all universities in Indonesia. The purpose of using these criteria was to find out the overall perception of the Somethinc brand from the point of view of students who have an average income of 1 million to 2.5 million per month. Researchers want to do research on specific respondents. However, this is also used as a research limitation because with specific respondents comparisons between consumer behavior based on age and other work status cannot be carried out. Therefore, further research is expected to involve more diverse criteria.

iii. Data collection in this study was only carried out at one time, so that researchers could not pay attention to changes in respondents' attitudes which could also change research results. This is related to the rapidly changing trends in beauty products and the presence of new competitors in the beauty product industry that will continue to emerge from time to time. Therefore, further research is expected to be able to conduct research with longitudinal data collection.

 iv. The questionnaire in this study was distributed online via the Google Form, so that researchers could not pay attention and monitor the attitudes of the respondents directly. Therefore, future research is expected to be able to distribute questionnaires directly such as visiting offline stores that sell Somethinc beauty products and making shop visitors as research respondents.

 v. The questionnaire in this study was distributed online via the Google Form, so that researchers could not pay attention and monitor the attitudes of the respondents directly. Therefore, future research is expected to be able to distribute questionnaires directly such as visiting offline stores that sell Somethinc beauty products and making shop visitors as research respondents.

Suggestions and Recommendation from Author

Based on the overall results in this study, the researcher proposes several suggestions that are expected to be useful both for Somethinc brand and further marketing research that is similar to this research model and specifically for marketing research that wants to discuss the related field of the beauty product industry. The suggestions given by researchers are as follows:

Based on the results of the study, positive perceived value by consumers towards a brand is most influenced by what consumers feel regarding the quality of a brand. Therefore, companies that have a business in the beauty product industry, such as cosmetic and skincare products, are expected to pay attention to the quality of all the products that will be offered.

Based on research results, competitive strategy through brand innovativeness cannot always be successful because there are causal factors such as a discrepancy between the value and benefits of innovation with what consumers expect. This needs to be considered by the company because creating a unique and innovative brand certainly cannot be separated from high costs. The failure of the innovation strategy will only lead the company to losses. By the fact of the different needs and desires of consumers, companies must be able to carry out the right strategy in innovating. Therefore, to be able to create value and benefit from the right innovation for its target consumers, companies need to conduct surveys, good estimates regarding the company's profit and loss in carrying out innovations, and evaluation.

Based on the research results, in addition to involving high functional value on the company's brand it is also necessary to involve symbolic values such as creating a good brand experience and appropriate brand personality. Symbolic value is considered a superior competitive strategy because the entity is not easily imitated by competitors. Something that involves feelings is considered to last longer in the minds of consumers. So, it will lead to positive value perceptions related to the brand which will ultimately create positive things for the company such as consumer satisfaction, intention to repurchase products, and brand loyalty.

Acknowledgments

Author Contributions: Conceptualization, Methodology, Data Collection, Formal Analysis, Writing—Original Draft Preparation, Writing—Review and Editing, by authors with equal participation. All authors have read and agreed to publish the final version of the manuscript.

Funding: Thank you to the Center for Development and Management Studies, Faculty of Business and Economics, Universitas Islam Indonesia for funding this research and publishing it as a journal article in IJRBS.

Institutional Review Board Statement: Ethical review and approval were obtained for this study.

Data Availability Statement: The data presented in this study are available on request from the corresponding author. The data are not publicly available due to privacy.

Conflicts of Interest: The authors declare no conflict of interest.
References


Eslami, S. (2020). The effect of brand experience on brand equity and brand loyalty through the mediating role of brand awareness, brand image and perceived quality, Archives of Pharmacy Practice, 11(1), 98-104.


**Publisher's Note:** SSBFNET stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.