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The Effects of Brand Credibility and Emotional Brand Attachment on Consumer-Based Brand Equity (Cbbe): A Study if Asia Baru Cake & Bakery in Kendari

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ABSTRACT

This study aims to examine the effects of Brand Credibility and Emotional Brand Attachment on Consumer-Based Brand Equity (CBBE) at Asia Baru Cake & Bakery in Kendari. The population in this study consists of consumers who have purchased and consumed Asia Baru products. The sample was determined using a purposive sampling technique involving 96 respondents. Data analysis was conducted using multiple linear regression analysis with the assistance of IBM SPSS. The results of this study show that: (1) Brand Credibility and Emotional Brand Attachment simultaneously have a positive and significant effect on Consumer-Based Brand Equity; (2) Brand Credibility has a positive and significant effect on Consumer-Based Brand Equity; and (3) Emotional Brand Attachment has a positive and significant effect on Consumer-Based Brand Equity, with a stronger contribution compared to Brand Credibility. These findings indicate that strengthening consumers' trust and emotional relationships with the brand are important factors in enhancing Consumer-Based Brand Equity, particularly for local Cake and bakery businesses.

Keywords: Brand Credibility, Emotional Brand Attachment, Consumer-Based Brand Equity, Local Cake and Bakery Brand.

INTRODUCTION

The bakery industry is experiencing rapid market expansion and intensifying competition, driven by diverse consumer preferences, rising demand, and increasing business activity. The industry is projected to achieve a compound annual growth rate (CAGR) of 9.38% during 2025−2029, indicating sustained market potential (6Wresearch.com, 2023). This growth is further reflected in the 51.01% increase in imports of bakery and confectionery inclusions from 2023 to 2024, as well as the approximately 5.28 million food and beverage service establishments recorded in 2024 (6Wresearch.com, 2024; BPS-Statistics Indonesia, 2025). These developments have intensified competition, requiring bakery businesses to compete not only through product quality but also through stronger branding and consumer relationships to establish sustainable competitive advantages (Fonda et al., 2022). In this context, consumer-based brand equity (CBBE) becomes increasingly important in maintaining consumer preference and trust amid numerous market alternatives.

In this competitive environment, Consumer-Based Brand Equity (CBBE) becomes an important indicator of brand strength because it reflects the value consumers associate with a brand based on their knowledge, experiences, and responses. Strong CBBE enables brands to maintain consumer preference and differentiate themselves from competing alternatives. Previous research by Dirgantari et al. (2023) found that brand-related perceptions significantly contribute to the formation of CBBE, emphasizing the importance of understanding factors that shape consumers' evaluations of a brand.

This competitive context is also relevant to Asia Baru Cake & Bakery, a local cake and bakery brand operating in Kendari. Asia Baru has established a relatively strong local presence through eight branches across Kendari and has received consistently positive consumer evaluations. Based on Google Maps data, its branches have ratings ranging from 4.4 to 5.0 stars, with an average rating of approximately 4.65 stars and more than 1,000 consumer reviews. Consumers commonly provide positive evaluations regarding product taste, quality, service, affordability, and product variety. These evaluations indicate that Asia Baru has developed favorable consumer perceptions and a relatively strong position within the local cake and bakery market.

The positive consumer evaluations and continued market presence of Asia Baru suggest the relevance of brand credibility in shaping consumer responses toward the brand. Brand credibility refers to the extent to which consumers perceive a brand as trustworthy and capable of delivering its promises consistently (Erdem, T. and Swait, 2004). In a competitive market where consumers encounter numerous similar alternatives, credibility can reduce purchase uncertainty and strengthen favorable brand evaluations. For Asia Baru, consistent product quality, positive consumer experiences, and stable market visibility may contribute to perceptions of trustworthiness and expertise, which can subsequently strengthen CBBE.

Beyond rational evaluations, consumers may also develop emotional relationships with brands. Emotional Brand Attachment refers to the strength of the emotional connection between consumers and a brand, reflected through affection, passion, and connectedness (Thomson, M., MacInnis, D.J. and Park, 2005). Such emotional bonds can encourage stronger consumer relationships and loyalty, making consumers more likely to maintain their relationship with a brand over time. Dwivedi et al. (2019) found that emotional brand attachment contributes significantly to CBBE by strengthening consumer relationships and engagement. In the case of Asia Baru, repeated positive experiences, brand familiarity, and ongoing consumer engagement may contribute to emotional attachment and strengthen consumers' responses toward the brand.

Although previous studies have examined brand credibility and emotional brand attachment in relation to CBBE, much of the existing research has been conducted in contexts such as skincare, fashion, restaurants, and digital platforms. Research examining these variables within the local cake and bakery industry remains relatively limited, particularly studies that investigate their effects on CBBE simultaneously without involving mediating variables. This gap highlights the need to examine whether both consumers' rational evaluations of a brand's credibility and their emotional connections with the brand contribute to stronger CBBE in a local bakery context.

Therefore, this study examines the effects of Brand Credibility and Emotional Brand Attachment on Consumer-Based Brand Equity among consumers of Asia Baru Cake & Bakery in Kendari. By focusing on an established local cake and bakery brand with multiple branches and substantial consumer exposure, this study is expected to provide empirical insight into how credibility-based and emotional consumer evaluations contribute to the development of CBBE in a competitive local market.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior refers to the process through which individuals make decisions related to obtaining, consuming, and evaluating products, services, experiences, or ideas (Peter & Olson, 2010; Hoyer & MacInnis, 2008). This process involves the interaction of consumers' thoughts and feelings, actual behaviors, and environmental influences. Internal factors such as motivation, perception, knowledge, and beliefs, as well as external factors such as culture, social groups, and environmental situations, can shape consumer responses and decision-making (Hoyer & MacInnis, 2008; Wardhana, 2024).

Consumer behavior is also influenced by marketing stimuli and consumer experiences, which shape perceptions, preferences, and responses toward brands. Kotler et al. (2022) emphasize that understanding consumer behavior provides a basis for developing marketing strategies that align with consumer needs and preferences, while consumer perceptions and experiences can contribute to the formation of brand trust and value. In this context, consumer behavior is relevant to this study because cognitive evaluations may contribute to perceptions of brand credibility, while affective responses and repeated experiences may foster emotional brand attachment. Together, these consumer responses can contribute to the formation of Consumer-Based Brand Equity (CBBE).

Brand Credibility

Brand credibility refers to the extent to which consumers perceive a brand as trustworthy and capable of delivering its promises through its expertise and competence (Erdem, T. and Swait, 2004). From the perspective of signaling theory, brand credibility helps reduce consumer uncertainty in the decision-making process and is influenced by the actions and strategies implemented by organizations (Loureiro & Panchapakesan, 2016, as cited in Molinillo et al., 2022). Keller (2008) further relates credibility to consumers' judgments of a brand's reliability, capability, and consistency. Moreover, brand credibility can be strengthened through consumer engagement, identification, reputation, and attachment (Molinillo et al., 2022). Thus, brand credibility reflects consumers' confidence in a brand's ability and willingness to consistently deliver its promises.

Brand credibility can be understood through three dimensions: brand trust, expertise, and clarity of positioning, which reflect consumers' perceptions of a brand's reliability,

competence, and distinctiveness (Erdem & Swait, 2004; Dirgantari et al., 2023; Dwivedi et al., 2019). These dimensions are described as follows:

1. Brand Trust: Brand trust refers to consumers' confidence in a brand's ability to fulfill its promises and maintain a reliable relationship with consumers. It encompasses perceptions of honesty, consistency, reliability, integrity, safety, and trustworthiness (Wardhana, 2024; Firmansyah, 2019).
2. Expertise : Expertise refers to consumers' perceptions of a brand's knowledge, competence, and ability to consistently deliver quality products or services. It includes the brand's ability to maintain product quality, demonstrate professional competence, meet consumer expectations, and improve its offerings (Molinillo et al., 2022).
3. Clarity of Positioning : Clarity of positioning refers to the extent to which consumers understand a brand's distinctive value and position relative to competitors. It involves a clear brand image, consistent communication, a distinct value proposition, differentiation from competitors, and consistency between brand promises and consumer perceptions (Kotler et al., 2022; Dwivedi et al., 2019).

Emotional Brand Attachment

Emotional brand attachment refers to the strong emotional bond between consumers and brands that develops through repeated interactions, experiences, and psychological involvement. Rooted in Attachment Theory, the concept explains how brands can become meaningful objects of attachment that influence consumer behavior (Dwivedi et al., 2019). This attachment can be strengthened by brand experience, trust, brand love, and self-congruity (KL & Babu, 2024), while repeated consumption experiences can further strengthen consumer satisfaction and loyalty (Ghorbanzadeh & Rahehagh, 2021). Moreover, interactions with brands through direct experiences and digital media can reinforce emotional connections and shape consumer perceptions and responses (Dwivedi et al., 2019; Yolanda & Sharif, 2023).

Emotional brand attachment is commonly measured through three dimensions: affection, connection, and passion, which collectively reflect the strength of consumers' emotional bonds with a brand (Thomson et al., 2005, as cited in Sauqi & Hidayat, 2023). The dimensions are as follows:

1. Affection : Affection refers to positive feelings toward a brand, such as liking, comfort, warmth, and fondness, developed through favorable consumer experiences.
2. Connection :Connection refers to the psychological closeness consumers feel toward a brand and the extent to which the brand becomes personally meaningful to them.
3. Passion :Passion refers to intense emotional involvement with a brand, reflected in enthusiasm, excitement, and strong interest that encourage continued interaction and support.

Consumer-Based Brand Equity (CBBE)

Consumer-Based Brand Equity (CBBE) refers to the value of a brand formed through consumers' perceptions, knowledge, and responses toward the brand. Keller (1993) defines CBBE as the differential effect of brand knowledge on consumer responses to a brand's marketing activities. Similarly, Kotler et al. (2022) explain that brand equity arises from differences in consumer responses based on their knowledge and experiences with a brand. Thus, CBBE reflects how consumers perceive and evaluate a brand beyond its functional attributes, with strong CBBE contributing to positive responses such as loyalty, repurchase intention, word-of-mouth, and willingness to pay a premium price (Chatzipanagiotoua et al., 2019).

CBBE can be measured through three dimensions: brand awareness/association, perceived quality, and brand loyalty (Yolanda & Sharif, 2023). These dimensions are described as follows:

1. Brand Awareness/Association : Brand awareness/association refers to consumers' ability to recognize and recall a brand, along with the associations they hold toward it. Strong awareness and positive associations increase the likelihood that the brand will be considered in consumers' purchase decisions.
2. Perceived Quality : Perceived quality refers to consumers' overall evaluation of a brand's product or service quality relative to available alternatives. It reflects consumers' perceptions of product performance and contributes to brand preference and competitive advantage.
3. Brand Loyalty : Brand loyalty reflects consumers' commitment to continue choosing and repurchasing a brand over time. It indicates a strong and enduring consumer–brand relationship and a reduced tendency to switch to competing brands.

Empirical Literature Synthesis and Research Gap

Previous studies have extensively examined the relationships among brand credibility, emotional brand attachment, and Consumer-Based Brand Equity (CBBE) across various contexts, including social media, cosmetics, mobile applications, e-commerce, fashion, and higher education. Generally, findings show that brand credibility has a positive and significant effect on CBBE (Dirgantari et al., 2023; Ongkowidjaja & Tjokrosaputro, 2020). Similarly, Salsabilla & Nasir (2025) highlighted the role of brand credibility in strengthening brand equity and consumer loyalty among Muslim fashion consumers. Furthermore, brand credibility may contribute to CBBE through mediating mechanisms or as a necessary condition in certain contexts (Venciute et al., 2026).

Regarding emotional brand attachment, previous findings indicate that it can positively influence brand credibility, consumer satisfaction, and CBBE, both directly and through mediating mechanisms (Dwivedi et al., 2019; Kurniawati & Setiawan, 2021; Rizki et al., 2025). Conversely, CBBE has also been found to strengthen emotional brand attachment, suggesting a potentially reciprocal relationship between the two constructs (Cáceres & Barbier, 2025). However, the findings are not entirely consistent, as some studies report non-significant or negative relationships involving emotional brand attachment, brand credibility, and CBBE in particular contexts, including social media and cosmetics (Sauqi & Hidayat, 2023; Yolanda & Sharif, 2023).

These varying findings suggest that the relationships among brand credibility, emotional brand attachment, and CBBE may depend on the research context and the mechanisms through which the constructs are examined. In addition, previous research has predominantly focused on industries such as cosmetics, fashion, social media, e-commerce, and other digital or consumer-oriented sectors, while the local cake and bakery industry has received comparatively limited attention. This study addresses this gap by examining brand credibility and emotional brand attachment as predictors of CBBE among consumers of Asia Baru Cake & Bakery in Kendari.

To further address the gap, this study adopts a direct-effects model that positions brand credibility and emotional brand attachment as two parallel antecedents of CBBE. While previous studies have examined these constructs through mediating or sequential mechanisms, including the roles of brand credibility and consumer satisfaction (Dwivedi et al., 2019; Kurniawati & Setiawan, 2021; Rizki et al., 2025), this study focuses on the direct contribution of each construct to CBBE. This approach provides a more focused examination of how cognitive evaluations reflected in brand credibility and emotional

evaluations reflected in emotional brand attachment contribute to CBBE within the context of a local cake and bakery brand. The examination of mediating or reciprocal relationships is therefore beyond the scope of the present study and may provide opportunities for future research.

Hypotheses Formulation

The Simultaneous Effects of Brand Credibility and Emotional Brand Attachment on Consumer-Based Brand Equity (CBBE)

Consumer-Based Brand Equity (CBBE) reflects consumers' overall evaluation of a brand and can be shaped by cognitive and emotional factors. Brand credibility builds consumer trust in the brand's reliability and ability to fulfill its promises, while emotional brand attachment strengthens the psychological bond between consumers and the brand. Previous studies have found that brand credibility positively influences CBBE (Kurniawati & Setiawan, 2021), while emotional brand attachment also contributes positively to CBBE (Sauqi & Hidayat, 2023). Although limited studies have examined their simultaneous effect, the complementary roles of trust and emotional connection suggest that both factors can jointly strengthen consumers' perceptions and relationships with a brand. Therefore, the following hypothesis is proposed:
H_1: *Brand credibility (X1) and emotional brand attachment (X2) simultaneously have a positive and significant effect on consumer-based brand equity (Y) of Asia Baru in Kendari.*

The Effect of Brand Credibility on Consumer-Based Brand Equity

Brand credibility reflects consumers' confidence in a brand's ability and willingness to fulfill its promises consistently, thereby influencing their evaluations of the brand and its products. A credible brand is more likely to gain consumer trust, generate favorable perceptions of quality and brand associations, and encourage loyalty, which can strengthen Consumer-Based Brand Equity (CBBE). This relationship is supported by previous studies, with Dwivedi et al. (2019), Ongkowidjaja & Tjokrosaputro, (2020), and Kurniawati and Setiawan (2021) finding that brand credibility positively influences CBBE across different contexts. Dirgantari et al. (2023) further confirmed a positive and significant effect of brand credibility on CBBE in mobile health applications. These findings indicate that higher brand credibility is likely to strengthen consumers' overall perceptions of brand value. Therefore, the following hypothesis is proposed:
H_2*: Brand credibility (X1) has a positive and significant effect on consumer-based brand equity (Y) of Asia Baru in Kendari.*

The Effect of Emotional Brand Attachment on Consumer-Based Brand Equity

Emotional brand attachment represents the strong emotional and psychological bond that consumers develop with a brand through meaningful experiences and interactions. Such attachment can strengthen consumers' preference, relationship, and loyalty toward a brand, thereby contributing to stronger Consumer-Based Brand Equity (CBBE). Empirical studies support this relationship, as Sauqi and Hidayat (2023) found that emotional brand attachment has a positive and significant effect on CBBE, while Rizki et al. (2025) demonstrated that emotional brand attachment contributes to strengthening CBBE both directly and through other consumer-related mechanisms. These findings suggest that stronger emotional connections with a brand can enhance consumers' perceptions of its value and strengthen its overall brand equity. Therefore, the following hypothesis is proposed:
H3: *Emotional brand attachment (X2) has a positive and significant effect on consumer-based brand equity (Y) of Asia Baru in Kendari.*

Conceptual Framework

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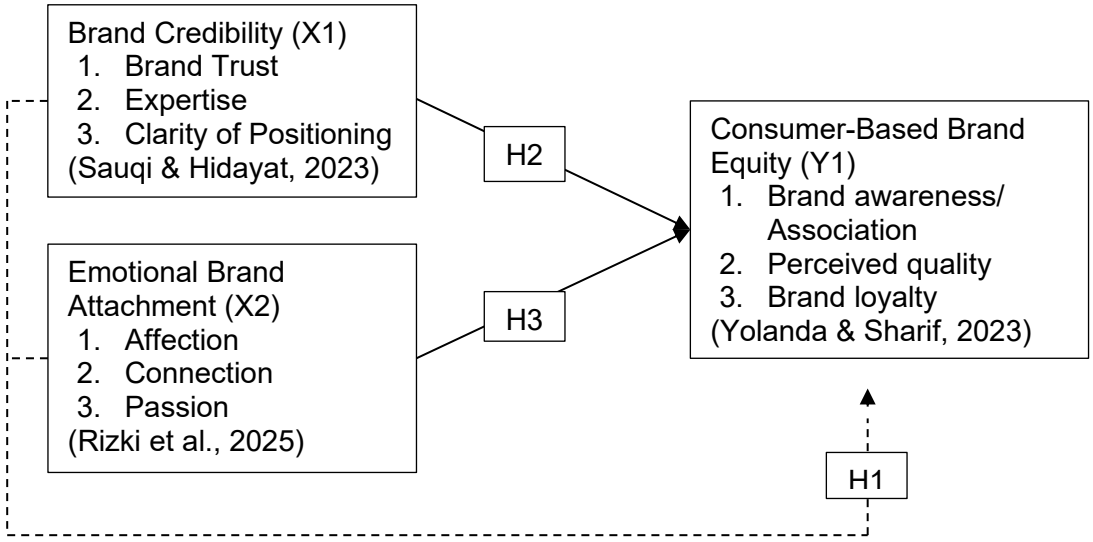
Figure 1. Research Framework



RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design to examine the effects of brand credibility (X1) and emotional brand attachment (X2) on Consumer-Based Brand Equity (CBBE) (Y) at Asia Baru in Kendari. The population comprised consumers of Asia Baru products in Kendari. As the exact population size was unknown, purposive sampling was employed, with respondents required to be at least 17 years old, domiciled in Kendari, and have purchased and consumed Asia Baru products. The sample size was determined using Cochran's formula with a 95% confidence level and a 10% margin of error, as recommended by Sugiyono (2023), resulting in 96 respondents. These respondents were selected from eight Asia Baru branches, with 12 respondents from each branch.

The population in this study comprises consumers of Asia Baru Cake & Bakery in Kendari who have purchased and consumed its products. Primary data were collected through closed-ended questionnaires distributed both online via Google Forms and offline directly to eligible consumers at several Asia Baru branches in Kendari, while secondary data were obtained from relevant academic literature and supporting sources.The questionnaire consisted of screening questions and measurement items for brand credibility, emotional brand attachment, and CBBE, with each item measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Sugiyono, 2023).

Prior to the main data collection, a pilot test was conducted with 30 respondents meeting the research criteria. Item validity was assessed using the Pearson Product-Moment correlation by correlating each item score with the total score of its respective variable, with an r-table value of 0.361 at $\alpha = 0.05$; however, the minimum validity criterion adopted was $r \geq 0.30$. All items met the validity criterion, with coefficients ranging from 0.304 to 0.918. Reliability was assessed using Cronbach's Alpha, with a minimum threshold of 0.70 (Ghozali, 2021). The results showed Cronbach's Alpha values of 0.918 for brand credibility, 0.939 for emotional brand attachment, and 0.879 for CBBE, confirming the reliability of the instrument.

Data analysis was conducted using descriptive and inferential statistics with IBM SPSS Statistics 27.0.1 IF026. Descriptive statistics were used to summarize respondents'

demographic characteristics and questionnaire responses. Before multiple linear regression analysis, classical assumption tests were performed, including: (1) the One-Sample Kolmogorov-Smirnov Test for normality, with residuals considered normally distributed when the Asymp. Sig. (2-tailed) value was > 0.05; (2) the multicollinearity test, with Tolerance > 0.10 and VIF < 10 indicating no multicollinearity; and (3) the Glejser test for heteroscedasticity, with a significance value > 0.05 indicating the absence of heteroscedasticity (Ghozali, 2021).

Multiple linear regression analysis was used to examine the partial and simultaneous effects of brand credibility (X1) and emotional brand attachment (X2) on Consumer-Based Brand Equity (CBBE) (Y). In this analysis, the Standardized Coefficients (Beta) were used to compare the relative effects of the independent variables on CBBE (Hair et al., 2019). Based on this approach, the standardized regression model is formulated as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2,$$

Where:

Y = Consumer-Based Brand Equity
β_1 = Standardized coefficient of Brand Credibility
β_2 = Standardized coefficient of Emotional Brand Attachment
X_1 = Brand Credibility
X_2 = Emotional Brand Attachment

Accordingly, hypothesis testing was conducted using the t-test to assess the partial effects of brand credibility and emotional brand attachment and the F-test to assess their simultaneous effect on CBBE, with a significance level of 0.05.

RESULTS

Characteristics of Respondents

The sample was predominantly female (70.8%), aged 17–21 years (53.1%), and had a senior high school or vocational high school education (59.4%). Students constituted the largest occupational group (59.4%), followed by private employees (13.5%) and unemployed respondents (11.5%). This composition indicates that the sample was largely represented by young consumers, particularly students and individuals with secondary or early higher-education backgrounds. The predominance of this group provides a relevant consumer perspective for evaluating Asia Baru, as these respondents represent an active segment of the brand's customer base.

In terms of brand-related characteristics, 47.9% of respondents reported knowing Asia Baru extremely well, while 32.3% reported knowing the brand a fair amount. In addition, 60.4% had been familiar with Asia Baru for more than two years and 27.1% for one to two years. Thus, most respondents had relatively high and sustained exposure to the brand rather than merely having limited awareness of it. Such familiarity and length of exposure provide a sufficient basis for respondents to evaluate the brand's credibility, develop emotional attachment, and form perceptions of its consumer-based brand equity based on their experiences with Asia Baru.

Regarding purchasing behavior, the largest proportion of respondents purchased Asia Baru products 1–3 times per year (36.5%), while 17.7% reported purchasing them more than 12 times per year, indicating variation in the intensity of consumer interaction with the brand. Cakes and celebration cakes were the most frequently purchased category (42.7%), followed by sponge/chiffon cakes (24.0%) and brownies (19.8%). Family consumption represented the most common purchase purpose (35.4%), followed by celebrations and special occasions (25.0%). These patterns suggest that Asia Baru products are consumed in both routine and occasion-based contexts, with cake-based

products representing a particularly important point of consumer interaction with the brand. This variation in purchasing experience also provides a relevant context for understanding differences in consumers' perceptions of brand credibility, emotional attachment, and CBBE.

Descriptive Analysis of Research Variables

To interpret the respondents' answers systematically, the mean scores of the questionnaire statements are evaluated based on Sugiyono's (2023) interpretation criteria, which range from 1.00 to 1.80 (Strongly Disagree/SD), 1.81 to 2.60 (Disagree/D), 2.61 to 3.40 (Neutral/N), 3.41 to 4.20 (Agree/A), and 4.21 to 5.00 (Strongly Agree/SA).

Description of Brand Credibility (Variable X1)

Table 1. Description of Brand Credibility (X1)

Indicator	Code	SA	A	N	D	SD	N	Mean	Category
Brand Trust	X1.1.1	39	50	7	0	0	96	4.33	Strongly Agree
	X1.1.2	52	41	3	0	0	96	4.51	Strongly Agree
	X1.1.3	44	45	7	0	0	96	4.39	Strongly Agree
	X1.1.4	41	43	10	1	1	96	4.27	Strongly Agree
Expertise	X1.2.1	30	53	13	0	0	96	4.18	Agree
	X1.2.2	32	52	10	1	1	96	4.18	Agree
	X1.2.3	33	51	11	0	1	96	4.20	Agree
Clarity Of Positioning	X1.3.1	46	38	12	0	0	96	4.35	Strongly Agree
	X1.3.2	43	44	8	0	1	96	4.33	Strongly Agree
	X1.3.3	35	46	15	0	0	96	4.21	Strongly Agree
Grand Mean								4.30	Strongly Agree

Source: Primary data processed by researcher, 2026

The results in Table 1 indicate that Brand Credibility (X1) received a strong positive evaluation, with a grand mean of 4.30 (Strongly Agree), demonstrating that respondents generally perceived Asia Baru as a credible brand across trust, expertise, and clarity of positioning. The highest mean was recorded for X1.1.2 (4.51; Strongly Agree), reflecting particularly strong consumer confidence in the safety and reliability of the brand's products. In contrast, X1.2.1 and X1.2.2 recorded the lowest means (4.18; Agree), indicating that perceptions of Asia Baru's knowledge and expertise in producing cake and bakery products were comparatively less pronounced. This pattern suggests that the brand's credibility is more strongly grounded in consumer trust in its products than in perceptions of its technical expertise. Nevertheless, the consistently positive ratings across all dimensions indicate that Asia Baru is perceived as a trustworthy and competent brand, providing a strong foundation for consumers' evaluations of its overall brand value.

Description of Emotional Brand Attachment (Variable X2)

Table 2. Description of Emotional Brand Attachment (X2)

Indicator	Code	SA	A	N	D	SD	N	Mean	Category
Affection	X2.1.1	25	54	16	1	0	96	4.07	Agree
	X2.1.2	28	51	17	0	0	96	4.11	Agree
	X2.1.3	37	47	12	0	0	96	4.26	Strongly Agree
Connection	X2.2.1	14	40	30	12	0	96	3.58	Agree
	X2.2.2	18	37	33	7	1	96	3.67	Agree
	X2.2.3	31	35	26	4	0	96	3.97	Agree
Passion	X2.3.1	29	39	27	1	0	96	4.00	Agree
	X2.3.2	26	41	27	2	0	96	3.95	Agree
	X2.3.3	26	37	26	6	1	96	3.84	Agree
Grand Mean								3.94	Agree

Source: Primary data processed by researcher, 2026

The results in Table 2 show that Emotional Brand Attachment (X2) received a positive evaluation, with a grand mean of 3.94 (Agree), indicating that respondents generally experienced emotional attachment toward Asia Baru through affection, connection, and passion. The highest mean was recorded for X2.1.3 (4.26; strongly agree), indicating that consumers particularly experienced a sense of comfort when interacting with the brand, which reflects the affective dimension of their relationship with Asia Baru. In contrast, X2.2.1 obtained the lowest mean (3.58; Agree), suggesting that although consumers generally felt connected to the brand, a deeper sense of personal connection was comparatively less pronounced. The relatively stronger affective response than personal connection indicates that consumers' attachment to Asia Baru may be grounded more strongly in positive feelings and comfortable brand experiences than in a deeply personal psychological bond. Nevertheless, the positive evaluations across all indicators demonstrate that Asia Baru has established meaningful emotional ties with consumers, providing a favorable basis for stronger brand preference and consumer-based brand equity.

Description of Consumer-Based Brand Equity (Variable Y)

Table 3. Description of Consumer-Based Brand Equity (Y)

Indicator	Code	SA	A	N	D	SD	N	Mean	Category
Awereness/Association	Y.1.1	26	49	17	4	0	96	4.01	Agree
	Y.1.2	35	42	15	4	0	96	4.13	Agree
	Y.1.3	26	47	19	4	0	96	3.99	Agree
	Y.1.4	25	46	24	1	0	96	3.99	Agree
	Y.1.5	32	40	18	4	2	96	4.00	Agree
Perceived quality	Y.2.1	29	53	14	0	0	96	4.16	Agree
	Y.2.2	30	48	17	1	0	96	4.11	Agree
	Y.2.3	30	47	18	1	0	96	4.10	Agree
Brand Loyalty	Y.3.1	24	44	24	4	0	96	3.92	Agree
	Y.3.2	27	40	27	2	0	96	3.96	Agree
Grand Mean								4.04	Agree

Source: Primary data processed by researcher, 2026

The results in Table 3 indicate that Consumer-Based Brand Equity (CBBE) received a positive evaluation, with a grand mean of 4.04 (Agree), demonstrating that respondents generally held favorable perceptions of Asia Baru in terms of brand awareness/association, perceived quality, and brand loyalty. Among the items, Y.2.1 recorded the highest mean (4.16; Agree), indicating that perceived quality represents the strongest aspect of CBBE, particularly consumers' confidence that Asia Baru provides products that meet their expectations. In contrast, Y.3.1 had the lowest mean (3.92; Agree), suggesting that future purchase intention, as an aspect of brand loyalty, was comparatively less pronounced than consumers' evaluations of product quality. This pattern indicates that Asia Baru's CBBE is currently supported more strongly by consumers' perceptions of product quality than by their longer-term behavioral commitment to the brand. Nevertheless, the positive evaluations across all dimensions indicate that Asia Baru has established favorable brand equity among its consumers.

Data Analysis and Hypothesis Testing

Classical Assumption Tests

To guarantee that the linear regression models yield unbiased, efficient, and consistent parameter estimations, classical assumption testing is conducted. This process establishes that the regression residuals meet the requirements for a Best Linear Unbiased Estimator (BLUE).

Normality Test

Table 4. Normality Test Results (Kolmogorov-Smirnov)

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One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			96
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		.24501746
Most Extreme Differences	Absolute		.086
	Positive		.079
	Negative		-.086
Test Statistic			.086
Asymp. Sig. (2-tailed)[c]			.078
Monte Carlo Sig. (2-tailed)[d]	Sig.		.083
	99% Confidence Interval	Lower Bound	.076
		Upper Bound	.090
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.			

Source: Primary data processed by researcher, 2026

Based on Table 4, the normality test using 96 observations yielded a Test Statistic of 0.086, with Asymp. Sig. (2-tailed) of 0.078 and Monte Carlo Sig. (2-tailed) of 0.083. As both significance values exceed 0.05, the residuals are normally distributed, indicating that the regression model satisfies the normality assumption.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.206	.215		.958	.341		
	TOTAL.X1	.239	.060	.212	4.007	.000	.666	1.502
	TOTAL.X2	.711	.049	.770	14.567	.000	.666	1.502
a. Dependent Variable: TOTAL.Y								

Source: Primary data processed by researcher, 2026

Based on Table 5, Brand Credibility (X1) and Emotional Brand Attachment (X2) each have a Tolerance value of 0.666 (>0.10) and a VIF of 1.502 (<10). These results indicate that no multicollinearity is present, confirming that both independent variables can be included simultaneously in the regression model.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.445	.143		3.121	.002
	TOTAL.X1	-.053	.040	-.168	-1.344	.182
	TOTAL.X2	-.009	.032	-.037	-.293	.770
a. Dependent Variable: ABS_RES						

Source: Processed primary data by resercher, 2026

Based on Table 6, the Glejser test produced significance values of 0.182 for Brand Credibility (X1) and 0.770 for Emotional Brand Attachment (X2), both exceeding 0.05. Thus, neither variable significantly affects the absolute residuals, indicating no

heteroscedasticity and confirming that the regression model satisfies the assumption of constant residual variance.

Multiple linear regression Test

Table 7. Multiple linear regression Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.206	.215		.958	.341
	TOTAL.X1	.239	.060	.212	4.007	.000
	TOTAL.X2	.711	.049	.770	14.567	.000
a. Dependent Variable: TOTAL.Y						

Source: Primary data processed by researcher, 2026

Based on the results presented in Table 4.17, the standardized multiple linear regression equation is formulated as follows:

$$Y = 0.212X_1 + 0.770X_2$$

Where Y represents Consumer-Based Brand Equity (CBBE), X_1 represents Brand Credibility, and X_2 represents Emotional Brand Attachment. The positive standardized coefficient of Brand Credibility ($\beta = 0.212$, $p < 0.001$) indicates that higher perceptions of the brand's trustworthiness, expertise, and clarity of positioning are associated with higher CBBE. This suggests that when consumers perceive Asia Baru as a credible and competent brand, they are more likely to develop favorable evaluations of the brand. Although the effect is relatively smaller, Brand Credibility still represents a significant cognitive basis through which consumers recognize the value and reliability of Asia Baru.

In comparison, Emotional Brand Attachment demonstrates a substantially stronger positive effect on CBBE ($\beta = 0.770$, $p < 0.001$). This indicates that consumers who develop stronger feelings of affection, connection, and passion toward Asia Baru tend to exhibit substantially higher CBBE. The difference between the two standardized coefficients further indicates that Emotional Brand Attachment is the more influential predictor in the model, with its coefficient more than three times that of Brand Credibility. This finding suggests that beyond consumers' rational evaluations of the brand's credibility, the emotional relationship established with Asia Baru plays a more prominent role in strengthening brand awareness and associations, perceived quality, and loyalty. Thus, fostering meaningful emotional connections with consumers may be particularly important for strengthening Asia Baru's CBBE.

Coefficient of Determination (R^2)

Table 8. Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909[a]	.827	.823	.24764
a. Predictors: (Constant), TOTAL.X2, TOTAL.X1				

Source: Primary data processed by researcher, 2026

Based on the results presented in Table 4.18, the regression model obtained an R Square (R^2) value of 0.827, indicating that Brand Credibility and Emotional Brand Attachment jointly explain 82.7% of the variation in Consumer-Based Brand Equity (CBBE) among Asia Baru consumers in Kendari, while the remaining 17.3% is attributable to other factors not included in the model. This relatively high explanatory power indicates that the two variables provide a substantial contribution to explaining differences in consumers' perceptions of Asia Baru's CBBE.

Furthermore, the Adjusted R Square value of 0.823 shows that the model retains a high explanatory power after accounting for the number of predictors included. The small difference between R^2 and Adjusted R^2 (0.004) indicates that the explanatory contribution of the predictors remains consistent after adjustment, suggesting that the model is relatively stable in explaining CBBE. Therefore, Brand Credibility and Emotional Brand Attachment collectively provide a strong basis for explaining variations in Consumer-Based Brand Equity in the context of Asia Baru.

Hypothesis Testing

Simultaneous Test Result (F-Test)

Table 9. F-Test Result

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.232	2	13.616	222.028	.000[b]
	Residual	5.703	93	.061		
	Total	32.935	95			
a. Dependent Variable: TOTAL.Y						
b. Predictors: (Constant), TOTAL.X2, TOTAL.X1						

Source: Primary data processed by researcher, 2026

Based on the results presented in Table 9, the regression model yields an F-value of 222.028 with a significance value of 0.000 ($p < 0.001$), which is below the 0.05 significance level. This result confirms that Brand Credibility and Emotional Brand Attachment jointly have a statistically significant effect on Consumer-Based Brand Equity (CBBE), indicating that the combination of consumers' cognitive evaluations of the brand and their emotional attachment contributes significantly to variations in CBBE.

Accordingly, H1, which states that *Brand Credibility and Emotional Brand Attachment simultaneously have a positive and significant effect on CBBE*, is accepted. The finding suggests that strengthening both the credibility of Asia Baru and consumers' emotional attachment to the brand may collectively enhance consumers' awareness and associations, perceived quality, and loyalty toward the brand.

Partial Test Result (t-Test)

Table 10. Partial Test Result (t-Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.206	.215		.958	.341
	TOTAL.X1	.239	.060	.212	4.007	.000
	TOTAL.X2	.711	.049	.770	14.567	.000
a. Dependent Variable: TOTAL.Y						

Source: Primary data processed by researcher, 2026

Based on the results presented in Table 10, Brand Credibility (X1) has a positive and significant partial effect on Consumer-Based Brand Equity (CBBE), as indicated by a t-value of 4.007 and a significance value of 0.000 ($p < 0.001$). The positive standardized coefficient ($\beta = 0.212$) indicates that higher perceptions of Asia Baru's trustworthiness, expertise, and clarity of positioning are associated with higher CBBE, holding Emotional Brand Attachment constant. This suggests that consumers who perceive Asia Baru as a credible and competent brand are more likely to develop favorable evaluations of its brand awareness and associations, perceived quality, and loyalty. Therefore, H2, which states that *Brand Credibility has a positive and significant effect on CBBE*, is accepted.

Similarly, Emotional Brand Attachment (X2) has a positive and significant partial effect on CBBE, with a t-value of 14.567 and a significance value of 0.000 ($p < 0.001$). The positive standardized coefficient ($\beta = 0.770$) indicates that stronger feelings of affection, connection, and passion toward Asia Baru are associated with substantially higher CBBE, holding Brand Credibility constant. This finding suggests that emotional attachment can strengthen consumers' psychological relationship with the brand, which is reflected in more favorable brand associations, perceptions of quality, and loyalty. Accordingly, H3, which states that *Emotional Brand Attachment has a positive and significant effect on CBBE*, is accepted.

Furthermore, the comparison of the standardized coefficients shows that Emotional Brand Attachment ($\beta = 0.770$) has a considerably stronger relative effect on CBBE than Brand Credibility ($\beta = 0.212$). The difference indicates that, although both variables significantly contribute to CBBE, emotional attachment plays a more prominent role in shaping consumers' overall evaluation of Asia Baru. This suggests that while credibility provides an important cognitive basis for consumers to trust and value the brand, the emotional bond developed through positive experiences and a sense of connection may be more influential in strengthening Asia Baru's brand equity among consumers in Kendari.

DISCUSSION

The Effects of Brand Credibility and Emotional Brand Attachment on Consumer-Based Brand Equity (CBBE)

The significant simultaneous effect of Brand Credibility and Emotional Brand Attachment on Consumer-Based Brand Equity (CBBE) indicates that consumers' evaluations of Asia Baru are shaped by both their confidence in the brand and the emotional relationship they develop with it. Brand Credibility provides the foundation for consumers to believe that Asia Baru can consistently deliver the value it promises, while Emotional Brand Attachment strengthens this evaluation by creating a personal and affective connection with the brand. The importance of consistency in building brand credibility is supported by Dwivedi et al. (2019), Kurniawati & Setiawan (2021), Dirgantari et al. (2023), and Ongkowidjaja & Tjokrosaputro (2020). Meanwhile, Sauqi & Hidayat (2023) and Riski et al. (2025) emphasize the role of emotional attachment in strengthening consumer–brand relationships. Thus, credibility can establish consumers' confidence in the brand, while emotional attachment can deepen that confidence into a stronger relationship, allowing both evaluations to contribute to CBBE.

This relationship is particularly relevant to Asia Baru, where consumers reported high perceptions of both Brand Credibility (grand mean = 4.30) and Emotional Brand Attachment (grand mean = 3.94). Consistent product performance and reliable brand delivery can encourage consumers to trust and value Asia Baru, while repeated positive experiences can transform this trust into feelings of affection, connection, and attachment. As a result, consumers are not only more likely to recognize and associate the brand with favorable qualities, but also to perceive its products positively and maintain their preference for the brand. The simultaneous significance therefore suggests that CBBE is strengthened when functional reliability and emotional connection operate together: credibility answers why consumers can trust the brand, while attachment explains why they remain connected to it. Accordingly, the acceptance of H1 demonstrates that the combination of these two dimensions provides a stronger basis for developing and sustaining Asia Baru's Consumer-Based Brand Equity.

The Effect of Brand Credibility on Consumer-Based Brand Equity

The findings indicate that Brand Credibility significantly strengthens Consumer-Based Brand Equity (CBBE), as consumers tend to perceive greater brand value when Asia Baru consistently fulfills its promises, maintains product quality, and demonstrates the expertise to meet their expectations. This is consistent with Erdem and Swait (2004), who conceptualized brand credibility as consumers' belief in a brand's willingness and ability to fulfill its promises. From a signaling perspective, such credibility reduces consumers' uncertainty and perceived risk, thereby increasing confidence in the value offered by the brand. Sweeney & Swait (2008) further found that brand credibility strengthens consumer trust and commitment, while Salsabilla & Nasir (2025) showed that brand credibility contributes to stronger perceptions of brand value and loyalty.

In the context of Asia Baru, credibility is reflected in consumers' repeated experiences with consistent product taste, freshness, variety, and service quality across its branches. Such consistency reinforces perceptions of the brand's reliability and competence, while its clear positioning as a local cake and bakery brand further strengthens consumers' confidence in its expertise. This interpretation is supported by the descriptive results, which show strong agreement with the Brand Credibility indicators, indicating that respondents generally perceived Asia Baru as a trustworthy and competent brand. These findings are consistent with Dirgantari et al. (2023), who found a positive and significant effect of Brand Credibility on CBBE, and Ongkowidjaja & Tjokrosaputro (2020), who demonstrated that credibility strengthens brand equity by increasing consumers' confidence in the brand. Venciute et al. (2026) likewise emphasized the importance of credibility in establishing strong CBBE.

Therefore, the significant effect of Brand Credibility suggests that consumers' positive evaluation of Asia Baru's brand equity is closely related to their confidence in the brand's ability to consistently deliver what it promises. Maintaining consistent product and service quality, fulfilling brand promises, and reinforcing its expertise can therefore strengthen consumers' trust and, consequently, their awareness, perceived quality, and loyalty toward Asia Baru.

The Effect of Emotional Brand Attachment on Consumer-Based Brand Equity

The findings indicate that Emotional Brand Attachment significantly strengthens Consumer-Based Brand Equity (CBBE), as consumers who develop stronger emotional bonds with Asia Baru tend to hold more favorable perceptions of the brand, reflected in stronger awareness, perceived quality, and loyalty. This finding is consistent with Thomson et al. (2005), who conceptualized emotional brand attachment through feelings of affection, connection, and passion, and with Shimul (2022) and Hemsley-Brown (2022), who emphasized that brand attachment fosters stronger commitment, loyalty, purchase intentions, and enduring consumer-brand relationships. Thus, consumers' evaluations of brand value extend beyond functional attributes to include the emotional meaning developed through their interactions with the brand.

In the context of Asia Baru, repeated positive experiences involving product quality, variety, presentation, and purchasing experiences may foster feelings of affection and closeness, which strengthen consumers' psychological connection with the brand. This interpretation is supported by the respondent profile, where 60.4% had been familiar with Asia Baru for more than two years, providing greater opportunities for repeated interactions and emotional relationship development. The finding is consistent with Sauqi & Hidayat (2023), who found a positive and significant effect of Emotional Brand Attachment on CBBE, indicating that stronger emotional relationships enhance consumers' perceptions of brand value. Similarly, Rizki et al. (2025) demonstrated that Emotional Brand Attachment contributes to CBBE through Customer Satisfaction, further

highlighting the role of emotional bonds in shaping consumers' evaluations of brand value.

Therefore, the significant effect of Emotional Brand Attachment suggests that CBBE at Asia Baru is strengthened not only through satisfactory product experiences but also through the emotional relationships consumers develop with the brand. Creating enjoyable and memorable consumption experiences can foster affection, connection, and passion, encouraging consumers to maintain favorable perceptions and stronger loyalty toward Asia Baru.

CONCLUSION

The findings demonstrate that Brand Credibility and Emotional Brand Attachment have positive and significant effects on Consumer-Based Brand Equity (CBBE), both simultaneously and partially. The results of the simultaneous test indicate that Brand Credibility and Emotional Brand Attachment simultaneously have a positive and significant effect on Consumer-Based Brand Equity at Asia Baru Cake & Bakery in Kendari. This indicates that stronger Brand Credibility and Emotional Brand Attachment are associated with stronger Consumer-Based Brand Equity. Furthermore, the partial test results indicate that Brand Credibility has a positive and significant effect on Consumer-Based Brand Equity at Asia Baru Cake & Bakery in Kendari, indicating that stronger Brand Credibility is associated with stronger Consumer-Based Brand Equity. In addition, the findings indicate that Emotional Brand Attachment has a positive and significant effect on Consumer-Based Brand Equity at Asia Baru Cake & Bakery in Kendari, indicating that stronger Emotional Brand Attachment is associated with stronger Consumer-Based Brand Equity.

In light of these findings, Asia Baru Cake & Bakery should maintain consistent product quality, service performance, and product innovation to reinforce consumers' perceptions of the brand's expertise and credibility. In addition, the relatively lower evaluation of the emotional connection indicator suggests the need to create more meaningful consumer-brand interactions through engaging social media content, customer engagement activities, and storytelling that communicates the brand's values and uniqueness. Since the intention to continue choosing Asia Baru also received the lowest evaluation within CBBE, loyalty programs, personalized offers, and consistent customer experiences may further encourage repeat purchases and strengthen long-term consumer commitment.

LIMITATION

Despite these findings, this study is subject to several limitations. The research focused on a single local cake and bakery brand in Kendari and employed purposive sampling with a relatively limited sample of 96 respondents, which may restrict the generalizability of the findings. In addition, the cross-sectional design captures consumer perceptions at a particular point in time and therefore cannot fully reflect changes in brand relationships over time. Future research could examine multiple brands or geographical contexts, employ larger and more diverse samples, and incorporate additional variables such as Brand Experience and Customer Satisfaction. Qualitative or mixed-method approaches may also provide deeper insights into how consumers develop credibility perceptions and emotional attachment toward local brands.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no potential conflict of interest related to the research, authorship, and/or publication of this article.

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