

Research/ Review

The Influence of Brand Trust and Product Involvement on Brand Engagement

(Study on Kamen Rarebali Customers)

Dewa Ngakan Putu Haris Aricandra ^{1*}, Putu Saroyini Piartrini ²

¹ Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Univeritas Udayana;
harisaricandra@gmail.com

² Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Univeritas Udayana

* Corresponding Author: Dewa Ngakan Putu Haris Aricandra

Abstract: This study confirms that brand trust and product involvement have an important role in increasing brand engagement among Kamen RareBali consumers. The analysis results show that brand trust has a significant positive effect, meaning that the higher the level of consumer trust in the brand, the greater their involvement with the brand, both through interactions on social media and product purchases. This is in line with the theory that trust in the brand is an important foundation in building loyalty and long-term relationships with consumers. Meanwhile, product involvement also shows a significant positive effect, indicating that consumers who feel more involved, interested, or care about the product tend to be more active in brand engagement. These findings indicate that Kamen RareBali needs a strategy that emphasizes improving consumer experience with the product, including through educational content, interactive promotions, and personalized services. Simultaneously, these two variables explain 63.1% of the variation in brand engagement, implying that other factors such as service quality, shopping experience, and communication strategy also influence consumer engagement. The practical implication is that companies should focus on building brand trust through positive reputation, testimonials, and transparency, as well as increasing product engagement through emotional experiences and meaningful interactions.

Keywords: Brand Engagement; Brand Trust; Kamen Rarebali; Marketing Strategy; Product Involvement.

1. Introduction

The Indonesian fashion industry is currently experiencing rapid growth. According to data from CNBC Indonesia (2019), the industry contributed approximately 18.01%, or IDR 116 trillion. The Creative Economy Agency (BEKRAF) continues to strengthen the ecosystem and encourage growth in this subsector. Indonesians are increasingly recognizing the importance of fashion as part of their lifestyle. Changing times have made clothing not only a basic necessity but also an expression of identity, social status, and cultural values. As an archipelagic nation comprised of diverse regions and cultures, Indonesia continues to develop and adapt traditional clothing to modern trends.

The traditional clothing industry in Bali is experiencing rapid growth. Balinese people are increasingly interested in wearing traditional attire for various occasions. NusaBali.com states that the development of Balinese traditional clothing is accelerating, driven by Bali Governor Regulation Number 79 of 2018 concerning Balinese Traditional Clothing Day. This opens up significant opportunities for businesses in this sector. On the ground, both domestic and international tourists are showing a high level of interest in traditional Balinese fabrics. Craftsmen and entrepreneurs continue to innovate in the design, materials, and production techniques of traditional clothing. Businesses in the traditional clothing sector strive to meet increasingly diverse market tastes. Competition in the Balinese traditional clothing industry is increasingly fierce. Businesses must present innovative business strategies to survive in the market.

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fashion products have become a favorite in *online transactions*. Data shows that 70.13% of people frequently purchase *fashion products* online, making it the most popular product category in *online shopping* (GoodStats, 2023).

Table 1. Products that most sought after by consumers when shopping online.

No	Product	Social media %	Physical Store %
1	<i>Fashion</i>	58	29
2	Electronic	47	24
3	Beauty	43	45
4	Health & Hygiene	33	43
5	Health & Hygiene	33	83
6	Furniture	24	39
7	Children's Equipment	18	13
8	Travel & Recreation	18	8

Source: databoks, 8 September 2024.

Research by the Katadata Insight Center (KIC) and Sirclo shows that *fashion* and accessories are the most sought-after and purchased products by consumers when shopping *online*. 71% of consumers searched for these products, and 66.6% decided to purchase them.

Social media now plays a vital role in people's lives, facilitating rapid and widespread communication. Platforms like Facebook, Instagram, and TikTok not only connect people globally but also enable them to share positive, beneficial experiences (Luthfiyah & Maknun, 2024). Easily accessible and widely shared information has transformed people's interaction patterns and lifestyles. Companies have recognized this potential, managing official social media accounts to engage with potential and profitable markets and promote their products more effectively (Suryani *et al.*, 2022). Social media not only impacts social interaction but also shapes consumer behavior, including in the *fashion industry*. This industry has experienced significant positive growth, becoming a major driver of national economic growth. Data shows that the textile and clothing sector's contribution reached 19.28 percent in the first quarter of 2024, up from 18.57 percent in the same period the previous year (indonesia.go.id, 2024).

Kamen RareBali is a business owner specializing in Balinese traditional clothing located in Sukawati, Gianyar, Bali. As its name suggests, the word "rare," meaning "child" in Balinese, Kamen RareBali specializes in producing Balinese traditional clothing for children in a wide variety of styles and styles. Kamen RareBali also sells a variety of Balinese accessories, including imitation flowers, bracelets, necklaces, rings, and more. Kamen RareBali embraces modern design while maintaining the traditional values and philosophies inherent in Balinese traditional fabrics.

In an increasingly competitive business world, the relationship between consumers and brands plays a crucial role in determining a company's success and growth (Chairunnisa & Ruswanti, 2023). Fierce competition across various industrial sectors, including the *fashion industry*, demands that brands go beyond simply providing quality products. To survive and thrive, brands must be able to create deep connections with consumers. One way to achieve this is by building effective *brand engagement*.

Research by Hollebeek (2011) *Exploring customer Brand engagement* states that *Brand engagement* is a concept that refers to the level of consumer involvement with a brand, both emotionally, cognitively, and behaviorally. *Brand engagement* serves as a catalyst that strengthens consumer loyalty, increases their involvement in various brand activities, and encourages consumers to become brand advocates through positive *word-of-mouth* (Goyal, & Verma, 2023). In the context of the *fashion industry*, especially local brands such as Kamen Rarebali, *Brand engagement* is a key factor in creating long-term relationships with consumers, as well as influencing their purchasing decisions (Ardiyansyah & Febrianti, 2022). *Engagement* can be seen from activities such as following brand accounts, liking and commenting on posts, to sharing content or providing product reviews. These activities not only reflect consumer engagement but also create added value in the form of *exposure* and stronger loyalty to the brand (Adzimaturrahmah *et al.*, 2019). A social media is very dynamic and competitive, attention to *Brand engagement* is key to winning the hearts of consumers. Brands that can build interactive and personal relationships through engaging content, responsive responses, and authentic communication will more easily earn customer trust and loyalty. This is especially relevant, given that today's consumers tend to trust brands that feel "close" and responsive on social media (Nugraha 2021).

Kamen Rarebali is an example of a local brand that relies heavily on emotional connections with its consumers. The brand carries a strong cultural identity in each of its products, from the fabric motifs to the design concepts that reflect Balinese heritage. However, despite having a growing consumer base through digital marketing, with over 30,000 followers on Instagram by 2025, Kamen Rarebali faces challenges in creating deeper and more sustainable engagement with its consumers.

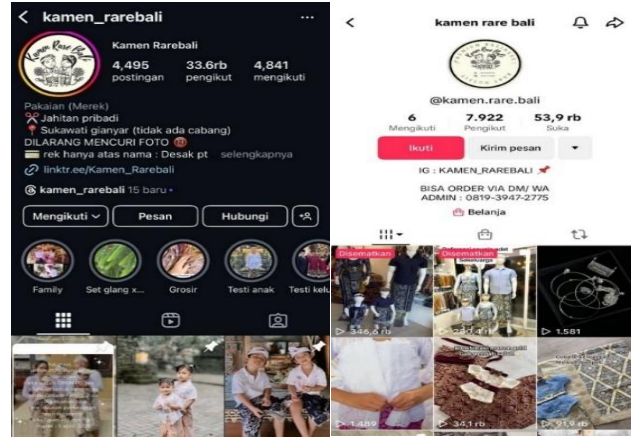


Figure 1. Kamen RareBali's Instagram and TikTok social media accounts.
Source: Kamen RareBali 2025.

Figure 1 shows Kamen RareBali's social media accounts, which demonstrate a significant following: 33,600 on Instagram and 7,922 on TikTok. According to hootsuite.com, a good *engagement rate* is 1%-5%. [Hootsuite](#) is a social media management *platform* that helps individuals and businesses manage multiple social media accounts from a single dashboard.

From the number of followers it has, Kamen RareBali faces challenges due to the low *engagement rate* in each of its posts, which averages only 0.30% on Instagram social media, also confirmed based on analysis via the website [notjustanalytics.com](#) that Kamen RareBali only gets an *engagement rate* of 0.24%. while on TikTok social media Kamen RareBali gets an average *engagement* of 0.96%. With the results of the percentage obtained, it can be said that the number of *engagements* The *engagement rate* on each of Kamen RareBali's social media accounts is relatively low. Compared to similar businesses like Yasaindah_babystuf, which has a higher *engagement rate* of 2.27%, *this data was obtained through analysis on the website notjustanalytics.com. This is the reason for conducting research on Kamen RareBali. The engagement rate data* obtained indicates that uploaded content is still unable to attract optimal attention, thus not encouraging audiences to actively participate in digital conversations. This lack of engagement indicates that the relationship between *the brand* and customers has not been established strongly, which ultimately can impact low consumer interest in the brand (Nizarisda & Ramdan 2023).

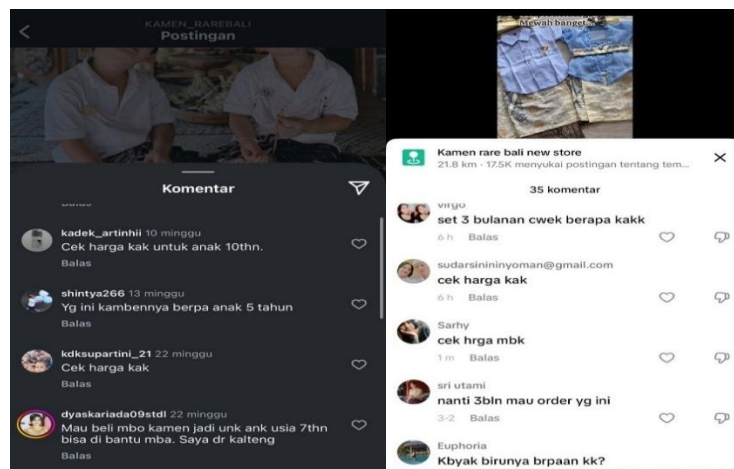


Figure 2. Comments from potential Kamen RareBali consumers.
Source: Kamen RareBali 2025.

Figure 2 shows a lack of interaction between Kamen RareBali and potential consumers on social media. This lack of interaction also impacts the limited dissemination of information

about the products offered. The minimal communication between *the brand* and customers results in many consumers not receiving sufficient information about the uniqueness and advantages of Kamen RareBali products. Limitations in communication and promotional strategies through social media also hamper efforts to build *engagement* and maintain consumer interest in the long term (Nugraha, R. 2021). This means that Kamen RareBali faces challenges due to the low *engagement rate* it achieves .

Customer theory Brand engagement , consumer involvement with a brand is formed through emotional, *cognitive* , and behavioral interactions that are influenced by various factors, both internal and external. In this context, *brand trust* and *product involvement* are two important factors that can encourage the formation of consumer *engagement* with a brand. Trust in a brand creates a positive perception, a sense of security, and consumer confidence in the quality and integrity of the brand, while involvement with the product reflects consumer interest and attention to the product offered. These two factors can significantly increase *brand engagement* , because they strengthen the consumer's relationship with the brand actively and continuously (Hollebeek *et al.* , 2014) (Dwivedi, 2015).

Quoted from the article (Zaidun *et al.*, 2020), it states that trust in a brand plays a crucial role in strengthening the relationship between customer engagement and brand loyalty. In a competitive and dynamic business world, *brand trust* has become an important foundation in building long-term relationships between consumers and companies. *Brand trust* refers to consumers' confidence that a brand will fulfill advertised promises, act consistently, and care for customers' interests (Chaudhuri & Holbrook 2001). Trust in a brand not only influences purchasing decisions but also plays a crucial role in increasing consumers' emotional and cognitive engagement with the brand (Brodie *et al.*, 2011).

Research by Sumarmi & Wijayanti (2023) shows that *brand trust* is formed through ongoing positive experiences, perceptions of brand credibility, and consistency in delivering value. When consumers feel trust in a brand, they are more likely to engage actively, whether through interactions on social media, recommendations to others, or long-term loyalty (Insanita & Meria, 2024). The *Edelman Trust Barometer Special Report: In Brands We Trust?* released in 2019 revealed that 81% of global consumers stated that they must be able to trust a brand to purchase it. Furthermore, in the era of social media, *brand trust* is increasingly vulnerable because negative information can spread quickly, so companies must strive to maintain their integrity and transparency. In the traditional *fashion sector* , such as Kamen RareBali, *brand trust* is a highly strategic element. Traditional clothing products are not just consumer goods, but also representations of local cultural values, quality, and aesthetics. Therefore, consumers will highly consider a brand's integrity and commitment to these values.

Lau and Lee (1999) emphasized that *brand trust* is a key determinant of consumer loyalty in industries where quality and symbolic value are highly valued. Furthermore, research by Iglesias *et al.* (2019) also emphasized that *brand trust* has a strong correlation with *brand engagement* , where trust creates the foundation for deep emotional connections, which then encourages consumers to be more actively involved in brand activities, both online and offline. Customer complaints about product discrepancies, late deliveries, or slow service responses can damage established trust and risk reducing consumer engagement with the brand. On the other hand, brands that successfully build consumer trust through honest communication, quality products, and consistent service tend to have high levels of *brand engagement* (Sukamdevi & Prihatsanti, 2018).

On the other hand, understanding consumer behavior is very important, especially regarding how their involvement with a product can affect their relationship with the brand. One relevant concept in this case is *product involvement* . *Product involvement* is defined as the extent to which a consumer feels that a product is important or relevant to their personal needs, values, and interests (Zaichkowsky, 1985). According to Zaichkowsky (1985), *product involvement is defined as a person's perceived relevance of the object based on inherent needs, values, and interests* . This means that the higher the perceived relevance of a product for an individual, the higher their involvement with the product.

In the context of the traditional *fashion industry* , as promoted by Kamen RareBali, product involvement is crucial because the products offered not only fulfill utilitarian functions but also possess symbolic, aesthetic, and cultural value. This is reinforced by Mittal's (1995) research, which states that *product involvement influences how much effort consumers put into decision-making and how they interact with brands* . This means that consumers with high levels of involvement tend to be more active in seeking information, comparing brands, and forming loyalty to products they deem important.

One important aspect of this involvement is its impact on *brand engagement*. *Brand engagement* refers to consumers' emotional, cognitive, and behavioral involvement with a brand. According to Hollebeek *et al.* (2014), *customer brand engagement is a multidimensional concept that includes cognitive processing, affection, and activation in a brand-related context*. This means that consumers who feel involved with a product tend to show a more positive and active attitude towards the brand that provides the product. Several studies have also found a positive relationship between *product involvement and brand engagement*. For example, research by So *et al.* (2016) showed that *high product involvement significantly enhances the level of brand engagement among consumers*. This suggests that consumers who feel the product is important to them personally are more likely to form an attachment to the brand.

Customer Brand Engagement (CBE) theory explains consumers' active involvement with a brand, encompassing *cognitive* (thinking), *affective* (feeling), and behavioral (acting) processes. This theory was first introduced by Brodie *et al.* (2011) and further developed by Hollebeek *et al.* (2014), who stated that customer engagement is not merely a passive reaction to marketing, but rather an active participation influenced by interactions, personal values, and brand perceptions. CBE also emphasizes that engagement does not necessarily occur in all consumers, but rather depends on how much they perceive relevance, benefits, and emotional connection to the brand. In the context of social media, CBE is particularly relevant because digital platforms provide a two-way interaction space, allowing consumers to not only receive messages, but also create content and build personal connections with brands (Van Doorn *et al.*, 2010).

Previous research by Fikri & Abror (2018) stated that *brand trust influences brand engagement*. These results are also supported by research by Sujana & Sari (2023), which states that *brand trust influences brand engagement*. Research by Chairy (2020) stated that *product involvement influences brand engagement*. However, other studies have shown different results, creating a research gap in this study. Research by Soka (2023) found that *brand trust does not significantly influence brand engagement*.

Based on the background that has been explained, this study aims to determine the phenomenon of the influence of *brand trust* and *product involvement* on *brand engagement*. A study on Kamen RareBali customers. *Brand engagement* is the result of a psychological process influenced by trust and involvement in the product. *Brand trust* creates a sense of security in consumer interactions with the brand, while *Product involvement* encourages consumers to actively pay attention to and interact with the product. These two variables are important to study simultaneously because they are able to explain the dynamics of emotional and behavioral attachment between consumers and brands, especially in the context of local *fashion businesses* such as Kamen RareBali.

2. Method

This study uses a causal associative design to examine the causal relationship between *brand trust* and *product involvement* on *brand engagement* among Kamen RareBali consumers. Data were collected through questionnaires distributed to social media users in the Gianyar region who had purchased Kamen RareBali products. The research variables consisted of *brand engagement* as the dependent variable and *brand trust* and *product involvement* as the independent variables, each of which was measured using indicators adapted from Dessart *et al.* (2016), Delgado Ballester (2004), and Sandhe (2020). The study population was infinite, while the sample determination used *purposive sampling* with a total of 120 respondents. (Sugiyono, 2020; Dessart *et al.*, 2016; Delgado Ballester, 2004; Sandhe, 2020)

The types of data used include quantitative data in the form of questionnaire answer scores and qualitative data in the form of respondents' opinions regarding the three research variables. Primary data was obtained directly from the questionnaire, while secondary data came from various sources such as journals and related literature. The research instrument was a 1–5 Likert-scale questionnaire, which was previously tested for validity and reliability through confirmatory factor analysis (CFA) and Cronbach's Alpha tests. All variables were declared valid and reliable with KMO values > 0.5, *loading factors* > 0.5, and Cronbach's Alpha > 0.6, making them suitable for use in large-scale data collection. (Rahyuda, 2020; Ghozali, 2018; Sugiyono, 2019)

Data analysis techniques include descriptive analysis and inferential statistical analysis using multiple linear regression to determine the magnitude of the influence of *brand trust* and *product involvement* on *brand engagement*. Before running the regression, the model was tested through classical assumption tests including the Kolmogorov–Smirnov normality test,

multicollinearity tests using VIF and Tolerance, and heteroscedasticity tests through residual analysis. Furthermore, hypothesis testing was carried out using the F test to see the simultaneous effect and the t test to test the partial effect between variables. The results of the analysis were used to interpret the relationship between variables and draw research conclusions. (Ghozali, 2018; Sugiyono, 2019)

3. Results and Discussion

Overview of the Research Site

Respondent Characteristics

Table 2. Respondent Characteristics.

Characteristics	Classification	Number of people)	Percentage(%)
Age	20-25 Years	29	24.2
	26-30 Years	76	63.3
	>30 Years	15	12.5
Amount		120	100
Income	Rp. 1,000,000-Rp. 3,000,000	45	37.5
	Rp. 3,100,000-Rp. 5,000,000	45	37.5
	>Rp.5,000,000	32	26.7
Amount		120	100
Gender	Man	59	49.2
	Woman	61	50.8
Amount		120	100
Education	High School/Vocational	29	24.2
	School		
	Diploma	25	20.8
Amount		66	55.0
		120	100
Work	Government employees	14	11.7
	Private employees	43	35.8
	Students	29	24.2
	Self-employed	34	28.3
Amount		120	100

Source: Data processed in 2025.

Based on Table 2, the number of consumers of Kamen RareBali *customers* who were sampled was 120 people with the following respondent characteristics:

- 1) In terms of characteristics based on age, the dominant respondents were respondents aged 26–30 years, amounting to 76 people (63.3%), then respondents aged 20–25 years amounted to 29 people (24.2%) and respondents aged over 30 years amounted to 15 people (12.5%).
- 2) In terms of characteristics based on income, the dominant respondents were those with incomes of IDR 1,000,000 – IDR 3,000,000 and IDR 3,100,000 – IDR 5,000,000, each with 45 people (37.5%) and respondents with incomes of more than IDR 5,000,000 numbered 32 people (26.7%).
- 3) In terms of characteristics based on gender, female respondents dominated, amounting to 61 people (50.8%) and male respondents amounting to 59 people (49.2%).
- 4) In terms of characteristics based on their last education, respondents who had a bachelor's degree were dominated by 66 people (55.0%), followed by 29 respondents who had a high school/vocational school education (24.2%), and 25 respondents who had a diploma (20.8%).
- 5) In terms of occupational characteristics, the majority of respondents were private sector employees (43 people) (35.8%), followed by self-employed individuals (34 people) (28.3%), and students (29 people) (24.2%). Meanwhile, 14 respondents (11.7%) worked as civil servants.

Description of Research Variables

Respondents' responses to the variables in the study were described by classifying the average score of the respondents' answers on a measurement scale with five predetermined categories. The categories were formulated into a *range interval* obtained by subtracting the

highest limit value from the lowest limit value and then dividing it by the total value, which was used as follows.

$$\text{Interval} = \frac{\text{Highest Score} - \text{Lowest Score} + 1}{\text{Number of Classes}} = \frac{5 - 1}{5} = 0.80$$

Table 3. Variable Description Criteria.

Average Score	Criteria
<i>Brand trust, Product involvement and Brand engagement</i>	
1.00 - 1.80	Very Low
1.81 - 2.60	Low
2.61 - 3.40	Enough
3.41 - 4.20	Tall
4.21 - 5.00	Very high

Source: Processed by the author.

Brand trust

The brand trust variable in this study is the independent variable. The brand trust variable is symbolized by X1 and is measured using 8 statements responded to using a 5-point Likert Scale. The frequency of respondents' answers, total answers, average answers, and assessment criteria for respondents' answers for each statement in the brand trust variable can be seen in Table 4 below.

Table 4. Description of Brand Trust.

Statement		Number of Respondents' Answers (person)					Total	Average	Criteria
		1	2	3	4	5			
		X _{1.1}	With Kamen RareBali, I got what I was looking for in Balinese traditional clothing.	3	11	52			
X _{1.2}	Kamen RareBali always meets my expectations as a consumer.	6	14	28	36	36	442	3.68	Tall
X _{1.3}	Kamen RareBali gives me a sense of confidence and certainty when using it.	0	2	25	24	69	520	4.33	Very high
X _{1.4}	Kamen RareBali never disappoints me.	3	13	41	53	10	414	3.45	Tall
X _{1.5}	Kamen RareBali will be honest and sincere in providing explanations to me.	3	15	47	43	12	406	3.38	Enough
X _{1.6}	I can rely on Kamen RareBali.	0	2	37	24	57	496	4.13	Tall
X _{1.7}	Kamen RareBali will try its best to make me feel satisfied.	0	16	40	42	22	430	3.58	Tall
X _{1.8}	Kamen RareBali will provide solutions or assistance if there is a problem with the product.	0	19	29	41	31	444	3.70	Tall
<i>Average Brand Trust</i>								3.71	Tall

Source: Data processed in 2025.

the brand trust variable have an average value of 3.71 which falls into the high criteria. This shows that respondents have high brand trust in Kamen RareBali. Respondents' assessment of the brand trust variable statement that has the lowest average is X_{1.5} with the statement "Kamen RareBali will be honest and sincere in providing explanations to me.", obtained an average value of 3.38 which falls into the sufficient criteria, this means that in general respondents

think that Kamen RareBali will not be completely honest and sincere in providing explanations to *customers*. Respondents' assessment of *the brand trust variable statement* that has the highest average is $X_{1.3}$ with the statement "Kamen RareBali gives me a sense of confidence and certainty when using it." obtained an average value of 4.33 which falls into the very high criteria, this means that in general respondents feel that Kamen RareBali gives them a sense of confidence and certainty when using it.

Product involvement

Product involvement variable in this study is an independent variable. symbolized by X_2 and measured using 15 statement items that are responded to using a 5-point Likert Scale. The frequency of respondents' answers, the total average answers and the assessment criteria for respondents' answers for each statement in the *Product involvement variable* can be seen in Table 5 below.

Table 5. Description of *Product Involvement*.

	Statement	Number of Respondents' Answers (person)					Total	Average	Criteria
		1	2	3	4	5			
X 2.1	I love Kamen RareBali's traditional clothing products.	0	6	25	33	56	499	4.16	Tall
	I feel happy when using Kamen RareBali traditional clothing products	4	13	37	34	32	437	3.64	Tall
	Kamen RareBali traditional clothing products make me feel comfortable and confident.	4	13	39	44	20	423	3.53	Tall
	I have an attachment to Kamen RareBali traditional clothing products.	1	12	33	50	24	444	3.70	Tall
X 2.2	I am very interested in Kamen RareBali traditional clothing products.	1	13	30	46	30	451	3.76	Tall
	I am actively looking for information about Kamen RareBali traditional clothing products.	1	10	32	30	47	472	3.93	Tall
	I compare various models or designs of traditional clothing before buying.	3	12	38	41	26	435	3.63	Tall
X 2.3	I don't mind spending money on Kamen RareBali traditional clothing products.	3	12	55	35	15	407	3.39	Enough
	I noticed the promotion or advertisement of	2	13	22	47	36	462	3.85	Tall

	Kamen RareBali traditional clothing.									
	I follow the latest trends and models of Kamen RareBali traditional clothing	2	11	35	28	44	461	3.84	Tall	
X _{2.4}	Kamen RareBali traditional clothing products are important to me.	0	5	22	30	63	511	4.26	Very high	
	I will choose Kamen RareBali traditional clothing if it suits my needs.	2	13	35	45	25	438	3.65	Tall	
	I believe in the quality and authenticity of Kamen RareBali traditional clothing.	3	12	44	45	16	419	3.49	Tall	
X _{2.5}	I plan to buy Kamen RareBali traditional clothing in the future.	4	13	36	42	25	431	3.59	Tall	
	I want to have more than one Kamen RareBali traditional dress.	4	13	50	37	16	408	3.40	Enough	
	<i>Average product involvement</i>							3.72	Tall	

Source: Data processed in 2025.

Based on Table 5 , it is known that respondents' perceptions regarding *the Product involvement variable* have an average value of 3.72 which falls into the high criteria. This means that respondents have a high *Product involvement towards Kamen RareBali* . Respondents' assessment of *the Product involvement variable statement* which has the lowest average is X_{2.8} with the statement "I don't mind spending money on Kamen RareBali traditional clothing products", obtained an average value of 3.39 which falls into the sufficient criteria, this means that in general respondents consider it quite objectionable to spend money on Kamen RareBali traditional clothing products. Respondents' assessment of the *Product involvement variable statement* which has the highest average is X_{2.11} with the statement "Kamen RareBali traditional clothing products are important to me.", obtained an average value of 4.26 which falls into the very high criteria, this means that in general respondents consider Kamen RareBali traditional clothing products important to them.

Brand engagement

Table 6. Description of *Brand Engagement*.

No	Statement	Number of Respondents' Answers (person)					Total	Average	Criteria
		1	2	3	4	5			
Y ₁	The Kamen RareBali brand provides a pleasant emotional experience for me.	0	21	23	39	37	452	3.77	Tall
	I feel Kamen RareBali represents my style and personality.	6	11	31	34	38	447	3.73	Tall

Y ₂	I think of Kamen RareBali more often in my mind than anywhere else.	0	9	26	40	45	481	4.01	Tall
	I often pay attention to content or information from Kamen RareBali on social media.	0	10	28	39	43	475	3.96	Tall
Y ₃	I often share my experiences using Kamen RareBali products.	7	8	39	49	17	421	3.51	Tall
	I have reviewed or commented on Kamen RareBali products.	8	9	48	38	17	407	3.39	Enough
	I frequently interact with Kamen RareBali content (e.g. liking, sharing, or commenting).	0	23	20	41	36	450	3.75	Tall
	<i>Average Brand Trust</i>							3.73	Tall

Source: Data processed in 2025.

Brand engagement variables In this study, the dependent variable is the *Brand Engagement variable*. symbolized by Y and measured using 7 statements that are responded to using a 5-point Likert Scale. The frequency of respondents' answers, the total average answers and the assessment criteria for respondents' answers for each statement in the *Brand engagement variable* can be seen in Table 6 .

Based on Table 6 , it is known that respondents' perceptions regarding *the Brand engagement variable* have an average value of 3.73, which falls into the high criteria. This indicates that respondents have high *Brand engagement with* Kamen RareBali . Respondents' assessments regarding *the Brand engagement variable* statement The respondent with the lowest average score is Y₆ with the statement "I have reviewed or commented on Kamen RareBali products." The average score obtained is 3.39 which is in the sufficient criteria, this means that in general the respondents have never fully reviewed or commented on Kamen RareBali products. Respondents' assessment of the *Brand Engagement variable statement* The one with the highest average is Y₃ with the statement "I often think of Kamen RareBali in my mind more than other places", the average value obtained is 4.01 which is in the high criteria, this means that in general respondents often think of Kamen RareBali in their minds more than other places

Inferential Analysis Results

Multiple Linear Regression Analysis

The multiple linear regression analysis model is used to obtain the regression coefficient that will determine whether the hypothesis made will be accepted or rejected. The results of this analysis refer to the results of the influence of *the brand trust variable (X1)*, *the Product involvement variable (X2)* on *Brand engagement (Y)* on *Kamen RareBali customers* . The results of the regression analysis with the *Statistical Pacage of Social Science (SPSS) version 26.0 for Windows program* can be seen in Table 7 below.

Table 7. Results of Multiple Linear Regression Analysis.

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	0.253	1,937		0.131	0.896
<i>Brand trust</i>	0.287	0.076	0.269	3,795	0,000
<i>Product involvement</i>	0.311	0.037	0.601	8,489	0,000

Source: Data processed in 2025.

Based on Table 7 , the multiple linear regression equation can be written as follows.
 $Y = 0.253 + 0.287 X_1 + 0.311 X_2 + e$

Where :

$Y = \text{Brand engagement}$

$X_1 = \text{Brand trust}$

$X_2 = \text{Product involvement}$

The multiple linear regression equation shows the direction of each independent variable in relation to its dependent variable. The multiple linear regression equation can be described as follows:

- 1) A constant value of 0.253 indicates that if *brand trust* and *product involvement* are equal to 0 (zero), then *brand engagement* is worth 0.253
- 2) Regression coefficient of *brand trust variable* (X_1) of 0.287 shows that *brand trust* has a positive influence on *brand engagement*, which means that if *brand trust* increases, *brand engagement* will increase.
- 3) Regression coefficient of the *Product involvement variable* (X_2) of 0.311, indicating that *Product involvement* has a positive influence on *Brand engagement*, which means that if *Product involvement* increases, *Brand engagement* will increase.

Classical Assumption Test

A regression model is considered a good model if it is free from classical statistical assumptions. A multiple linear regression model will theoretically produce accurate estimated parameter values if it meets the classical regression assumptions, namely: normality, multicollinearity, and heteroscedasticity tests.

1) Normality test

the Kolmogorov-Smirnov Test statistical analysis is used, by looking at the significance value at 0.05. If the resulting significance value is <0.05 , the data is not normally distributed, whereas if the resulting significance value is >0.05 , the data is normally distributed. The results of the normality test are shown in Table 8.

Table 8. Normality Test.

One-Sample Kolmogorov-Smirnov Test	Information	
N	120	
Test Statistics	0.075	Normally Distributed
Asymp. Sig. (2-tailed)	0.093	

Source: Data processed in 2025.

Based on the normality test using *the One-Sample Kolmogorov-Smirnov Test* shown in Table 8, it shows that the value of Asymp. Sig. (2-tailed) *Kolmogorov-Smirnov* is 0.093. The Asymp. Sig. (2-tailed) *Kolmogorov-Smirnov value* is greater than the *alpha value* of 0.05, indicating that the data used in this study are normally distributed, so it can be concluded that the model meets the assumption of normality.

2) Multicollinearity test

To detect the presence or absence of multicollinearity, we can look at *the Variance Inflation Factor (VIF)* and *Tolerance values*. A guideline for a multicollinearity-free regression model is to have a tolerance value close to 1. The VIF limit is 10. If the VIF value is below 10, then there are no symptoms of multicollinearity. The *tolerance* and *VIF values* are shown in Table 9. following:

Table 9. Multicollinearity Test.

Variables	Collinearity Statistics		Information
	Tolerance	VIF	
<i>Brand trust</i>	0.628	1,591	Free from Multicollinearity
<i>Product involvement</i>	0.628	1,591	Free from Multicollinearity

Source: Data processed in 2025.

Based on Table 9, it is shown that there are no independent variables that have a *tolerance value* of less than 0.10 and there are also no independent variables that have a *VIF value* of more than 10. Therefore, the regression model is free from multicollinearity symptoms.

3) Heteroscedasticity test

To detect symptoms of heteroscedasticity, a regression equation is created assuming no heteroscedasticity, then the absolute value of the residual is determined, then the absolute value of the residual is regressed as the dependent variable, and the regression is performed on the independent variables. The regression model is said to not contain symptoms of

heteroscedasticity if the significance value is more than 0.05. Table 10 shows the results of statistical calculations using the Glesjer method

Table 10. Heteroscedasticity Test.

Variables	Sig.	Information
<i>Brand trust</i>	0.778	Free of heteroscedasticity
<i>Product involvement</i>	0.833	Free of heteroscedasticity

Source: Data processed in 2025.

Based on the Table 10, it is shown that each variable, namely *brand trust*, *product involvement*, has a significance value greater than 5%. This shows that this study is free from symptoms of heteroscedasticity.

F-Test Results (Model Feasibility Test)

The model feasibility test is carried out to measure the accuracy of the sample regression function in estimating the actual value statistically. *The goodness of fit model* can be measured from the F statistic value. The F test is used to determine whether simultaneously all independent variables (*brand trust* and *product involvement variables*) have an influence on the dependent variable (*Brand engagement*). The test criteria, if the significance value of the F test < 0.05 indicates that this model test is suitable for use in research. The results of the F test can be seen in Table 11 below.

Table 11. Results of the F Statistical Test.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3188,772	2	1594,386	100,033	0.000 ^b
Residual	1864,820	117	15,939		
Total	5053,592	119			

Source: Data processed in 2025.

Based on Table 11, it can be seen that the F value is 100.033 and the significance value is 0.000. This shows that the significance value of 0.000 is lower than the alpha (α) value of 0.05 ($0.000 < 0.05$). Thus, it can be concluded that simultaneously, the variables *brand trust*, *product involvement*, has a significant effect on *brand engagement*, so the regression model fits the observation data and is suitable for use as an analysis tool to test the effect of independent variables on the dependent variable.

Determination Analysis

R^2 test aims to measure the extent to which independent variables can explain the dependent variable, either partially or simultaneously. The R^2 value is between zero and one ($0 < R^2 < 1$). Ghozali (2016) stated that a small R^2 value means that the independent variable's ability to explain the dependent variable is very limited. Conversely, an R^2 value close to one means that the independent variable provides almost all the information needed to predict the dependent variable. The results of the determination test can be seen in Table 12 below.

Table 12. Results of the Determination Coefficient Test (R^2).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.794 ^a	0.631	0.625	3,992

Source: Data processed in 2025.

Based on Table 12, it can be seen that the R square value ($(r^2) = 0.631$, this result shows that *Brand engagement* can be influenced by *the brand trust* and *product involvement variables* by 63.1 percent, while the remaining 36.9 percent is influenced by other variables not examined in this study.

t-Test Results (Hypothesis Test)

A partial test (t-test) was used to examine the influence of each independent variable (*brand trust* and *product involvement*) on the dependent variable (*brand engagement*). The results of the hypothesis testing can be seen in Table 13 below.

Table 13. Hypothesis Test Results.

Hypothesis	Regression Coefficient	t	Sig
<i>Brand trust -> Brand engagement</i>	0.287	3,795	0,000
<i>Product involvement -> Brand engagement</i>	0.311	8,489	0,000

Source: Data processed in 2025.

1) *brand trust variables on brand engagement*

H₀: *Brand trust* does not have a significant positive effect on *brand engagement*

H₁: *Brand trust* has a significant positive effect on *brand engagement*.

Based on the analysis results in Table 13, the coefficient value of the *brand trust* variable on *brand engagement* can be seen. of 0.287 with a significance level of $0.000 < 0.05$, so that H₀ is rejected and H₁ is accepted, which means that the *brand trust* variable has a significant positive effect on *brand engagement*, so that the first hypothesis in this study is accepted.

2) *product involvement variables on brand engagement*

H₀: *Product involvement* does not have a significant positive effect on *brand engagement*

H₂: *Product involvement* has a significant positive effect on *brand engagement*.

Based on the analysis results in Table 13, the coefficient value of the *Product involvement* variable on *Brand engagement* can be seen. of 0.311 with a significance level of $0.000 < 0.05$, so that H₀ is rejected and H₂ is accepted, which means that the *Product involvement* variable has a significant positive effect on *Brand engagement*, so that the second hypothesis in this study is accepted.

Discussion

The Influence of *Brand Trust* on *Brand Engagement* of Kamen RareBali Customers

The analysis results show that *brand trust* has a positive and significant effect on *brand engagement* among Kamen RareBali customers. The positive regression coefficient indicates that the higher the consumer trust in the Kamen RareBali brand, the greater the consumer engagement with the brand. This indicates that trust is a crucial factor in shaping consumer engagement with a brand, both emotionally, cognitively, and behaviorally.

Theoretically, these results are in line with *Customer theory*. *Brand engagement* (CBE) was developed by Brodie et al. (2011) and Hollebeek et al. (2014). This theory explains that consumer engagement with a brand arises from a psychological process that includes three main dimensions: *cognitive*, *affective*, and *behavioral*. Trust in a brand is the basis for consumers to grow this engagement, because trust creates a sense of security and certainty that the brand will meet consumer expectations. According to Kotler et al. (2024), brand trust is built through three main aspects, namely competence, honesty, and goodwill. When these aspects are met, consumers will perceive the brand as a reliable and good-faith party, thus increasing their tendency to actively interact with the brand.

This finding is also supported by previous empirical research. Fikri and Abror (2018) found that *brand trust* positively influences *brand engagement* among consumers in the *fashion sector*, as trust creates a strong emotional connection between consumers and brands. Research by Sujana & Sari (2023) also produced a similar conclusion: the higher consumers' trust in a brand, the greater their participation in brand activities, both on social media and in purchasing decisions. Furthermore, Zaidun et al. (2020) emphasized that trust in a brand strengthens the relationship between customer engagement and brand loyalty, meaning that *brand trust* influences not only attitudes but also actual consumer behavior toward a brand.

In the context of Kamen RareBali, these results indicate that consumer trust is formed because the brand is perceived as having reliability and intentionality, as explained by Delgado Ballester (2004). Consumers feel confident that Kamen RareBali is capable of providing high-quality, consistent, and expected traditional clothing products, while also demonstrating concern for customer satisfaction. This aligns with the view of Noviandini & Yasa (2021), who stated that *brand trust* fosters a sense of security and confidence in consumers to continue interacting with the brand. Therefore, the greater the trust consumers place in Kamen RareBali, the higher the level of *brand engagement* formed.

The Influence of *Product Involvement* on *Brand Engagement* of Kamen RareBali Customers

Based on the results of the regression test, it shows that *product involvement* has a positive and significant effect on *brand engagement* among Kamen RareBali customers. This means that the higher the level of consumer involvement with Kamen RareBali products, the greater their

tendency to actively participate in various activities related to the brand. Consumers who feel that Kamen RareBali products are relevant to their values, lifestyle, and needs will show greater attention, stronger emotional attachment, and positive behavior towards the brand.

These results support the *Product Involvement theory* proposed by Zaichkowsky (1985), which defines product involvement as the level of importance or relevance a consumer perceives towards a product based on personal needs, values, and interests. Consumers with high levels of involvement tend to be more active in seeking information, comparing alternatives, and having a desire to engage in the process of interacting with the brand. In the context of the traditional *fashion industry* such as Kamen RareBali, product involvement also includes symbolic and emotional values related to Balinese cultural identity. This is in line with Mittal's (1995) view that product involvement influences how much effort and attention consumers put into making purchasing decisions and interacting with the brand.

The findings of this study are also consistent with empirical evidence from previous research. Chairy (2020) found that *product involvement* has a positive and significant influence on *brand engagement*, because consumers who feel involved with a product are more emotionally and cognitively connected to the brand. Research by Barreto & Ramalho (2019) and Samarah et al. (2022) also shows that the level of consumer involvement with a product is a strong predictor of brand engagement, especially in the context of digital marketing. The higher the involvement, the more likely consumers are to provide support through likes, comments, or repeat purchases.

From the perspective of *Customer theory Brand engagement (CBE)* (Hollebeek et al., 2014), product involvement acts as a trigger for the cognitive and affective dimensions in the engagement process. Consumers who feel close to the product will process brand information more deeply, develop positive feelings towards the brand, and ultimately demonstrate active behavior that benefits the brand. In the case of Kamen RareBali, product involvement arises because the cultural and aesthetic values inherent in Balinese traditional clothing provide emotional meaning for consumers. This shows that the higher the consumer involvement with the product, the greater the opportunity for the brand to build strong and sustainable engagement.

4. Conclusion

Based on the research results, the conclusions related to the influence of *brand trust* and *product involvement* on *brand engagement* of Kamen RareBali customers in this study are as follows:

- 1) *Brand trust* has a positive and significant effect on *brand engagement* among Kamen RareBali customers.

These results indicate that the higher consumers' trust in the Kamen RareBali brand, the greater their engagement with the brand. Trust, built through product reliability, service consistency, and brand goodwill, encourages consumers to engage emotionally, cognitively, and behaviorally with the brand.

- 2) *Product involvement* has a positive and significant effect on *brand engagement* among Kamen RareBali customers.

This means that the higher consumer engagement with Kamen RareBali traditional clothing products, the stronger their attachment and participation with the brand. This engagement is reflected in high interest in the product, attention to promotions, and a tendency to purchase and actively interact on social media.

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