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The Effect of Brand Familiarity and Perceived Quality on Brand Credibility

Bilqis Saphira Putri^{1*}, Lingga Yuliana²

¹Universitas Paramadina, Jakarta Timur, Indonesia, bilqish.putri@students.paramadina.ac.id

²Universitas Paramadina, Jakarta Timur, Indonesia, lingga.yuliana@paramadina.ac.id

*Corresponding Author: bilqish.putri@students.paramadina.ac.id¹

Abstract: This study aims to analyze the influence of brand familiarity and perceived quality on brand credibility for Vaseline products in Indonesia. This study used a quantitative approach with a survey technique on 170 Vaseline user respondents spread across several urban areas. The research instrument was a questionnaire measured on a Likert scale, and the data were analyzed using the Spearman Rank correlation test. The analysis results show that both independent variables have a positive and significant relationship with brand credibility. These findings confirm that consumer perceptions of product quality, including effectiveness, safety, and consistency, have a greater influence on the formation of brand credibility than the level of brand familiarity alone. The implication of this study is the importance of product quality improvement strategies and communication that focuses on evidence of tangible benefits, so that brand credibility can continue to be strengthened. In the context of the highly competitive skincare market, perceived quality has proven to be the most dominant factor in shaping brand credibility. Therefore, Vaseline needs to maintain consistent product quality and ensure that every product claim can be proven in the eyes of consumers, so that brand credibility is maintained and improved over time.

Keywords: Brand Credibility, Brand Familiarity, Perceived Quality, Skincare.

INTRODUCTION

Consumers' decisions in choosing a brand are heavily influenced by their level of trust in the credibility of the chosen brand (Anjelina & Andni, 2024). Brand credibility is defined as the extent to which consumers believe a brand has the ability and intention to consistently deliver on its promises (Haq et al., 2025). This credibility is not formed instantly, but rather through a process involving important elements such as brand familiarity and perceived quality (Nurika & Sukresna, 2021). Brand familiarity reflects the level of consumer recognition and understanding of a brand, which is formed through exposure to advertising, usage experience, and interactions (Salfiana & Masnita, 2025). This familiarity helps reduce uncertainty and increase trust because consumers feel more familiar and confident in the consistency of the product or service provided (Barijan et al., 2021).

Meanwhile, perceived quality is the consumer's subjective assessment of the overall quality of the product or service offered. (Addolorato et al., 2025). When quality perceptions are positive, consumers not only feel satisfied but also tend to be more loyal and recommend the brand to others. (Polyakova & Ramchandani, 2023). Within the framework of modern marketing theory, there is a significant positive relationship between brand familiarity, perceived quality, and brand credibility (Su et al., 2023). Therefore, companies need to build closeness with consumers by increasing familiarity and maintaining consistent quality perceptions, in order to create a brand that is trusted and chosen sustainably amidst competitive market competition.

While brand familiarity and perceived quality should theoretically contribute to brand credibility, the reality on the ground doesn't always reflect this relationship, even for global brands like Vaseline. Vaseline is widely recognized as a legendary skincare product (Meilani & Rommy, 2025). However, brand name recognition alone doesn't necessarily create high levels of consumer trust. According to Statista (2022), despite Vaseline's high global brand awareness, only around 29% of global consumers stated they fully trust the brand (Bashir, 2022). This gap confirms that brand recognition doesn't automatically equate to credibility.

A similar situation also occurred in Indonesia, as seen from data from Kompas Market Insight Indonesia (2024), in the first quarter of 2024, Vaseline lagged behind local brands such as Scarlett and Somethinc in terms of engagement and positive perception on social media—despite the distribution of Vaseline products being evenly distributed across e-commerce and national retail outlets (Andini, 2024). This shows that the level of brand recognition among Indonesians does not always guarantee a high level of quality perception or trust from consumers. Furthermore, Top Brand Index (TBI) data shows fluctuations in the performance of personal care brands in Indonesia during the period 2021–2025:

Table 1 Top Brand Index (TBI) 2021-2025 Personal Care

Brand	TBI 2021	TBI 2022	TBI 2023	TBI 2024	TBI 2025
Citra	9.10	29.60	29.70	28.90	26.90
Marina	16.20	13.60	15.90	15.20	18.60
Vaseline	14.80	16.50	17.10	12.80	15.50
NIVEA	8.80	8.90	7.20	8.30	9.40
Emeron	-	-	-	5.30	6.40

Source: Top Brand Index Award 2021-2025 (2025)

From the table 1, it can be seen that Vaseline's TBI experienced a significant decline in 2024, from 17.10 (2023) to 12.80, before increasing slightly to 15.50 in 2025. This decline reflects the challenges Vaseline faces in maintaining its brand credibility amidst intense competition. One factor contributing to the decline in Vaseline's credibility is the impact of the boycott on Unilever, Vaseline's parent company, related to the conflict in the Middle East. (Rachma & Akbar, 2024). In the fourth quarter of 2023, Unilever reported a 15% decline in sales in Indonesia, caused by consumer boycotts in response to the geopolitical situation in Gaza (Riyanti & Nisa, 2024).

Furthermore, Unilever's market share in Indonesia also decreased from 38.5% in the third quarter of 2023 to 34.9% in the third quarter of 2024 (Rachma & Akbar, 2024). This decline indicates that external factors such as geopolitical sentiment can influence consumer perceptions and trust in brands. This poses a serious challenge amidst the highly competitive Indonesian skincare market. Young consumers, particularly millennials and Gen Z, are increasingly selective in evaluating products, prioritizing perceived quality and transparent and authentic brand values (Iwan et al., 2025). The skincare segment in Indonesia is growing rapidly with a market value reaching IDR 31.7 trillion, driven primarily by young consumers (Rukmana, 2024). Therefore, Vaseline's high level of recognition is not enough to create strong

brand credibility in Indonesia, especially if it is not accompanied by positive quality perceptions and brand communication that aligns with modern consumer expectations.

Brand familiarity is crucial in shaping consumer perceptions of quality, trust, and loyalty (Barijan et al., 2021). Familiar brands are perceived as more reliable and more readily recommended to others. Familiarity also reduces perceived risk and increases consumer confidence in making purchasing decisions (Aljarah et al., 2024). Based on the literature above, brand familiarity is consumers' perception of how frequently, easily, and well they recognize, purchase, and use a brand's products. This familiarity is reflected in three main indicators: advertising, purchasing behavior, and product usage. Strengthening these three dimensions will increase competitive advantage, loyalty, and positive word of mouth for the brand.

Perceived quality plays a crucial role in shaping customer satisfaction, loyalty, and retention. Recent studies have shown that high perceived quality not only increases satisfaction but also strengthens reputation, competitive differentiation, and customers' intention to recommend the service to others (Polyakova & Ramchandani, 2023). Based on this literature, perceived quality is a consumer's assessment of service excellence, reflected in five main dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Optimally managing these five dimensions will increase service provider satisfaction, loyalty, and competitiveness in an era of increasingly fierce competition.

Brand credibility is the extent to which consumers trust the claims, promises, and information provided by a brand, as well as consumers' perceptions of the brand's ability and willingness to consistently deliver on promises (Yuliana et al., 2023). In recent research, brand credibility is increasingly seen as a key factor in building customer trust, loyalty, and advocacy (Haq et al., 2025). According to Hayanimasy et al. (2024), brand credibility has two main indicators: First, believability is the extent to which consumers feel that the claims, promises, and information conveyed by the brand are trustworthy and not exaggerated. Consumers will assess whether the message conveyed by the brand is in line with reality and their experiences. Second, trustworthiness is the consumer's perception that the brand is honest, consistent, and reliable in keeping the promises made. Consumers are confident that the brand will not deceive or disappoint them in any transaction or interaction (Hayanimasy et al., 2025).

Familiarity significantly increases brand credibility, especially among consumers who are already familiar with and have experience with the brand (Saputri et al., 2024). Brand familiarity makes it easier for consumers to process information and build trust in the brand because consumers feel more confident and comfortable with a familiar brand (Salsabila et al., 2025). Furthermore, the effect of brand exposure also strengthens this relationship by increasing consumer trust and loyalty towards the familiar brand (Ohara et al., 2025). Thus, the higher the level of consumer familiarity with the brand, the greater the brand credibility formed in the consumer's mind.

H1: There is a positive and significant influence between brand familiarity and brand credibility.

Research by Kadi, et al (2025) shows that the higher the consumer perception of the quality of a product, the higher the brand credibility in the eyes of consumers because perceived quality can reduce the risk and cost of information received by consumers (Kadi et al., 2025). This is reinforced by the results of a study by Tarisca et al. (2024) which found that perceived quality significantly influences brand credibility in the Skintific brand (Salsabila et al., 2025). where consumers who assess high product quality tend to trust and consider the brand credible. In addition, Tarisca (2024) also emphasized that perceived quality contributes positively to brand credibility, which ultimately increases customer loyalty (Tarisca et al., 2024). Thus, the perception of good quality becomes the main basis in building and strengthening brand credibility in the minds of consumers.

H2: There is a positive and significant influence between perceived quality and brand credibility.

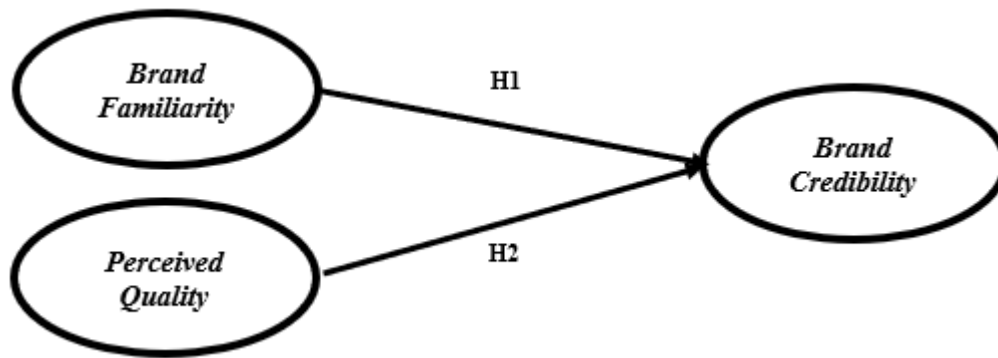


Figure 1 Hypothesis Model

The gap between the ideal conditions in which brand familiarity and perceived quality should shape brand credibility and the reality on the ground shows that brand recognition does not necessarily result in complete trust from consumers (García-Madariaga et al., 2024). In the case of Vaseline, despite being a global brand with a long-standing presence in the Indonesian market, in reality, not all consumers truly understand the product's quality or have full trust in this brand (Carneli & Nurwahyudi, 2025). The high level of superficial familiarity, without being accompanied by a strong perception of quality, prevents brand credibility from developing optimally (Whang & Lee, 2025). This condition becomes increasingly important to study in the context of the highly competitive Indonesian market and is experiencing shifts in consumer preferences, especially among the younger generation who tend to be more critical and selective in assessing a brand's reliability (Setiowati & Farida, 2024). This dynamic creates a need to re-understand how the two variables, brand familiarity and perceived quality, actually influence brand credibility empirically.

Based on the above background, this study aims to examine in more depth the influence of brand familiarity and perceived quality on brand credibility, using a case study of the Vaseline brand in Indonesia. This research is expected to provide theoretical contributions to enrich the literature on brand strategy, while also providing practical insights for companies in building sustainable brand credibility amidst increasingly complex and dynamic market competition.

METHOD

This study uses a quantitative descriptive method that aims to describe and test the relationship between variables systematically and objectively (Waruwu et al., 2025). Primary data were collected through the distribution of questionnaires using Google Forms, which allows for fast and efficient data collection (Septiana et al., 2024). The sampling technique used purposive sampling, namely the selection of respondents based on specific criteria relevant to the research objectives, such as age, education, income, location of domicile, and experience using Vaseline brand skincare products with a minimum duration of 1 month. Purposive sampling is effective for obtaining data from populations with certain characteristics (Subhaktiyasa, 2024). According to Hair et al. (2019), the sample size criterion is 5–10 times larger than the number of parameters (indicators) estimated in the model. The number of samples in this study was 170, which according to the provisions has met the criteria.

Data analysis was performed using SPSS version 25 software with multiple linear regression analysis techniques (Putra et al., 2024). SPSS 25 was used for additional inferential

statistical analysis such as validity, reliability, and classical assumption tests that provide ease and accuracy in testing research hypotheses (Pallant, 2020) . Before conducting the hypothesis test, the data was first tested with the classical assumption test to ensure that the regression model used met the statistical requirements, so that the analysis results were reliable and unbiased (Arikunto, 2019) . The classical assumption tests carried out included: First, the Normality Test to determine the level of normality of the residual data distribution of each variable. Second, the Multicollinearity Test to ensure a high level of correlation between the brand familiarity and perceived quality variables. Third, the Heteroscedasticity Test to test the level of constancy of the residual variance of each variable (Waluyo et al., 2024) .

After the variables are declared to meet the classical assumptions, hypothesis testing is performed. As an alternative, the non-parametric Spearman Rank test will be performed. The Spearman Rank test is a non-parametric correlation method used to measure the strength and direction of the relationship between variables when the data does not meet the assumptions of a normal distribution or is ordinal in scale. Therefore, the Spearman Rank test is considered an appropriate additional approach when the empirical data distribution is not normal. This approach is chosen to maintain the accuracy and validity of the statistical analysis results based on the characteristics of the data obtained.

Table 2. Research Indicators

VARIABLES	INDICATOR	STATEMENT	REFERENCE
Brand Familiarity	Advertising	BF1 = I often see Vaseline product advertisements in various media.	(Salfiana et al., 2025)
		BF2 = I remember the Vaseline ad easily.	
		BF3 = Vaseline advertisements made me more familiar with the brand.	
	Purchasing Behavior	BF4 = I tend to buy skin care products from the Vaseline brand.	
		BF5 = I have purchased Vaseline products before.	
		BF6 = I feel confident to buy Vaseline over other brands.	
	Product Usage	BF7 = I have used Vaseline products before.	
		BF8 = I am familiar with Vaseline products because I have used them.	
		BF9 = I often use Vaseline products in my daily activities.	
Perceived Quality	Tangibility	PQ1 = Vaseline product packaging looks modern and attractive.	(Addolorato et al., 2025)
		PQ2 = Vaseline products are easy to find in various shops and supermarkets.	
	Reliability	PQ3 = Vaseline always delivers results as promised on the packaging.	
		PQ4 = I feel the quality of Vaseline products is always consistent every time I buy.	
	Responsive	PQ5 = Vaseline provides various product variants according to consumer needs.	
		PQ6 = Information and instructions for using Vaseline products are easily accessible.	
	Assurance	PQ7 = Vaseline is a trusted brand for skin care.	
	Empathy	PQ8 = I feel safe using Vaseline products every day.	
		PQ9 = Vaseline understands my skin care needs.	
	Brand Credibility	Believability	
BC1 = I believe that the claims of benefits of Vaseline products are credible.			(Hayanimasy et al., 2025)
BC2 = I feel that the claims of benefits of Vaseline products are in line with reality.			

VARIABLES	INDICATOR	STATEMENT	REFERENCE
		BC3 = I believe Vaseline has a good reputation in the community.	
	Trustworthiness	BC4 = I feel Vaseline is an honest and trustworthy brand. BC5 = I am sure that Vaseline always maintains the trust of its consumers. BC6 = I believe Vaseline prioritizes honesty in marketing its products.	

RESULTS AND DISCUSSION

Respondent Demographics

The data in this study were collected through questionnaires distributed to 170 respondents who are consumers of Vaseline products in Indonesia. Respondent demographic characteristics included gender, age range, city of origin, highest level of education, budget allocated for skincare products, and sources of information about the Vaseline brand. Details of the respondents' demographic data are presented as follows:

Table 3. Respondent Demographics

Respondent Criteria	Number of respondents	Percentage
By Gender		
Man	124	72.5%
Woman	47	27.5%
By Age Range		
17-27	109	63.7%
28-37	43	25.1%
38-47	15	8.8%
48-57	4	2.3%
Based on City of Origin		
Jakarta	68	39.8%
Bogor	7	4.1%
Depok	4	2.3%
Tangerang	7	4.1%
Bekasi	18	10.5%
Semarang	4	2.3%
Yogyakarta	2	1.2%
Surabaya	61	35.7%
Based on Last Education		
SENIOR HIGH SCHOOL	83	48.5%
D3	16	9.4%
S1	64	37.4%
S2	5	2.9%
Professional Education	3	1.8%
Based on the Budget Allocated to Purchase Vaseline Products		
Rp. 50,000 - 200,000	47	27.6%
Rp. 200,000 - 500,000	68	40%
Rp. 500,000 - 750,000	31	18.2%
Rp. 750,000 - 1,000,000	18	10.6%
Above 1,000,000	6	3.5%
Based on Information Sources regarding the Vaseline Brand		
Social media	117	68.8%
Offline Store	24	14.1%
Friend Recommendation	29	17.1%

Source: Processed data (2025)

Respondent characteristics were described to understand the background of the respondents who contributed to the research data. These characteristics can be an indicator of

how they view and evaluate the Vaseline brand. The following is a description of the data presented in Table 3. The majority of respondents in this study were male, amounting to 124 people (72.5%), while female respondents numbered 47 people (27.5%). This indicates that skincare products like Vaseline are associated with female users. However, in fact, men are now starting to care about skin care, making them a potential market segment for products like Vaseline. The majority of respondents were in the 17–27 age group, amounting to 109 people (63.7%). This was followed by the 28–37 age group (25.1%), then the 38–47 age group (8.8%), and the least were aged 48–57 (2.3%).

Respondent distribution shows a dominance of two major cities: Jakarta (39.8%) and Surabaya (35.7%). This may reflect the even distribution of Vaseline products in large cities and easier access to products and information through various media. Meanwhile, other cities such as Bekasi, Tangerang, Bogor, Depok, Semarang, and Yogyakarta have smaller proportions. The majority of respondents had a high school education (48.5%) and a bachelor's degree (37.4%), indicating that the majority have sufficient literacy to understand brand information and product quality.

The largest group allocated a budget of IDR 200,000 – 500,000 (40%), followed by the IDR 50,000 – 200,000 group (27.6%). This indicates that the majority of respondents still fall into the mid-budget category for skincare products. This suggests that a small proportion allocate more than IDR 750,000. Social media is the primary source of information, with 117 respondents (68.8%) stating they learned about Vaseline from digital platforms such as Instagram, TikTok, or YouTube. Other sources such as offline stores (14.1%) and friend recommendations (17.1%) also play a role, but their share is much smaller.

Descriptive Statistical Analysis

Through descriptive statistics, researchers can see the average value, standard deviation, minimum, and maximum values for each indicator, thus providing a general overview of respondents' perceptions. The following presents the results of the descriptive statistical analysis of the data presented in Table 4.

Table 4. Descriptive Statistics of Brand Familiarity, Perceived Quality, and Brand Credibility Variables

Category	N	Min	Max	Sum	Mean		Standard Deviation	Variance
					Statistics	Error		
BF1	170	1	4	594	3.49	0.050	0.655	0.429
BF2	170	1	4	574	3.38	0.053	0.688	0.473
BF3	170	1	4	580	3.41	0.048	0.630	0.397
BF4	170	1	4	509	2.99	0.067	0.874	0.763
BF5	170	1	4	609	3.58	0.048	0.631	0.399
BF6	170	1	4	543	3.19	0.060	0.779	0.607
BF7	170	1	4	617	3.63	0.045	0.584	0.341
BF8	170	1	4	606	3.56	0.047	0.614	0.377
BF9	170	1	4	540	3.18	0.070	0.919	0.844
PQ1	170	1	4	561	3.30	0.053	0.695	0.483
PQ2	170	1	4	625	3.68	0.045	0.582	0.338
PQ3	170	1	4	541	3.18	0.060	0.782	0.612
PQ4	170	1	4	563	3.31	0.057	0.740	0.547
PQ5	170	1	4	568	3.34	0.055	0.722	0.522
PQ6	170	1	4	582	3.42	0.050	0.650	0.423
PQ7	170	1	4	570	3.35	0.054	0.708	0.502
PQ8	170	1	4	570	3.35	0.060	0.780	0.608
PQ9	170	1	4	550	3.24	0.060	0.787	0.619
PQ10	170	1	4	556	3.27	0.059	0.775	0.601
BC1	170	1	4	564	3.32	0.054	0.700	0.490
BC2	170	1	4	556	3.27	0.058	0.752	0.565
BC3	170	1	4	578	3.40	0.048	0.629	0.395

Category	N	Min	Max	Sum	Mean		Standard Deviation	Variance
					Statistics	Error		
BC4	170	1	4	559	3.29	0.053	0.692	0.479
BC5	170	1	4	579	3.41	0.053	0.692	0.479
BC6	170	1	4	574	3.38	0.048	0.624	0.390

Source: Processed data (2025)

Validity Test Results

Validity testing was conducted to ensure that the instrument accurately measured brand familiarity, perceived quality, and brand credibility. This testing aimed to assess the extent to which each item in the questionnaire strongly correlated with the construct it represented. The results of the validity testing are shown in Table 5.

Table 5. Validity Test of Brand Familiarity, Perceived Quality, and Brand Credibility Variables

Question Items	R Table	R Count	Category
BF1	0.150	0.700	Valid
BF2	0.150	0.614	Valid
BF3	0.150	0.777	Valid
BF4	0.150	0.744	Valid
BF5	0.150	0.699	Valid
BF6	0.150	0.788	Valid
BF7	0.150	0.686	Valid
BF8	0.150	0.738	Valid
BF9	0.150	0.800	Valid
PQ1	0.150	0.747	Valid
PQ2	0.150	0.706	Valid
PQ3	0.150	0.793	Valid
PQ4	0.150	0.832	Valid
PQ5	0.150	0.768	Valid
PQ6	0.150	0.769	Valid
PQ7	0.150	0.857	Valid
PQ8	0.150	0.815	Valid
PQ9	0.150	0.844	Valid
PQ10	0.150	0.844	Valid
BC1	0.150	0.857	Valid
BC2	0.150	0.894	Valid
BC3	0.150	0.814	Valid
BC4	0.150	0.916	Valid
BC5	0.150	0.867	Valid
BC6	0.150	0.852	Valid

Source: Processed data (2025)

Reliability Test Results

Reliability testing was conducted to measure the internal consistency of the instrument that examines the relationship between brand familiarity and perceived quality and brand credibility. This testing is essential to ensure that each indicator in the questionnaire produces stable and reliable results. The results of the reliability test for all variables are shown in Table 6.

Table 6. Reliability Test of Brand Familiarity, Perceived Quality, and Brand Credibility Variables

Variables	N Question Items	Cronbach's Alpha Value	Category
Brand Familiarity	9	0.886	Reliable
Perceived Quality	10	0.936	Reliable
Brand Credibility	6	0.933	Reliable

Source: Processed data (2025)

Classical Assumption Test Results

The Classical Assumption Test was conducted to examine the influence of brand familiarity and perceived quality on brand credibility using multiple linear regression. This aimed to ensure the statistical validity of the regression model used. The following are the results of the classical assumption test in this research's regression model:

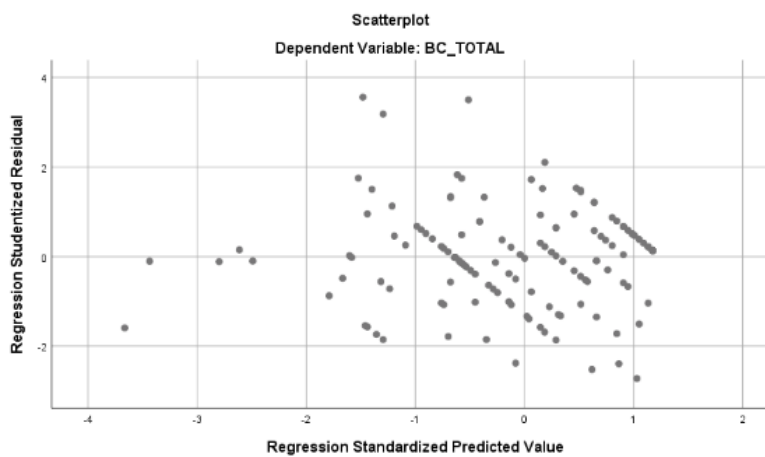
Normality Test

A normality test was conducted to determine whether the residual distribution of the brand familiarity, perceived quality, and brand credibility variables in the regression model met the requirements for a normal distribution. The following are the results of the normality test:

Table 7. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		170
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	1.59119959
	Most Extreme Differences	
	Absolute	.143
	Positive	.112
	Negative	-.143
Test Statistics		.143
Asymp. Sig. (2-tailed)		.000 ^c

Source: Processed data (2025)



Source: Processed data (2025)

The results of the normality test using the One-Sample Kolmogorov-Smirnov method show that the significance value for the residual is 0.000, which is below the threshold of 0.05. The scatterplot graph also shows that the data has a centered pattern on positive values, so the data is not normally distributed. This finding indicates that the distribution of residual data in the regression model does not meet the assumption of normality. This means that the distribution of data from the variables brand familiarity, perceived quality, and brand credibility tends not to follow the normal distribution pattern required in parametric analysis such as multiple linear regression.

Taking this into consideration, an additional approach, the Spearman Rank test, was used as a non-parametric alternative. The Spearman test allows for measuring the strength of the relationship between variables without relying on a normal data distribution (Yu & Hutson,

2024) . In the context of this study, this approach was used to examine the strength of the relationship between brand familiarity and perceived quality and brand credibility in a more flexible, yet accurate and valid way based on the characteristics of the actual data obtained from respondents. This strategy was adopted to ensure that the analysis results remain scientifically sound and relevant to the existing empirical conditions.

Hypothesis Test Results

Hypothesis testing was conducted to examine the significant influence of brand familiarity and perceived quality on brand credibility using multiple linear regression. Hypothesis testing in this study was conducted partially on each independent variable using the Spearman Rank correlation technique (Zhang, 2025). This technique was chosen because it is appropriate to the characteristics of the data that do not meet the assumption of normality (Arifa et al., 2025). Thus, this analysis aims to objectively test the strength and direction of the relationship between variables based on empirical conditions obtained from respondents.

Spearman test

The Spearman Rank Test is a non-parametric correlation analysis technique used to measure the strength and direction of the relationship between two variables (Tu et al., 2025) . Unlike the Pearson correlation, which requires normally distributed data and an interval or ratio scale, the Spearman test does not require these assumptions, making it more flexible in analyzing ordinal or non-normal interval data (Dilara & Adnjani, 2025) . In the context of this study, the Spearman test was used to examine the relationship between brand familiarity and perceived quality on brand credibility.

This technique is relevant considering that the results of the previous normality test showed that the residual data in the regression model was not normally distributed. Therefore, the Spearman Rank test is considered an appropriate approach to obtain an accurate picture of the correlation between variables. Spearman's correlation coefficient (rho) values range from - 1 to +1, indicating the direction and strength of the relationship. (Zhao et al., 2022) . The closer to +1, the stronger the relationship between the variables is. The following are the results of the T-test:

Table 8. Spearman's Rank Test

		BF_TOTAL	PQ_TOTAL	BC_TOTAL
Spearman's rho	BF_TOTAL	1,000	.837 **	.783 **
	Correlation Coefficient	.	.000	.000
	Sig. (2-tailed)	170	170	170
PQ_TOTAL	PQ_TOTAL	.837 **	1,000	.869 **
	Correlation Coefficient	.000	.	.000
	Sig. (2-tailed)	170	170	170
BC_TOTAL	BC_TOTAL	.783 **	.869 **	1,000
	Correlation Coefficient	.000	.000	.
	Sig. (2-tailed)	170	170	170

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data (2025)

Based on the results of the Spearman Rank correlation test presented in the table 8, it was found that there is a positive and significant relationship between each independent variable and the dependent variable. The brand familiarity variable has a correlation coefficient value of 0.783 with a significance level of 0.000 , which indicates a strong and significant relationship with brand credibility. This means that the higher the level of consumer familiarity with the Vaseline brand, the higher the brand credibility perceived by consumers.

The test on the perceived quality variable shows a stronger correlation, with a coefficient value of 0.869 and a significance of 0.000. This indicates that consumer perception of the quality of Vaseline products has a very strong and significant relationship with the level of brand credibility. The better the perception of quality that consumers have, the more likely they are to view the Vaseline brand as a credible brand. Both results directly answer the problem formulation in this study, namely whether brand familiarity and perceived quality have an influence on brand credibility. Based on the results of the Spearman Rank correlation, it can be concluded that both variables have a positive, strong, and significant relationship with brand credibility.

Discussion

The Influence of Brand Familiarity on Brand Credibility

Based on the results of the hypothesis test, it can be seen that brand familiarity has a positive and significant effect on brand credibility among consumers of Vaseline products in Indonesia. Consumers who have seen advertisements, purchased products, or have experience using Vaseline tend to give a higher assessment of the brand's credibility based on the findings obtained. The process of familiarization and direct experience with the brand creates a greater sense of trust because consumers feel confident in the quality and consistency of the Vaseline brand based on their personal experiences.

This statement is in line with the research results of Saputri et al. (2024) , Salsabila et al. (2025) , Ohara et al. (2025) which stated that brand familiarity significantly increases brand credibility, especially among consumers who are familiar with and have previous experience with a brand. Vaseline consumers who have long been familiar with the product through various information channels are more likely to trust the brand because they have formed references from previous real experiences. Brand familiarity makes it easier for consumers to process information and build trust in the brand because consumers feel more comfortable and confident in a brand they already know. This is seen in respondents who have no difficulty in choosing Vaseline products because they already have preferences formed from experience and repeated exposure to information over time. Explained that the effect of brand exposure strengthens the relationship between brand familiarity and brand credibility by increasing trust and loyalty to the familiar brand. In this study, this is seen from the high level of trust respondents have in Vaseline which they often see on social media, television, and other digital channels over a certain period of time.

The Influence of Perceived Quality on Brand Credibility

Based on the results of the hypothesis test, it was found that perceived quality has a positive and significant effect on brand credibility among Vaseline product consumers in Indonesia. Consumers who perceive Vaseline products as high quality tend to demonstrate a stronger level of trust in the brand's credibility. Consumer perceptions of product quality include assessments of packaging, safety of use, effectiveness, and consistency of results, all of which form the basis for forming consumer confidence in the brand's reliability.

This finding aligns with the research findings of Kadi et al. (2025), Salsabila et al. (2025), and Tarisca et al. (2024), which state that the higher a consumer's perception of a product's quality, the greater the level of brand credibility formed. Consumer-perceived quality serves to reduce risk and reduce the need to seek additional information, because consumers already feel confident in the product's performance based on their own experience or observation. Consumers who assess the quality of a product positively will tend to trust the brand. Consumers who are satisfied with product results such as skin moisture, suitable texture, and comfort of use will more easily perceive the Vaseline brand as trustworthy. This shows that perceptions of product quality directly shape confidence in the brand's integrity and promise.

CONCLUSION

Based on the results and discussion above, it can be concluded that first, brand familiarity has a significant influence on brand credibility. Second, perceived quality shows a stronger influence on brand credibility. The results of this study provide practical implications for companies, namely that communication strategies and product development need to focus on improving quality that can be directly felt by consumers. In the context of the highly competitive skincare market, perceived quality has proven to be the most dominant factor in shaping brand credibility. Therefore, Vaseline needs to maintain consistent product quality and ensure that every product claim can be proven in the eyes of consumers, so that brand credibility is maintained and improved over time.

This study has several limitations, including the limited number of respondents of 170 people, and the characteristics of respondents who are mostly from urban areas and young. These limitations have the potential to limit the generalizability of the research results to the overall population of Vaseline consumers in Indonesia, especially outside the young age segment and urban areas. For further research, researchers are advised to expand the demographic scope and number of respondents, including respondents from rural areas and more diverse age groups. Furthermore, further research can also add other variables such as brand trust, brand experience, or customer satisfaction as mediating or moderating variables to delve deeper into the process of brand credibility formation. Further studies can also be conducted on local brands or other product categories in the personal care industry, so that the research results are broader, contextual, and relevant to the dynamics of the ever-evolving Indonesian market.

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