

ABSTRACT

This study aims to analyze the influence of Cause-Brand Congruence, true-to-fact authenticity, and Cause-Brand Authenticity on brand trust through Brand satisfaction and brand attachment. This research is motivated by the intense competition within the coffee shop industry, along with the reputational crisis and consumer skepticism triggered by the global boycott issues facing Starbucks Indonesia. A quantitative approach with a causal design was employed in this study. Data collection was conducted from March to April 2026 via an online questionnaire using a purposive sampling technique, resulting in a sample of 201 respondents who are Starbucks consumers in Semarang. The data analysis method utilized Structural Equation Modeling (SEM) through IBM SPSS AMOS version 23 software. The results of the hypothesis testing indicate that Cause-Brand Congruence has a positive and significant effect on both Brand satisfaction and brand attachment. Meanwhile, true-to-fact authenticity has a positive and significant effect on Brand satisfaction but a non-significant effect on brand attachment. On the other hand, Cause-Brand Authenticity has a positive and significant effect on brand attachment but a non-significant effect on Brand satisfaction. Furthermore, both Brand satisfaction and brand attachment have positive and significant effects on brand trust. Additionally, Brand satisfaction is proven to be the strongest and most dominant path in forming brand trust. The conclusion of this study confirms that during a brand reputation crisis, consumer trust is more stably rebuilt through evaluative-cognitive pathways rooted in identity alignment and objective factual verification rather than pure affective-emotional interpretation.

Keywords: *Cause-Brand Congruence, True-to-Fact Authenticity, Cause-Brand Authenticity, Brand satisfaction, Brand attachment, Brand trust, Starbucks.*

