



Factors that affect customer satisfaction and brand loyalty for the apple brand in indonesia

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ABSTRACT

Currently the existing business competition is very tight, so companies are required to continue to maintain their quality and innovate on goods and services. As is the case in the electronic product business, where companies must continue to consider what things can affect customer satisfaction and brand loyalty. In this case, the subjects and objects in this study are brand trust, brand identification, brand experience, location and environment, lifestyle congruence, perceived value of cost, perceived quality that affect customer satisfaction and brand loyalty. This study was shown to determine how big the influence between the dimensions of brand trust, brand identification, brand experience, location and environment, lifestyle congruence, perceived value of cost, perceived quality on customer satisfaction and brand loyalty. This research is causal research using a descriptive quantitative approach. The population used in this study were Apple customers, while the sample taken was 200 people. This research is sourced from primary data obtained through questionnaires. The data analysis technique used in this research is Structural Equation Modeling (SEM) analysis using Partial Least Square (PLS) program. The results of this study indicate that brand experience, location and environment have a positive effect on customer satisfaction, brand identification, brand trust, lifestyle congruence, perceived quality, and perceived value of cost have no effect on customer satisfaction, customer satisfaction has a positive effect on Apple's brand loyalty. The contribution of this research is expected to be a consideration and input for Apple to consider the factors that influence Apple's customer satisfaction and brand loyalty.

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INTRODUCTION

Today, consumers are more interested in collecting memories than objects. According to eMarketer (2020), 65% of consumers are influenced by positive experiences throughout their buying journey. Thus, many brands are created to produce an unforgettable experience for customers, such as the Apple brand (Huang, 2017). For example, when a customer walks into an Apple store, he or she will

immediately find outstanding customer service (Tailored Marketing, 2018). However, the Apple experience isn't limited to the store itself, every phase in the shopper's journey is consistent with the brand's aesthetic. Even when unboxing a new Apple product, customers are excited to open the crisp white lid to reveal a new phone that fits perfectly in its packaging. Therefore, when customers buy Apple, they are buying the total experience (Tailored Marketing, 2018). Brands have traditionally placed minimal focus on managing brand-customer touch points and emotional attributes (Iglesias et al., 2011). However, differentiating competing brands relies heavily on their ability to develop customer touch points based on experiences, such as being visually warm, pleasing, appealing to different senses and inspiring (Brakus et al., 2009; Iglesias et al., 2011). These distinctive experiences arise from the brand environment, communication, identity, servicescape, elements, etc. (Ong et al., 2018; Brakus, et al., 2009). Smartphones are a new form of mobile internet device that combines the traditional features of a telephone and a Personal Digital Assistant (PDA). Another important definition of a Smartphone is that it is a phone that offers more advanced computing and connectivity capabilities than today's basic cell phones. They weren't the first to invent personal computers, portable audio players, notebooks, smartphones, music downloading apps, or set-top boxes, to name a few. Apple has built a loyal fan base of the brand like no other, with huge revenue, market share, and profitability to back it up. Apple is focused on insight into customer behavior. Regarding the fact that Steve Jobs and Apple did not use customer analysis in the original production of their brands, consumer behavior plays an important role in their marketing and, ultimately, the growth of the company. Once a consumer purchases a product or downloads iTunes, Apple has access to the data that the company uses. Apple uses this information to gain significant insight into consumers and what drives their buying behavior. Consumer segmentation research will reveal a lot about a person's tastes. Skreli & Imami (2012), for example, found that apple consumers in Tirana, Albania, can be divided into four classes. Important qualities such as fruit origin, variety, scale, and price are assessed differently by each class. Another analysis of apple consumers in Europe found that they could be divided into six groups and further classified into two supergroups, each with different characteristics, based on similarities in attribute importance. As a result, different participants in the fruit supply chain, such as breeders, producers and retailers, benefit from a thorough understanding of the tastes of each market segment.

The purpose of this study is to identify the factors that can affect customer satisfaction and brand loyalty on Apple products. Based on (Sonia Katarina & Vinod Saini, 2019) perceived quality, perceived value of cost, brand identification, brand trust, lifestyle congruence have a positive effect on customer satisfaction, and customer satisfaction has a positive effect on brand loyalty in the oral care industry in India. Based on (Rania B. Mostafa & Tamara Kasamani, 2020) brand experience does not have a positive effect on customer satisfaction in the smartphone industry in Lebanon. Based on (Mohammed Belal Uddin, 2019) location and environment do not have a positive effect on customer satisfaction in the fast food restaurant industry in Bangladesh. This study tries to analyze these factors. Thus, the researcher chose several factors to study which will be proven to have an effect or not on Apple's customer satisfaction and brand loyalty.

Research Problem

1). Does Perceived Quality have a positive influence on Customer Satisfaction?, 2). Does Perceived Value of Cost have a positive influence Customer Satisfaction?, 3). Does Brand Identification have a positive influence on Customer Satisfaction? 4). Does Brand Trust have a positif influence on Customer Satisfaction?, 5). Does Lifestyle Congruence have a positive influence on Customer Satisfaction?, 6). Does Location and Environmrnt have a positive influence on Customer Satisfaction?, 7). Does Brand Experience have a positive influence on Customer Satisfaction? 9). Does Customer Satisfaction have a positive influence on Brand Loyalty?

Research Objective

1). To analyse the effect of Perceived Quality with Customer Satisfaction, 2). To analyse the effect of Perceived Value of Cost with Customer Satisfaction. 3). To analyse the effect of Brand Identification with Customer Satisfaction, 4). To analyse the effect of Brand Trust with Customer Satisfaction, 5). To analyse the effect of Lifestyle Congruence with Customer Satisfaction, 6). To analyse the effect of Location and Environment with Customer Satisfaction, 7). To analyse the effect of Brand Experience with Customer Satisfaction, 7). To analyse the effect of Customer Satisfaction with Brand Loyalty.

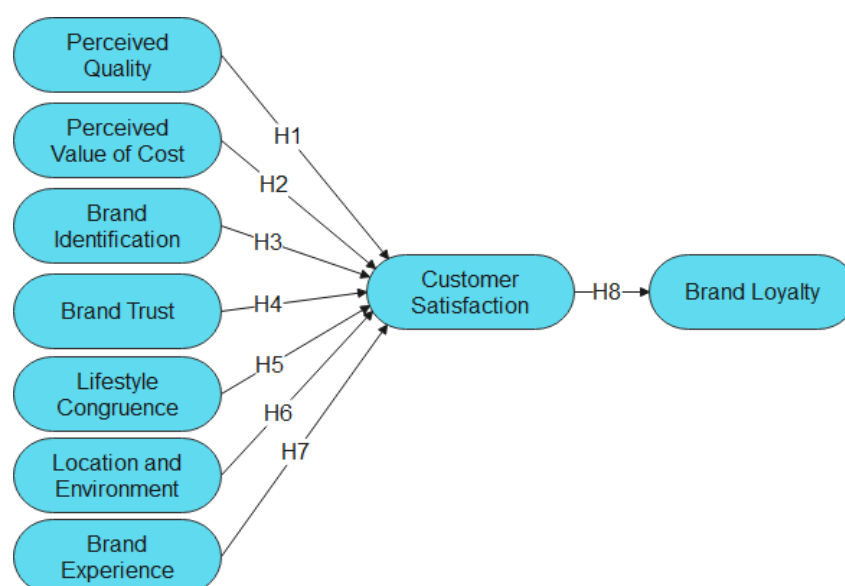


Figure 1. Conceptual Framework of the Customer Satisfaction and Brand Loyalty of Apple Product
Source: Developed for this research (2022)

RESEARCH METHOD

The research object used as the independent variable in this research is Customer Satisfaction and Brand Loyalty. While the object of research which is the dependent variable in this study is Perceived Quality, Perceived Value of Cost, Brand Identification, Brand Trust, Lifestyle Congruence, Location and Environment, and Brand Experience.

The number of samples in this study was determined based on the opinion (Hair et al., 2010) that the number of samples as respondents must be adjusted to the number of question indicators that will be used in the questionnaire. Assuming $n \times 5$ to $n \times 10$, n is the observed variable (indicator). In this study there are 35 indicators so that if with a multiplication of 5 the number is 175, so it can be determined that this study uses a minimum of 175 samples, but in this study 200 samples were used to increase research precision and reduce research error standards from errors.

This study uses primary data and secondary data. The primary data in this study were obtained directly from respondents who filled out a questionnaire via google form regarding the effect of perceived quality, perceived value of cost, brand identification, brand trust, brand experience, lifestyle congruence, location and environment on customer satisfaction and brand loyalty. Respondents in this study were Apple consumers in Indonesia. As for the secondary data in this study sourced from books, journals, and various articles accessed via the internet.

Brand loyalty consists of six indicators adopted from (Chauduri & Holbrook, 2001); Customer satisfaction consists of four indicators adopted from (Spreng et al, 1996); Brand trust which consists of four indicators adopted from (Chauduri & Holbrook, 2001); Perceived value of cost

consists of three indicators adopted from (Walsh et al, 2014); Perceived quality consists of five indicators adopted from (Yoo et al, 2000); Brand identification consists of three indicators adopted from (Mael & Ashforth, 1992); Lifestyle congruence consists of three indicators adopted from (Johnson et al, 2006); Location and Environment consists of three indicators adopted from (Baker & Wakefield, 2012) and (Levy Weitz, 2015); Brand experience consists of four indicators adopted from (Baron & Kenny, 1986).

RESULTS AND DISCUSSIONS

Respondent Demographic

Table 1. Respondent Profile

Statement	Score	Percentage (%)
Have you ever used an Apple product		
Yes	200	100%
No	0	0%
Age		
<17 years old	9	4,5%
17-21 years old	29	14,5%
22-35 years old	121	60,5%
>35 years old	41	20,5%
Monthly income		
<1.500.000	4	2%
1.5000.000-2.999.000	13	6,5%
3.000.000-5.999.000	56	28%
6.000.000-10.000.000	93	46,5%
>10.000.000	34	17%

Source : Google form

Validity and Reliability Testing

The first step is to test the convergent validity of the measurement model which is assessed based on the loading factor indicator value of each construct. In this study, a loading factor limit of 0.40 will be used. If the loading factor value 0.40 then convergent validity is met, and if the loading factor value is <0.40 then the indicator must be dropped from the analysis. From data processing using PLS, the following results were obtained:

Table 2. The Loading Factor Value of Each Indicator and the Results

Indikator	Loading Factor
Brand Experience (CR=0.882 ; AVE=0.711)	
BE1: Apple is part of my daily life	0.736
BE2: Apple engage in a lot of thinking when I encounter this brand	0.803
BE3: Apple makes a stong impression on my visual sense	0.853
BE4: Apple is exciting in a sensory way	0.835
Brand Identification (CR=0.878 ; AVE=0.663)	
BI1: While talking about my current Apple brand I prefer to use "we" rather than they.	0.834
BI2: I would be embarrassed if media criticises Apple brand	0.935
BI3: I felt like a personal insult when others criticise Apple brand	0.751
Brand Loyalty (CR=0.921 ; AVE=0.721)	
BL1: I will purchase Apple brand next time I purchase from this product category	0.693

BL2: I plan to continue purchasing Apple brand	0.899
BL3: I am believing the quality of Apple brand is superior to other	0.843
BL4: I am willing to pay a higher price for Apple brand regardless of similar quality from competitor	0.778
BL5: I will prescribe Apple brand to my acquaintance	0.906
BL6: When asked about this product category, the name of Apple brand comes to mind immediately	0.744
Brand Trust (CR=0.893 ; AVE=0.653)	
BT1: Apple brand enjoys my trust	0.775
BT2: I can rely on Apple brand as it is mainly concerned with consumer's interest	0.890
BT3: I consider Apple brand as honest brand	0.804
BT4: I consider Apple brand as safe for consumption	0.815
Customer Satisfaction (CR=0.862 ; AVE=0.677)	
CS1: Apple brand is a good as I expected	0.815
CS2: Apple brand is worth the price I paid for it	0.780
CS3: My needs are entirely fulfilled by Apple brand	0.801
CS4: My expectations are generally met by Apple brand	0.716
Lifestyle Congruence (CR=0.874 ; AVE=0.676)	
LC1: My personal lifestyle is reflected by Apple brand	0.894
LC2: My lifestyle is in congruence with Apple brand	0.825
LC3: My current lifestyle is well supported by Apple brand	0.788
Location and Environment (CR=0.863 ; AVE=0.607)	
LE1: Price of Apple brand is competitive	0.810
LE2: Apple brand is decorated attractively	0.850
LE3: Apple brand situated in good location	0.807
Perceived Value (CR=0.861 ; AVE=0.700)	
PQ1: Apple brand I use is of consistently high quality	0.733
PQ2: Apple brand is likely to have an extremely high	0.646
PQ3: The likelihood of functionality of Apple brand brand is quite high	0.791
PQ4: The likelihood of reliability of Apple brand is quite high	0.748
PQ5: Apple brand must be of very good quality	0.793
Perceived Value of Cost (CR=0.844 ; AVE=0.554)	
PVC1: Apple brand brand charges brand offers attractive cost of product in comparison with alternative options	0.838
PVC2: Apple brand charges justly in comparison with similar brand	0.837
PVC3: Apple brand delivers me good value for money in comparison with what I paid and might get from other alternative brands.	0.736

Source : (Smart-PLS output, 2022)

Based on the table, all indicators have a loading factor value of 0.50, meaning that all indicators in the initial model have met convergent validity.

Discriminant Validity Test

The next step is to test discriminant validity to ensure that each concept of each latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the largest loading value with other loading values on other latent variables. The results of the discriminant validity test can be seen in the following table.

Table 3. Discriminant Validity of Cross Loadings and Results

	BE	BI	BL	BT	CS	LC	LE	PQ	PV
BE1	0.727	0.568	0.627	0.621	0.476	0.76	0.496	0.542	0.448
BE2	0.799	0.512	0.56	0.65	0.499	0.644	0.61	0.629	0.506

BE3	0.853	0.6	0.582	0.632	0.653	0.584	0.533	0.657	0.535
BE4	0.845	0.458	0.572	0.682	0.74	0.6	0.642	0.5	0.414
BI1	0.488	0.849	0.376	0.531	0.486	0.562	0.333	0.436	0.47
BI2	0.623	0.928	0.422	0.619	0.334	0.773	0.272	0.454	0.582
BI3	0.572	0.734	0.289	0.548	0.278	0.645	0.21	0.343	0.449
BL2	0.44	0.069	0.693	0.342	0.629	0.327	0.682	0.533	0.438
BL3	0.626	0.493	0.901	0.567	0.711	0.637	0.709	0.601	0.639
BL4	0.664	0.364	0.842	0.46	0.536	0.529	0.583	0.716	0.626
BL5	0.712	0.564	0.772	0.7	0.59	0.731	0.621	0.533	0.574
BL6	0.628	0.323	0.906	0.495	0.694	0.511	0.57	0.669	0.558
BT1	0.436	0.315	0.749	0.348	0.607	0.419	0.563	0.47	0.525
BT2	0.478	0.533	0.314	0.782	0.49	0.491	0.419	0.41	0.397
BT3	0.686	0.581	0.541	0.888	0.584	0.686	0.547	0.512	0.506
BT4	0.736	0.512	0.487	0.801	0.499	0.649	0.453	0.549	0.474
CS1	0.707	0.56	0.588	0.813	0.637	0.666	0.659	0.567	0.627
CS2	0.664	0.473	0.664	0.557	0.85	0.535	0.611	0.4	0.391
CS3	0.643	0.252	0.676	0.565	0.797	0.435	0.65	0.589	0.492
LC1	0.542	0.409	0.574	0.552	0.819	0.542	0.678	0.432	0.501
LC2	0.616	0.608	0.505	0.637	0.507	0.892	0.547	0.39	0.736
LC3	0.674	0.664	0.587	0.657	0.573	0.834	0.567	0.425	0.535
LE1	0.678	0.653	0.523	0.62	0.439	0.779	0.443	0.468	0.514
LE2	0.627	0.33	0.561	0.583	0.57	0.584	0.793	0.485	0.592
LE3	0.635	0.249	0.643	0.582	0.731	0.555	0.849	0.5	0.512
PQ1	0.483	0.261	0.684	0.422	0.621	0.41	0.827	0.549	0.539
PQ3	0.447	0.162	0.569	0.337	0.44	0.249	0.568	0.754	0.449
PQ4	0.498	0.346	0.288	0.419	0.338	0.378	0.33	0.642	0.327
PQ5	0.602	0.47	0.523	0.611	0.471	0.475	0.498	0.771	0.472
PVC1	0.432	0.199	0.635	0.328	0.399	0.274	0.529	0.757	0.571
PVC2	0.651	0.624	0.629	0.593	0.483	0.499	0.376	0.791	0.585
PVC3	0.4	0.572	0.534	0.456	0.346	0.59	0.439	0.521	0.827

Based on the table above, it can be seen that the cross loading value for all indicators of each latent variable is greater than the cross loading value if it is associated with other latent variables. So it can be concluded that overall the estimated latent variables meet good discriminant validity

Hypothesis Test Results

Table 4. Hypothesis Result Test

Hipotesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
H1 : Perceived quality has a positive effect on customer satisfaction	-0.094	1.155	0.248	REJECTED
H2 : Perceived value of cost has a positive effect on customer satisfaction	0.016	0.182	0.856	REJECTED
H3 : Brand identification has a positive effect on customer satisfaction	0.119	1.860	0.390	REJECTED
H4 : Brand trust has a positive effect on customer satisfaction	0.129	1.414	0.158	REJECTED
H5 : Lifestyle congruence has a positive effect on customer satisfaction	-0.193	1.173	0.241	REJECTED

H6 : Location and environment have a positive effect on customer satisfaction	0.557	4.799	0.000	ACCEPTED
H7 : Brand experience has a positive effect on customer satisfaction	0.386	2.837	0.005	ACCEPTED
H8 : Customer satisfaction has a positive effect on brand loyalty	0.778	20.109	0.000	ACCEPTED

Source: (Smart-PLS output, 2022)

R² Test Result

The R² test of the data processing output using SmartPLS is obtained by taking into account the values in the R Square table listed in the following table:

Tabel 6. R-Square dan R Square Adjusted

	R Square	R Square Adjusted
Brand Loyalty	0.606	0.604
Customer Satisfaction	0.707	0.696

The R² value for the Brand Loyalty variable of 0.606 indicates a direct influence of the Perceived quality variable, Perceived value of cost, Brand identification, Brand trust, Lifestyle congruence, Location and environment, Brand experience, by 60.6%, while the rest is 44.5 % is influenced by other variables not discussed in this study. Meanwhile, the R² value for the Customer Satisfaction variable is 0.707 indicating a direct influence on the variables Perceived quality, Perceived value of cost, Brand identification, Brand trust, Lifestyle congruence, Location and environment, Brand experience of 70.7%, while the rest is 29.3 % is influenced by other variables not discussed in this study.

Hypothesis 1 states that perceived quality affects customer satisfaction. However, the result of this study does not support this hypothesis. This show that high perceived quality does not affect the customer satisfaction of the Apple brand in Indonesia. Consumers pay attention to other things outside of perceived quality in the customer satisfaction of the Apple brand in Indonesia such as price, brand passion, and others.

Hypothesis 2 states that perceived value of cost affects customer satisfaction. However, the result of this study does not support this hypothesis. This show that high perceived value of cost does not affect the customer satisfaction of the Apple brand in Indonesia. Consumers pay attention to other things outside of perceived value of cost in the customer satisfaction of the Apple brand in Indonesia such as price, brand passion, and others.

Hypothesis 3 states that brand identification affects customer satisfaction. However, the result of this study does not support this hypothesis. This show that high brand identification does not affect the customer satisfaction of the Apple brand in Indonesia. Consumers pay attention to other things outside of brand identification in the customer satisfaction of the Apple brand in Indonesia such as price, brand passion, and others.

Hypothesis 4 states that brand trust affects customer satisfaction. However, the result of this study does not support this hypothesis. This show that high brand trust does not affect the customer satisfaction of the Apple brand in Indonesia. Consumers pay attention to other things outside of brand trust in the customer satisfaction of the Apple brand in Indonesia such as price, brand passion, and others.

Hypothesis 5 states that lifestyle congruence affects customer satisfaction. However, the result of this study does not support this hypothesis. This show that high lifestyle congruence does not affect the customer satisfaction of the Apple brand in Indonesia. Consumers pay attention to

other things outside of lifestyle congruence in the customer satisfaction of the Apple brand in Indonesia such as price, brand passion, and others.

Hypothesis 6 states that location and environment have an effect on customer satisfaction (T-statistic of $4.799 > 1.65$; p-value < 0.05). This means that the higher the location and environment, the higher the customer satisfaction. These results indicate that the management of Apple in Indonesia has succeeded in creating strategic store locations and environment so that consumer is comfortable shopping at Apple and others. This hypothesis is an accepted and not supported by previous research (Mohammed Belal Uddin, 2019)

Hypothesis 7 states that brand experience has an effect on customer satisfaction (T-statistic of $2.837 > 1.65$; p-value < 0.05). This means that the higher the brand experience, the higher the customer satisfaction. These results indicate that the management of Apple in Indonesia has succeeded in creating to provide the best experience so that consumer is very familiar with Apple product clarity and others. This hypothesis is an accepted and not supported by previous research (Rania B. Mostafa & Tamara Kasamani, 2020)

Hypothesis 8 states that customer satisfaction has an effect on brand loyalty (T-statistic of $20.109 > 1.65$; p-value < 0.05). This means that the higher the location and environment, the higher the brand loyalty. These results indicate that the management of Apple in Indonesia has succeeded in creating to provide the best service so that consumer is satisfied, comfortable shopping at Apple and others. This hypothesis is an accepted and supported by previous research (Sonia Katarina & Vinod Saini, 2019)

CONCLUSION

This study proves that perceived quality does not have a positive effect on customer satisfaction, perceived value of cost does not have a positive effect on customer satisfaction, brand identification does not have a positive effect on customer satisfaction, brand trust does not have a positive effect on customer satisfaction, lifestyle congruence does not have a positive effect on customer satisfaction. , location and environment have a positive effect on customer satisfaction, brand experience has a positive effect on customer satisfaction, and customer satisfaction has a positive effect on brand loyalty based on the data described above. The theoretical implications of this research are based on the results of the analysis conducted in the study. This study modifies the research conducted by (Sonia Kartika & Vinod Saini 2019) and (Muhammad Belal Uddin 2019). Based on the analysis of this research, brand experience has a positive and significant effect on customer satisfaction, brand identification has a positive and insignificant effect on customer satisfaction, brand trust has a positive and insignificant effect on customer satisfaction, lifestyle congruence has no positive and insignificant effect on customers. satisfaction, location and environment have a positive and significant effect on customer satisfaction, perceived quality has no positive and insignificant effect on customer satisfaction, perceived value has a positive and insignificant effect on customer satisfaction, customer satisfaction has a positive and significant effect on brand loyalty. The managerial implication in this study is that customer satisfaction is also important for a company to ensure brand loyalty. Customer satisfaction in a company must be provided by providing existing facilities, the quality of services provided, prices and services provided are expected to provide positive value for the company concerned. Based on the results of this study, it shows that Apple customers agree that some of the factors above can affect brand loyalty. The results of this study are expected to be input to the Apple company in dealing with issues or problems faced regarding customer satisfaction and loyalty. Companies can improve the forms of service that will be provided to customers and provide an understanding of the forms of service to customers so that customers can feel the value. Research with the same variables on other electronic products to further prove or test this model. Further research can use other objects, which are not only engaged in the field of electronic products. In the future, the authors hope that the

shortcomings contained in this study can be better addressed by further research so that the limitations of the current research can be resolved.

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