



The Role of Brand Trust and Brand Image on Brand Loyalty on Apple iPhone Smartphone Users in DKI Jakarta

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ABSTRACT

The purpose of this study was to analyze: 1) The positive effect of brand image on brand loyalty, 2) The positive effect of brand trust on brand loyalty, 3) The positive effect of brand image on brand trust, 4) The effect of brand trust in mediating brand image on brand loyalty. The data collection was carried out using a questionnaire which was distributed online via Google Form. The target population of this study is Apple iPhone smartphone users in DKI Jakarta, at least 18 years of age, and had purchased the product twice; within the period of November 2020. The number of samples was determined to be 200 samples. The sampling technique used was purposive sampling. Data analysis was performed using Partial Least Square-Structural Equation Modeling (PLS-SEM) approach using SmartPLS software. The result showed that brand image had a positive effect on brand loyalty. In addition, brand trust also has a positive effect on brand loyalty. Furthermore, brand image had a positive effect on brand trust. Lastly, brand trust mediates the effect of brand image on brand loyalty.

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1. Introduction

Advances in technology are the main attraction for modern society to meet the conveniences of everyday life. This convenience can be offered in the form of a smart phone or so-called smartphone. With the increasing demand for smartphones, companies in the technology sector are racing to launch products that match market demands. Based on statistical data, smartphone users in Indonesia reached 171 million consumers in 2019 and it is estimated that it will reach 256.1 million users in 2025 (Degenhard, 2020).

The object of this study is the Apple brand iPhone smartphone produced by the Apple company. Apple-branded iPhone products have sold more than 217 million devices in 2018 and in total have sold about 1.5 billion products worldwide making it one of the most used smartphones (Tankovska, 2020). Brand loyalty in iPhone smartphone products has been one of Apple's strengths for years. However, Apple brand iPhone smartphone brand loyalty has decreased drastically by 19% from 2017-2019 (McCarthy, 2019).

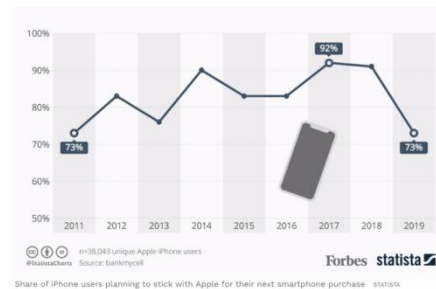


Figure 1. iPhone users who plan to use Apple products for their next smartphone purchase (McCarthy, 2019).

This decrease is the lowest decrease compared to previous years. This decrease in loyalty was accompanied by a decline in iPhone product sales. In 2015, Apple managed to sell 231.5 million iPhone products worldwide. However, in 2019 there was a decline in sales to 191.1 million units (Gewirtz, 2020).

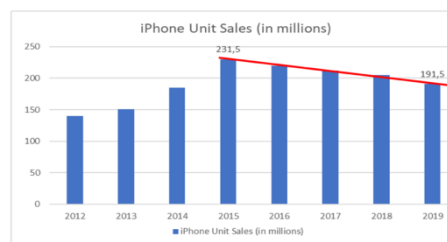


Figure 2. Sales of Apple brand iPhone products from 2012 – 2019 (Gewirtz, 2020)

This research is a replication from previous study by Rodriques and Rahanatha (2018) which was conducted on Apple iPhone smartphone users in Denpasar City, Bali. The purpose of this research is to overcome problems related to brand loyalty on iPhone smartphone products in DKI Jakarta and to prove whether the previous research model applies the same as this research.

2. Methods

2.1 Relationship between Brand Image and Brand Loyalty

Brand image represents the consumer's view of a brand that is formed from past memories and experiences (Tehuayo, 2015). A study by Caroline and Brahmana (2018) states that brand image is part of the seriousness and inclination of the brand, therefore that consumers who trust the brand will create a positive and positive brand image leads to brand loyalty.

Brand loyalty by Mowen (1988) is a condition in which consumers have a positive attitude towards a brand, have trust in that brand, and aim to make repeat purchases in the future.

Research by Bastian (2014) prove that brand image has a positive and significant effect on brand loyalty. Study by Ratri (2007) also stated that improving the brand image of a product will stimulate the formation of brand loyalty. Previous research by Nofriyanti (2017) also concluded that brand image has a positive influence on brand loyalty. Thus, a positive brand image will stimulate consumers to make purchases and ultimately form brand loyalty. Thus, the first hypothesis proposed is:

H1: Brand image has a positive effect on brand loyalty

2.2 Relationship between Brand Trust and Brand Loyalty

Brand trust is the consumer's perception of the credibility of the brand based on experience and is a series of relationships or interactions marked by the fulfillment of consumer desires for product performance and the satisfaction felt by consumers (Mowen, 1988).

Study by Rini and Sulistyawati (2014) also concluded that brand trust has a positive influence on brand loyalty; along with the increase in brand trust will trigger an increase in brand loyalty. This is supported by the theory presented by Munuera-Aleman et al. (2003) who said that consumer confidence in a brand (brand trust) can have an impact on behavioral loyalty and consumer action on a brand (brand loyalty). Research done by Tingkir (2014) in line with the theory presented, namely brand loyalty is obtained from consumer confidence in the brand. Thus, the second hypothesis proposed is:

H2: Brand trust has a positive effect on brand loyalty

2.3 Relationship between Brand Image and Brand Trust

Research by Effendy and Suryadinata (2015) stated that brand image has a positive effect on brand trust. The judgments that remain in the minds of consumers as well as a number of good experiences that consumers feel give rise to consumer confidence in a brand. Research by Bastian (2014) also proves that brand trust can be formed through a positive brand image. This shows how far a company's brand image can build brand confidence in customers. When consumers are satisfied with their needs and desires, consumers will believe in the brand. Furthermore, Rodiques and Rahanatha (2018) stated that brand image positively has an influence on brand trust in consumers. The more positive the brand image built by a particular product, the more consumers will have high brand loyalty. Thus, the third hypothesis proposed is:

H3: Brand image has a positive effect on brand trust

2.4 The relationship between Brand Image and Brand Loyalty mediated by Brand trust

Study conducted by Pramono (2013) describes that along with the increase in the brand image of a product, it will increase the possibility of the product being re-elected by consumers in the future. This will have an impact on increasing brand loyalty to the product. Other research conducted by Marliawati and Cahyaningdyah (2020) also suggested that the strength of brand image will have a positive effect on brand loyalty if mediated by brand trust.

Further research conducted by Aprilha and Engkur (2020) also supports the description above, namely a positive brand perception of a product is very important for the company because a positive brand perception will create brand trust and lead buyers to make repeat purchases so that brand loyalty of the product is maintained. Furthermore, Aprilha and Engkur (2020) explained that brand loyalty can only be created if consumers have a positive brand perception of the product so that it creates trust in the brand and will continue to use the brand's product. Thus, the fourth hypothesis proposed is:

H4: Brand trust mediates the effect of brand image on brand loyalty

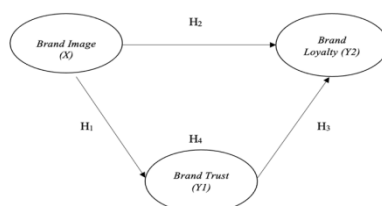


Figure 3. Research Model

Source : Rodiques and Rahanatha (2018)

The purpose of this study is to examine the effect of brand image and brand trust on brand loyalty on Apple iPhone smartphone users in DKI Jakarta. This study has 3 variables, namely brand image as the independent variable, brand loyalty as the dependent variable, and brand trust as the mediating variable.

This study applies the type of quantitative research. Data collection was taken using a questionnaire instrument. The unit of analysis for this study is the individual, where the data to be obtained comes from individuals taken from each respondent. The target population in this study are

all Apple brand iPhone smartphone users in DKI Jakarta, aged at least 18 years, and have purchased Apple brand iPhone smartphone products at least twice; within the period of November 2020. The purposive sampling technique was used in this study. The number of samples is determined to be 200 samples.

The measurement used in this study is a Likert scale which produces interval data. This measurement uses five scales; (5) Strongly agree, (4) Agree, (3) Neutral, (2) Disagree, and (1) Strongly Disagree. The items on the questionnaire were adapted from research by Rodiques and Rahanatha (2018). Statistical analysis of Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software was applied in this research.

3. Result and Discussion

3.1 Respondent Profile

Table 1 presents the criteria for respondents, where based on gender, it can be seen that there are more female respondents than male with a percentage of 62% and 38%. Meanwhile, the age group varies from 18 years to 33 years, with the most respondents in the age range of 23-27 years, which is 80% and the least respondents are 33 years, which is 2%. The educational background of most respondents is undergraduate at 78%, followed by postgraduate at 13%, high school/equivalent at 7%, and diploma at 2%. Furthermore, the respondents' occupations varied from students, private employees, entrepreneurs, and others. Finally, the highest monthly expenditure of respondents is > Rp. 5,000,000.00, which is 42%, followed by the second place, which is 25%.

Table 1.
Respondent Profile

Statement	Amount	Percentage (%)
Gender		
Man	76	38%
Woman	124	62%
Age Group		
18 - 22 years old	16	8%
23 - 27 years	160	80%
28-32 years old	20	10%
≥33 years old	4	2%
Last education		
High School/Equivalent	14	7%
Diploma	4	2%
Bachelor	156	78%
Postgraduate	26	13%
Work		
Student/i	30	15%
Private sector employee	56	28%
entrepreneur	34	17%
civil servant	0	0
Other	80	40%
Expense per Month		
≤ IDR 2,000,000.00	30	15%
IDR 2,000,000.00 – IDR 3,000,000.00	36	18%
IDR 3,000,000.00 – IDR 5,000,000.00	50	25%
>Rp 5,000,000.00	84	42%

3.2 Measurement Model Evaluation

Evaluation of the measurement model is a test used to assess the validity and reliability of the model. Tests of convergent validity, discriminant validity, and composite reliability were applied in this study. The criteria for convergent validity are loading factor >0.7 ; average variance extracted (AVE) >0.5 ; and the discriminant validity must meet the Fornell-Larcker criteria, namely the square root value of AVE must be greater than the correlation value between variables (Ghozali & Latan, 2015). Hair et al. (2014) have the same explanation about the ideal limit of loading factor and AVE, namely the value of outer loading between 0.4 to 0.7 is still acceptable as long as the AVE value is > 0.5 . In this study, a reliability test was conducted using the composite reliability method. If the minimum composite reliability value is above 0.7, then the data is said to be reliable (Sekaran & Bougie, 2013).

Table 2.
Measurement Model Evaluation

Construct	Items	Outer Loading
<i>Brand Image (AVE=0.553, CR=0.831)</i>		
BI2	I feel the iPhone makes it easy to use a smartphone	0.633
BI4	I feel the iPhone has an advantage in terms of product design	0.719
BI5	I feel the iPhone has the advantage in terms of its technology	0.803
BI6	I feel the iPhone is an innovative product compared to its competitors	0.806
<i>Brand Trust (AVE=0.596, CR= 0.898)</i>		
BT1	I think iPhone is a trusted brand	0.789
BT2	I feel iPhone is a safe product to use	0.649
BT3	I believe iPhone is consistent with its product quality	0.713
BT4	I think iPhone is a reliable product	0.840
BT5	I think the iPhone is a product that lives up to my expectations	0.825
BT6	I think the iPhone delivers what it promises	0.797
<i>Brand Loyalty (AVE=0.610, CR=0.916)</i>		
BL1	I'm making iPhone my first choice in future purchases	0.833
BL2	I will recommend iPhone to my friends and loved ones	0.806
BL3	I will not buy another smartphone product other than the iPhone brand	0.753
BL4	I will say positive things about iPhone to others	0.715
BL5	I will buy the newest iPhone	0.683
BL6	I am willing to pay for an iPhone at a higher price than other smartphones because it has proven quality	0.841
BL7	I will continue to be a loyal iPhone user in the next few years	0.822
Description: AVE=average variance of extracted; CR=composite reliability		

The results of the convergent validity test are shown in Table 2, where the AVE values of each brand image, brand trust, and brand loyalty are 0.553, 0.596, and 0.610. Furthermore, the results of the outer loading for convergent validity ranged from 0.633 to 0.841. The results of the composite reliability test ranged from 0.831 to 0.916.

Table 3.
Fornell-Larcker Criteria

	<i>Brand Image</i>	<i>Brand Loyalty</i>	<i>Brand Trust</i>
<i>Brand Image</i>	0.744		
<i>Brand Loyalty</i>	0.707	0.781	
<i>Brand Trust</i>	0.595	0.718	0.772

Source: Results of data processing

Table 3 shows the results of the discriminant validity test meeting the Fornell-Larcker criteria. Thus, the overall results of the measurement model evaluation test have met the predetermined criteria.

3.3 Structural Model Evaluation

In the evaluation of the structural model, the test starts from measuring multicollinearity in order to find out the relationship between existing independent constructs and the possibility of collinearity or not. The multicollinearity test was carried out by observing the results of the Variance Inflation Factor (VIF) with the aim of detecting the presence of collinearity in the independent construct. Hair et al. (2014) stated, the VIF value must be below 5. If the VIF value exceeds 5, it can be said that the research model has multicollinearity problems. In Table 4 it can be concluded that there is no multicollinearity problem detected in the construct.

Table 4.
Collinearity evaluation

	<i>Brand Image</i>	<i>Brand Loyalty</i>	<i>Brand Trust</i>
<i>Brand Image</i>		1,549	1,000
<i>Brand Loyalty</i>			
<i>Brand Trust</i>		1,549	

Source: Results of data processing

In addition to testing the VIF value, structural model testing can be done by evaluating the R-Square of each endogenous latent variable as a predictor of the structural model. R-Square will describe the extent to which the independent construct describes the dependent construct. The R Square test in Table 5 shows that brand loyalty can be explained by brand image and brand trust by 63% and brand trust can be explained by brand image and brand loyalty by 35.4%.

Table 5.
R Square Evaluation

Variable	R Square	Rule of Thumb
<i>Brand Loyalty</i>	0.637	0.67, 0.33, and 0.19 indicate a strong, moderate, weak model
<i>Brand Trust</i>	0.354	(Chin, 1998)

Source: Results of data processing

Table 6 below presents the results of the direct effect and indirect effect test between variables. Based on Table 6, it can be concluded that brand trust is able to mediate the effect of brand image on brand loyalty. This is showed by the results of the direct effect and indirect effect tests carried out through the bootstrapping method using PLS-SEM analysis with SmartPLS software. The results of the direct effect test of the brand image variable on the brand loyalty variable have a value of 0.433 and the indirect effect test results of the brand image variable on the brand loyalty variable through the brand trust variable of 0.274 with a total effect of 0.707.

Referring to the mediation analysis presented by Zhao et al. (2010), it can be concluded that the mediation effect in this study has a complementary mediation pattern; where there is a mediated effect between brand image variables on brand loyalty through brand trust accompanied by a direct effect between brand image variables on brand loyalty in the same direction.

Table 6.
Direct Effect and Indirect Effect

	<i>Direct Effect</i>	<i>Indirect Effect</i>	<i>Total Effect</i>
<i>Brand image → Brand loyalty</i>	0,433	0,274	0,707
<i>Brand trust → Brand loyalty</i>	0,461	-	-
<i>Brand image → brand trust.</i>	0,595	-	-

Source: Results of data processing

Hypothesis testing in this study was carried out by looking at the path coefficients by looking at the parameter coefficient values, p-values, and t-statistical significance. Ghozali and Latan (2015) explain that p-value and t-statistics can indicate the support of a hypothesis. A hypothesis can be said to be significant if the t-statistic value is > 1.65 with a significance level of 5% and p-value < 0.05 by taking into account the direction of the path coefficient.

Table 7.
Hypothesis Test Results

Hypothesis	<i>Standardized Path Coefficient</i>	<i>p-values</i>	<i>t-statistics</i>	Decision
H1: Brand image has a positive effect on brand loyalty.	0.433	0.000	8.153	Supported
H2: Brand trust has a positive effect on brand loyalty.	0.461	0.000	9,044	Supported
H3: Brand image has a positive effect on brand trust.	0.595	0.000	11.278	Supported
H4: Brand trust mediates the effect of brand image on brand loyalty	0.274	0.000	7,520	Supported

Source: Results of data processing

Hypothesis testing in Table 7 shows that all hypotheses are supported, namely H1: brand image has a positive effect on brand loyalty, H2: brand trust has a positive effect on brand loyalty, H3: brand image has a positive effect on brand trust, and H4: brand trust mediates the effect of brand image on brand loyalty.

3.4 Discussion

The results of the first hypothesis test state that brand image has a positive effect on brand loyalty, the results are supported. Brand image has a positive effect on brand loyalty, which means that the better the brand image, the higher the brand loyalty and vice versa. Study conducted by Ratri (2007), Bastian (2014), and Nofriyanti (2017) support this hypothesis.

Research conducted by Caroline and Brahmana (2018) states that brand image is formed from the perceptions and experiences of consumers in the past and is part of a sense of confidence and priority in a brand, so that consumers who have confidence in a brand are able to form a good brand image and lead to brand loyalty.

The second hypothesis is that brand trust has a positive effect on brand loyalty, the results are supported. The better the brand trust, the brand loyalty of the product will be good/positive. Based on the results of the analysis, this hypothesis has a positive effect and is supported by previous research by Munuera-Aleman et al. (2003).

Two previous studies conducted by Tingkir (2014) and Rini and Sulistyawati (2014) concludes that brand trust is formed from consumer confidence in the products used. This trust can be stimulated

if consumers believe that the product they use is as promised or even exceeds consumer expectations. This trust that has been formed encourages consumers to make purchases so that it creates brand loyalty.

The results of the third hypothesis, namely that brand image has a positive effect on brand trust, the results are supported. This hypothesis is in accordance with previous research conducted by Effendy and Suryadinata (2015) that brand trust is influenced by brand image, so the better the brand image in the eyes of consumers, the better the brand trust of the product.

Previous research conducted by Rodiques and Rahanatha (2018) and Bastian (2014) also concludes a positive brand image will form brand trust in consumers. Brand image have a big role in shaping consumer perceptions which will affect brand trust (Aprilha & Engkur, 2020).

The results of testing the fourth hypothesis, namely brand trust mediates the effect of brand image on brand loyalty, the results are supported. This hypothesis is in line with the previous study by Pramono (2013), Marliawati and Cahyaningdyah (2020), and Aprilha and Engkur (2020).

There is a close relationship between the three variables, where brand trust will mediate the relationship between brand image and brand loyalty. According to Dewi (2019), brand image is formed through consumer perceptions and experiences of the brand so that positive consumer perceptions and experiences will form brand trust. Furthermore, Dewi (2019) explained if the brand image is positive, consumers will believe that the brand will provide satisfaction and fulfill consumer wants and needs. Brand trust can arise only if the brand image on the product is positive and with brand trust it is very easy to convince consumers to choose and be loyal to a brand.

4. Conclusions

Based on the results of data analysis that has been carried out in this study, it can be concluded that:

- a. Brand image positive effect on brand loyalty on Apple brand iPhone smartphone users in DKI Jakarta.
- b. Brand trust positive effect on brand loyalty on Apple iPhone smartphone users in DKI Jakarta.
- c. Brand image positive effect on brand trust in user Apple brand iPhone smartphone in DKI Jakarta.
- d. Brand trust mediate the effect of brand image on brand loyalty on user Apple brand iPhone smartphone in DKI Jakarta.

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