

The Influence of Brand Experience , Brand Image and Brand Satisfaction on Iphone Smartphone Brand Loyalty in Pekanbaru

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ABSTRACT

This research was conducted to determine the influence of brand experience , brand image and brand satisfaction on brand loyalty of iPhone smartphones in Pekanbaru. Respondents in this study totaled 120 respondents. This research uses quantitative methods and data testing using validity tests, reliability tests, classical assumption tests, multiple linear regression tests, hypothesis tests and determination tests (R²). Based on respondents' answers, the results of this research show that brand experience has a positive influence on brand loyalty , brand image has a positive influence on brand loyalty , brand satisfaction has a positive influence on brand loyalty . The results of testing the coefficient of determination (R²) show a value (Adjusted R square) of 0.542. It can be concluded that the influence of the variables brand experience (X1), brand image (X2), and brand satisfaction (X3) on brand loyalty (Y) is 54.2%, while 45.8% is influenced by other variables and is not included in this study.

Keywords: Brand experience, brand image, brand satisfaction, brand loyalty

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INTRODUCTION

Smartphone technology is currently progressing very rapidly, this is aimed at the increasing number of smartphone users. In this modern era, many individuals and organizations need more sophisticated smartphones, making business people compete to create and develop smartphones that are more sophisticated. has many multifunctional features for daily activities (Gultom & Hasibuan, 2021).

In Indonesia, currently the development of smartphone sales is very rapid, including in the city of Pekanbaru. The development of information technology makes it easier for consumers to find out information about smartphones before buying products, Smartphones have become a basic need for every individual in their activities, especially during the Corona Virus (Covid-19) what is happening right now. This phenomenon can be seen from changes in people's activities such as work, teaching and learning or other things, which are usually carried out face-to-face or on site, turning to online .

This situation means that each company must have its own uniqueness in order to attract consumers to maintain and conquer existing market share . Facing industrial market competition Companies must continuously update their products so that the products can be popular with consumers so that company goals can be achieved (Dewi, 2018). Consumer lifestyles that are increasingly changing and developing provide opportunities for companies to create many branded products to offer consumers (Belgis, 2015). One of them is the iPhone brand smartphone at the Apple company, where the company implements a strategy that always produces product updates, apart from that it also has a different promotional strategy from other products (Majid et al ., 2018).

One of the company strategies used is attention to consumer experience which is able to build an effective Brand Loyalty . Loyalty can be an aspect of competitive advantage for a company. Brand experience is not only able to influence brand loyalty directly but is also able to influence brand satisfaction. The application of brand experience which leads to brand satisfaction with the brand ultimately leads consumers to a relationship that is more than just satisfaction. Brand satisfaction that matches or even exceeds expectations will lead consumers to an affective relationship that is more important than the personal relationship between the brand and consumers, as one of the core elements in building strong relationships between brands and consumers and positively influencing brand loyalty (Pertiwi et al ., 2017).

smartphone brands in Indonesia looks quite good and enthusiastic, both for local and international products. One phenomenon that attracts world attention is industrial growth which is more sophisticated, thus encouraging the realization of smartphone products . Along with developments over time, the human need for smartphones can be considered a primary need (Majid et al ., 2018). The following is an image of the top brand sales graph smartphones for 5 years in Indonesia from sales per year data summarized from Statcounter Globalstats based on graphs processed by ourselves.

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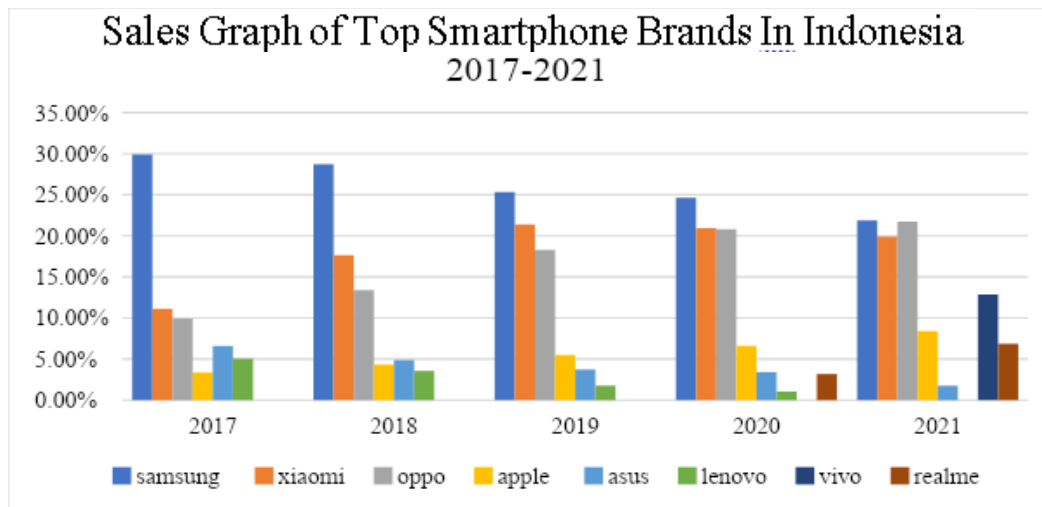


Figure 1.Top Smartphone Brands in Indonesia from 2017-2021

Source: (Statcounter Global Stats , 2022)

Based on Figure 1 above, it can be seen that from year to year the number of smartphone brand users in Indonesia has fluctuated. In 2017-2021, Samsung is always in first place, even though in first place in the Samsung smartphone sales chart it always declines every year. The second place is held by the Oppo smartphone , which every year experiences an ever-increasing sales graph. Then there is Xiaomi, which is also a smartphone brand with high sales, every year the sales graph experiences ups and downs. Apple's sales graph is relatively low, but every year its sales graph always goes up. Next, there are Asus and Lenovo, which are smartphone brands that have relatively low sales levels. In the sales graph, Asus can be seen that it is still going strong until 2021, in contrast to Lenovo, its sales only lasted until 2020. In 2020, after Lenovo disappeared, the sales graph for a new smartphone brand appeared, namely Realme, whose sales graph level is quite high from 2020-2021. Next, there is the Vivo smartphone brand which emerged in 2021 with a high direct sales rate of 12.87% (Statcounter Global Stats , 2022).

Even though the iPhone smartphone with the Apple brand has a relatively low user level if seen from the data obtained and shown in figure 1.1 above. iPhone smartphone users are said to have a higher level of loyalty than Android users. Like research or surveys conducted by CIRP (Consumer Intelligence Research Partner) over the last 4 years, there has been a phenomenon where Android users have experienced a decrease in loyalty or it can be said that Android users are not very loyal to Android itself, while Apple users can be said to be more loyal than other users. android. Like a survey conducted by Sellcell which was conducted on 500 respondents, the results of which were that during the same period the loyalty rating of iPhone users could be said to be very high with a value of 92%, while Samsung only had a loyalty level of 74%. Most iPhone users will choose an iPhone again when replacing an iPhone, while Android users are more likely to switch to another brand of smartphone product rather than returning to Android (Adam, 2021).

Brand Loyalty is a measure of a customer's connection to a brand. This measure is able to provide an idea of whether or not a customer might switch to another product brand, especially if there are changes to that brand, whether regarding price or other attributes (Adjie, 2019).

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Brand image is a set of consumer beliefs about a particular brand, such as associations that are embedded in consumer memory. The brand image of a product is a set of positive perceptions of a brand in the minds of consumers which is related to commitment and concern for the environment. To overcome neutralization carried out by competitors, Apple must continue to maintain its market share, one of which is through the form of a strong brand image (Kotler, P. and Armstrong, 2016).

brand image variable studied by Rahmadhani et al (2022) shows that brand image has a positive effect on brand loyalty . However, this is different from research conducted by (Caroline & Karina, 2018) that brand image does not have a positive effect on brand loyalty.

According to Firmansyah (2019), brand experience is also an added value that consumers consider when choosing a product. Brand experience can be defined as a sensation, feeling, cognition, and behavior which is the result of related brand stimuli where brand experience is associated with brand design, packaging, communication, and the environment. Brand experience is obtained after the product is sold on the market so that consumers can get to know and gain valuable experience with a particular brand.

brand experience variable researched by (Sitompul, 2021) states that brand experience has a significant and positive effect on brand loyalty . However, different from the results of research conducted by Olaf et al. , (2016) shows that brand experience does not have a positive and significant effect on brand loyalty.

Brand satisfaction is a consumer's emotional response or consumer attitude towards a product or service provider by evaluating the difference between what is expected and received by the consumer (Pranadata et al ., 2017)

brand satisfaction variable studied by Ibadi (2017) shows that brand satisfaction has a positive effect on brand loyalty. However, this is different from research conducted by (Pertiwi et al ., 2017) which shows that brand satisfaction does not have a positive effect on brand loyalty.

HYPOTHESIS FORMULATION**The Influence of Brand Experience on Brand Loyalty**

Brand experience is all of a person's interactions with products, services, organizations, all of which are the raw materials of a brand. Brand experience or an experience in using a brand or a particular brand from a consumer is a feeling in the form of a sensation or feeling that arises after using and feeling a brand. Research conducted (Rizka, 2020), namely an analysis of user experience, customer satisfaction and customer loyalty on popular marketplaces in Indonesia, concluded that the influence of brand experience or memorable experiences related to a brand can have a direct effect on the level of customer loyalty. Based on this description, the research hypothesis is formulated as follows:

H₁ : Brand Experience has a positive effect on Brand Loyalty

The Influence of Brand Image on Brand Loyalty

Brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory. A strong brand image can provide major advantages for a company, one of which can create competitive advantage (Kotler, P. and Armstrong, 2016). Brand image can influence brand loyalty because the impression that appears in consumers' memories continues to increase as consumers have more experience consuming or purchasing the brand . Consumers more often buy products from well-known brands because they feel more comfortable with things that are already familiar, there is

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consumer behavior that concludes that well-known brands are more reliable, always available and easy to find, and have good quality, so that better-known brands are more reliable. consumers often choose over unknown brands. Based on this description, the research hypothesis is formulated as follows:

H₂ : Brand Image has a positive effect on Brand Loyalty

The Influence of Brand Satisfaction on Brand Loyalty

According to Hui & Yee (2015), brand satisfaction is customer satisfaction based on experience or purchasing behavior and previous transactions. Consumers believe that they will always be satisfied product and brand, satisfaction will arise if the buyer's expectations match the buyer's wishes. Research conducted by Valentina (2020) on the influence of e-satisfaction on e-loyalty with trust as an intervening variable in the OVO fintech application , concluded that customer satisfaction has proven to have a positive and significant effect on customer loyalty. Based on this description, the research hypothesis is formulated as follows:

H₃ : Brand Satisfaction has a positive effect on Brand Loyalty

METHOD

This research is quantitative in nature where the data produced will be in the form of numbers. From the data obtained, analysis was carried out using SPSS software . This research aims to analyze the influence of brand experience , brand image and brand satisfaction on brand loyalty . With objectives based on, from the results of data collection using a structured questionnaire distributed using Google Form, 120 respondents were obtained. The data obtained had been previously verified to remove invalid data which would affect the results of the research data analysis. Distribution of questionnaires was carried out in a closed manner using a 1-5 Likert scale. This research uses 3 independent variables consisting of brand experience, brand image and brand satisfaction as well as the dependent variable, namely brand loyalty . The questionnaire created with the variables studied has an average of 3 question items.

RESULT AND DISCUSSION

Statistic test

Descriptive statistics is a statistical analysis that provides a general description of the characteristics of each research variable as seen from the average (mean), sum, maximum and minimum values.

Table 1, Descriptive Statistical Test

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
X1	120	16	29	45	38.40	4,702	22,108
X2	120	18	27	45	40,41	4,450	19,807
X3	120	16	29	45	39.35	4,498	20,229
Y	120	19	26	45	36.97	5,239	27,444
Valid N (listwise)	120						

Source: SPSS Processed Data, 2022

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Classic Assumption Test Results

Normality Test Results

The normality test is used to test whether the distribution of data follows or approaches normal. This research uses the Kolmogorov-Smirnov method. By looking at the significance of 0.05. If the resulting significance is > 0.05 then it is normally distributed.

Table 2. One-Sample Kolmogorov-Smirnov Test Method

		Unstandardized Residuals
N		120
Normal Parameters^{a, b}	Mean	,0000000
	Std. Deviation	3,43926909049275
Most Extreme Differences	Absolute	,077
	Positive	,047
	Negative	-,077
Statistical Tests		,077
Asymp. Sig. (2-tailed)		,075 ^c

Source: primary data after processing, 2022

Based on the table above, the results of the normality test using the Kolmogorov-Smirnov Test method show that the value of Asimp.sig. greater than 0.05 then it can be concluded that the data is normally distributed. Seen in table 4.11 Asimp Sig value. 0.075 which means the data is normally distributed.

Multicollinearity Test

The multicollinearity test is used to test the correlation of independent variables with each other. To test the existence of multicollinearity, it can be seen through the Variance Inflation Factor (VIF) < 10 and tolerance > 0.1 .

Table 3. Multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Brand Experience	,289	3,464
Brand Image	,305	3,275
Brand Satisfaction	,279	3,588

Source: SPSS Processed Data, 2022

Based on table 4.16 above, the results of the multicollinearity test for a tolerance value of 0.279 and a VIF value of 3.588, which means that multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test is carried out to test whether in a regression model there is an inequality of variance from the residuals from one observation to another observation. To test heteroscedasticity itself, the Spearman rho method is used. The requirements for the Spearman Rho method are as follows:

1. Sig value. 2-tailed (> 0.05) then there are no symptoms of heteroscedasticity.
2. Sig value. 2-tailed (< 0.05) then Heteroscedasticity symptoms occur.

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Table 4. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	,909	1,685		,540	,591
Brand Experience	-,078	,070	-,189	-1.106	,271
Brand Image	,070	,072	,160	,963	,338
Brand Satisfaction	,047	,075	,109	,629	,531

Source: SPSS Processed Data, 2022

Based on table 4.16, the results of the heteroscedasticity test are by looking at the significant values. It is known that the probability value of all independent variables is greater than 0.05, so it can be concluded that heteroscedasticity does not occur in the regression model used in this research. So, it can be concluded that there is no heteroscedasticity problem between the independent variables in the regression model.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,448	2,914		1,183	,239
Brand Experience	,323	,121	,308	2,662	,009
Brand Image	,273	,128	,243	2,129	,035
Brand Satisfaction	,272	,130	,247	2,088	,039

Source: SPSS Processed Data, 2022

Based on table 4.17, the multiple linear regression equation can be formulated as follows:

$$Y = 3.448 + 0.323 X_1 + 0.273 X_2 + 0.272 X_3 + e$$

The linear regression equation above shows the relationship between the independent variable and the dependent variable partially, from this equation it can be concluded that:

- Based on the multiple linear regression equation above, it is known that the constant value is 3.448, meaning that if the independent variables brand experience, brand image and brand satisfaction are considered constant then it can be predicted that brand loyalty for iPhone smartphones in Pekanbaru will be 3,448 units. This shows that the brand experience variable provided has a positive contribution to brand loyalty for iPhone smartphones in Pekanbaru.

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- b. brand experience regression coefficient value is 0.323, meaning that the brand experience variable (X_1) increases by 1% assuming the brand image variable (X_2) and the constant (a) are zero. So brand loyalty on iPhone smartphones in Pekanbaru increased by 0.323. This shows that the brand experience variable provided has a positive contribution to brand loyalty for iPhone smartphones in Pekanbaru.
- c. brand image regression coefficient value is 0.273, meaning that the brand image variable (X_2) increases by 1% assuming the brand satisfaction variable (X_3) and the constant (a) are zero. So brand loyalty on iPhone smartphones in Pekanbaru increased by 0.273. This shows that the brand image variables provided have a positive contribution to brand loyalty for iPhone smartphones in Pekanbaru.
- d. brand satisfaction regression coefficient value is 0.272, meaning that the brand image variable (X_2) increases by 1% assuming the brand experience variable (X_1), brand image (X_2) and the constant (a) are zero. So brand loyalty on iPhone smartphones in Pekanbaru increased by 0.273. This shows that the brand satisfaction variable provided has a positive contribution to brand loyalty for iPhone smartphones in Pekanbaru.

Partial Test Results (T)

Table 6. Partial test (T)

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,448	2,914		1,183	,239
Brand Experience	,323	,121	,308	2,662	,009
Brand Image	,273	,128	,243	2,129	,035
Brand Satisfaction	,272	,130	,247	2,088	,039

Dependent Variable: brand loyalty

Source: SPSS Processed Data, 2022

Based on table 4.19 above, by observing the row, column t and sig. Showing the research results for the t test are as follows:

- a. brand experience variable (X_1) has a positive influence on brand loyalty iPhone smartphone in Pekanbaru. This can be seen from the significance of brand experience (X_1) $0.009 < 0.05$, and the t table value = $t(0.05/2 : 120-3-1) = (0.025, 116) = 1.65810$ meaning the calculated t value is greater than t table ($2.662 > 1.65810$), then H_0 is rejected and H_1 is accepted. So the hypothesis which states that there is an influence of brand experience on brand loyalty is partially accepted.
- b. Brand image variable (X_2) on brand loyalty iPhone smartphone in Pekanbaru. This can be seen from the significance of brand image (X_2) $0.035 < 0.05$, and the t table value = $t(0.05/2 : 120-3-1) = (0.025, 116) = 1.65810$ meaning the calculated t value is greater than t table ($2.129 > 1.65810$), then H_0 is rejected and H_1 is accepted. So the hypothesis which states that there is an influence of brand image on brand loyalty is partially accepted.
- c. Brand satisfaction variable (X_3) on brand loyalty for iPhone smartphones in Pekanbaru. This can be seen from the significance of brand image (X_3) $0.039 < 0.05$, and the t table value = $t(0.05/2 : 120-3-1) = (0.025, 116) = 1.65810$ meaning the calculated t value is greater than t table ($2.088 > 1.65810$), then H_0 is rejected and H_1 is accepted. So the

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hypothesis which states that there is an influence of brand image on brand loyalty is partially accepted.

Simultaneous Test Results (F)

Table 7. Simultaneous Test (F)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1609,300	3	536,433	48,008	,000 ^b
Residual	1296,167	116	11,174		
Total	2905,467	119			

Source: primary data after processing, 2022

Based on the test results in the table above, it can be seen that the calculated F value is 48.008 with the F table value being so that the value is 2.68 calculated $F > F_{table}$ or $48.008 > 2.68$, and the significance level is $0.000 < 0.05$, so H_0 is rejected by H_1 , H_2 , H_3 are accepted, it can be concluded that the variables brand experience (X1), brand image (X2), brand satisfaction (X3) simultaneously has a significant effect on the dependent variable, namely brand loyalty (Y) of iPhone smartphones in Pekanbaru.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures how far the model's ability is to explain variations in the dependent variable. The following are the results of the Coefficient of Determination Test on non-financial sector companies.

Table 8. Determination Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,744 ^a	,554	,542	3,343

Source: SPSS Processed Data, 2022

Based on table 4.19 above, it can be seen that the coefficient of determination value is found at an Adjusted R Square value of 0.542. This means that the ability of the independent variable to influence the dependent variable is 54.2%, the remaining 45.8% is explained by other variables which are influenced by other variables not discussed in this research.

RESEARCH LIMITATIONS

For further research, it is best to use qualitative research methods, so that researchers can dig deeper into what variables most influence brand loyalty on iPhone smartphones in Pekanbaru. The data collection method uses a questionnaire which should be distributed directly to respondents so that they can see the process of filling out the questionnaire by respondents, and it is recommended that they add or use other variables that are related to or can influence consumer brand loyalty.

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CONCLUSION

Brand experience has a positive and significant effect on brand loyalty . Positive results indicate that the relationship or influence of the brand experience variable is in the same direction as brand loyalty. Brand image has a positive and significant effect on brand loyalty. Positive results indicate that the relationship or influence of the brand image variable is in the same direction as brand loyalty. Brand satisfaction has a positive and significant effect on brand loyalty . Positive results indicate that the relationship or influence of the brand satisfaction variable is in the same direction as brand loyalty.

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