



# The influence of brand experience, brand trust and brand image on brand loyalty in Apple Iphone users

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## ABSTRACT

In this era of digital, smartphones, especially Apple's iPhone, have become a key element in everyday life, Apple's iPhone has played a special role by making a significant contribution to the evolution of communication technology. Therefore, the purpose of this study is to explore the effect of brand experience, brand trust, and brand image on consumer brand loyalty using Apple iPhone products. The research method applied is quantitative research, by taking a population of all Apple iPhone brand users in the Faculty of Economics and Business, Universitas Muhammadiyah Surakarta. The sample of this study amounted to 120 respondents, selected through sampling techniques, using purposive sampling method as an approach to non-probability sampling technique. The data collection and analysis process was carried out using the Smart-PLS 3.0 application. The results showed that brand experience, brand trust, and brand image positively influence the level of consumer brand loyalty for Apple iPhone products.

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## 1. INTRODUCTION

Research on brand experience, trust, image on brand loyalty is interesting because brand loyalty plays an important role in marketing goals. Previous research on this variable has been studied by many previous researchers, but there are some differences in the results of this study (Bernarto et al., 2020; Bilgin, 2018; Hariandja & Suryanto, 2021; Hidayanti et al., 2018; Hokky & Bernarto, 2021; Hussein, 2018; Khan & Fatma, 2019; Kusuma & Saputro, 2022; Kwan Soo Shin et al., 2019; Liu et al., 2021; Madeline & Sihombing, 2019; Maharani, 2021; Marliawati & Cahyaningdyah, 2020; Oetama & Susanto, 2020; Pribadi et al., 2019; Semadi & Ariyanti, 2018).

Several researchers have tried to conduct research on brand experience variables related to brand loyalty, including (Hussein, 2018; Khan & Fatma, 2019; Kusuma & Saputro, 2022; Oetama & Susanto, 2020; Pribadi et al., 2019) all five agree that brand experience has a significant effect on brand loyalty, but this is different from the results of research conducted by (Maharani, 2021) which states that brand experience has no significant effect on brand loyalty, this statement shows that Brand Experience is not

only seen in terms of functional products but also emotionally, including the uses and benefits of the product brand itself.

Studies on the effect of brand trust on brand loyalty have been conducted by (Hidayanti et al. 2018; Kwan Soo Shin et al. 2019; and Madeline and Sihombing 2019) which show a positive and significant influence between the two variables. However, research by (Hariandja & Suryanto, 2021) shows conflicting results. They found that brand trust has no significant effect on brand loyalty, proving that customers who have a good experience and emotional attachment to the brand will not always shop at the same place continuously.

Research by (Bilgin, 2018) and (Hokky & Bernarto, 2021) shows that brand image has a significant effect on brand loyalty, which is also supported by (Liu et al., 2021) by (Semadi & Ariyanti, 2018) which shows that brand experience and brand image have a significant effect on brand loyalty. However, research by (Bernarto et al., 2020) argues the opposite, that brand image does not have a positive influence on brand loyalty. (Marliawati & Cahyaningdyah, 2020) also concluded that brand image has a positive but insignificant effect on brand loyalty.

(Husain et al., 2022) define brand experience as related to consumer emotions, feelings, perceptions, and opinions generated by brands, which are related to impulses. According to (Pribadi et al., 2019) brand experience is based on direct and indirect interactions with a company's products and services, including consumer interactions with logos, advertisements, packaging, and brand touchpoints in malls, public places, and shopping experiences. (Huaman-Ramirez & Merunka, 2019) stated A brand experience is the entire reaction a consumer has at every point of contact with a brand and is stored in long-term memory. Brand experience refers to sensory, emotional, intellectual, and behavioral responses. Sensory brand experiences include the stimulation of the senses (sight, taste, smell, sound, touch, etc.).

(Diputra & Yasa, 2021) stated that brand trust is the expectation of customers by relying on the reliability and purpose of the brand in situations that can pose a risk to customers. (Kwan Soo Shin et al., 2019), brand trust is a state where consumers feel safe when interacting with a brand and believe that the brand will be responsible for providing consumer satisfaction and can be trusted so that consumers will achieve positive results. Brand trust is considered the reason consumers trust a brand, because brand trust plays an important role in creating long-term relationships with customers, if consumers have a high level of trust in the brand, it will reduce perceived risks and encourage consumers to make repeat purchases (Madeline & Sihombing, 2019). Brand trust is defined as a psychological state that involves a willingness to accept based on positive expectations of the intentions and actions of others. Brand trust here refers to the willingness to trust a brand when making a purchase (Febrian & Fadly, 2021).

According to (Bilgin, 2018) and (Budiman, 2021), brand image is the position of a brand in consumer memory in addition to the shape, image, sign, name, slogan, and symbol of the brand. Branding can be interpreted as consumer tastes and reactions to brands, as evidenced by various types of brand associations embedded in the minds of consumers. Consumers' ideas about a brand are a form of consumption experience, marketing communication, and social effects. These factors affect consumers' minds, which in turn affect their attitudes and beliefs towards a brand. Brands are designed to respond to consumers' feelings towards the company. If a brand has a good brand image compared to its competitors, it will definitely help increase the brand value of the brand (Habib Dada, 2021). Branding plays a very important role in a business because a good brand image will help companies attract consumer sympathy for the company (Liu et al., 2021).

Loyalty is a significant commitment to reject or use any product or service they want in the future, which can result in repurchasing the same brand, regardless of the circumstances. Brand loyalty is seen as an important aspect of achieving a successful

marketing campaign (Mostafa & Kasamani, 2021). Brand loyalty leads to repurchasing the same brand (Maharani, 2021). Therefore, brands must provide a good or positive customer experience in order to create customer satisfaction which will affect customer loyalty (Oetama & Susanto, 2020). According to (Hidayanti et al., 2018) Whatever happens to a brand, loyal customers will not easily switch to another brand, which means that the higher the level of customer loyalty to the brand, the higher the level of competition. (Laksono & Suryadi, 2020) quotes from the concept of brand loyalty expressed by (Kotler & Keller, 2016), that brand loyalty refers to a strong commitment from consumers to buy or support certain products or services again in the future, even though this will change because it is influenced by the situation and marketing efforts made by competitors in the future which cause customers to switch. . loyalty to the brand of a company or its products is a guarantee of the company's continued existence. this shows that the company's products and services are generally favored by customers, thus helping to maintain business continuity (Cuesta-Valiño et al., 2022).

Apple is a multinational technology company based in Cupertino, California. Apple not only produces smartphones but also other products such as: iPad, mac, apple watch and so on. Apple is additionally a brand that has the third biggest revenue and cellphone producer within the world after Samsung and Huawei, this is often since Apple regularly dispatches its items with different details that other smartphones don't have. Like the 5G feature on the iPhone 12 which led to increased sales (Sakpal, 2022). This investigate was conducted by altering and replicating the journal (Semadi & Ariyanti, 2018). So that with this inquire about, perusers can discover out whether brand experience, brand trust and brand image influence brand loyalty on Apple iPhone items, so that there's congruity with past analysts.

## 2. RESEARCH METHOD

This type of research is quantitative research. Quantitative method is the analysis and collection of data in the form of measurements using statistics in the form of numbers measured using statistical data that are summarized. This data was collected through a questionnaire in the form of a google form distributed to Apple iPhone owners via social media with the aim of knowing the effect of brand experience, brand trust and brand image on brand loyalty on Apple iPhone. The participants who became respondents totaled 120 respondents, including Apple iPhone smartphone users from the Faculty of Economics and Business, Universitas Muhammadiyah Surakarta. The sample population for this study was selected using sampling techniques. Sampling was carried out using purposive sampling technique, which is a non-probability sampling technique.

PLS-SEM analysis consists of an outer model and an inner model. For the outer model, you can get values that can be used for validity/reliability analysis, Cronbach's alpha, Composite Reliability etc. For construct validity, the AVE (average variance extraction) value can be determined. PLS-SEM analysis results in the context of the inner model. This context includes: Direct effect, indirect effect, and total effect, F-squared, R-squared, and adjusted R-squared (Hidayat, 2022) and (Nisa et al., 2021). Model quality assessment is conducted through reliability and validity evaluation. To measure reliability, a commonly used method is Cronbach's Alpha. This number reflects the extent to which the indicators in the model are reliable. The minimum accepted standard of reliability is 0.7, while the ideal value reaches 0.8 - 0.9. In addition to Cronbach's Alpha, we also pay attention to the composite reliability value which is interpreted similarly to Cronbach's Alpha. indicators with low loading values indicate ineffectiveness in their contribution to the measurement model, and a loading value of >0.7 is expected (Meiryani, 2021).

### 3. RESULTS AND DISCUSSIONS

Table 1. Outer Loading Value

| Variable             | Indicator | Outer Loading |
|----------------------|-----------|---------------|
| Brand Experience(X1) | X1.1      | 0.715         |
|                      | X1.2      | 0.807         |
|                      | X1.3      | 0.799         |
|                      | X1.4      | 0.747         |
|                      | X1.5      | 0.747         |
| Brand Trust (X2)     | X2.1      | 0.816         |
|                      | X2.2      | 0.859         |
|                      | X2.3      | 0.799         |
|                      | X2.4      | 0.747         |
|                      | X2.5      | 0.771         |
| Brand Image (X3)     | X3.1      | 0.757         |
|                      | X3.2      | 0.707         |
|                      | X3.3      | 0.840         |
|                      | X3.4      | 0.821         |
| Brand Loyalty (Y1)   | Y1.1      | 0.760         |
|                      | Y1.2      | 0.850         |
|                      | Y1.3      | 0.834         |
|                      | Y1.4      | 0.870         |
|                      | Y1.5      | 0.876         |

Indicates that all indicators of brand experience, brand trust, brand image, and brand loyalty variables meet the convergent validity criteria with an outer loading value of  $>0.6$ . This confirms that all indicators are valid for this study.

Table 2. Average Variance Extracted Value

| Variable              | AVE(Average Variance Extracted) | Description |
|-----------------------|---------------------------------|-------------|
| Brand Experience (X1) | 0.583                           | Valid       |
| Brand Trust (X2)      | 0.639                           | Valid       |
| Brand Image (X3)      | 0.613                           | Valid       |
| Brand Loyalty (Y)     | 0.704                           | Valid       |

Based on the table above, the variables in this study meet the  $AVE > 0.5$  criteria, with the AVE values as follows: brand experience (0.583), brand trust (0.639), brand image (0.613), and brand loyalty (0.704). This indicates strong discriminant validity for each variable in this research framework.

Table 3. Composite Reliability

| Variable              | Cronbach's alpha | Composite Reliability |
|-----------------------|------------------|-----------------------|
| Brand Experience (X1) | 0.821            | 0.875                 |
| Brand Trust (X2)      | 0.858            | 0.898                 |
| Brand Image (X3)      | 0.787            | 0.863                 |
| Brand Loyalty (Y)     | 0.894            | 0.922                 |

From the table above, it can be concluded that each indicator related to the variables of brand experience, brand trust, brand image, and brand loyalty shows a significant value. The results listed in the table above show that both the Cronbach's Alpha value and the Composite Reliability value are  $> 0.7$ , which means that the indicators are considered valid and meet all the criteria required for this study.

Table 4 Collinearity Statistic (VIF)

| Variable              | Brand Loyalty (Y) |
|-----------------------|-------------------|
| Brand Experience (X1) | 1.749             |
| Brand Trust (X2)      | 2.093             |
| Brand Image (X3)      | 2.420             |
| Brand Loyalty (Y)     |                   |

From the results of the table above, the VIF value to see the multicollinearity test of the brand experience variable on brand loyalty is 1,749, brand trust on brand loyalty is 2,093 and brand image on brand loyalty is 2,420. These results confirm that each variable has a VIF < 5, in other words, there is no strong indication of multicollinearity between these variables.

Table 5. R-square

| Construct         | R-square | R-square Adjusted |
|-------------------|----------|-------------------|
| Brand Loyalty (Y) | 0.651    | 0.642             |

From the table recorded, R-Square is utilized to degree the level of affect of brand experience, trust, and image factors on loyalty, which is communicated by a esteem of 0.651 or proportionate to 65.1%. This shows that this relationship can be considered a direct relationship.

Table 6. R-square

|   | Hypothesis | Original Sample | T-statistics (O/STDEV) | P values | Decision               |
|---|------------|-----------------|------------------------|----------|------------------------|
| Brand Experience(X1) ->Brand Loyalty(Y) | H1         | 0.332           | 3.589                  | 0.001    | Positively Significant |
| Brand Trust(X2) -> Brand Loyalty (Y)    | H2         | 0.319           | 3.591                  | 0.000    | Positively Significant |
| Brand Image(X3) -> Brand Loyalty (Y)    | H3         | 0.274           | 3.475                  | 0.000    | Positively Significant |

The first hypothesis tests whether brand experience has a positive and significant effect on brand loyalty. The table above shows a t-statistic value of 3.589 with an effect of 0.332 and a p-value of 0.000. It can be concluded that Hypothesis 1 is accepted because there is a significant positive effect between brand experience and brand loyalty. The Hypothesis 2 tests whether brand trust has a positive and significant effect on brand loyalty. The table above shows a t-statistic value of 3.591 with an effect size of 0.319 and a p-value of 0.000, it can be concluded that Hypothesis 2 is accepted because there is a significant positive effect between brand trust and brand loyalty. The Hypothesis 3 tests whether brand image has a positive and significant effect on brand loyalty. The table above shows a t-statistic value of 4.493 with an effect of 0.439 and a p-value of 0.000. It can be concluded that Hypothesis 3 is accepted because there is a significant positive effect between brand image and brand loyalty.

#### 4. CONCLUSION

Brand experience can be felt directly or indirectly when consumers see advertisements or when marketers communicate products through websites. This is obtained from the results of a survey of users who have purchased two Apple iPhone smartphones. The results of this study indicate that the brand experience variable has a positive and significant effect on brand loyalty. the brand experience measured in this study shows that because the price is very expensive, Apple iPhone users consider the product to be more premium and more loyal. Therefore, many students want to own this Apple smartphone to look high-class. In this case, students buy iPhone out of desire, not necessity.

Consumers who have a positive image of the iPhone are likely to remain loyal to the brand. from the indicators of the research results regarding brand image, consumer perceptions of the iPhone, namely the iPhone brand has a good image in the eyes of consumers because it has a well-known brand with characteristics that other users do not have. With this it can be said that the iPhon brand has succeeded in building a brand image and providing a high level of brand loyalty to users.

Brand trust is consumer confidence in a brand's ability to fulfill its promises. Trust in a brand has a significant influence on consumer brand loyalty. The findings of this study indicate that brand trust has a significant influence on brand loyalty. Based on the indicators found in this study, consumers have a fairly high level of trust in the Apple brand because Apple has a fairly good reputation and its security system is always up to date. From this it can be concluded that the Apple company really maintains consumer trust so that consumers have high loyalty to the brand.

Through research conducted to analyze the effect of brand experience, brand trust and brand image on brand loyalty on Apple iPhone smartphones, it can be concluded that brand experience has a positive and significant effect on brand loyalty. Likewise, brand trust and brand image also make a positive and significant contribution to the formation of brand loyalty, which indicates that these variables have an influence on product brand loyalty. Thus, it can be concluded that brand experience, brand trust, and brand image have a role as indicators that influence consumer brand loyalty.

However, there are some limitations in this study. Firstly, this study only considered a few independent variables without including other independent variables that may have a more significant influence. Secondly, the research sample is geographically limited to Solo and surrounding areas, so the generalizability of the results of this study may be limited. Third, this research was only tested on one product, namely Apple iPhone. For future researchers, it is recommended to add indicators. In addition, it is necessary to expand the sample search in order to get more diverse respondents.

The comes about of this think about are anticipated to serve as a establishment for further research, back the advancement of marketing hones within the business world, give references, and facilitate consequent researchers. In expansion, it is additionally anticipated to supply profitable bits of knowledge into the economic perspectives of business, particularly within the realm of marketing management related to the variables that impact brand loyalty.

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