

How Brand Image Influence Customer Loyalty: Reanalyzing the Significance of A Popular Electronic Brand

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Abstrak

Citra merek suatu perusahaan memainkan peran penting dalam mempengaruhi loyalitas pelanggan. Penelitian ini berfokus untuk menganalisis bagaimana citra merek Apple mempengaruhi loyalitas pelanggan. Penelitian menggunakan desain penelitian kuantitatif, dan data dikumpulkan melalui survei online dari sampel 100 pelanggan Apple. Hasil penelitian mengungkapkan bahwa citra merek Apple memiliki dampak positif yang kuat terhadap loyalitas pelanggan. Berdasarkan temuan tersebut, dapat disimpulkan bahwa citra merek Apple merupakan faktor penting dalam mempengaruhi loyalitas pelanggan dan harus dikelola dengan hati-hati untuk menjaga hubungan jangka panjang dengan pelanggan.

Kata Kunci: *brand image, customer loyalty, products, quantitative*

Abstract

The brand image of a company plays a significant role in influencing customer loyalty. This study focuses on analyzing how the brand image of Apple influences customer loyalty. The study uses a quantitative research design, and data is collected through an online survey from a sample of 100 Apple customers. The results of the study reveal that the brand image of Apple has a strong positive impact on customer loyalty. Based on these findings, it can be concluded that the brand image of Apple is a crucial factor in influencing customer loyalty and should be carefully managed to maintain long-term customer relationships.

Keywords: *brand image, customer loyalty, products, quantitative*

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INTRODUCTION

Apple is widely recognized as one of the world's most valuable and innovative brands, known for its premium products, sleek design, and cutting-edge technology. The brand has a loyal following of customers who not only appreciate the quality of Apple's products but also the company's overall image and reputation. This is a testament to the powerful influence of brand image on customer satisfaction (Dewi et al., 2019).

Gadgets are an item that must be owned by everyone, apart from giving ease and fluency in communicating and socializing, gadgets can also be used as a tool to get information via the internet (Sulistijono et al., 2020). But along with the times, we can find various brands of gadgets that are on the market, ranging from cheap gadgets, expensive, mediocre gadgets and even one which is good that we can meet at this time.

Nonetheless a good gadget can be judged based on the quality of the product, besides that good product quality can also build a brand image of a company in the eyes of consumers even though the product offered may have the price is quite expensive. Brands that express images can generate consumers loyalty (Augustrianto et al., 2019).

Apple is a company that has succeeded in creating a very good brand image well and no competitor has been able to beat it, this can be proven based on IDC report which states that Apple is the best HP brand in the fourth quarter of 2022 with a market share of 24.1%. In addition, based on Apple's other IDC reports as well is and entered as the best and best-selling smartphone predicate with the first rank in 2022 and 2023. The perception of a brand can significantly impact how customers feel about a product, a company, or even an entire industry. In this context, the purpose of this discussion is to explore the relationship between brand image and customer satisfaction, with a specific focus on Apple. We will examine how Apple's brand image has shaped customers' perceptions of the company, the impact it has had on customer satisfaction, and the implications for other companies looking to build a strong brand and loyal customer base.

Brand image refers to the overall perception that people have of a particular brand, which is shaped by various factors such as its visual identity, reputation, product quality, messaging, and customer experiences. Essentially, a brand's image is the sum total of all the associations and emotions that people have with it, including their perceptions of its personality, values, and relevance. A strong and positive brand image can help to create customer loyalty, boost sales, and differentiate a brand from its competitors.

The objective of this research is to analyze the impact of brand image on consumer behavior, specifically investigating the relationship between brand image and consumer loyalty. The study aims to identify the factors that contribute to the formation of brand image, the methods used by companies to create and maintain a favorable brand image, and the extent to which brand image influences consumer perceptions and behavior. Ultimately, the research seeks to provide insights into how companies can improve their brand image and foster greater consumer loyalty, leading to increased profitability and long-term success.

LITERATURE REVIEW

Brand image is a representation of how customers view a company generally and how distinctive it is from competing companies (Pradana et al., 2019). Brand image is also a perception that arises in the minds of consumers when remembering certain brand. Brand image is a consumer's belief about a particular brand (Kotler, 2012).

Making a purchase is problem-solving process that entails analysing or establishing wants and desires, seeking information, evaluating sources of selection for purchasing alternatives, and acting in a certain way (Kotler, 2012). Customer loyalty is a measure of how likely a customer is to continue doing business with a company, brand or product over time. It is the result of a customer's positive experiences with a company, which leads them to continue choosing that company over its competitors. A loyal customer is more likely to make repeat purchases, recommend the company to others, and have a higher lifetime value to the business. Companies can build customer loyalty through excellent customer service, high-

quality products or services, rewards programs, and other initiatives designed to enhance the customer experience.

In the world of marketing, brand image plays an important role for the company. The company aims to create consumers purchasing decisions for the products or services they offer, providing a positive brand image can provide opportunities for companies to develop good relationship with consumers (Savitri et al., 2021). Communication owned by a company also plays an important role, communication help consumers in making purchase decisions, because without getting adequate information consumers will be difficult to make decisions in a purchase in the products or services offered (Pradana et al., 2022).

METHODOLOGIES

This research is using quantitative method used is an approach that uses specific statistical calculation methods that aim to make it easier to calculate data, in this case regression analysis (Augustrianto et al., 2019). This research belongs to the type of causal research where this research is carried out if the researcher wants to describe the causal relationship that occurs between independent variables and dependent variable. This research has a type of survey, which collect data and information with the aim to obtaining information regarding the respondent's purchasing decisions by using questionnaire (Dewi et al., 2022). We analyzed the result by using SPSS 25, a software for analyzing the data of regression analysis. The information was acquired through an online survey that involved 100 respondents who are Apple users in Bandung area.

Table 1 Descriptive Analysis Result

Variable	Total Score	Maximum	Percentage	Category
Word of Mouth (X1)	2151	3000	71,7%	High
Brand Image (X2)	1563	2000	78,2%	High
Purchase Decision (Y)	1504	2000	75,2%	High

Based on the table 1 above, it can be concluded the score of Word-of-Mouth (X1) is categorized as High, the score of Brand Image (X2) is categorized as High, and the score of Purchase Decision (Y) is categorized as High.

Table 2 Multicollinearity Test Result

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.326	1.426	2.332	.022		
	Word of Mouth	.251	.055	.386	.4545	.831	1.203
	Brand Image	.416	.092	.386	.4543	.831	1.203

a. Dependent Variable: Purchahse Decisoin

Source: Processed Data Results, 2022

We analyzed the data by determining the level of multicollinearity using the value of variance inflation factor (VIF). This step is essential to observe how well each independent variable can be utilized to predict or comprehend the dependent variable in a statistical model, since multicollinearity can result in skewed or misleading conclusions. Based on the multicollinearity test using SPSS 25, the VIF result of 1,203 was obtained, where the VIF was 10 and the tolerance result was 0.831, meaning a tolerance of 0.1. this states that the research conducted by regression is free from multicollinearity.

Table 3 Multiple Regression Analysis

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.326	1.426		2.332	.022	
	Word of Mouth	.251	.055	.386	4.545	.000	.831
	Brand Image	.416	.092	.386	4.543	.000	.831

a. Dependent Variable: Purchase Decision

Based on the table 4 above, it is known that the value of a (constant) = 3.326, Word of Mouth (X1) = 0.251 and Brand Image (X2) = 0.416. So, from the results obtained the multiple linear regression formula is used as follows:

$$Y^* = 3.326 + 0,251X1 + 0,416X2$$

From the multiple linear regression equation obtained above, it can be seen that the constants value obtained is 3.326 which means there is no word of mouth (X1) and brand image (X2), so the purchase decision value obtained is 3,326.

While the value of the regression coefficient on variable X1 is 0.251 which indicates that if there is an increase in word of mouth that occurs on Wall Street English Bandung, purchasing decisions will also increase.

In addition, the value of the regression coefficient on variable X2 is 0.461 which indicates that if there is an increase in the brand image on Wall Street English Bandung, the purchase decision will also increase. Thus, it can be concluded that when there is an increase in word of mouth and brand image on Wall Street English Bandung, it will affect the increase in the purchase decision of Wall Street English Bandung consumers.

With significance value of 0.0, which means <0.5, the word of mouth and brand images variables have a positive effect on the purchase decision on variable y.

Table 4 T Test Result

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.326	1.426		2.332	.022
	Word of Mouth	.251	.055	.386	4.545	.000
	Brand Image	.416	.092	.386	4.543	.000

a. Dependent Variable: Purchase Decision

Based on the table 4 above, it can be seen that:

1. The word-of-mouth variable (X1) has a value of t_{count} (4.545) > t_{table} (1.96) and a significant value at $0.000 < 0.05$. then H_0 is rejected. This it can be concluded that partially there is a considerable influence from the word-of-mouth variable (X1) on purchase decisions (Y) with a beta value of 0.251 or a sizeable influence of 25.1%.
2. The brand image variable (X2) has a value of t_{count} (4.543) > t_{table} (1.96) and a significant value at $0.00 < 0.05$. Then H_0 is rejected, thus it can be concluded that partially there is a fairly large influence from the brand image variable (X2) on purchase decisions (Y) with a beta value of 0.416 or a large influence of 41.6%.

Table 5 F Test Result

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	336.430	2	168.215	35.059	.000 ^b
	Residual	465.410	97	4.798		
	Total	801.840	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Word of Mouth

From the table 5 above the result obtained F_{count} is 35.059 with a significant level of 0.000, from the results $F_{count} > F_{table}$ ($35.059 > 3.09$) and a significant value of $0.000 < 0.05$. The data shows that H_0 rejected and H_a accepted, indicating that variable X word of mouth and brand image used have a substantial (considerable) effect on the variable Y purchase decision used.

Table 6 R Square Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	.420	.408	2.190

a. Predictors: (Constant), Brand Image , Word of Mouth

Based on the table 6 above it is known that the R square value obtained is 0.420, so the coefficient of determination obtained is $0.420 \times 100\% = 42.0\%$. this shows that by using the regression model, the variable X used is word-of-mouth and brand image with coefficient intervals. While the rest ($100\% - 42\% = 58\%$) is explained by other unknown variable factors and is not included in the regression analysis in the research conducted by the author.

CONCLUSION

In conclusion, the brand image of Apple has a significant impact on customer loyalty. The company has managed to create a strong brand image through its innovative and stylish products, exceptional customer service, and marketing strategies. Customers who identify with the Apple brand tend to be loyal and are likely to repurchase Apple products in the future. The company's brand image has also contributed to its ability to charge premium prices for its products, which has further strengthened its brand equity. Therefore, it is essential for Apple to continue to invest in building and maintaining its brand image to ensure continued customer loyalty and long-term success. There are several limitations to consider when researching the effect of brand image of Apple on customer loyalty. Here are a few potential limitations:

- **Generalizability:** The findings of the study may not be applicable to all customer segments or industries. Different customer groups may have different perceptions of Apple's brand image, and the impact of brand image on loyalty may vary across different product categories.
- **Sample size and representativeness:** The study may suffer from a small sample size or a biased sample. For instance, if the study is conducted only among current Apple customers, it may not reflect the views of those who have switched to a different brand. Also, the sample may not be representative of the entire population, which can affect the generalizability of the results.
- **Research design and methodology:** The research design and methodology may impact the reliability and validity of the findings. For instance, if the study uses a cross-sectional design, it may not capture the changes in customer loyalty over time. Similarly, the use of self-reported measures may be subject to social desirability bias.
- **External factors:** The study may not account for external factors that can influence customer loyalty, such as changes in the economy, competitors' actions, or social trends. These factors may affect customer perceptions of Apple's brand image and loyalty.
- **Causality:** The study may not establish causality between brand image and customer loyalty. Other factors, such as product quality, customer service, and

price, may also influence customer loyalty, and it may be difficult to disentangle the effects of brand image from these factors.

Overall, it is essential to consider these limitations when designing and interpreting research on the effect of brand image of Apple on customer loyalty.

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