

The Influence of Brand Trust, Brand Communication and Brand Satisfaction toward Brand Loyalty for iPhone's Customer in Surabaya, East Java, Indonesia

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Abstract—This research is intended to determine the influence of brand satisfaction, brand communication and brand trust toward brand loyalty of iPhone's users and reveal the mediation effect of brand trust in the relationship between brand satisfaction and brand communication with brand loyalty. This study uses survey as the research method and the population observed in this study is the iPhone users in East Java, Indonesia. The sampling method in this research is purposive method with the total respondent of 123 iPhone users in East Java, Indonesia. The empirical findings of this study indicate that the objective of the present study was to develop and empirically reveal the determinant factors of brand loyalty. The determinant factors in this research are brand trust, brand satisfaction and brand communication proved that have positively and significantly effect to the existence of brand loyalty. The brand trust also have mediation effect to the relationship between brand satisfaction and brand communication with brand loyalty. In specific terms, the aim was to identify and assess the relevant antecedents to the brand loyalty of iPhone's users. This study also has scientific and managerial implications. The application of the model to analyse attitude and behaviours of consumers to specific brands allow greater understanding of the decision making process of the consumers and can direct the managers.

Keywords—Brand Loyalty, Brand Communication, Brand Satisfaction, Brand Trust

I. INTRODUCTION

The current market competition in Indonesia is increasing into the higher level of complexity. certainly requires the entrepreneurs to still be able to exist in the field of business[1][2][7]. Companies must have a strategy in order to compete in the current tight market competition conditions. One of the most important things to note is customer loyalty[14][16][17]. The importance of customer loyalty to the company is no doubt, many companies try to keep customers in the long term to develop and maintain the existence of the company[2][6][10][11][12]. Customers are said to be loyal or loyal if the customer shows a regular purchase behavior or there is a condition which requires customers to buy at least two times in a certain time interval[1]. Efforts to provide satisfaction are done to influence the attitude of the customer,

while the concept of customer loyalty is more related to the behavior than the attitude of the customer[2][15][16].

Customer loyalty can be influenced by various factors such as Brand communication, Brand communication is one of the company's efforts to communicate the brand to the consumer and introduce the product / service, the communication used is internal and external communication[3][5][8][9]. In addition to Brand communication factors there are also other factors that affect customer loyalty Brand Trust[13]. Brand Trust is a brand that succeeds in creating a sustainable brand experience in long-term sustainable consumers, based on the integrity, honesty and courtesy of the brand[11]. Brand Communication in the company is conducted to introduce products/services to consumers and consumers are expected to trust so as to maintain the existence of the company in the long term with the loyalty given to consumers a product/service of a company[10]. Attention to brand loyalty, especially factors affecting brand loyalty such as brand communication and brand trust is also required for businesses engaged in many sectors such as iPhone product series[14].

iPhone is a line of smartphones designed and marketed by Apple Inc. They run Apple's iOS mobile operating system. The first-generation iPhone was released on June 29, 2007, and there have been multiple new hardware iterations with new iOS releases since. The original iPhone was described as "revolutionary" and a "game-changer" for the mobile phone industry.

This research is intended to determine the influence of brand satisfaction, brand communication and brand trust toward brand loyalty of iPhone's users and reveal the mediation effect of brand trust in the relationship between brand satisfaction and brand communication with brand loyalty.

II. LITERATURE REVIEW

A. Brand Loyalty

Loyalty is defined as a measuring tool for several years and a considerable literature construction[12][15][16]. Loyalty in

the business world is always known to be very important[1][3]. Loyalty is considered to be the principal construction on the conceptualization of consumer brand equity[10]. Brand loyalty can generate several marketing advantages such as saving marketing costs, capturing new customers and developing trades for bigger ones, in addition to keeping customers current and loyal to their brands for the long term[10][17]. Conceptual brand loyalty can be defined as the biased response expressed by several decision-making units over time and is an evaluation of a process in decision-making[12]. Brand loyalty is considered as a taste, commitment to purchase from customers terhadap products or services[9].

B. Brand Trust

Brand trust is a brand that succeeds in making consumers memorable in a long term, based on honesty, integrity and brand politeness[12][13]. Meanwhile, if from the perspective of consumer brand trust is an assumption given by consumers with consideration of credibility, integrity, and benevolence, which is attached to a particular brand[4][7]. Brand trusts have an important role for the product[5]. Brand trust is the hope of good application and propensity to a brand[10].

There are two important components in brand trust, that is consumer's belief in the product can fulfill the promised value or consumer perception that the product can fulfill the consumer's expectation, so that the customer satisfaction is created, and the second is the consumer's belief towards the brand able to prioritize the consumer's interest when there are unexpected product problems[9][11]. Brand trust has three factors, that these three factors are interconnected with the three entities between brands and consumers[12][17]. These factors include the brand itself, the company makes brands and consumers[3].

C. Brand Satisfaction

Aging is the pleasure or disappointment of someone who emerged after comparing the performance of the product used on the expected performance[1][5]. If the performance of the product is not as expected, then the customer will feel disappointed[7]. Emotional ties with a particular brand or company will arise when the creation of high consumer satisfaction[8][10]. Brand satisfaction is the result of subjective evaluation when the chosen alternative brand matches or even exceeds consumer expectations[11].

D. Brand Communication

Brand communication is a means company to inform, influence, and remind consumers about the products offered[1][2]. Meanwhile, brand communication is a set of promotional techniques that involve companies with consumers[5][10]. The effective brand communication process consists of several elements, namely sender and receiver, message and media, encoding, decoding, response, and feedback[7][11][14]. Therefore, the brand communication process can not be done easily. If the brand communication process does not meet the elements of effective communication, it is not likely to lead to failure of brand communication to

consumers[6]. In addition, the brand communication process must also consider several concepts, including target market, market segmentation, value and satisfaction, communication channels[14][15].

E. The Relationship between Brand Trust with Brand Loyalty

Trust is the consumer's conclusion based on all the knowledge it has on an object, its attributes, and its benefits[8][9]. Trust is the understanding of an object that can determine an attitude toward the object. There are two ways consumers create trust in a product that is by building trust begins with themselves so that consumers decide to buy the product, and the second consumers have bought the product so that they have a good perception of the product so as to create a loyal attitude with sustainable purchases[12]. Loyalty given by consumers memiliki important benefits for the existence of a company[6].

F. The Relationship between Brand Satisfaction with Brand Loyalty

Customer satisfaction is the overall attitude of consumers shown after they obtain and use goods or services[10]. Consumers will evaluate the satisfaction or dissatisfaction of product performance after using the product or service so that they will have a positive, negative, or neutral opinion in the product[14]. Satisfaction with the brand that has been accumulated in a certain period of time can affect loyalty to the brand[10].

III. RESEARCH METHODS

A. Research Design

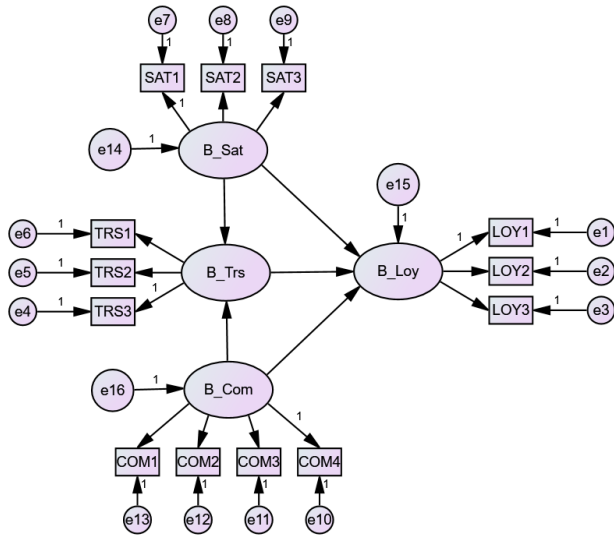
This research is quantitative in quantitative format. Quantitative research with a causality format is performed to test the independent relationship (independent variable) with the dependent variable (dependent variable). The hypothesis is done to test the truth of the hypothesis through data collection in the field[1]. Quantitative research can help researchers solve problems with concrete numbers, using questionnaires. Quantitative research can also use a descriptive format that aims to explain, summarize the conditions, situations or variables that arise in society. The subject of this research is the iPhone's users in Surabaya, East Java Region, Indonesia. This research observe and collect the perception of respondents about their satisfaction, trust and loyalty to the iPhone series. The period of this research is conducted in July to October 2017.

B. Measurement of the Variables

Research Variable are determined by researchers based on research that has been studied to produce information. There are two different variables in the study, namely the dependent variable and the independent variable. The variables used in this research are: customer trust and customer satisfaction. Trust is a desire to rely on exchange partners believed[1]. The dependent variable in this research is brand loyalty of iPhone

users in East Java, Indonesia. The independent variables in this research are brand trust (X1), brand satisfaction (X2) and brand communication (X3) that affect brand loyalty of iPhone's users.

This study uses three indicator to measure brand loyalty variable that is (1) Reference, when customers already believe in a brand, they will suggest a brand to potential new customers, will make a brand become famous for getting new prospective customers repurchase; (2) Repurchase of the same



product by consumers; and (3) Higher Price, when consumers feel confidence and a sense of need for a brand, high prices are not a problem for them. Because they already get and already feel comfortable with the brands that use.

Figure 1. Research Conceptual Framework

While the brand satisfaction is measured by three indicators that is (1) Feel Good For Brand, is the pleasure of brand that consumers feel satisfied and happy about the brand they use, this fosters consumer confidence in a consumer; (2) Fulfilled Requirement, in addition to feeling happy and satisfied, a brand can also meet the needs of a consumer. Consumers will feel fulfilled their needs when a brand can provide benefits for the brand; and (3) Quality In Accordance with the Price Paid, consumers also do not hesitate if the benefits they get in accordance with the price paid. Not only that, the quality will also be considered by consumers, whether the quality is in accordance with what is sought by consumers.

C. Population and Sample

The population in this study is iPhone users and the sample of this study is iPhone users in Surabaya. The population used is not limited, because the population is based on randomly obtained sources. Population is the area of the object or subject that has certain qualities and characteristics for the analysis so that the information obtained to get the conclusion[1]. This research in the sampling using random sampling technique

taken at random. Random sampling technique is a technique by taking data source with certain selection[2]. The sample selection feature is iPhone users in Surabaya.

This study uses primary data that is data that can be directly from the data source without intermediaries[1]. In the opinion of both individual and group customers. The premier data collected in order to know the respondents to the products in Surabaya can be known from the number of customers who uses every hour iPhone in Surabaya. In this case, the technique is used by distributing questionnaires to obtain the data given directly to the respondents in Surabaya.

IV. RESULT AND ANALYSIS

The data were analysed through confirmatory factor analysis (CFA) and structural equation modelling using Amos 20.0 software. The adequacy of the measurement model was analysed, as was: the convergent validity of the constructs concerning the extent to which items of a latent variable explain its total variance, expressed by lambda values of the items of each variable; average variance extracted (AVE) and composite reliability; and discriminant validity, related to the extent to which latent variables are independent of each other[11][12][15][17]. During this step, it was necessary to re-specify the model, to seek validation.

A. Structural Model and Hypotheses Testing

Structural path analysis was used to test the research model and hypotheses. The analysis began by creating direct paths from each of brand loyalty to each of brand trust, brand satisfaction and brand communication and, direct paths were created from relative advantage to each of brand trust, brand satisfaction and brand communication and brand loyalty. Finally, direct paths were created from each of brand satisfaction and brand communication to brand loyalty.

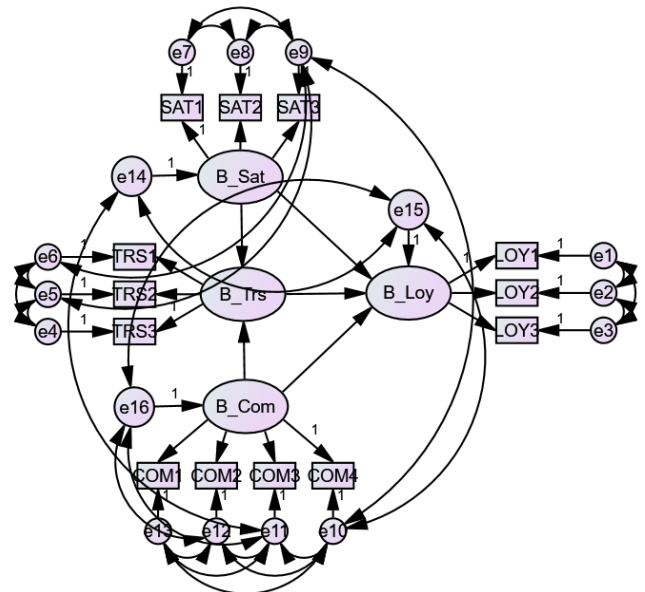


Figure 2 Structural Model Test and Covariances Modification Result

The structural findings indicate that all research hypotheses are supported. Brand trust has positively and significantly affected directly the brand loyalty ($\beta=0.11$, $t=2.15$). The structural findings also show that brand communication has positively and significantly affected brand loyalty ($\beta=0.17$, $t=2.20$) and the brand satisfaction also has positively and significantly affected brand loyalty ($\beta=0.18$, $t=2.43$). Meanwhile, brand satisfaction has positively and significantly affected brand trust ($\beta=0.15$, $t=2.27$); and brand communication also has positively and significantly affected brand trust ($\beta=0.186$, $t=2.30$). This means that brand trust has its mediation effect in the relationship between brand satisfaction and brand communication with brand loyalty.

B. Construct Validity and Critical Ratio

The validity of the research instrument was assessed through face, content, convergent, and discriminant validity. The face validity was assessed through the pilot work of the research instrument with a number of Jordanian online shoppers. Additionally, the research instrument was examined by two academics from reputable business schools as well as two online shopping experts who checked the relevance and appropriateness of the questionnaire to achieve the research objectives. Content validity is evidenced by explaining the methodology used to develop the research questionnaire[1], which included: examining the previous empirical and theoretical work of attitudes toward online shopping; and conducting the pilot study before starting the fieldwork.

V. CONCLUSION

The objective of the present study was to develop and empirically reveal the determinant factors of brand loyalty. The determinant factors in this research are brand trust, brand satisfaction and brand communication proved that have positively and significantly effect to the existence of brand loyalty. The brand trust also have mediation effect to the relationship between brand satisfaction and brand communication with brand loyalty. In specific terms, the aim was to identify and assess the relevant antecedents to the brand loyalty of iPhone's users. This study also has scientific and managerial implications. For iPhone's producers which is Apple Corporation who operating in the market, the study shows the attributes that trigger the brand loyalty which therefor must be constantly developed. The application of the model to analyse attitude and behaviours of consumers to specific brands allow greater understanding of the decision making process of the consumers and can direct the managers.

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