

The effect of brand identification and brand image on

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THE EFFECT OF BRAND IDENTIFICATION AND BRAND IMAGE ON BRAND LOVE AND BRAND LOYALTY ON IPHONE SMARTPHONE PRODUCT USERS IN SAMARINDA

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Abstract:

This study aims to analyze and explain the influence of Brand Identification and Brand Image on Brand Love and Brand Loyalty on Iphone Smartphone Product Users in Samarinda. The population in this study used the iPhone smartphone product more than once. The sampling technique used was non-probability sampling with the purposive sampling method with a total sample of 100 people. Data collection techniques using questionnaires. The analysis was carried out using Partial Least Square (PLS) with the SmartPLS application version 3.8.9 and used SPSS Version 25 to test the validity and reliability of the respondents. The results of this study indicate that the influence of Brand Identification has a positive and significant effect on Brand Love; the influence of Brand Image has a positive and significant effect on Brand Love; the effect of Brand Identification is a positive but not significant effect on Brand Loyalty; the effect of Image is a positive but not significant effect on Brand Loyalty; the influence of Brand Love has a positive and significant effect on Brand Loyalty.

Keywords : *Brand Identification, Brand Image, Brand Love, and Brand Loyalty*

1. Introduction

In this day and age, humans in carrying out their daily activities can not be separated from the so-called communication tools, so that communication tools are needed by everyone. products offered by companies in the same industry. Communication and information technology is growing very rapidly where almost everyone needs it in everyday life, and almost everyone needs information technology. Dependence in searching for information through the internet, ease of communication, gadgets as a bridge are certainly considered as necessities in this era. In the opportunity to appear in the smartphone business, manufacturers are required to be able to produce superior products, which are able to compete, and most importantly can be accepted by consumers so that they can win the competition. The tight competition between companies

makes producers have to think even harder to maintain their market share. However, competition in this era of globalization is not only in terms of product advantages and product features, but brands are also attached to consumers. A brand also serves to identify the goods or services of a person or group of companies and distinguish them from similar products from other companies (Kotler 2007:367). So if the company can give a strong influence of the brand on consumers then consumers can tend to choose the products that we sell.

Society in communicating can not be separated from the name smartphone, so that this smartphone communication tool is a special concern in their daily lives, there are several smartphone brands such as Android, IOS which always provide the best products to attract the attention of their consumers. Identification based on social identity theory is basically a perception of oneness with a group of people. Research conducted by (Kuenzel & Halliday, 2010). Brand identification is defined as a unique set of brand associations that fulfills the network or maintains the brand's marketing strategy (Ghodeswar, 2008). iPhone smartphone products are certainly not foreign to the world community, including in Indonesia. The importance of a product is one of the priorities for iPhone Smartphones, not only an elegant design but also making users the best applications and satisfying services. Brand Image is done by the company in order to be able to build the consumer's brand image of the product, and as for the brand image to determine how consumers perceive a product, and consumers can compare how well they evaluate the product. When a brand is included in the category of a good brand in the minds of consumers, there will be an affective feeling in consumers towards the brand (Ismail & Spinelli, 2012).

The iPhone brand image in the global circle is the number 1 product, iPhone users can easily identify and operate iPhone products because the iPhone is designed for ease of mobility and a distinctive physical shape. The iPhone is designed with a different operating system from other smartphones, and only products from Apple that operate the iOS operating system. (Hendrasto, 2017) defines brand love as the level of emotional attachment and desire that a person has for a brand, namely the attitude that a person has towards a particular brand, which involves a tendency to think, feel, and behave in a certain way towards that brand. Loyalty denotes a bond of an interaction between the consumer and the brand. Consumers who have strong and long-term relationships show that consumer loyalty to the brand is high (Mabkhot, et al. 2016). Although the average sales of the iPhone smartphone brand are below Samsung and its market share is starting to be seized by smartphones made in China, iPhone smartphone users remain loyal to using Apple brand products.

2. Literature review

Brand Identification

Brand identification is a unique set of brand associations created by brand strategists. These associations reflect the standing of a brand and are a promise to customers from members of the organization. Brand identity will help strengthen the relationship between brands and customers through a value proposition that involves functional benefits, emotional benefits or self-expression (Kotler & Keller, 2006). Brand identification arises because of the consumer's

perception of the alignment of the brand image with his own image. Brand identification is a concept that formed based on the theory of social identity, which has been widely used in other disciplines. Identification based on social identity theory is basically a perception of oneness with a group of people Research conducted by (Kuenzel & Halliday, 2010). Brand identification is defined as a unique set of brand associations that fulfills the network or maintains the brand's marketing strategy (Ghodeswar, 2008). Consumers with vulnerable brand identification are more likely to engage in pro-brand activities, such as supporting company goals, protecting their reputations, supporting products and brand loyalty. (Sallam, 2015). Brand Identification Variable, using 5 indicators used by (Kam et al, 2013), that is:

1. Brand criticism, get offended
2. Care about what other people think about the brand
3. Identify yourself as part of the brand
4. Brand success
5. Praise the brand.

Brand Image

Brand image is the perception that society gives to the company or its products. Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts or images that are associated with certain brands. It's the same when we think about other people. (Kotler & Keller, 2016).

Brand image given a guarantee to consumers about the products used. Well-known brands will generally be preferred by consumers when making a purchase even though the price offered is quite high. Brand image represents the overall perception of the brand and is formed from information and past experiences of the brand, the brand formed must be clear and has advantages when compared to other brands. (Setiadi, 2010). *Brand image* is a consumer's evaluation of a brand through cognitive and affective thought processes, so that a perception arises in the consumer's mind of a brand. One component of brand image is brand association (Koubaa, 2008).

Brand image variable, using 3 indicators used in research conducted by (Sallam, 2014):

1. Favorability
2. Strength
3. Uniqueness

And combined with indicator by (Wijaya, 2013) :

1. Image maker (corporate image)
2. User image
3. Product image

Brand Love

Before entering the theory of brand love, it is better for the author to explain the meaning of brand. According to (Kotler & Armstrong, 2016:229), brand is a name, term, sign, symbol or

design or combination of these, that identifies the maker or seller of a product or service. Based on this definition, it can be concluded that a brand is a combination of names, signs, and symbols that distinguish a product or service from other products or services. If the brand created by the company is strong, then the brand will be successful in the market. A brand that is already successful in the market must be able to give consumers the perception of superior quality. Brands are initially special signs that are given one way or another by the owners of the company's products.

In recent years, researchers in the field of marketing have researched a lot about consumer attitudes towards brands, especially the affective component of consumption¹² in assessing a brand, namely the level of likes or dislikes of consumers in assessing a brand. One of the definitions of brand love put forward by (Carroll & Ahuvia, 2006:80), love for the brand is defined as: "the degree of passionate emotional attachment a satisfied consumer has for a particular trade name". Based on several concepts of love for brands, it can be concluded that brand love is an emotional desire and feeling that arises as a result of satisfaction in consumers with certain brands.

Brand Love variable, the researcher uses 4 indicators used by (Carroll & Ahuvia, 2006) that is:

1. Have interest
2. Have admiration
3. Love with the product.
4. Worried about losing

Brand Loyalty ¹¹

Brand loyalty is a very important concept in marketing strategy. The existence of consumers who are loyal to the brand is very necessary for the company to survive. This loyalty can be interpreted as a deep commitment to make repeat purchases for products and services that become a consistent preference in the future by repurchasing the same brand even though there are situational influences and marketing efforts can cause behavioral shifts. (Kotler & Keller, 2016:27). So according to (Kotler & Keller, 2016:27) Loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause customers to switch.

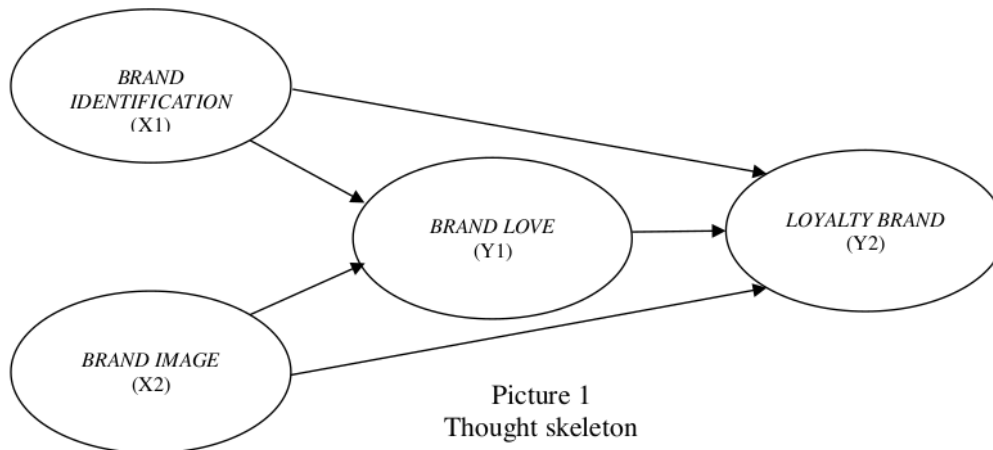
Brand Loyalty interpreted as a positive attitude of consumers towards a brand, consumers have a strong sense of desire to repurchase the same product now or in the future, ²²s strong desire is evidenced by wanting to buy the same brand. Loyalty denotes a bond of an interaction between the consumer and the brand. Consumers who have strong and long-term relationships show that consumer loyalty to the brand is high (Mabkhot, et al. 2016). Loyalty to a brand is based on a dimension called the bi-dimensional composite model. Attitude describes the response and behavior describes the actions taken by consumers towards a brand. These two dimensions determine how strong brand loyalty is (Islam, et al. 2014).

Brand Loyalty Variable, Researchers use 5 indicators used According to Aaker (2013), namely:

1. Behavior Measures (Behavior measurement)
2. Measuring Cost
3. Measuring Statistics (Measurement of Satisfaction)

4. Measuring Like The Brand (Measurement of Brand Likeness)
5. Measuring Commitment (Measurement of Commitment)

3. Research Hypothesis And Theoretical Framework



Based on Figure 1, Brand Identification variable, Brand image as independent variable and dependent variable Brand Love and Brand Loyalty.

1. *Brand Identification* positive and significant effect on Brand Love on iphone users.
2. *Brand Image* positive and significant effect on Brand Love on iphone users.
3. *Brand Identification* positive and significant effect on Brand Loyalty on iphone users
4. *Brand Image* positive and significant effect on Brand Loyalty on iphone users
5. *Brand Love* positive and significant effect on Brand Loyalty on iphone users

4. Research methodology

The statistical model used is Partial Least Squares (PLS) is an analytical tool with full power or modeling software because it eliminates the assumption of OLS (Ordinary Least Square) regression, the sample data must be multivariate with normal distribution, and there is no problem of multicollinearity between exogenous variables. because it can perform a complex aggregate approach in proving the truth of the theory based on empirical facts in the field with a sample size of 100 (Hair et al., 2010: 75). To make it easier to understand the variables and types, they are presented in Table 1:

Table 4.1 Research variables and indicators

Brand Identification	Brand critique
	Care about what other people think about the brand
	Identify yourself as part of the brand
	Brand success
	Praise the brand
Brand Image	Favorite
	Strength
	Uniqueness
	Image maker
	User image
	Product image
Brand Love	Have interest
	Have admiration
	In love with the product
	Worried about losing
Brand Loyalty	Behavior measure
	Measuring cost
	Measuring statistics
	Measuring liking the brand
	Measuring commitment

(source: Data obtained, 2021)

5. Results and Discussion

5.1 Result

There are six characteristics of respondents included in this study, namely: age, gender, last education, occupation, income and use of iPhone smartphone products more than once. To get an overview of the respondents, the following are the characteristics of respondents from the study:

Table 5.1 Sample Characteristics

No		Information	Frequency	Percentage
1	Age	17-25 Years	89	89%
2		26-35 Years	9	9%
3		36-45 Years	2	2%
4	Gender	Man	38	38%
5		girl	62	62%
6	Education	middle school	-	-
7		high school	37	37%
8		College	63	63%

9	Profession	civil servant	-	-
10		Private	4	4%
11		entrepreneur	13	13%
12		Student/Student	83	83%
13		Etc	1%	1%
14	income	<1,000,000	56	56%
15		1,000,000-3,000,000	26	26%
16		3,000,000-5,000,000	15	15%
17		3,000,000-5,000,000	3	3%

The table shows that the average respondents who filled out the questionnaire were women. of the respondents are men, about 38% are aged between 36 and most of them have tertiary education, which is 63%, while in terms of employment there are 83% of students.

Table 5.2 Validity

Indicator	Pearson Correlation	r table	Status
Y1.1	0.852	0.3061	Valid
Y1.2	0.686	0.3061	Valid
Y1.3	0.882	0.3061	Valid
Y1.4	0.645	0.3061	Valid
Y2.1	0.715	0.3061	Valid
Y2.2	0.771	0.3061	Valid
Y2.3	0.782	0.3061	Valid
Y2.4	0.690	0.3061	Valid
Y2.5	0.792	0.3061	Valid
X1.1	0.721	0.3061	Valid
X1.2	0.719	0.3061	Valid
X1.3	0.669	0.3061	Valid
X1.4	0.775	0.3061	Valid
X2.1	0.742	0.3061	Valid
X2.2	0.812	0.3061	Valid
X2.3	0.906	0.3061	Valid
X2.4	0.737	0.3061	Valid
X2.5	0.744	0.3061	Valid
X2.6	0.723	0.3061	Valid

(Source: Primary data processed using SPSS 25, 2021)

The test criteria in the validity test are by looking at each value in the column compared to 0.05 in table r with degrees of freedom N-2. Where N is the number of respondents. From this study the number of respondents 30, then $30-2 = 28$. Obtained r table of 0.3061. The questionnaire is said to be valid if $r_{count} > r_{table}$, the following is the description.

5.2 Convergent Validity

In table 4.2 there are no indicators that are omitted or eliminated from the structural model because all indicators are valid after going through a convergent validity test. The value of each variable is measured by knowing the AVE (Average Variance Extracted). AVE must be at least 0.5. If it is below, the indicator is not yet valid, and it is necessary to re-check the indicator value on the loading factor (Hair et al., 2014: 618).

Table 5.3 Test of Average Variance Extracted (AVE)

Code	Variable	Average Difference Extracted (AVE)	Minimum Loading AVE	Category
X1	<i>Brand Identification</i>	0.544	0.5	Valid
X2	<i>Brand Image</i>	0.516	0.5	Valid
Y1	<i>Brand Love</i>	0.587	0.5	Valid
Y2	<i>Brand Loyalty</i>	0.516	0.5	Valid

(Source: Data held with SmartPLS3, 2021)

5.3 Reliability Test

Reliability test is used to determine the consistency of a measuring instrument in its use, or it can be said that the measuring instrument has consistent results when used many times at different times. Cronbach alpha is used to measure reliability, where an instrument is said to be reliable if it has a Cronbach alpha value equal to or more than 0.60 (Sugiyono, 2015). The following are the results of the reliability test in this study.

Table 5.4 Reliability Test

No.	Variable Indicator	Cronbach Alpha	Limit Value	Status
1.	<i>Brand Identification</i>	0.789	0.60	Reliable
2.	<i>Brand Image</i>	0.862	0.60	Reliable
3.	<i>Brand Love</i>	0.775	0.60	Reliable

4	Brand Loyalty	0.792	0.60	reliable
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(Source: Data held with SmartPLS3, 2021)

5.4 Inner Model Evaluation

Model Feasibility Test I the evaluation of the model or assessing the model with SmartPLS can be started by looking at the R-square for each dependent latent variable. Table 4.16 is the result of R-square estimation is the result of R-square estimation with using SmartPLS.

Table 4.5 R-Square (R²)

Variable	R Square
Brand Love	0.592
Brand Loyalty	0.646

(Source: Data held with SmartPLS3, 2021)

This study uses 2 (two) exogenous variables that affect 2 (two) endogenous variables, namely brand identification and brand image. Table 4.13 shows the R-square value for the brand love variable 0,592 and for brand loyalty of 0.646 This means that this model explains the phenomenon of brand love which is influenced by brand identification and brand image by 59.2% (0,592 x 100%) and brand loyalty which is influenced by brand identification and brand image 64.6% (0,646x 100%).

To assess the significance of the prediction model in testing the structural model, it can be seen from the t-statistic value between exogenous and endogenous variables in the path coefficient table at the SmartPLS output below:

Table 4.6 path coefficient

Variable Influence		Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values
Exogenous Variable	Endogenous Variable					
Brand Identification	Brand Love	0.348	0.357	0.069	5.048	0.000
Brand Identification	Brand Loyalty	0.081	0.078	0.0879	1.025	0.306
Brand Image	Brand Love	0.543	0.539	0.074	7,300	0.000
Brand Image	Brand Loyalty	0.151	0.156	0.096	1,577	0.115
Brand Love	Brand loyalty	0.639	0.637	0.089	7,168	0.000

(Source: Data held with SmartPLS3, 2021)

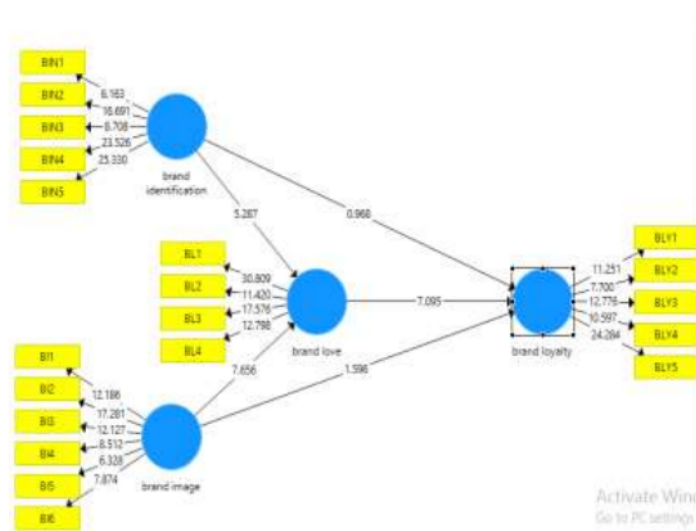


Figure 4.1 Bootstrapping Results

5.5 Hypothesis Test Results

If we look at the Path Coefficients, T Statistics, and P Value tables and the PLS Bootstrap Structural Model Path Diagram, the results of the hypothesis can be summarized as follows:

H1: The results of the effect of brand identification on brand love have a positive and significant effect. *original sample estimate* of 0.348 The P-Values value was recorded at 0.000 which means <0.05 , and the T-statistics value was 5.048 (>1.96). From the results of the analysis above that all indicators get the average variable answer score index is 67.2. The results of the data from the mean itself is almost the same as the index value where the indicator cares about the thoughts of others has the highest average value compared to other indicators, then continues with brand success, praises the brand, identifies as a brand and the lowest indicator with sufficient value is brand criticism.

H2: The results of the influence of brand image on brand love have a positive and significant effect. *original sample estimate* of 0.543 the P-Values value was recorded at 0.000 which means <0.05 , at the T-statistics value was 7,300 (> 1.96). Results of data analysis The average index score of the brand image variable answers shows a value of 80.31. The results of the data from the mean itself are almost the same as the index value where the indicator *product image* have the highest average value compared to other indicators, continued with the indicator *uniqueness, corporate image, user image, strength, dan* the lowest indicator but still in the result of a high value is favorable.

H3: The results of the effect of brand identification on brand loyalty have a positive and significant effect. *original sample estimate* of 0.081 The P-Values value was recorded at 1.025,

which means <0.05 , and the T-statistics value was 0.306 (>1.96). From the results of the analysis above that all indicators get the average variable answer score index is 67.2. The results of the data from the mean itself is almost the same as the index value where the indicator cares about the thoughts of others has the highest average value compared to other indicators, then continues with brand success, praises the brand, identifies as a brand and the lowest indicator with sufficient value is brand criticism.

H4: The result of the influence of brand image on brand loyalty has a positive and significant effect. *original sample estimate* of 0.151 The P-Values value was recorded at 0.115 which means <0.05 , and the T-statistics value was 1.577 (> 1.96). The results of data analysis The average index score of the brand image variable answers shows a value of 80.31. This means that respondents consider that the consumer brand image of iPhone smartphone users in Samarinda is good. But not all customers refer to the existing product image, memorable logo, superior technology and the benefits that are sought after in iPhone smartphone products still cannot make this research significant.

H5: The result of the effect of brand love on brand loyalty has a positive and significant effect. *original sample estimate* of 0.639 the P-Values value was recorded at 0.000 which means <0.05 , and the T-statistics value was 7.168 (> 1.96). data analysis results The average index score of the brand love variable answers shows a value of 76.42. The results of the data from the mean itself are almost the same as the index value where the indicator worry about losing own the highest average value compared to other indicators. This means that respondents consider that consumer brand love for iPhone smartphone users in Samarinda is good and accepted by consumers.

6. Conclusion

Based on the explanation of the results of the research analysis and discussion, the following conclusions can be drawn:

The results of research that have been carried out show that brand identification has a positive and significant effect on brand love. This can be interpreted that the existence of good consumer views and beliefs in identifying brands will play an important role in shaping consumer love in using iPhone smartphone products. The results of the research on brand image have a positive and significant effect on brand love. This can be interpreted that the better the product image provided, the more consumers love the iPhone smartphone product itself. The results of the research on brand identification have a positive but not significant effect on brand loyalty. This can be interpreted that it is not the main consideration for consumers regarding brand identification in making themselves loyal to the product. The results showed that brand image has a positive but not significant effect on brand loyalty. shows that it is not in line with previous research, it is not a major consideration regarding brand image in making itself loyal to the product. The results of the research that have been carried out show that brand love has a positive and significant effect on brand loyalty. This matterable to build a positive impression on a consumer, so that if the product has created a good impression on consumers, a feeling of love or love for the product will arise.

7. Suggestion

Based on the conclusions above, further suggestions can be proposed which are expected to be useful, including:

1. It is recommended that based on the results of the analysis, the iPhone smartphone already has a good impression in the eyes of consumers but the company must continue to explore and follow existing developments because at any time consumer perceptions may change, the company must be able to maintain its market share.
2. It is recommended that based on the results of the analysis, the iPhone smartphone already has a good impression in the eyes of consumers but the company must continue to explore and follow existing developments because at any time consumer perceptions may change, the company must be able to maintain its market share.
3. It is recommended that based on the results of the analysis, the company should try to make improvements and improvements in order to give a lot of influence, because they already have a good impression in the eyes of consumers.
4. It is recommended that based on the results of the analysis, the company should try to make improvements and improvements in order to give a lot of influence, because they already have a good impression in the eyes of consumers.
5. It is recommended that based on the results of the analysis, the iPhone smartphone already has a good impression in the eyes of consumers but the company must continue to explore and follow existing developments because at any time consumer perceptions may change, the company must be able to maintain its market share.
6. It is suggested that the Apple company, especially the iPhone smartphone product, should pay more attention to and highlight the advantages of the product, especially identifying the brand and brand image to form consumer love and loyalty in using iPhone smartphone products.

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