

THE INFLUENCE OF CUSTOMER SATISFACTION AND BRAND TRUST ON BRAND LOYALTY

(Survey on Undergraduate Student as User of Apple iPhone in University of Brawijaya)

Fachry Nanda Husaini
Andriani Kusumawati
M. Kholid Mawardi
Faculty of Administrative Science
University of Brawijaya
Malang
E-mail: efenha@gmail.com

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kepuasan pelanggan terhadap loyalitas merek; pengaruh kepercayaan merek terhadap loyalitas merek; dan pengaruh kepuasan pelanggan dan kepercayaan merek terhadap loyalitas merek. Penelitian ini menggunakan penelitian explanatori dengan kuantitatif. Jumlah responden dalam penelitian berjumlah 106 orang dengan teknik pengambilan sampel menggunakan accidental sampling dengan alat bantu kuesioner. Teknik analisis menggunakan analisis regresi linear ganda. Hasil analisis menunjukkan bahwa semua variabel bebas berpengaruh terhadap variabel terikat. Berdasarkan hasil penelitian ini sebaiknya perusahaan Apple iPhone perlu meningkatkan kepuasan pelanggan yaitu dengan meningkatkan mutu. Kedua, pihak Apple iPhone harus mempertahankan persuasi pelanggan agar tetap percaya dalam menggunakan Apple iPhone. Ketiga, pihak Apple iPhone perlu membuat strategi khusus untuk mempertahankan pelanggan dalam menggunakan Apple iPhone yaitu selain dengan membuat pelanggan tetap puas dan tetap percaya dalam menggunakan iPhone. Keempat, pihak Apple iPhone harus membuat inovasi dengan mempertahankan prestige yang menjadi ciri khas Apple iPhone.

Kata kunci: *Kepuasan Pelanggan, Kepercayaan Merek, Kesetiaan Merek.*

ABSTRACT

This study's aim is to analyze the effect in customer satisfaction on brand loyalty; The influence of brand trust on brand loyalty; And the influence of customer satisfaction and brand trust on brand loyalty. This research uses explanatory research with quantitative. The number of respondents was 106 people with the sampling technique using accidental sampling with questionnaire tool. The analysis technique used multiple linear regression analysis. The result of the analysis shows that all the independent variables have an effect on the dependent variable. Based on the results of these study, Apple iPhone needs to improve customer satisfaction is to improve quality. Second, the Apple iPhone must maintain customer persuasion in order to remain confident in using Apple iPhone. Third, the Apple iPhone should create a special strategy to keep customers in using Apple iPhone is to making customers remain satisfied and still believe in using the iPhone. Fourth, the Apple iPhone must make innovations by maintaining the prestige that characterizes the Apple iPhone.

Keywords: *Customer Satisfaction, Brand Trust, Brand Loyalty*

1. INTRODUCTION

The era of globalization is happening and requires that every company should be ready to be in fierce competition. Each company will enter a new era in competition regardless of the market size forces. Drivers in change such as technology, economic and market conditions have increasingly redefined nearly every sector in industry and ways in doing business. The developments in information technology have transformed the market by providing an alternative comprehensive rule for the players to compete industrial sector in a over strategic and powerful.

The development of information technology and globalization is growing so rapidly in example about smartphone users, according to Statista (2016) that explained smartphone users are increasing from about 1593.3 million to 1859.3 million in 2014 until 2015. It affects the increasing competition for market share in the business world today. The companies that want succeed to the competition at the millennium era must have a marketing strategy to understand consumer behavior. A good company is a company that understands exactly who become their customers are and how they act.

Competitions that happen in information and communication technology industry thus on in them marked by the growing smartphone that is directly proportional to the increasing number of smartphone users. Smartphone according to is the Internet-enabled phones that normally provide Personal Digital Assistant functions such as calendar functions, date book, address book, calculator and notes. The main characteristic in a smartphone is a phone that is supported by the operating system designed by developer companies such as Windows operating system by Microsoft, and Android by Google.

Indonesian smartphone users are also growing rapidly. Quoted from Kemkominfo, digital marketing research firm eMarketer estimates that by 2018 the number in active users of smartphones in Indonesia for more than 100 million people. With that amount, Indonesia will become the country with active users of smartphones fourth largest in the world after China, India, and America. The increased smartphone users over the years have been a concern for businesses in smartphones in order to become the leading brand in order to achieve sales targets.

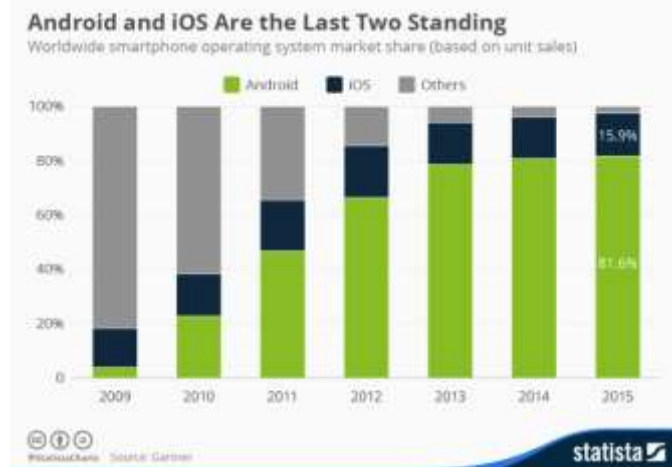


Figure 1 Worldwide smartphone operating system market share (2016)

Source: www.statista.com

Figure 1 informed that Android users over than iOS. From year by year android users are increases, but iOS users indicate that have not changed much either increase or decrease. It shows that the number of iOS users is over stable. iOS users don't significantly decreased or not increased significantly. The brand image has not explained what most in demand is. However, the picture above shows that the overall true iOS users are users of Apple iPhone. It could be proved in the figure 2 below that the brand Apple iPhone is able to retain customers become loyal to the brand.

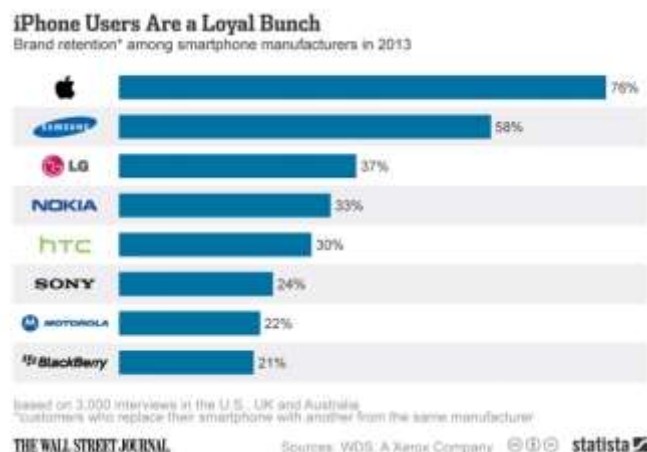


Figure 2 Smartphone brand retention (2013)

Source: www.statista.com

Business person's smartphone required to meet customer's desires in order to survive in this business one in them to maintain the level of satisfaction to its customer and that could always be a mainstay brand so that customers could be loyal to the brand built. Based on the explanation and in accordance with the issues that have been described, it will be very interesting when the

relationship between the components to build customer satisfaction, and trust the brand with brand loyalty could be determined empirically. share that business wanted but also about loyalty.

Based on the introduction, the formulation in the statement of problem in this study are:

1. How does the influence of customer satisfaction on brand loyalty?
2. How does the influence in brand trust on brand loyalty?
3. How does the influence of customer satisfaction and brand trust on brand loyalty?

2. LITERATURE REVIEW

2.1 Customer Satisfaction

Customer satisfaction according to Kotler (2000: 50) is the level in one's feelings after comparing the performance of the product (or result) that he felt with his expectations. A person could experience one of the three levels in general satisfaction is the performance below expectations, consumers will feel disappointed but if performance in line with expectations of customers will be satisfied and when the performance could exceed expectations, the customer will feel very satisfied or happy. Customer satisfaction is the result of the accumulation of the use of products and services performed by the customer (Griffin, 2005: 3).

2.2 Brand Trust

Customer confidence in the brand is defined as the customer's desire to rely on a brand with the risks faced due to the expectation of brand that will lead to positive results (Lau and Lee, 1999). Lau and Lee (1999) said, there are three factors that affect trust in the brand. The factors are the characteristics of the customer-brand relationships, and the characteristics of the company, and the characteristics of the brand.

According to Lau and Lee (1999), individuals are believed to be based on reputation, predictability and competence of the individual. In the context of customer-brand relationships, customer trust is built based on brand reputation, brand predictability, and competence brand. Explanation of these three characteristics as follows:

I. Reputation of Brand

Brand reputation possible developed not only by advertising and relations of public, but also developed by the performance and quality of

products. Customers will give their trust that a brand has a good reputation, if that brand meet their wants, so brand reputation will strengthen the customers's confidence.

2. Predictability of Brand

Predictable brand is a brand that allows consumer to expect brand will have a performance at each consumer. Predictable may be due toward consistency of quality of product. Predictability of brand could increase customer confidence because customer knowing that expected will happen when using the trademark.

3. Competence of Brand

Competence of brand is how the brand ability to solve problems that faced by consumers, and to meet their needs. Once believed to be a brand that is able to solve the problems, then the customer may will believe in the brand next.

2.3 Brand Loyalty

According to Riana (2008), brand loyalty are the choice by the consumer to buy a particular brand than any other brand in a product category. Meanwhile, Asael (2001), said that loyalty is the result of learning that consumers toward an entity of particular that could satisfy their needs like product, service, brand or the shop. However, brand loyalty is different from the behavior of repeat purchases. Repeat purchase behavior is a recurring purchase action toward a product or brand is over influenced by habit

According to Riana (2008), consumers are loyal to a brand could be characterized as follows:

1. Dare to pay over for the brand when compared to other brands.
2. Commitment to the brand.
3. Always follow the information related to the brand.
4. They could be the spokesperson of the brand and they always develop a relationship with the brand.
5. Recommend the brand to others.
6. In the re-purchase the product does not do judgment.

Based on the description above could be concluded that the characteristics of consumers who are loyal to a brand is the consumer who is committed to a brand, is willing to pay over attention to the brand, recommend the brand to others, make repeat purchases, always follow the information related to the brand and became the spokesperson of the brand.

2.4 Hypothesis

Arikunto (2011: 110) said hypothesis is a temporary answer within a research problem that must be verifiable through empirical research. Based on the background of the formulation of the problem and description in the previous research above, then the hypothesis that could be taken in this research is as follows:

- H₁ : Customer satisfaction significantly has influence to the brand loyalty.
- H₂ : Brand trust significantly has influence to the brand loyalty.
- H₃ : Customer satisfaction and brand trust significantly has influence to the brand loyalty.

3. RESEARCH METHOD

3.1 Research Type

The type of research used in this research is explanatory research with quantitative approach. Explanatory research is research that explains the symptoms caused by the causal relationships among variables through hypothesis testing the object research. The quantitative method is an investigation into social issues, based on the testing of the theory of the variables that could be tested with the numbers and analyzed statistically (Sugiyono, 2010:12). This study describes the influences and relationships between variables that include customer satisfaction, brand trust and brand loyalty.

3.2 Research Location

The research was conducted at the University of Brawijaya that located at Jalan Veteran, Malang City. The reason that the UB selected as a research location is affordability element of research locations, both in terms of personnel, funds and in terms of time efficiency. One thing that is very helpful in conducting research in the preferred location is the problem of funding. Research will be conducted certainly not required field study costs are greater when compared with studies elsewhere. In addition, the selection of the location of this study could provide the time efficiency because many found students who predicted many who use smartphones including the iPhone smartphone.

3.3 Data Analysis Technique

3.3.1 Multiple Regression Analysis

According to Gujarati (2007: 181) explains that multiple linear regression analysis is used for regression models with over than one explanatory variable. The requirement for a good multiple

linear regression models are the fulfillment of four classical assumptions. Classical assumption tests that will be done in this research is Normality Test, Autocorrelation Test, Multilinearity Tests, and Heteroscedasticity Test.

3.3.2 Descriptive Analysis

Descriptive analysis could also be referred to as a measure of deviation which consists of a range, standard deviation, and variance (Riduan, 2013: 52). Measurement of deviation is a measure that indicates the level difference of data obtained from the average. The purpose of descriptive analysis is to make a systematic overview of data with a form that factual and accurate information on the facts that were analyzed and the relationship between the phenomena under investigation. The data obtained are presented in the table in the form of numbers, percentages, frequency and average or mean.

3.3.3 Hypothesis

3.3.3.1 Simultaneously (F-Test)

According to Firdaus (2011: 147) explains that the analysis of variance in multiple regressions is essentially needed to show the sources of the components in the total variation of the regression model, so that could be obtained the understanding of the influence of independent variables to the dependent variable.

3.3.3.2 Partially Tests (T-Test)

According to Firdaus (2011: 146) explains that the analysis to test significant regression coefficient value partially obtained with t test statistic (t test).

4. RESULT AND DISCUSSION

4.1 Multiple Regression Analysis Result

Multiple linear regression analysis is an analysis used to determine the effect of over than one independent variable to one dependent variable. The independent variables in this study consist of Customer Satisfaction and Brand Trust variables, while the dependent variable is Brand Loyalty variable. This test is carried out with a 95% confidence level or a 0.05 significance level. Testing is done partially and simultaneously.

4.2 Hypothesis Testing

4.2.1 Coefficient of Determination (R²)

The amount of contributions customer satisfaction (X₁) and brand trust (X₂) simultaneously affects that directly affects brand loyalty (Y) is 0.962 = 96.2%. The remainder is

3.8% which is affected by other factors that cannot be explained in the study.

4.2.2 Simultaneously (F-Test)

Based on the simultaneous statistical test results, obtained sig value. $(0,000) < \alpha = 0.05$ then the regression analysis model is significant. This means H_0 is rejected and H_1 accepted so it can be concluded that the dependent variable (Brand Loyalty) is simultaneously significantly influenced by the independent variable.

4.2.3 Partially Test (T-Test)

Based on the calculation of statistical partial test can be explained that:

- 1) Variable X with Y shows sig value. $(0,000) > \alpha = 0.05$ then the influence of X_1 is significant at alpha 5%. This means H_0 is rejected and H_1 accepted so it can be concluded that partially X_1 has significant influence to Y.
- 2) Variable X_2 with Y shows the sig value. $(0,000) < \alpha = 0.05$ then the effect from X_2 is significant at alpha 5%. This means H_0 is rejected and H_1 accepted so it can be concluded that partially X_2 has significant influence to Y.

4.3 Discussion

The discussion from statistical tests that have been done will be described as follows:

4.3.1 Influence of Customer Satisfaction and Brand Trust Variables Simultaneously on Brand Loyalty

Based on the result, which shows the results of the analysis of the positive influence variable customer satisfaction and brand loyalty brand trust shown by the value of R^2 of 0.962 and these results showed significant with a probability of 0.000 ($p < 0.05$). Anova result obtained F value of 1312.183 probability value (sig) = 0.000, because $sig < 0.05$, then H_0 is rejected and H_a decision is received. Therefore, testing can be done on an individual basis. The conclusion is that customer satisfaction and brand trust simultaneously and significantly contribute to brand loyalty. The results of this study indicate that the variable customer satisfaction and brand trust imposed by Apple is able to make the customer feel satisfied and believe that customers loyal to the Apple iPhone.

These results also support the research conducted by Munawar (2011) that the analysis by using regression analysis showed either

simultaneously or partially significant influences from brand trust and customer satisfaction to customer loyalty. The loyalty will increase is due to the enthusiasm from users as a result of reviews their satisfaction so that the resulting loyalty, also will make the purchase from new products of the brand and will always provide feedback to the product itself.

Based on research that has been done can be concluded that there is no doubt on the results stating that customer satisfaction and confidence in the brand can make customers become loyal. This is because the two independent variables each have positive and significant effect on the dependent variable.

4.3.2 Influence of Customer Satisfaction and Brand Trust Variables Partially on Brand Loyalty

4.3.2.1 Influence of Customer Satisfaction Variable Partially on Brand Loyalty

According to the result of research, which shows the results from the analysis of the positive influence variable track customer satisfaction on brand loyalty shown by coefficient value from 0.261 and these results showed significant with a probability of 0.000 ($p < 0.05$). Contributions customer satisfaction on brand loyalty obtains the value from the coefficient of determination 96.2% by other variables outside our model by 3.8%. Based on these results, the hypothesis states customer satisfaction significant effect on brand loyalty is received.

Bloemer (1995) in the research about repurchase and consumption from the product leads to the two phases of loyalty that are axes, loyalty to purchase and loyalty towards attitude or behavior through which it can be determined either consumers will purchase reviews those services or move to other that are over preferable. This study supports previous research conducted by Ahmed (2014) satisfaction is the predecessor from brand loyalty, intention to rebuy the product and behavior of the brand towards its customers. It is over specifically discussed by Ahmed (2014) that brand loyalty can be increased by the customer satisfaction and repeat the purchase from the same product services. In addition to customer satisfaction, brand trust also affects customer loyalty to the brand. Ahmed (2014), adding that the customer trust on our brand specified functions and willingness to purchase the brand from product class.

This research was also supported by research conducted by Putra and Sulistyawati (2014) found

a significant effect on customer satisfaction, brand loyalty Apple iPhone in Denpasar. Customer satisfaction can be concluded that the effect on customer loyalty to the brand. Based on descriptive analysis of variables in mind that indicators from customer satisfaction indicator has an average low of 4.21383 and the average overall indicator is 4.2264, which means Apple iPhone customers are satisfied on the use of the Apple iPhone owned.

4.3.2.2 Influence of Brand Trust Variable Partially on Brand Loyalty

The research shows the regression analysis of brand trust variable have positive influence on brand loyalty shown coefficient 0.727 and the results indicate significant probability about 0.000 ($p < 0.05$). Contributions of Brand Trust on the Brand Loyalty gain coefficient of determination of 96.2% with variables beyond the study models by 3.8%. Based on these results the hypotheses that trust of brand, brand loyalty significant effect are accepted.

The results support previous research conducted by Tunjungsari (2012) that the results of this study indicate that factors trust of brand simultaneous positive effect on brand loyalty. Brand Trust consisting of; brand characteristics, firm characteristics, and characteristics of the customer-brand simultaneous give effect on brand loyalty. This result is in line with that proposed by Shandi (2011) that multiple linear regression analysis showed that the independent variables brand has a significant positive effect on the dependent variable of brand loyalty with a coefficient of 0.366. In other words, the increase in consumer preference towards the brand will increase of brand loyalty.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the analysis of data and discussion that has been done is the customer satisfaction and brand trust and influence on brand loyalty, obtained some conclusions as follows:

1. Customer satisfaction is shown to have a significant influence on brand loyalty. This means that with a sense of satisfaction that consumers get the brand loyalty will affect the Apple brand. Apple has managed to make customers satisfied through a smartphone manufactured including the Apple iPhone.
2. Brand trust shown to have a significant influence on brand loyalty. It means that the

presence of consumer confidence in a brand will make customers loyal to the brand.

3. Customer satisfaction and brand trust shown to have a significant influence on brand loyalty. Evidenced by the value of the variable customer satisfaction and trust in brand which both significantly influence brand loyalty. Big scores obtained from customer satisfaction and confidence in the brand when high or low it will make a score in brand loyalty be as high or as low. This means that if the Apple iPhone to make customers be satisfied and believe in the brand, then the customer will be loyal to the brand Apple iPhone smartphone.

5.2 Suggestion

Based on research that has been done then concluded some suggestions to the results of this study as follows:

1. Apple should implement new features that support productivity also in the form of entertainment features on the iPhone so that customers don't get bored and also makes Apple iPhone as a mainstay in terms of smartphones.
2. Should Apple maintain customer satisfaction and maintaining consumer confidence in the brand is high, namely by improving the quality of products and services to consumers and maintain brand image is already well known in terms of smartphones.
3. Should Apple improve and maintain customer loyalty to the intensity of the Apple iPhone by providing specialized services such as a free service or special discounts for the purchase of the next iPhone Apple products and Apple products in general.
4. For the next researcher are expected to conduct similar research conducted in-depth by using the object of research and different populations to validate these results. It also can research is to develop research with other variables outside variables that have been studied previously, namely by looking for other factors then can affect brand loyalty, in example brand image, advertising, promotion, and handling consumer complaints. Researchers further can also use other methods in researching brand loyalty, for example, through in-depth interviews to consumers, so that the information obtained is over varied.

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