The Effect of Brand Image, Brand Experience and Brand Loyalty Towards Purchase Intention on Apple Smartphone in Makassar

William Sanjaya¹*, Muhammad Asdar², Abdul Razak Munir³

¹ Student of Master Management, Faculty of Economics and Business, Hasanuddin University; william_sanjaya@yahoo.com
² Faculty of Economics and Business, Hasanuddin University; Masdar.ickn@gmail.com
³ Faculty of Economics and Business, Hasanuddin University; arazak@fc.unhas.ac.id

* Correspondence author: william_sanjaya@yahoo.com

Abstract
This research aims to analyze the effect of brand image, brand experience, and brand loyalty towards purchase intention on Apple smartphones in Makassar. The method used in this research is quantitative method using multiple regression. The population in this research was Apple Smartphone users in Makassar; the sample in this research was 100 people. Data collected using questionnaires. This study uses multiple regression analysis statistical tools; the hypothesis tested using F test (simultaneous) and t test (partial). The results of this research showed that brand image has positive and significant effect on purchase intention, brand experience has positive and significant effect on purchase intention, brand loyalty has positive and significant effect on purchase intention. Brand image, brand experience, and brand loyalty simultaneously have a positive and significant effect on purchase intention.

Keywords: brand image; brand experience; brand loyalty; purchase intention

INTRODUCTION
There are many smartphones brand exists in the market that make consumers having more preference in choosing smartphones. One well-known brand in Indonesia is Apple, with the iPhone as its smartphone product. In the 3rd quarter of 2019, Apple with 10.2% market share, experienced a decline in the global market share to the third-largest position in the world, under Samsung and Huawei. Even though Apple has 10.2% of the global market share, the market share in Indonesia is only under 6% and is outside the top 5 brands of the smartphone market share in Indonesia.

As reported by liputan6.com, one of the reasons smartphone users choose the iPhone is because the brand looks luxurious and premium. Likewise, as reported in The Asian Mobile Consumer Decoded: Nielsen in Singapore (2013) revealed that the brand is one of the most important smartphone selection criteria in Indonesia.

Brand image is an image or impression of a brand that appears in the minds of consumers. When the brand image is positive, the brand becomes increasingly remembered by consumers and can influence consumer purchases (Musay, 2013). For smartphone users, the experience can occur when consumers use a smartphone. It can generate interest for the next purchase because individuals can already know and gain experience with the brand. Consumer's image and experience of a brand can become trust in the brand that leads to loyalty. According to Meta Andriani (2017) brand loyalty can be defined as a happy attitude towards a brand that is represented in purchases that are consistent with the brand at all times. Purchase intention is the attitude that arises in response to it.
LITERATURE REVIEW

Brand
American Marketing Association in (Kotler, 2016) define brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.”

Brand Image
Brand image is a vision and trust that is hidden in the minds of consumers, as a reflection of the association that is retained in consumers' memories (Kotler, 2006; 2009; 2016). Then, Aaker (1991, 2009) that brand image is a group of brand associations that are formed and are embedded in the minds of consumers.

Brand Experience
Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Brand experience begins when consumers search, buy, receive services, and consume or using the products. Brand experience can be experienced directly when consumers consume and buy products (Brakus, 2009).

Brand Loyalty
According to Aaker (2009), brand loyalty shows a consistent buying pattern towards a particular brand over time and also a pleasant attitude towards the brand. According to Meta Andriani (2017), brand loyalty can be defined as a happy attitude towards a brand that is represented in purchases that are consistent with the brand at all times. Purchase intention is the attitude that arises in response to it.

Purchase Intention
Purchase intention is consumer's self-instruction to purchase a product, make a plan, take relevant actions such as proposing, recommending, choosing, and finally making a decision to make a purchase (Luh Nisa Ditriami, 2014).

Conceptual Model

![Conceptual Model](image)

**Figure 1**: The Conceptual Model

RESEARCH METHOD

Research Time and Location
The research was conducted in Makassar City, South Sulawesi. The time needed in this research was one month from May to June 2020.
Data Collection Method

Data collected using questionnaires by collecting answers from respondents through structured questions. Furthermore, respondents who had filled out the questionnaire were then identified based on their age, gender, occupation, income/allowance per month, and usage time of Apple smartphones.

Data Analysis Method

The data analysis technique used in this research is quantitative descriptive, which describes the effect of brand image, brand experience and brand loyalty towards purchase intention on Apple smartphones in Makassar. This research uses validity test, reliability test, multiple regression analysis statistical tool, the hypothesis tested using F test (simultaneous) and t test (partial), and determination coefficient.

EMPIRICAL RESULTS

Characteristics of Respondents

Research data obtained by distributing questionnaires directly to respondents who are willing to fill out a list of statements that have been presented in the form of questionnaires. The sampling technique is purposive sampling technique. The sample in this research must be using an iPhone and residing in Makassar. The population in this study is unknown. The total samples in this study were 100 respondents. Required minimum sample is obtained using unknown population formula. The characteristics of the respondents observed in this study will be described based on age, gender, occupation, income/allowance per month and usage time of Apple smartphones.

Characteristics of Main Variables

Based on the respondent’s responses, analysis has been done to find out respondent’s responses to research variables which is brand image (X₁), brand experience (X₂), brand loyalty (X₃) and purchase intention (Y). It will be described separately and calculated based on respondent’s responses to each statement which is strongly disagree (SA), disagree (D), neutral (N), agree (A), strongly agree (SA).

Table 1. Brand Image Variable Frequency (X₁)

| Statement   | Answer Frequency | Categories |
|-------------|------------------|------------|
| SD   | D    | N    | A    | SA   | Score |               |
| Statement 1 | 0     | 0    | 0    | 6    | 94    | 494         | Very High |
| Statement 2 | 0     | 0    | 9    | 16   | 75    | 466         | Very High |
| Statement 3 | 0     | 0    | 0    | 39   | 61    | 461         | Very High |
| Statement 4 | 0     | 0    | 0    | 26   | 74    | 474         | Very High |
| Statement 5 | 0     | 0    | 10   | 21   | 69    | 459         | Very High |
| Average Score | 471   |      |      |      |       |             | Very High |

Source: Primary Data Processed

Based on table 1, the average score of respondents' responses to the five statements related to the brand image (X₁) is 471. Based on these results, respondents perceive the brand image variable (X₁) as very high.

Table 2. Brand Experience Variable Frequency (X₂)

| Statement  | Answer Frequency | Categories |
|------------|------------------|------------|
| SD   | D    | N    | A    | SA   | Score |               |
| Statement 1 | 0     | 0    | 1    | 35   | 64    | 463         | Very High |
| Statement 2 | 0     | 0    | 8    | 37   | 55    | 447         | Very High |
| Statement 3 | 0     | 0    | 0    | 43   | 57    | 457         | Very High |
| Statement 4 | 0     | 0    | 2    | 37   | 61    | 459         | Very High |
| Statement 5 | 0     | 0    | 8    | 45   | 47    | 439         | Very High |
| Average Score | 453   |      |      |      |       |             | Very High |

Source: Primary Data Processed
Based on table 2, the average score of respondents' responses to the five statements related to the brand experience ($X_2$) is 453. Based on these results, respondents perceive the brand experience variable ($X_2$) as very high.

Table 3. Brand Loyalty Variable Frequency ($X_3$)

| Statement   | Answer Frequency | Score | Categories   |
|-------------|------------------|-------|--------------|
|             | SD  | D  | N  | A  | SA |       |               |
| Statement 1 | 0   | 0  | 3  | 52 | 45 | 441   | Very High     |
| Statement 2 | 0   | 0  | 26 | 55 | 19 | 393   | High          |
| Statement 3 | 0   | 1  | 7  | 44 | 48 | 439   | Very High     |
| Statement 4 | 0   | 0  | 10 | 43 | 47 | 437   | Very High     |
| Statement 5 | 0   | 0  | 0  | 42 | 58 | 458   | Very High     |
| **Average Score** |       |     |     |     |     | **434** | Very High     |

Source: Primary Data Processed

Based on table 3, the average score of respondents' responses to the five statements related to the brand loyalty ($X_3$) is 453. Based on these results, respondents perceive the brand loyalty variable ($X_3$) as very high.

Table 4. Purchase Intention Variable Frequency ($Y$)

| Statement   | Answer Frequency | Score | Categories   |
|-------------|------------------|-------|--------------|
|             | SD  | D  | N  | A  | SA |       |               |
| Statement 1 | 0   | 0  | 0  | 43 | 57 | 457   | Very High     |
| Statement 2 | 0   | 0  | 0  | 32 | 68 | 468   | Very High     |
| Statement 3 | 0   | 0  | 0  | 46 | 54 | 454   | Very High     |
| Statement 4 | 0   | 0  | 5  | 35 | 60 | 455   | Very High     |
| **Average Score** |       |     |     |     |     | **458** | Very High     |

Source: Primary Data Processed

Based on table 4, the average score of respondents' responses to the four statements related to the purchase intention ($Y$) is 458. Based on these results, respondents perceive the purchase intention variable ($Y$) as very high.

Validity and Reliability Test

Research using an instrument such as a questionnaire requires measurement with the instrument's validity and reliability. An instrument can be good if it meets several criteria such as validity and reliability, for that an instrument must be carried out two tests (Umar, 2000: 176)

Validity Test

Table 5. Validity Test

| Variable       | Indicator | Corrected Item-Total Correlation | Minimal r | Information |
|----------------|-----------|----------------------------------|-----------|-------------|
| Brand Image ($X_1$) | X1.1 | 0.641 | 0.3 | Valid       |
|                | X1.2 | 0.792 | 0.3 | Valid       |
|                | X1.3 | 0.587 | 0.3 | Valid       |
|                | X1.4 | 0.382 | 0.3 | Valid       |
|                | X1.5 | 0.640 | 0.3 | Valid       |
| Brand Experience ($X_2$) | X2.1 | 0.686 | 0.3 | Valid       |
|                | X2.2 | 0.631 | 0.3 | Valid       |
|                | X2.3 | 0.622 | 0.3 | Valid       |
|                | X2.4 | 0.597 | 0.3 | Valid       |
|                | X2.5 | 0.633 | 0.3 | Valid       |
| Brand Loyalty ($X_3$) | X3.1 | 0.090 | 0.3 | Valid       |
|                | X3.2 | 0.575 | 0.3 | Valid       |
|                | X3.3 | 0.342 | 0.3 | Valid       |
|                | X3.4 | 0.380 | 0.3 | Valid       |
|                | X3.5 | 0.437 | 0.3 | Valid       |
| Purchase Intention ($Y$) | Y1.1 | 0.727 | 0.3 | Valid       |
|                | Y2.2 | 0.448 | 0.3 | Valid       |
|                | Y3.3 | 0.556 | 0.3 | Valid       |
|                | Y4.4 | 0.598 | 0.3 | Valid       |

Source: Primary Data Processed
Based on the validity test using SPSS version 24, it shows that all questions have a corrected item-total correlation value of more than 0.3, so that it can be concluded that each question item in the questionnaire is valid and can measure the effect of brand image (X1), brand experience (X2), brand loyalty (X3) and purchase intention (Y). Therefore, the whole question items can be used for further data collection.

**Reliability Test**

| Variable             | Indicator | Cronbach’s Alpha | Reliability Standard | Information |
|----------------------|-----------|------------------|----------------------|-------------|
| **Brand Image** (X1) | X1.1      | 0.783            | 0.7                  | Reliable    |
|                      | X1.2      |                  |                      |             |
|                      | X1.3      |                  |                      |             |
|                      | X1.4      |                  |                      |             |
|                      | X1.5      |                  |                      |             |
| **Brand Experience** (X2) | X2.1 | 0.825            | 0.7                  | Reliable    |
|                      | X2.2      |                  |                      |             |
|                      | X2.3      |                  |                      |             |
|                      | X2.4      |                  |                      |             |
|                      | X2.5      |                  |                      |             |
| **Brand Loyalty** (X3) | X3.1 | 0.713            | 0.7                  | Reliable    |
|                      | X3.2      |                  |                      |             |
|                      | X3.3      |                  |                      |             |
|                      | X3.4      |                  |                      |             |
|                      | X3.5      |                  |                      |             |
| **Purchase Intention** (Y) | Y.1 | 0.775            | 0.7                  | Reliable    |
|                      | Y.2      |                  |                      |             |
|                      | Y.3      |                  |                      |             |
|                      | Y.4      |                  |                      |             |

Source : Primary Data Processed

Based on the reliability test, showed that all variables have Cronbach's Alpha value of more than 0.7, so that it can be concluded that the instrument is reliable. Each question item in the questionnaire is consistent in measuring brand image variables (X1), brand experience (X2), brand loyalty (X3), and purchase intention (Y) so that it can be used for further data collection.

**Findings**

**Goodness of Fit Model**

| Tabel 7. F Test Results |
|-------------------------|
| **Model**               | Sum of Squares | df  | Mean Square | F       | Sig. |
| Regression              | 8,036          | 3   | 2,679       | 55,693  | .000* |
| Residual                | 4,617          | 96  | .048        |         |      |
| Total                   | 12,652         | 99  |             |         |      |

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Brand Loyalty, Brand Experience, Brand Image

Source : Primary Data Processed

Based on the test results, F is 55,693, with a significance of 0.000. Because the significance value is smaller than 0.05 (0.000<0.05) and F > F_{table} (55,693>2.70), it can be concluded that the hypothesis that states "brand image, brand experience and brand loyalty simultaneously have a positive and significant effect towards purchase intention of Apple smartphone in Makassar" is accepted

**Multiple Linear Regression Analysis**

Hypothesis testing in this study aims to prove the effect of brand image (X1), brand experience (X2), brand loyalty (X3) on the dependent variable purchase intention (Y) of Apple smartphones. Analysis of the data used for hypothesis testing in this study is the multiple linear regression analysis. Calculation of multiple linear regression analysis is performed using the SPSS 24.0 for Windows. The results of multiple linear regression tests in this study can be seen in the following
Based on table 8, the coefficient of Brand Image (X1) is 0.227, Brand Experience (X2) is 0.144, Brand Loyalty (X3) is 0.499. Therefore, the regression equation in this study is \( Y = 0.695 + 0.227X_1 + 0.144X_2 + 0.499X_3 \).

**Partial Test (t test)**

Basically, the t-test shows how far the influence of one independent variable individually explains the dependent variable (Ghozali, 2013).

| Variable       | T   | Sig. |
|----------------|-----|------|
| Brand Image (X1) | 2.783 | 0.006 |
| Brand Experience (X2) | 2.294 | 0.024 |
| Brand Loyalty (X3) | 7.227 | 0.000 |

The test results show that the coefficient of determination of Adjusted \( R^2 \) in this study obtained a value of 0.624. These results show that purchase intention is influenced by brand image, brand experience, and brand loyalty variable by 62.4%, while the remaining 37.6% is influenced by other factors not included in this study.
**Hypothesis Test**

Based on the results of hypothesis testing, the results are described in the following table:

**Table 11. Hypothesis Test**

| Hypothesis                                                                 | Conclusions      |
|---------------------------------------------------------------------------|------------------|
| H1: Brand Image has a positive and significant effect on Purchase Intention | Hypothesis Accepted |
| H2: Brand Experience has a positive and significant effect on Purchase Intention | Hypothesis Accepted |
| H3: Brand Loyalty has a positive and significant effect on Purchase Intention | Hypothesis Accepted |
| H4: Brand Image, Brand Experience, Brand Loyalty simultaneously have positive and significant effect on Purchase Intention | Hypothesis Accepted |

Source: Primary Data Processed

**DISCUSSION**

**Brand Image influences Purchase Intention**

The results of this research showed that the brand image variable obtained t value of 2,783 with a significance value of 0,006 smaller than 0,05 (0,006<0,05), and the regression coefficient has a positive value of 0,227. This finding is line with the formulated hypothesis stating that "brand image (X1) has a positive and significant effect on Apple smart phone purchase intentions (Y) in Makassar". This shows that consumer purchase intention will increase along with increasing brand image perceived by consumers towards Apple.

These results are in line with the theory by Musay (2013). When a brand has a positive image, the brand becomes increasingly remembered by consumers and can influence consumer purchases.

The results of this research support the results of previous research conducted by Hutami (2016), Vernando & Rubiyatno (2018) which showed that the brand image variable has a positive effect on purchase intention. However, these research results are contrary to the results of a previous research conducted by Parenkuan, Tumble and Wenas (2014), which showed that the brand image variable had a negative effect on the purchase intention of Head & Shoulders shampoo products. This may show that there are also products where consumers do not consider the brand image to make a purchase.

**Brand Experience influences Purchase Intention**

Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Brand experience begins when consumers search, buy, receive services, and consume or using the products. Brand experience can be experienced directly when consumers consume and buy products (Brakus, 2009).

The results of this research showed that the brand experience variable obtained t value of 2,294 with a significance value of 0,024 smaller than 0,05 (0,024<0,05), and the regression coefficient has positive value of 0,144. This research succeeded in proving the second hypothesis stating that "brand experience (X2) has a positive and significant effect on Apple smart phone purchase intentions (Y) in Makassar". This shows that consumer purchase intention will increase along with increasing brand experience perceived by consumers towards Apple.

The results of this research support the results of previous research conducted by Siregar (2013), which showed that the brand experience variable has a positive effect on purchase intention.

**Brand Loyalty influences Purchase Intention**

According to Andriani (2017), brand loyalty can be defined as a happy attitude towards a brand that is represented in purchases that are consistent with the brand at all times. Purchase intention is the attitude that arises in response to it. Purchase intention is also re-purchase intention (Wijaya, 2011).

The results of this research showed that the brand loyalty variable obtained t value of 7,227 with a significance value of 0,000 smaller than 0,05 (0,000<0,05), and the regression coefficient has
positive value of 0.499. This research succeeded in proving the third hypothesis stating that "brand loyalty (X3) has a positive and significant effect on Apple smart phone purchase intentions (Y) in Makassar". This shows that consumer purchase intention will increase along with increasing brand loyalty by consumers towards Apple.

The result of this research supports the results of previous research conducted by Hatane Semuel (2018), which showed that the brand loyalty variable has a positive effect on purchase intention.

**Brand Image, Brand Experience and Brand Loyalty simultaneously influences Purchase Intention**

Based on the test results, F is 55.693, with a significance of 0.000. Because the significance value is smaller than 0.05 (0,000<0,05) and F > Ftable (55,693>2,70), it can be concluded that this research succeeded in proving the fourth hypothesis stating that "brand image, brand experience and brand loyalty simultaneously have positive and significant effect on purchase intention of Apple smartphone in Makassar".

The test results show that the coefficient of determination (Adjusted R²) in this research obtained a value of 0,624. These results show that purchase intention is influenced by brand image, brand experience, and brand loyalty variable by 62.4%, while the remaining 37.6% is influenced by other factors not included in this study. There results also show that brand image, brand experience, and brand loyalty greatly affect purchase intention of Apple smart phone in Makassar.

**CONCLUSION**

Based on the results of research and analysis conducted, it can be concluded that the effect of brand image, brand experience, and brand loyalty have positive and significant effect on purchase intention. Those three main variables contribute to have simultaneous positive and significant effect on purchase intention. In the next research, it is suggested that further research will be able to use a broader range of research locations and increase the number of respondents.

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