Analysis of Brand Loyalty through Brand Image as an Intervening Variable

Edi Arisandi[1], Ambar Lukitaningsih[2], Henny Welsa[3]
Universitas Sarjanawiyata Tamansiswa[1,2,3]
Jl. Kusumanegara No.121, Umbulharjo, Yogyakarta 55165 Indonesia
Correspondence Email: ediarisandi@gmail.com
ORCID ID: 0000-0002-8192-1113

ARTICLE INFORMATION

ABSTRACT

Consumer's judge product quality based on their experience. A positive experience translates into a positive evaluation of the brand used. Businesses must maintain a positive consumer experience through their brands. A brand's user experience shapes the opinions, attitudes, and aspects of consumer behaviour. A good experience when using a brand can lead to consumer loyalty to that brand and impact the sustainability of your business. Through brand image, this study seeks to ascertain the effects of product quality, customer value, and brand experience on brand loyalty. The data is collected using a survey approach, and the sampling technique uses a non-probabilistic sample with a targeted sampling strategy. Partial Least Squares Analysis Structural Equation Modeling (PLS-SEM) with SmartPLS 3 is the analytical method employed. As a result, brand image is significantly influenced by consumer value and brand experience, while brand image and brand loyalty are only slightly influenced by product quality. Brand loyalty is not affected by customer value. Brand loyalty is significantly influenced by brand experience and brand perception. Brand loyalty as measured by brand image is not significantly impacted by product quality, customer value, or brand experience.

Keywords: Brand Experience, Brand Image, Brand Loyalty, Customer Value, Intervening, Product Quality.

INTRODUCTION

Indonesia is a sizable market with an estimated population of about 270 million people. Economic actors will undoubtedly see this as a chance that needs to be taken advantage of. According to information from the Ministry of Communication and Informatics that was released by the Central Bureau of Statistics (BPS) for 2021, there were 355.62 million cellular phone customers in Indonesia in 2020. This number climbed by 4.20% compared to 2019, totaling 341.3 million users, surpassing Indonesia's whole 270 million-person population in 2020. It can be said that the majority of Indonesians already use cell phones and many of them have more than one cell phone. In 2021, it was recorded that 90.54 percent of households in Indonesia owned/mastered cellular telephones (Sutarsih, Wulandari, Untari, Kusumatrisna, & Hasyyati, 2021)

A large number of cellular phone users in Indonesia is certainly a big market for companies engaged in telecommunications. One of the telecommunications company products that are quite popular in Indonesia is Steve Jobs's Apple company. Apple products dominate this list, with 7 of the top 10 best-selling phones being iPhone models. Apart from Apple, only three types of cellphones from other brands made it to the best-selling list in the same year, namely the Samsung Galaxy A12, Xiaomi Redmi 9 and Xiaomi Redmi 9A (Dihni, 2022)

Apple, a company that manufactures iPhones, managed to score a net income of US$ 221.22 billion in the second quarter of 2022, this number increased by 9.95% compared to revenue in the second quarter of 2021 which amounted to US$ 201.02 billion. Most of this period's net revenue came from iPhone sales, valued at US$ 122.19 billion or 55.23% of the company's total revenue (Annur, 2022).

Along with the advancement of iPhone products, the number of iPhone users in Indonesia keeps growing. According to new data, Apple's iPhone brand loyalty is increasing while Android customers become less loyal to their handsets and more inclined to transfer to other brands. More than 5,000 smartphone customers who possess various models from the most well-known mobile phone brands participated in a SellCell poll in early March 2021. The findings demonstrated that compared to Android users, iPhone consumers were less willing to rebrand and more brand loyal. Apple brand loyalty reached a record high, increasing from 90.5% to 92% in his SellCell poll for the same period in 2019. Samsung's brand loyalty decreased throughout the time from 85.7% in 2019 to 74%. Additionally, according to SellCell data, iPhone customers are around 18% more devoted to the Apple ecosystem than Samsung owners (Peterson, 2021).

Many factors affect brand loyalty, including product quality (Lestari & Nurhadi, 2021) brand experience, brand trust, brand satisfaction (Suntoro & Silintowe, 2020) price fairness (Wijaya & Nurcaya, 2017) Customer value, service quality, and brand perception (Dewi & Handriana, 2021). Any firm that is expanding needs its customers to be loyal to the brand. Building a loyal customer base will aid the business in attracting more lucrative clients. So that it can encourage repeat purchases from customers of the same brand.

The experience of using a product leads to a memorable evaluation by the customer. A positive experience leads to a positive evaluation of what is used. Businesses need to be able to maintain a positive consumer experience through the brands they use. The experience of using a brand shapes opinions, attitudes, and other aspects of consumer behavior. Consumers get loyal to brands through their usage experiences. Through Suntoro and Silintowe (2020) Brand experience has a great impact on customer loyalty. Customer loyalty is further increased by a positive brand interaction. This differs from his

Nuhadriel, Japiana, and Keni (2021) of this brand experience does not significantly impact brand loyalty because the object under study is not the primary need.

Customers who have used a product base their evaluation of the product or brand they have used on their past experience. Depending on what they received and the thing they purchased, consumers will assess the usefulness of a product overall. Customers buy products they believe will provide the greatest customer benefit. According to Fratama and Pratisti (2022) their research shows that customer value significantly impacts brand loyalty. This is directly proportional to the benefits customers perceive for the cost of getting benefits, such as Ease of use of products, products according to customer needs, excellent service, easy payment, and competitive prices. This is slightly different from the work of Muhammad, Militina, and Achmad (2020). As a result, customer value or value influences loyalty but is not significant.

The after-use reveal of a product creates brand perceptions which can be formed by processing information from diverse reassets over time. When customers think a brand presents a good image, they are more likely to remain loyal to it. Consumers who have purchased or used a product or brand pay attention to the brand's image. A good brand image leads to strong brand loyalty (Lestari & Nurhadi, 2021).

LITERATURE REVIEW

Brand
According to Priansa (2017), A company's brand can set its products apart from those of its rivals, and this differentiator can include the name, symbol, and design of each trademark. Tjiptono and Diana (2016), A brand is a demand for a product and its differentiation from the competition, whether in the form of a particular name, logo, design, or other visual symbol or symbol. According to Kotler and Armstrong (2017), The promise made by a vendor to consistently provide customers with a certain set of qualities, advantages, and services is the definition of a brand.

Brand Experience
Brand experience is a source of personal data that may be used to inform decisions in the future. such as repurchase intentions (Saragih et al., 2019). Brand experiences are created when customers use the brand, for example, when talking to others about brands and finding out information, promotions, and events. A brand's design, identity, packaging, communication, and surroundings all contribute to the experiences, feelings, perceptions, and responses that consumers have when using a particular product or service (Suntoro and Silintowe, 2020). Şahin, Zehir, & Kitapçi (2011) define brand experience as consumer perception at the time of contact with the brand, whether in the brand image projected in advertising, first personal contact, as well as the brand quality they receive.

Brand Image
A brand needs an image to communicate its products to the public. In this case, the market is the value contained in it. The public's opinion of a company's identity is referred to as its image. The perception of the company in the neighborhood informs this perception. Therefore, companies in the same industry may not always have the same image in front of consumers. Kotler and Keller (2016) explain that brand images are thoughts and perceptions embedded in consumers' minds, and consumers remember products and companies when they hear brands and slogans. A brand image can be interpreted as the image of a product that consumers want in large quantities. Brands are perceived withinside an identical manner with the aid of using everyone. Tjiptono and Diana (2016) define brand image as how a consumer feels about a product or service.

Company efforts to control brand image are aimed at ensuring that consumers have a strong and positive relationship with a company's brand. According to Lee, James, and Kim (2014), The interaction of customers' cognitive, emotive, and evaluative processes results in their perception of a brand, or brand image. According to Halim, Swasto, Hamid, and Firdaus (2014), Brand image is more about what consumers think about a product. Consumers have their own image and perception of a brand which is the result of brand associations built by the company. Companies compete to provide.

Brand Loyalty
Achieving high customer loyalty is a key goal in the branding process. Efforts to acquire new customers do not require a small cost compared to retaining old ones. A loyal customer is therefore a very valuable customer to a company. Brands are important in building loyalty, especially in the customer's shopping experience. Having a strong commitment to future subscriptions or repeat purchases of favorite goods and services is known as brand loyalty, leading to repeat purchases of the same brand and influencing context and marketing efforts. It can trigger brand-switching behaviour (Tjiptono, 2015). Consumer loyalty to a brand is gauged by brand loyalty. The strength of the bond between a customer and a brand is measured by brand loyalty. The vulnerability of client groups to attacks can be decreased as brand loyalty grows (Priansa, 2017). Kotler and Keller (2016) shown that despite the possibility of consumers switching due to situational and commercial factors, loyalty is a firmly held commitment to purchase or continue to support a chosen product or service in the future.

Product
Kotler and Armstrong (2017), Products that might fill a need may be made available to the market for consideration, purchase, usage, or consumption. Products are more than just tangible objects. In its broadest definition, "products" refer to any combination of tangible things, services, occasions, people, locations, businesses, ideologies, or other things. According to Tjiptono and Diana (2016), Products are anything that can provide value to satisfy customer needs and wants. Products can take many forms, including goods, services, events, experiences, people, places, organizations, properties, information, and ideas.

Product Quality
One of the most significant marketing positioning tools is product quality. Products and services' performance is directly impacted by quality. As a result, value and customer happiness are tied to quality. Kotler and Armstrong (2017) Product quality is the physical condition, function and characteristics of both products and services and is based on expected quality levels such as: In order to meet and satisfy the expectations of our clients, our products must also have the following qualities: durability, dependability, accuracy, simplicity of use, and product repair. A straight product description of quality might include terms like sweetness, usability, and attractiveness. In terms of strategy, quality is the capacity to satisfy customer demands (Tjiptono, 2015).

Customer Value
In simple terms, The overall advantage or quality that consumers receive in exchange for their sacrifice is known as customer value. The difference between total customer value and total customer expense is the definition of customer value. The practical and emotional benefits that customers anticipate from a certain good or service are included in the concept of total customer value. Financial, time, energy, and physical expenditures are all types of costs (Kotler & Armstrong, 2017).

RESEARCH METHOD

The survey was conducted between August and November 2022. The target audience for this survey is iPhone users in Yogyakarta. The targeted sampling method and non-probabilistic sampling method used in the sampling approach have the following features: His iPhone user, over 2 years old, is from Yogyakarta.

Primary data were used in this investigation. A Google Forms-distributed questionnaire was the tool used to collect the data. The number of respondents was 100 from Hair, Hollingsworth, Randolph, and Chong (2017) Sampling theory, 5 variables, and indicator variables with up to 21 indicators.

The survey begins with a descriptive analysis describing the respondents' characteristics. Studying the relationship and impact of each variable by SEM (Structural Equation Modeling) utilizing Smart PLS 3.0 software and the Partial Least Squares (PLS) strategy. The Likert scale was used to do variable measurements. In order to indicate their level of agreement with a series of questions, respondents were required to complete a questionnaire. The research's framework is depicted in Figure 1.

Figure 1. Research Framework
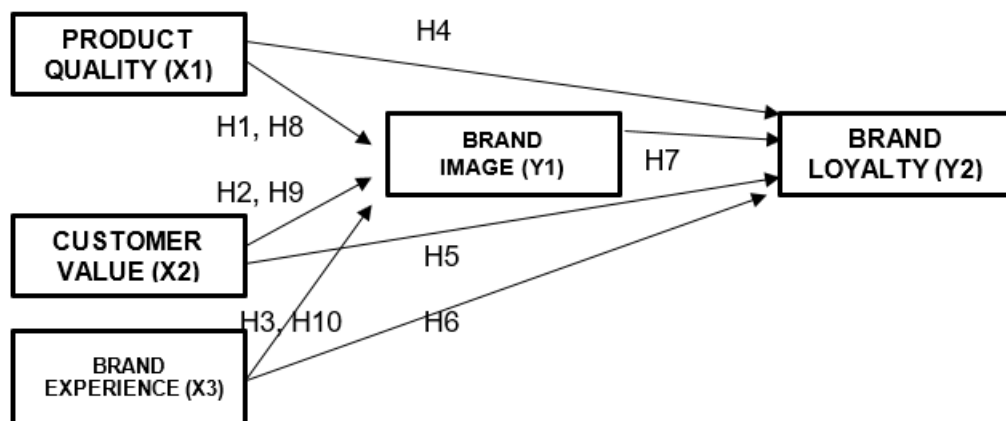
H1: Brand Image is significantly impacted by Product Quality.
H2: Brand image is significantly impacted by customer value.
H3: Brand Image is significantly impacted by Brand Experience.
H4: Brand loyalty is significantly influenced by Product Quality.
H5: Brand loyalty is significantly influenced by customer value.
H6: Brand loyalty is significantly impacted by Brand Experience.
H7: Brand loyalty is significantly impacted by Brand Image.
H8: Through brand image, Product Quality significantly affects brand loyalty.
H9: Through brand image, Customer Value significantly affects brand loyalty.
H10: Through brand image, Brand Experience significantly affects brand loyalty.

Table 1. Variable Operational Definition

Variable	Operational Definition	Indicators	Source
Brand Loyalty (Y2)	Having a strong commitment to future subscriptions or repeat purchases	1. Repurchase rate 2. Recommend to others	(Kotler & Keller, 2016)

Variable	Operational Definition	Indicators	Source
	of favorite goods and services is known as brand loyalty, leading to repeat purchases of the same brand and influencing context and marketing efforts. Can trigger brand-switching behavior (Tjiptono, 2015).	3. Immunity to another brand 4. Satisfaction with the benefit provided	
Product Quality (X1)	Quality is a direct product description, such as sweetness, usability, and aesthetics. Strategically speaking, Quality is the capacity to satisfy consumer wants and desires (Tjiptono, 2015).	1. Performance 2. Features that enhance value 3. Reliability 4. Conformity to specifications 5. Durability 6. aesthetics	(Tjiptono, 2015)
Customer Value (X2)	The difference between total customer value and customer cost is known as customer value. The practical and emotional benefits that a consumer anticipates from a certain good or service are included in the concept of total customer value. Costs might be monetary, time-related, energy-related, or physical (Kotler & Armstrong, 2017).	1. Product Value 2. Service Value 3. Personnel value 4. Image value	(Kotler & Armstrong, 2017)
Brand Experience (X3)	Brand experience is a sensation, emotions, perceptions, and consumer	1. Sensory experience 2. Feeling approach	(Suntoro & Silintowe, 2020)

Variable	Operational Definition	Indicators	Source
	reactions that arise from the use of a brand, design, branding, packaging, communication, and atmosphere of the brand all serve as triggers (Suntoro & Silintowe, 2020).	3. Behavioral experience 4. Intellectual experience	
Brand Image (Y1)	Brand images are thoughts and perceptions embedded in consumers' minds, and consumers remember products and companies when they hear brands and slogans. A brand image may be interpreted as an image of a product that customers need in big quantities. Brands are perceived withinside the same manner by everyone (Kotler & Keller, 2016).	1. Strong brand association 2. Advantage of brand association 3. Unique brand association	(Kotler, 2016)

The operational definitions and measurements utilized in this study are shown in Table 1, Operational variables provide the variables under study together with their definitions, indications, sources, years, and scales of measurement. Validity and reliability tests are performed before using the instrument (Sugiyono, 2017). A measure is declared valid if r count ≥ r table (two-tailed test using sig, 0.05) and the measure or propositional item is significantly correlated with the validated total score. Cronbach's alpha can be utilized in this study to gauge instrument reliability. The 0–1 Cronbach's alpha scale is used to measure this scale. It is deemed credible if Cronbach's alpha value is greater than 0.6.

RESULTS

Respondent characteristics
The demographic information included in this study was the location, gender, age, occupation, and income of the respondents. Table 2 displays a list of respondents who took part in the survey.

Table 2. Respondents Profile

Information	Total	Percentage
Number of samples	100	100%
Gender:		
Men	53	53%
Women	47	47%
Age:		
Ages of 17 to 20	6	6%
Age of 20 to 24	60	60%
Ages of 25 to 30	26	26%
30 or older	8	8%
Profession:		
Civil servant	2	2%
BUMN employee	3	3%
Private employee	12	12%
Housewife	2	2%
student	54	54%
Entrepreneur	12	12%
Others	15	15%
Income/Pocket Money:		
Les then Rp. 1.000.000, -	24	24%
Rp. 1.000.000 to Rp. 1.999.000	26	26%
Rp. 2.000.000-Rp. 2.999.000	23	23%
More then Rp 3.000.000, -	27	27%
Domicile:		
Yogyakarta	28	28%
Gunung Kidul	1	1%
Kulon Progo	2	2%
Sleman	54	54%
Bantul	15	15%

Effects of brand experience, customer value, and product quality on brand loyalty via brand image

The PLS approach is used for study hypothesis testing using SmartPLS 3.0. This approach seeks to both explain the theoretical relationship between the three variables and anticipate the impact of the variables X, Y1, and Y2. The PLS analysis method looked at latent structural correlations between independent (extrinsic) variables and dependent (intrinsic) variables.

Figure 2. Outer Loading
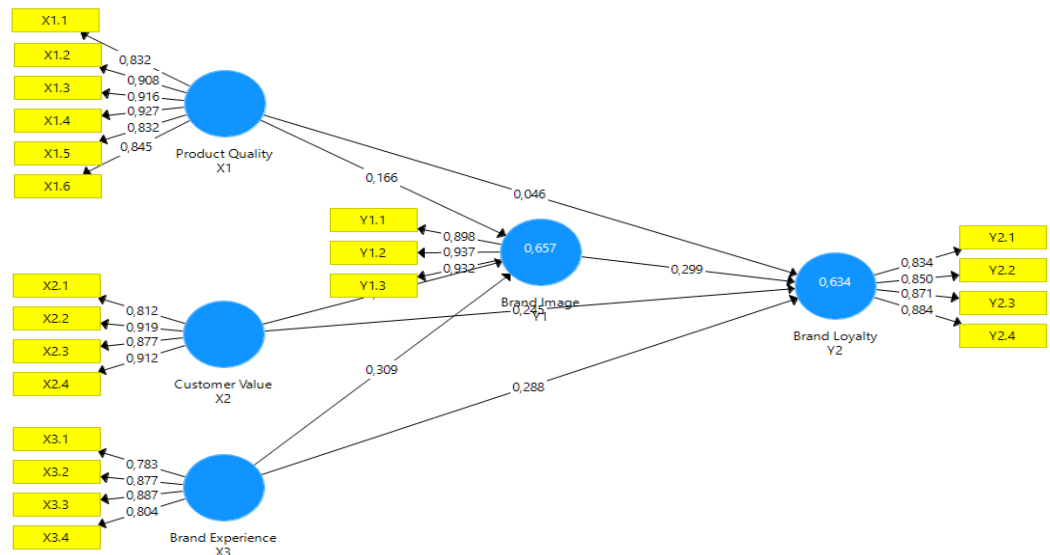
Outer Model Evaluation
According to the findings of the convergence validity test in Figure 2, all indicator variables have loading factor values that are higher than 0.7. This proves the validity of the indication. PLS model: The latent variable's AVE value has valid values larger than 0.5. Latent factors related to brand experience, customer value, and product quality are included in the proposed study.

When evaluating an indicator's dependability rating against a single variable, composite reliability is utilized (Ghozali, 2014). According to the information in Table 3, all research variables that obtain a composite confidence score of >0.6 do so with a high level of confidence in their composite reliability.

Table 3. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Ave
Product Quality	0,940	0,953	0,770
Customer Value	0,904	0,933	0,776
Brand Experience	0,859	0,905	0,704
Brand Image	0,912	0,945	0,851
Brand Loyalty	0,883	0,919	0,740

Additionally, for strong models, the average sample variance (AVE) for each index is greater than 0.5. (Ghozali, 2014). Each variable has an AVE value larger than 0.5, as shown in Table 3. The effectiveness of each variable is therefore very great.

If a variable's value is higher than Cronbach's alpha, which is 0.7, it can be considered dependable (Ghozali, 2014). All variables are stated to have a high level of dependability, as shown by Table 3 which demonstrates that each variable has a Cronbach alpha value that satisfies the criteria.

All indices have values greater than 0.7, according to the findings of the convergence validity test in Table 4. As a result, there are no convergence validity problems with the tested model. This demonstrates that all indications, when taken together, have a high level of validity.

Table 4. Outer Loading

Variable	Indicator	Outer Loading
Product Quality	X1. 1	0,832
	X1. 2	0,908
	X1. 3	0,916
	X1. 4	0,927
	X1. 5	0,832
	X1. 6	0,845
Customer Value	X2. 1	0,812
	X2. 2	0,919
	X2. 3	0,877
	X2. 4	0,912
Brand Experience	X3. 1	0,783
	X3. 2	0,877
	X3. 3	0,887
	X3. 4	0,804
Brand Image	Y1. 1	0,898
	Y1. 2	0,937
	Y1. 3	0,932
Brand Loyalty	Y2. 1	0,834
	Y2. 2	0,850
	Y2. 3	0,871
	Y2. 4	0,884

Additionally, discriminant validity testing is necessary. This cross-loading factor lets you determine whether your configuration has a strong discriminant. The configuration in question must have a burden value larger than the burden.

Different setup values exist. The loading value for each construct is higher than the cross-loading value, as seen in Table 5. It claims that discriminant validity is not problematic.

Table 5. Table Cross Loading

Indicators	Product Quality	Customer Value	Brand Experience	Brand Image	Brand Loyalty
	X 1	X 2	X 3	Y 1	Y 2
X1. 1	**0,832**	0,668	0,421	0,564	0,538
X1. 2	**0,908**	0,752	0,535	0,676	0,515
X1. 3	**0,916**	0,790	0,506	0,646	0,606
X1. 4	**0,927**	0,768	0,507	0,588	0,547
X1. 5	**0,832**	0,730	0,552	0,612	0,554
X1. 6	**0,845**	0,758	0,619	0,577	0,579
X2. 1	0,717	**0,812**	0,649	0,555	0,520
X2. 2	0,776	**0,919**	0,650	0,632	0,653
X2. 3	0,794	**0,877**	0,616	0,755	0,729
X2. 4	0,709	**0,912**	0,754	0,781	0,665
X3. 1	0,660	0,703	**0,783**	0,631	0,555
X3. 2	0,510	0,696	**0,877**	0,654	0,563
X3. 3	0,491	0,642	**0,887**	0,621	0,683
X3. 4	0,330	0,487	**0,804**	0,490	0,596
Y1. 1	0,624	0,706	0,638	**0,898**	0,686

Indicators	Product Quality	Customer Value	Brand Experience	Brand Image	Brand Loyalty
	X 1	X 2	X 3	Y 1	Y 2
Y1. 2	0,652	0,746	0,655	**0,937**	0,668
Y1. 3	0,653	0,714	0,691	**0,932**	0,666
Y2. 1	0,510	0,595	0,614	0,713	**0,834**
Y2. 2	0,416	0,567	0,653	0,479	**0,850**
Y2. 3	0,455	0,563	0,570	0,524	**0,871**
Y2. 4	0,749	0,774	0,623	0,748	**0,884**

Table 6. Model Fit Test

Fit Summary	Cut off / Criteria	Result	Description
SRMR	< 0,10	0,085	Good
d_ULS	Output Confidence Interval (CI) > Original Sample (OS)	CI (1,032) < OS (1.680)	Not Good
d_G	Output Confidence Interval (CI) > Original Sample (OS)	CI (0,987) < OS (1,112)	Not Good
Chi-Square	$\mathcal{X}^2{}_{Statistic} < \mathcal{X}^2{}_{Table}$	559,966 > 123,225	Not Good
NFI	Come Near 1	0,754	Good
RMS Theta	<0,12	0,189	Not Good

Table 7. Bootstrapping

	Bootstrapping	t Statistic	P *value*	Information
Product Quality → *Brand Image*	0,166	0,998	0,319	Rejected
Customer Value → *Brand Image*	0,408	2,253	0,025	Accepted
Brand Experience → *Brand Image*	0,309	2,888	0,004	Accepted
Product Quality → *Brand Loyalty*	0,046	0,268	0,789	Rejected
Customer Value → *Brand Loyalty*	0,245	1,334	0,183	Rejected
Brand Experience → *Brand Loyalty*	0,288	2,871	0,004	Accepted
Brand Image → *Brand Loyalty*	0,299	2,027	0,043	Accepted

Table 8. Intervening Effect

	Direct Effect (DE)	Indirect Effect (IE)	Total Effect (IE)	Intervening Effect
	(X1→Y2)	(X1→Y1→Y2)	(DE+IE)	
(1)	(2)	(3)	(4)	(5) = TE-DE
X1	0,046 (0,789)	0,050(0,323)	0,096(0,591)	(0,096-0,046)=0,050
X2	0,245(0,183)	0,122(0,185)	0,367(0,051)	(0,367-0,245)=0,122
X3	0,288(0,004)	0,093(0,063)	0,381(0,000)	(0,381-0,288)=0,093

DISCUSSION

The survey was conducted among iPhone users in Yogyakarta. Of a total of 100 respondents, 53 were male and 47 female. The majority of respondents said he was 21 to 24 (60%) and 25 to 30 (26%). Most of the respondents are students or university students (54%) and their salary or benefits are Rp 3,000,000 (27%), Rp 1,000,000 to Rp 1,999,000 (26%). Less than IDR 1,000,000 (24%), Rp 2,000,000 to 2,999,000 (23%), mainly he resides in Sleman district (54%)

Effect of Product Quality on Brand Image
Brand Image is not much impacted by Product Quality (table 7), Respondents thought that the quality of the iPhone was not good because after being used for several years, the iPhone experienced a decline in function which caused its quality to decline. Respondents explained that the durability of the iPhone is still a complaint for some users who think the durability of the iPhone is still not good. Poor durability, meaning that the quality of the iPhone's durability is still not good. There are still respondents who complain about the unavailability of regular operating system updates on the iPhone they are using. This means that several types of iPhones owned by the respondent have not received OS updates or an iPhone operating system. Then if related to the income of respondents, there are 24% of responders making less than Rp. 1,000,000, - (under UMP Yogyakarta). This causes respondents to be unable to buy the latest iPhone products, so the iPhones that are obtained or owned are not in the best condition or are of lower quality than the new iPhone products. This study does not support previous research conducted by Oktavenia and Sri Ardani (2019); Cahayani and Sutar (2020); and Nababan and Soesanto (2019). This explains that the Product Quality is a crucial and positive brand image influencer. The brand's reputation will improve with higher product quality.

Customer Value's Impact on Brand Image
Customer Value significantly and favorably influences brand perception. (table 7). Respondents stated that overall, iPhone products can provide high value to their products. iPhone users get satisfaction from the ability of the iPhone to meet their needs compared to what they have sacrificed. The convenience for users to get an iPhone when they need it gives a good point to consumer value, which means the availability of iPhones in the market is easy to find or easy to access. iPhone users are satisfied with their costs and the benefits they get. The value of the benefits of the iPhone is proportional to the cost that the user has to bear, so it is satisfactory. The findings of this study lend credence to earlier work by Putra et al. (2019). According to the study's findings, brand image is positively and significantly impacted by consumer value.

The Influence of Brand Experience on Brand Image
Brand Image is positively and significantly impacted by Brand Experience (table 7). This is as a result of the iPhone's appealing design. Respondents said that the design of the iPhone is pleasing to the eye. Good product design will be able to attract consumer interest. Respondents were happy with the size of the iPhone fits in their hand it is

comfortable to use. This means that sensorically, the iPhone can also provide comfort in this case, the size or dimensions of the iPhone that fit in the consumer's hand when held. Respondents stated that the iPhone was able to support their activities. It can be concluded that the ability of the iPhone to support its user activities can satisfy users with their experience in using the iPhone. Based on this positive brand experience, Customers are happy with their iPhone usage, which has a favorable and significant effect on the brand's reputation. The findings of this study are consistent with earlier research by Eslami (2020), which found that the Brand Experience variable had a favorable and significant impact on Brand Image. The brand image value will increase as the brand experience value does.

The Effect of Product Quality on Brand Loyalty
Brand Loyalty is not much impacted by Product Quality (table 7). There are still respondents who think that the iPhone application is difficult to use, which means that respondents think the quality of the iPhone still needs to be improved to make it more user-friendly. IPhone users still say that their iPhone is still prone to errors. This means that there are still some iPhone products that have not been able to function properly.

There are some respondents who stated that the iPhone is not their main choice, which means that the iPhone is used as a second cellphone or not the main choice when the respondent needs a smartphone. There are still respondents who say they are not loyal to the iPhone brand. The impact of the respondents' dissatisfaction with the quality of the iPhones they have, this is likely to cause respondents to be able to switch to other brands in the future when they need a new smartphone. The findings of this study corroborate other studies by Asy'ari and Jayen (2020); Wantara and Tambrin (2019); and Chadwick and Piartrini (2019), which found no significant relationship between product quality and brand loyalty.

Customer Value's Impact on Brand Loyalty
Brand loyalty is not strongly impacted by customer value (Table 7). Respondents still feel that the quality of the iPhone they use does not justify their sacrifice price. Respondents felt that the relatively expensive price of iPhone products was not commensurate with consumers' desired quality. Some still say that the after-sales service of the iPhone is not good. Respondents thought the iPhone smartphone brand was not a luxury smartphone brand. There are still respondents who are disappointed with the quality of the iPhone smartphone they bought, meaning that the iPhone, which is imaged as a quality smartphone, has not been able to gain high marks in the eyes of its consumers. The findings of this study confirm those of earlier studies by Muhammad et al. (2020) that brand loyalty is not significantly impacted by customer value.

Brand Experience's Impact on Brand Loyalty
Brand Loyalty is favorably and dramatically impacted by brand experience (table 7). Respondents felt happy when they bought an iPhone brand smartphone. This pleasure can provide positive value for customers in their experience of acquiring and using the iPhone. Respondents stated that they would make iPhone brand products their main mobile phones in the next few years. Positive experiences when using iPhone products make consumers loyal to keep using the same product for the next few years. Respondents stated that they would again choose an iPhone brand smartphone when they wanted to buy a new mobile phone. Positive experiences make customers loyal to iPhone products, so that when they need a new cellphone, they will still choose iPhone as their choice. When viewed based on gender and age, female respondents with teenage ages tend to be more loyal than male respondents, This is consistent with the findings of the investigation by Barokah, Abimanyu, and Riyana (2020) in their research entitled "Gender and Age in Moderating Experience and Brand Trust on Shopee Loyalty" According to the study, gender and age further amplify the impact of experience and

brand trust on brand loyalty on the online retailer Shopee. This supports previous research by Saragih et al. (2019); Marliawati and Cahyaningdyah (2020); Stefany, Padmalia, and Effendy (2021); and Fratama and Pratisti (2022), Our study's findings demonstrate how Brand Experience has a big impact on Brand Loyalty. The more valuable the brand experience, the more devoted consumers will be to the brand.

Brand Loyalty and the Impact of Brand Image
Brand Loyalty is significantly impacted by brand image (table 7). IPhone has an image as a quality smartphone brand. The brand image introduced by the iPhone is by the quality of its products. Respondents agree that the image can represent their quality because the product image that is communicated and perceived by customers is perceived as consistent with its quality. iPhone has recognizable and distinct designs, trademarks, and features. Due to the iPhone's strong branding capabilities, its logo, design, and overall appearance are instantly identifiable. The findings of this study corroborate those of earlier studies by Dewi and Handriana (2021); Asy'ari and Jayen (2020); and Lestari and Nurhadi (2021), which in their study outlined how brand image affects and is important to brand loyalty.

Product Quality's Effect on Brand Loyalty via Brand Image
Brand Loyalty through Brand Image is not much impacted by Product Quality (table 8). This study does not support previous research by Kurniawan (2017) and Gunadi, Adiwijaya, and Subagio (2017). Their findings indicate that the Brand Image variable can influence the relationship between Brand Loyalty and Product Quality.

Customer Value's Impact on Brand Loyalty via Brand Image
Customer value has little impact on brand loyalty via brand image (table 8). This research supports previous research conducted by Lukita (2017), Our study's findings demonstrate that brand image factors cannot mitigate the impact of consumer value.

Brand Experience's Impact on Brand Loyalty via Brand Image
Brand Loyalty through Brand Image is not much impacted by Brand Experience (table 8). This research does not support previous research conducted by Eslami (2020). According to the research she conducted, brand loyalty and brand experience are mediated by brand image.

CONCLUSION

This study demonstrates how brand loyalty is directly influenced by consumer value, brand experience, and brand image. In comparison to other criteria, brand experience is the one that affects brand loyalty the most. Product quality variables are variables that do not affect brand image or brand loyalty as there are still respondents complaining about iPhone product quality, sustainability, durability, OS updates, etc. of these variables. Fixing still low stats and maintenance increases already good state variables. Loyal customers can also reduce marketing costs by directly impacting brand loyalty. Of course, this is also good for the company itself. Loyal customers also improve sustainability.

Future researchers should consider expanding their research to other variables influencing brand loyalty, such as price, purchase decisions, brand trust, and satisfaction. To obtain better research results. Then, to collect a more comprehensive survey from each city, obtained a larger survey sample in Indonesia's other main cities except Yogyakarta or region with different cultures and demographics related to the brand loyalty of iPhone users in Indonesia. Furthermore, most of the respondents were college students, so resurveys with a sample of different occupations are needed to represent the population better.

ACKNOWLEDGMENT
N/A

INTEREST CONFLICT DECLARATION
Regarding the research, writing, and publication of this paper, the author has disclosed no potential conflicts of interest.

REFERENCES

Annur, C. M. (2022). Separuh pendapatan Apple berasal dari iPhone pada Kuartal II 2022. Retrieved from https://databoks.katadata.co.id/datapublish/2022/07/01/separuh-pendapatan-apple-berasal-dari-iphone-pada-kuartal-ii-2022

Asy'ari, A. H., & Jayen, F. (2020). Faktor-faktor yang memengaruhi loyalitas merek handphone merek Samsung di Kalimantan Selatan. *Jurnal Pundi, 3*(3), 235-248. doi: 10.31575/jp.v3i3.198

Barokah, S., Abimanyu, A., & Riyana, E. (2020). Gender dan usia dalam memoderasi pengalaman dan kepercayaan merek terhadap loyalitas Shopee. *Bisnis: Performa, 17*(2), 21–33. doi: 10.29313/performa.v17i1.7639

Cahayani, C. O., & Sutar. (2020). Pengaruh kualitas produk terhadap brand image dan dampaknya terhadap keputusan pembelian pada produk Aldo Shoes. *Jurnal Ekobis: Ekonomi Bisnis & Manajemen, 10*(2), 208-222. doi: 10.37932/j.e.v10i2.128

Chadwick, C., & Piartrini, P. S. (2019). Product quality, convenience and brand loyalty: A case study of SilverQueen's adolescent consumers. Retrieved from file:///C:/Users/Raptor/Downloads/55914310.pdf

Dewi, R., & Handriana, T. (2021). Unlocking brand equity through brand image, service quality, and customer value. *BISMA (Bisnis Dan Manajemen), 13*(2), 94-107. doi: 10.26740/bisma.v13n2.p94-107

Dihni, A. D. (2022). 10 smartphone terlaris tahun 2021, iPhone mendominasi. Retrieved from https://databoks.katadata.co.id/datapublish/2022/03/14/10-smartphone-terlaris-tahun-2021-iphone-mendominasi

Eslami, S. (2020). The effect of brand experience on brand equity and brand loyalty through the mediating role of brand awareness, brand image and perceived quality. *Archives of Pharmacy Practice*, 11(S1), 98–104.

Fratama, D., & Pratisti, C. (2022). Loyalitas Merek Melalui Pengalaman Merek Dan Nilai Pelanggansmartphone Xiaomi. *Jurnal Ekonomi dan Bisnis (EK&BI), 5*(1), 165–173. doi: 10.37600/ekbi.v5i1.492

Ghozali, I. (2014). *Structural equation modeling, metode alternatif dengan Partial Least Square (PLS)* (4th ed.). Semarang: Badan Penerbit Universitas Diponegoro.

Gunadi, F. A., Adiwijaya, M., & Subagio, H. (2017). Pengaruh perceived quality terhadap brand loyalty dengan brand image dan brand trust sebagai variabel intervening pada merek laptop buatan Indonesia. *Petra Business & Management Review, 3*(2), 84–105.

Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems, 117*(3), 442-458. doi: 10.1108/IMDS-04-2016-0130

Halim, P., Swasto, B., Hamid, D., & Firdaus, M. R. (2014). The influence of product quality , brand image , and quality of service to customer trust and implication on customer loyalty. *European Journal of Business and Management, 6*(29), 159–166.

Kotler P, K. K. (2016). *Marketing Management* (15th ed.). London: Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (16th ed.). London: Pearson Education Limited.

Kotler, P., & Armstrong, G. (2017). *Principles of marketing* (17th ed.). London: Pearson Education Limited.

Kurniawan, H. H. (2017). Pengaruh perceived quality terhadap brand loyalty melalui mediasi brand image dan brand trust (Studi pada brand restoran McDonald's di Kota Malang). *Jurnal Bisnis dan Manajemen, 4*(2), 228–239. doi: 10.26905/jbm.v4i2.1703

Lee, J. L., James, J. D., & Kim, Y. K. (2014). A reconceptualization of brand image. *International Journal of Busines Administration, 5*(4), 1-11. doi: 10.5430/ijba.v5n4p1

Lestari, D. A., & Nurhadi, N. (2021). Pengaruh citra merek dan kualitas produk terhadap loyalitas merek produk kosmetik Wardah di Surabaya Selatan. *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi, 7*(2), 22–30. doi: 10.31869/me.v7i2.2714

Lukita, D. L. (2017). Pengaruh Corporate Social ResponsibilitY (CSR) dan nilai pelanggan terhadap loyalitas pelanggan dengan citra merek sebagai variabel mediasi (Studi kasus pada pelanggan Pasta Gigi Pepsodent di Kota Pontianak). Retrieved from http://jurnal.untan.ac.id/index.php/ejmfe/article/view/18104

Marliawati, A., & Cahyaningdyah, D. (2020). Impacts the brand of experience and brand image on brand loyalty: Mediators brand of trust. *Management Analysis Journal, 9*(2), 140–151. doi: 10.15294/maj.v9i2.36945

Muhammad, H., Militina, T., & Achmad, G. N. (2020). Effect of customer value and customer experience on customer satisfaction and loyalty Pt Meratus Samarinda. *International Journal of Economics, Business and Accounting Research (IJEBAR), 4*(01), 84–94. doi: 10.29040/ijebar.v4i01.909

Nababan, J. S., & Soesanto, H. (2019). Analisis pengaruh kualitas produk dan word of mouth terhadap keputusan pembelian dengan brand image sebagai variabel intervening. *Diponegoro Journal Of Management*, 8(4), 58–69.

Nuhadriel, Y., Japiana, M., & Keni, K. (2021). Pendtingnya brand communication, brand experience, dan brand image dalam meningkatkan brand loyalty pada ritel furnitur: Brand trust sebagai variabel mediasi. *Jurnal Ilmiah Ekonomi Bisnis, 4*(1), 42–51. doi: 10.35760/eb.2021.v26i3.4075

Oktavenia, K. A. R., & Sri Ardani, I. A. K. (2019). Pengaruh kualitas produk terhadap keputusan pembelian Handphone Nokia dengan citra merek sebagai pemediasi. *E-Jurnal Manajemen, 8*(3), 1374–1400. doi: 10.24843/EJMUNUD.2019.v8.i3.p8

Peterson, M. (2021). Brand loyalty increasing for iPhone and dipping for Android, survey suggests. Retrieved from https://appleinsider.com/articles/21/03/16/brand-loyalty-increasing-for-iphone-and-dipping-for-android-survey-suggests

Priansa, D. J. (2017). *Komunikasi pemasaran terpadu: Pada era media sosial.* Bandung: CV Pustaka Setia.

Putra, R. B., Yeni, F., Fitri, H., Harefa, Y. V., Ningsih, N. S. W., Ramadhanu, A., & Syahputra, H. (2019). Dampak nilai pelanggan dan relationship marketing dalam membangun kepuasan pelanggan melalui citra merek sebagai variabel intervening. *Jurnal Teknologi dan Sistem Informasi Bisnis, 1*(2), 39–48. doi: 10.47233/jteksis.v1i2.51

Şahin, A., Zehir, C., & Kitapçi, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; An empirical research on global brands. *Procedia - Social and Behavioral Sciences, 24*, 1288–1301. doi: 10.1016/j.sbspro.2011.09.143

Saragih, M. G., Surya, E. D. S., Rahayu, S., Harianto., Harahap, R., & Widodo, S. (2019). Analysis of brand experience and brand satisfaction with brand loyalty through brand trust as a variable mediation Megasari. *Journal of International Conference Proceedings (JICP), 2*(3), 1–17. doi: 10.32535/jicp.v2i3.655

Stefany., Padmalia, M., & Effendy, J. A. (2021). Pengaruh brand experience terhadap brand loyalty dengan brand love sebagai variabel mediasi pada pengguna Iphone di Surabaya. *DeReMa (Development Research of Management) Jurnal Manajemen, 16*(1), 115-127. doi: 10.19166/derema.v16i1.3089

Sugiyono. (2017). *Sugiyono metode penelitian pendidikan (Pendekatan kuantitatif,*

kualitatif, dan R&D). Bandung: Alfabeta.

Suntoro, W., & Silintowe, Y. B. R. (2020). Analisis pengaruh pengalaman merek, kepercayaan merek, dan kepuasan merek terhadap loyalitas merek. *Maneggio: Jurnal Ilmiah Magister Manajemen, 32*(1), 25–41.

Sutarsih, T., Wulandari, V. C., Untari, R., Kusumatrisna, A. L., & Hasyyati, A. N. (2021). *Statistik telekomunikasi Indonesia*. Jakarta: Badan Pusat Statistik Indonesia.

Tjiptono, F. (2015). *Strategi pemasaran* (4th ed.). Yogyakarta: Andi Offset.

Tjiptono, F., & Diana, A. (2016). *Pemasaran esensi & aplikasi*. Yogyakarta: CV. Andi Offset.

Wantara, P., & Tambrin, M. (2019). The effect of price and product quality towards customer satisfaction and customer loyalty on Madura Batik. *International Tourism and Hospitality Journal, 2*(1), 1–9.

Wijaya, I. P. S. A., & Nurcaya, I. N. (2017). Kepuasan pelanggan memediasi kualitas produk dan kewajaran harga terhadap loyalitas merek Mcdonalds di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 6(3), 1534– 1563.