

THE INFLUENCE OF BRAND IMAGE AND BRAND EXPERIENCE ON CONSUMER TRUST IN IPHONE USERS IN LABUHANBATU DISTRICT

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Abstract. *This research aims to determine the influence of brand image and brand experience on consumer trust in users of iPhone brand products in Labuhanbatu Regency. This research uses a type of quantitative research using the distribution of questionnaires via Google Form with a minimum sample size of 100 respondents and all data is processed using descriptive statistical analysis methods using the Smartpls version 4.0 program to test the relationship between variables in a model. Based on the results of data processing, the results obtained were that the brand image variable did not have a positive and significant influence on the consumer trust variable, and the brand experience variable had a positive and significant influence on the customer trust variable. From these results, it can be interpreted that brand image cannot influence consumer satisfaction with the use of the iPhone brand by the people of Labuhanbatu, but a good and good experience will increase consumer confidence in products using the iPhone brand in Labuhanbatu Regency.*

Keywords: *Brand, Image, Experience, Consumer Trust, dan Iphone.*

INTRODUCTION

The development of technology and information is now growing very rapidly which ultimately brings us to competition, especially in the world of electronic business (Pramaswari et al., 2021). This advancement in technology and information has influenced people's tastes, needs and desires as well as attracting the presence of telecommunications companies and opening up opportunities for these companies to produce smartphones to meet these demands. According to (Hokky & Bernarto, 2021) that consumer trust can influence brand image and brand experience, this means that Apple as a smartphone company has succeeded in becoming a company that is globally accepted by all consumers in all countries. According to global smartphone market revenue report data, the iPhone brand in European countries exceeded expectations or reached an all-time high compared to other smartphone brands on the market. Through this data, it increasingly shows Apple's existence as a smartphone manufacturer with above average product quality, so it cannot be denied that iPhone consumers continue to increase globally.

In Indonesia, the iPhone smartphone trend is entering a new phase, it can be seen that iPhone users have become quite strong attractors in attracting consumers. According to data from the Canals Research Firm report, it shows that Apple contributed 22% of smartphone (iPhone) shipments in the fourth quarter of 2021. Even though Apple is in the top position, strong smartphone competitors continue to threaten business

competition, including other smartphones. This data shows that the iPhone smartphone is the favorite in Indonesia.

The high market for the iPhone increases consumer confidence in the iPhone brand. This form of consumer trust can become a big capital if Apple produces products and types based on market research analysis, so this is the key to Apple's success in winning smartphone competition in the era of society. According to databox, the reasons why respondents loyally use iPhone smartphones are the highest consumer perception, namely good camera quality reaching 74.2 percent, good ecosystem integration reaching 51.6 percent, good processor quality reaching 50.9 percent and durable and long-lasting products reaching 50.7 percent (Annur, 2022).

The global and national phenomenon of increasing users of the iPhone brand is the basis for studying the phenomenon of iPhone users which has spread to various regions including Labuhanbatu Regency, although globally and nationally there has been an increase in consumer confidence in iPhone users, this is also the basis for the author to conduct research with research objectives, namely 1) to determine the influence of brand image on consumer confidence in iPhone users in Labuhanbatu Regency, 2) to determine the influence of brand experience on consumer confidence in iPhone users in Labuhanbatu Regency, as well as analyzing the reasons why users choose iPhones in Labuhanbatu Regency. Based on this background, researchers are interested in conducting research on the topic "The Influence of Brand Image and Brand Experience on Consumer Trust in iPhone Users in Labuhanbatu Regency".

LITERATURE REVIEW

Brand Image

According to (Sukma Wijaya, 2013) brand image is the overall perception of a product or brand which is formed from information and past experience. It can be developed if the brand image is the result of overall consumer perception after using the product or service in accordance with the previously received image. Brand image is a set of beliefs, ideas, or impressions that a person has about a brand, so companies must be able to develop a brand image or product image that can compete in the business world. Brand image indicators in this research (Megantara & Melinda, 2022) include brand recognition, reputation, attractiveness and loyalty.

Brand Experience

Brand experience is (Megantara & Melinda, 2022) related to consumers' internal responses starting from sensations, feelings, and cognition or behavior caused by brand-related stimuli which are part of brand identity, packaging and design as well as environment and communication. Through this stimulation, consumers will experience a relationship with the brand as well as human relationships based on emotions, bonds and hopes or brand experiences seen from smartphone innovations, other sensory and audio-visual stimuli. Based on this, the brand experience indicators in this research according to (Ahmed & Mahmud, 2021) are sensory, affective, intellectual, behavioral and emotional.

Consumer Trust

According to (Pristiyono et al., 2022) consumer trust is considered an added value that has high potential to increase consumer information and commitment to product providers. According to (Irshad et al., 2020) trust is an important element for building relationships with consumers. According to (Achmad & Rahmawati, 2020) trust is also perceived to be closely related to a person's belief that they will find what they want from other people. The indicators used to measure consumer trust are company competence, company honesty and product/company reliability.

Conceptual Framework

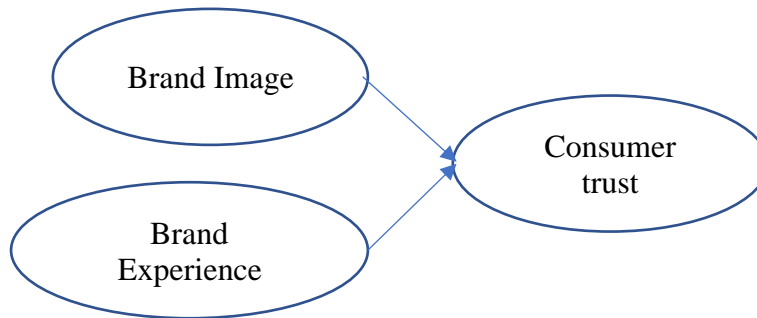


Figure 1. Conceptual Framework

Research Hypothesis

H1: It is suspected that there is an influence between brand image and consumer trust.

H0: It is suspected that there is no influence between brand image and consumer trust.

H2: It is suspected that there is an influence between brand experience and consumer trust.

H0: It is suspected that there is no influence between brand experience and consumer trust.

RESEARCH METHOD

This type of research uses a quantitative approach, including causal research which proves cause-and-effect relationships or relationships that influence and are influenced (Sugiyono, 2016). Primary data collection techniques are carried out through surveys. The survey tool used was a questionnaire (Sekaran Uma, 2016). The questionnaire was distributed over a period of one month, namely February 2023.

The population in this research is the people of Labuhanbatu Regency. Determining the number of samples was measured using the Slovin formula with an error tolerance of 10%, which means the accuracy level is 90% (Sugiyono, 2016). There are two sample criteria used by researchers, namely (1) respondents must be those who use products with the iPhone brand (2) respondents must be willing to fill in voluntarily without any coercion. So the sample in this research is 100 respondents, namely respondents who are iPhone brand users and are residents of Labuhanbatu Regency.

According to (Sugiyono, 2016) data analysis is grouping, tabulating, presenting and calculating data obtained from respondents. In this research, data management uses SmartPLS 4.0 with the partial least squares (PLS) method. This is done to make it easier to manage statistical data more quickly and precisely. The data analysis used in the research, namely Partial Least Square (PLS), aims to help researchers obtain latent variables for prediction purposes (Hair et al., 2021). In this research, three stages were carried out, namely: 1) Outer Model Analysis. 2) Inner Model Analysis. and 3) Hypothesis Testing. The tool used is the Smart PLS 4.0 program which is specifically designed to estimate structural equations on a variance basis.

RESULTS AND DISCUSSIONS

Descriptive Statistical Analysis

Data obtained from questionnaires filled out by respondents were analyzed using descriptive percentage statistical analysis techniques with the help of the SPSS 25 application. The following table explains the results of the descriptive analysis that has been carried out:

Table 1. Descriptive Statistical Analysis Results

	Descriptive Statistics				
	N	Min	Max	Mean	Std. Deviation
Brand Image (X1)	100	10.00	20.00	17.2400	2.28354
Brand Experience (X2)	100	13.00	25.00	21.7700	3.06448
Consumer Trust (Y)	100	6.00	15.00	12.7700	2.06879

Source : Data primer diolah tahun 2023

The table above shows that the Brand Image variable (X1) is described as having a minimum value of 10 while a maximum value of 20 and has an average (mean) value of 17.2400 with a standard deviation of 2.28354. for the Brand Experience variable (X2) it is described that the minimum value is 13 while the maximum value is 25 and has an average value (mean) of 21.7700 with a standard deviation of 3.06448. And the consumer trust variable (Y) is described as having a minimum value of 6 while a maximum value of 15 and has an average (mean) value of 12.7700 with a standard deviation of 2.06879.

Table 2. Respondent Characteristics

Karakteristik	Kategori	Frekuensi	Persen
Jenis Kelamin	1. Laki-laki	62	62
	2. Perempuan	38	38
	Total	100	100%
Usia	1. < 15 Tahun	7	7%
	2. 15 - 25 Tahun	51	51%
	3. 26 - 35 Tahun	28	28%
	4. 36 - 45 Tahun	14	14%
	5. > 45 Tahun	3	3%
	Total	100	100%
Pekerjaan	1. Pegawai Negeri	24	24%
	2. Pegawai Swasta	19	19%
	3. Wiraswasta	20	20%

	4. Petani	7	7%
	5. Pelajar/Mahasiswa	30	30%
	Total	100	100%
Penghasilan/Bulan	1. < Rp. 1.000.000	12	12%
	2. Rp.1.000.000 - Rp. 2.500.000	13	13%
	3. Rp. 2.500.000 - Rp. 4.000.000	59	59%
	4. > Rp. 4.000.000	16	16%
	Total	100	100%

Source : Data primer diolah tahun 2023

Based on Table. 1 It is known that the characteristics of respondents based on 100 respondents who filled out the questionnaire, there were 62 male people and 38 female people who were registered as users of iPhone brand products.

For characteristics based on age, there are 7 people aged under 15 years, 51 people aged 15-25 years, 28 people aged 26-35 years, 14 people aged 36-45 years, and over 45 years old who use iPhone brand products.

Characteristics of respondents based on occupation or profession: 24 respondents were civil servants, 19 were private employees, 20 were self-employed, 7 were farmers, and 30 were students.

Furthermore, for the characteristics of respondents based on income, there were 12 people with income below Rp. 1,000,000, income of Rp. 13 people earn Rp. 1,000,000- Rp. 2,500,000, 59 people earn Rp. 2,500,000- Rp. 4,000,000, and 16 people earn above Rp. 4,000,000.

This makes it possible for many men to use products with the iPhone brand because the specifications of the iPhone brand are very supportive for work or playing games, and the age of 15-25 years is the age that most often uses branded image products at the moment. Then the use of products with the iPhone brand is very often used by students, and iPhone brand products are products with high prices and quality which makes it possible for those with large incomes to often use products from the iPhone brand.

Evaluation of Outer Model (Measurement Model)

Measurement model testing (outer model) is used to determine the specifications of the relationship between latent variables and manifest variables. This test includes convergent validity, discriminant validity and reliability.

Convergent Validity

Convergent validity of the measurement model with reflexive indicators can be seen from the correlation between the item/indicator scores and the construct scores. Individual indicators are considered reliable if they have a correlation value above 0.70. However, at the research scale development stage, loadings of 0.50 to 0.60 are still acceptable. Based on the results for outer loading, it shows that the indicator has a

loading below 0.60 and is not significant. The structural model in this research is shown in the following figure:

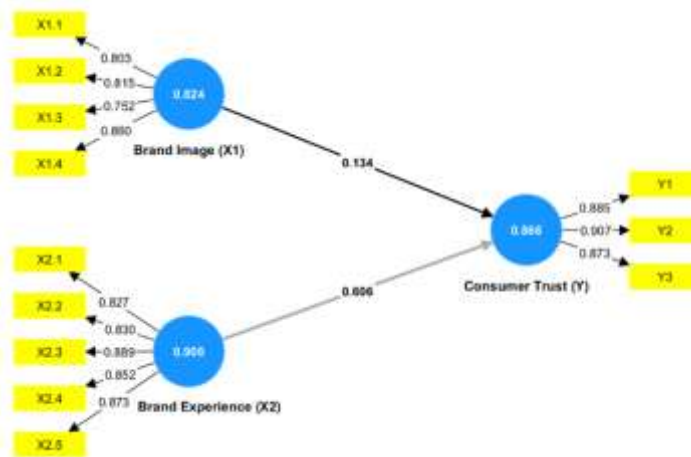


Figure 2. Outer Model

Source: *Output Program Smart PLS, 2023*

The Smart PLS 4.0 output for an explanation of the results of the loading factors in measuring each indicator construct can be seen in the following table:

Table 3. Outer Loadings

	Brand Experience (X2)	Brand Image (X1)	Consumer Trust (Y)
X1.1		0.803	
X1.2		0.815	
X1.3		0.752	
X1.4		0.860	
X2.1	0.827		
X2.2	0.830		
X2.3	0.889		
X2.4	0.852		
X2.5	0.873		
Y1			0.885
Y2			0.907
Y3			0.873

Source: *Output Program Smart PLS, 2023*

Based on Table 3 above, it is known that all indicators have a loading factor > 0.70, which means that all indicators are valid indicators for measuring the construct.

Discriminant Validity

In this section, the results of the discriminant validity test will be described. The discriminant validity test uses cross loading values. An indicator is declared to meet discriminant validity if the cross loading value of the indicator on the variable is the largest compared to other variables. The following is the cross loading value of each indicator. The following table explains it:

Table 4. Discriminant Validity

	Brand Experience (X2)	Brand Image (X1)	Consumer Trust (Y)
X1.1	0.594	0.803	0.395
X1.2	0.570	0.815	0.498
X1.3	0.570	0.752	0.390
X1.4	0.582	0.860	0.522
X2.1	0.827	0.591	0.584
X2.2	0.830	0.643	0.508
X2.3	0.889	0.614	0.604
X2.4	0.852	0.605	0.598
X2.5	0.873	0.603	0.681
Y1	0.650	0.470	0.885
Y2	0.617	0.542	0.907
Y3	0.599	0.496	0.873

Source: Output Program Smart PLS, 2023

Based on Table 4 above, it states that all indicators in the research variables have cross loading values that are greater than the cross loading values on other variables so that the data is declared to have met the requirements. Another way to measure discriminant validity is to look at the square root of average variance extracted (AVE) value. The recommended value is above 0.5 for a good model.

The next test is the composite reliability of the indicator block that measures the construct. A construct is said to be reliable if the composite reliability value is above 0.60. Then it can also be seen by looking at the reliability of the construct or latent variable which is measured by looking at the Cronbach's alpha value of the indicator block that measures the construct. A construct is declared reliable if the Cronbach's alpha value is above 0.7. An explanation of the results of the composite reliability and Cronbach's alpha values can be seen in the following table:

Table 5. Composite Reability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Experience (X2)	0.908	0.919	0.931	0.730
Brand Image (X1)	0.824	0.837	0.883	0.653
Consumer Trust (Y)	0.866	0.867	0.918	0.789

Source: Output Program Smart PLS, 2023

Based on Table 5 above, it shows that the Average Variance Extracted (AVE) for each variable, namely consumer motivation, Brand Experience and Consumer Trust, has a construct > 0.50, meaning all constructs are reliable. Thus it can be stated that each variable has high discriminant validity.

Meanwhile, it can be seen in Table 3. above that the composite reliability value for each variable shows a construct value > 0.60. These results show that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability.

Furthermore, in the table above, the Cronbach's alpha value for each variable shows a construct value > 0.70, thus this result shows that each research variable has met the requirements for the Cronbach's alpha value, so it can be concluded that all variables have a high level of reliability. So it can be concluded that the indicators used in this research have high discriminant validity in compiling their respective variables.

Evaluation of Inner Model (Structural Model)

Evaluation of the structural model (inner model) is carried out to ensure that the structural model built is robust and accurate. The analysis stages carried out in the structural model evaluation can be seen as follows:

Determination Coefficient (R2)

Based on data processing that has been carried out using the SmartPLS 4.0 program, the R Square value is obtained as follows:

Table 6. Coefficient of Determination (R2)

	R-square	R-square adjusted
Consumer Trust (Y)	0.500	0.490

Source: Output Program Smart PLS, 2023

Based on Table 8 above, it shows that the R Square value for the Consumer Trust variable is 0.50. These results explain that the percentage of Consumer Trust is 50%. This proves that the Brand Image and Brand Experience variables influence Consumer Trust by 50% and the remaining 50% is influenced by other variables that were not tested in the research.

Goodness of Fit (GoF) Assessment

Based on data processing that has been carried out using the SmartPLS 4.0 program, the Model Fit values are obtained as follows:

Table 7. Model Fit

	Saturated model	Estimated model
SRMR	0.063	0.063
d_ULS	0.308	0.308
d_G	0.238	0.238
Chi-square	138.073	138.073
NFI	0.831	0.831

Source: Output Program Smart PLS, 2023

The goodness of fit test results of the PLS model in Table 7. above show that the NFI value is 0.831, which means the model is fit. Thus, from these results it can be concluded that the model in this study has a high goodness of fit and is suitable for use to test research hypotheses.

Hypothesis test

After carrying out the outer and inner models, the next step is to evaluate the relationship between latent constructs as hypothesized in this research. Hypothesis testing in this research was carried out by looking at T-Statistics and P-Values. The hypothesis is declared accepted if the T-Statistics value is $> T_{Table}$ (1.96) and the P-Values value is < 0.05 . The following are the results of testing the hypothesis of direct influence on research:

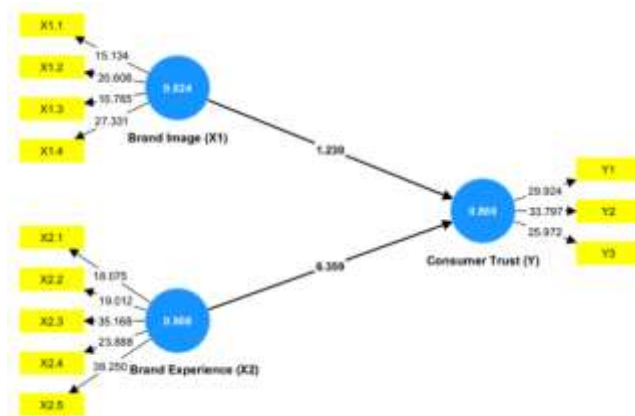


Figure 3. Path Coefficients

Source: *Output Program Smart PLS, 2023*

Below is a table explaining the results of hypothesis testing in this research carried out by looking at the T-Statistics and P-Values in the test:

Table 8. Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Brand Experience (X2) → Consumer Trust (Y)	0.608	0.603	0.095	6.359	0.000
Brand Image (X1) → Consumer Trust (Y)	0.134	0.144	0.109	1.230	0.219

Source: *Output Program Smart PLS, 2023*

Based on the figure and table 8. above, it is known that the results of the hypothesis test are as follows:

Hypothesis 1: The Brand Image variable (X1) has no effect on the Consumer Trust variable (Y). This result is proven by the test results which obtained T-statistics values (1.230) $< T_{Table}$ (1.96) and obtained P-values (0.219) > 0.05 . Which means that in this research it is stated that H1 is rejected or not proven, and H0 is accepted or proven.

Hypothesis 2: The Brand Experience variable (X2) influences the Consumer Trust variable (Y). This result is proven by the test results obtained by the T-statistics value (6.359) $> T_{Table}$ (1.96) and by the obtained P-values (0.000) < 0.05 . Which means that H2 in this study is accepted or proven, and H0 is rejected and not proven.

PEMBAHASAN

This research was conducted to test and analyze the Brand Image (X1) and Brand Experience (X2) variables on the Consumer Trust (Y) variable for iPhone brand users in Labuhanbatu Regency, with the following results:

The Influence of Brand Image on Consumer Trust

Based on the test results, the T-Statistics value is 1.230, which is smaller than Ttable, namely 1.96 with a significance value of 0.219, which is greater than the error level determined in the research (0.05), which shows that Brand Image has no effect on Consumers. Trust (consumer confidence). This shows that Brand Image does not affect consumer trust, so hypothesis 1 is rejected and not proven. These results prove that brand image has not been able to influence consumer trust because the people of Labuhanbatu Regency do not yet consider brand image as a tool for measuring consumer trust. Because the people of Labuhanbatu Regency consider the iPhone brand including products that have high prices. These results also show that brand image cannot be used to predict its effect on consumer trust directly. If the company can show a good image of the product brand for customers, then these customers will trust the product brand they produce. such as deciding to consume in the long term, showing a feeling of sincerity and honesty in using a product of a certain brand. The customer's decision to buy a product in the long term by assessing the brand image of the resulting product is quite irrational, because in fact it is only an expression of customer satisfaction. consumers from the results of using the products produced, the proof is that if the company is less competitive with other companies, these customers will easily switch to the other company.

The Influence of Brand Experience on Consumer Trust

Based on the test results, a T-Statistics value of 6.359 is greater than the Ttable value (1.9) with a significance value of 0.000, which is smaller than the error level determined in the research (0.05), which shows that brand experience has a positive effect on consumer trust. The better the brand experience applied to iPhone products produced by the company, the more consumer trust in the iPhone brand produced will increase. This shows that brand experience has a significant influence on consumer trust, so hypothesis 2 is accepted or proven. The significant influence of brand experience on consumer trust shows that brand experience can be used to directly predict its influence on consumer trust. These results show that the company has implemented brand experience well to increase consumer trust. Brand experiences can make a strong impression by appealing to the five senses. The brand can be felt and enjoyed with the five senses directly when we first experience the iPhone brand.

CONCLUSIONS AND SUGGESTIONS

Based on the results of data processing and findings in the discussion described above, the following conclusions can be drawn:

Brand image has no effect on consumer trust among iPhone users in the Labuhanbatu Regency community. This result was proven by testing which obtained T-statistics values $(1.230) < T_{table} (1.96)$ and by obtaining P-values $(0.219) > 0.05$. Which means that hypothesis 1 in this study is rejected or not proven.

Brand experience has a positive and significant effect on consumer trust among iPhone users in the Labuhanbatu Regency community. This result is proven by the test results obtained by the T-statistics value $(6.359) > T_{table} (1.96)$ and by the obtained P-values $(0.000) < 0.05$. Which means hypothesis 2 in this study is accepted or proven.

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