INFLUENCES OF BRAND SELECTION, BRAND EVALUATION, AND CONSUMER LIFESTYLETOWARDCUSTOMER LOYALTY OF THEAPPLE SMARTPHONE USES

(Case study of the Students of Master Management Study Program of Economics and Business Faculty, Sam Ratulangi University)

Thea Wowor

Master of Management Program, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
theawowor22@gmail.com

Altje L. Tumbel,

Master of Management Program, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
altjetumbel21@unsrat.ac.id

Greis M. Sendow

Master of Management Program, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
greis5sendow@gmail.com

Abstract

Smartphones are an important element in fulfilling human needs today. Smartphones in the eyes of society are now considered a necessity, whether for communicating, socializing or for work. The purpose of this research is to determine and analyze the influence of Brand Selection, Brand Evaluation, and Consumer Lifestyle on Customer Loyalty in Using Apple Brand Smartphones. And addressed to active students of the Master of Management at Sam Ratulangi University. The sampling technique used was random, where the sample taken was 100 respondents. The analytical method used in this research is Multiple Linear Regression Analysis, equipped with Validity and Reliability Test calculations, Classic assumption test and r coefficient, Hypothesis testing partially with the t test and simultaneously with the F test using the SPSS Version 25 application. Research results shows that partially each variable, namely Brand Selection, Brand Evaluation and Consumer Loyalty, has a positive and significant effect on Customer Loyalty in using Apple brand smartphones. Likewise, simultaneously Brand Selection, Brand Evaluation, and Consumer Loyalty have a positive and significant effect on Customer Loyalty in using Apple brand smartphones (Case Study of Master of Management Students at Sam Ratulangi University).

INTRODUCTION
Background

For today's modern society, having facilities ssmartphonehas become a basic needin communicating, socializing or working.SApart from being a communication tool, smartphones can also be usedused forbrowsing the internet, mreading e-books, shopping, transferring money, playing games and various other features that can make human work activities easier. The public's need for smartphones continues to increase, making electronics and technology companies increasingly competing to create themvariousSmartphone products,The company's efforts to create user satisfaction must be supported by a good relationship between the company and users. This good relationship is very necessary with the aim of creating trust and getting closer to users, in knowing current needs in the field of technology, especially smartphones, as well as providing benefits to users from the relationships they have established (Chulaifi & Setyowati 2018). One of the Smartphone brands that competes in the Indonesian market is the Apple Smartphone brand with its product types including smart phones or commonly called iPhones, Tablet Computers or iPads, Personal Computers or Macs, portable media players or iPods, Smart Watches or Apple Watch, digital media player or Apple TV and Smart speaker or HomePod. The company has developed and innovated so many products from the Apple brand with the aim of increasing sales in order to maintain its business amidst increasing global competition.

The need for smartphone devices is also very much needed in educational activities, such as instudentstudy programMaster of Management, Faculty of Economics and Business, Sam Ratulangi University especially year groups2020-2022 total159person.

Table 1. StudentAktifMaster of Management 2020-2023

Class of 2020	Class of 2021	Class of 2022	Class of 2023
8 people	20 People	73 People	58 People
Number: 159 people			

Source: Master of Management Study ProgramFEB UNSRAT(2023)

Research purposes

Based on the description of the background above, the objectives of this research are:

1. To AnalyzeinfluenceBrand Selection on Customer Loyalty in Using Apple Brand Smartphones.

2. To AnalyzeinfluenceBrand Evaluation of Customer Loyalty in Using Apple Brand Smartphones.

3. To AnalyzeinfluenceConsumer Lifestyle influences Customer Loyalty in Using Apple Brand Smartphones.

4. To AnalyzeinfluenceBrand Selection, Brand Evaluation, and Consumer Lifestyle on Customer Loyalty in Using Apple Brand Smartphones.

QLITERATURE REVIEW

Marketing

According to Kotler and Keller (2016) Marketing is the activity of organizing institutions and processes for creating, communicating, delivering and exchanging offers that have value for customers, clients, partners and society in general. Marketing is one of the keys to success for a company, where marketing is not just the principle of selling, but how to provide satisfaction to consumers in order to bring profits to the company. In a company context, marketing issimplecan be interpreted as a company's efforts to gain profits, consumer satisfaction, or consumer loyalty by providing what consumers want.

Customer Loyalty

Kotler and Keller (2016) say that customer loyalty is a strong commitment to repurchase or re-subscribe from a selected product or service in the future. According to (Tjiptono, 2020) customer loyalty is a customer's commitment to a brand, shop and supplier, based on a very positive attitude and is reflected in positive repeat purchases.

Brand Selection

Product/brand selection can be interpreted as the action of selecting or deciding something to buy, meaning the companywill present a wide selection of products to purchase, especially smartphones, and you can freely choose based on the desires and needs of consumers.According toKotler and Armstrong (2012) define a brand as a name, term, sign, symbol, or design or a combination of these, which aims to identify the goods or services produced by the producer. Brands will make it easier for consumers to identify the products availablemarket, identifying which products have more benefits, or which products suit consumer tastes. Plus the brand also says something about consistency and quality. This means that if the quality and consistency of a brand is good, it will be very easily accepted by consumers.
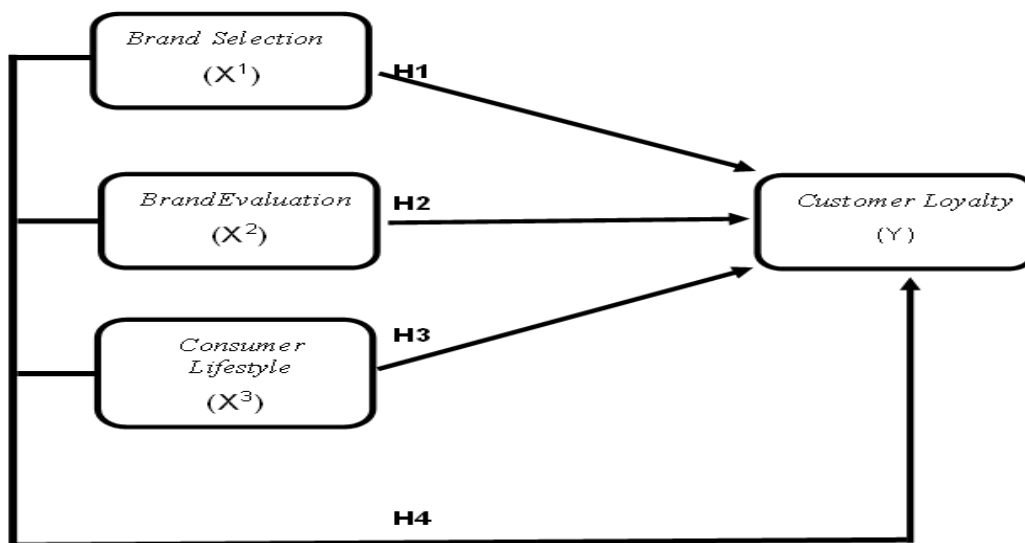
Brand Evaluation

*Brand evaluation*is a standard for determining how good and effective it is,branding activities*from the brand to consumers, stakeholders and yourself*. Parameters that are usually usedamong them: **How much does it cost?**for one or more branding activities, *s*or more branding activities, whether consumers have a high tendency to buy the product, a**determine the time and period of branding activities**also influentialfund**is A's branding activity only effective**for audience X or even audience Y too(Increasink, nd)

Consumer Lifestyle

According to Philip Kotler and Kevin Lane Keller (2016) "Lifestyle is a person's lifestyle as expressed in activities, interests and opinions. This describes the whole person interacting with their environment." A person's lifestyle is usually not permanent and changes quickly. A person may quickly change the model and brand of clothing because they adapt to changes in their life.

Research Model and Hypothesis

Figure 1.Research Model
Source: Theoretical Studies and Empirical Studies (2023)

Hypothesis

1. H1:It is suspected that Brand Selection influences Customer Loyalty
2. H2: It is suspected that Brand Evaluation has an influence on Customer Loyalty
3. H3: It is suspected that Consumer Lifestyle has an influence on Customer Loyalty
4. H4: It is suspected that Brand Selection, Brand Evaluation, and Consumer Lifestyle have an influence towards Customer Loyalty

RESEARCH METHODS

Location and Research Objects

This research was conductedin the Master of Management Study Program, Faculty of Economics and Business, Sam Ratulangi University, especially atStudentStudy programMaster of Managementbatch 2020 - 2022. The reason the researchers chose this location was because after conducting research or observations on students who used Apple brand smartphones, problems were found related to the influence of Brand Selection, Brand Evaluation, Consumer Lifestyle on Customer Loyalty.

Method of collecting data

To obtain empirical data inthis researchthing to do isdirect observation of consumers using Apple smartphones,furthermoreoperateresearch questionnaire(Google Forms) by providing a set of questions to respondents(student of the management master's study program)to answer.

To obtain secondary data this research was carried outliterature study by studying literature that can support the preparation of this research.

Research Population and Sample

According to Sugiyono (2018) Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. The population of this research is students who use Apple smartphonesStudy programMaster of Management, Faculty of Economics and Business,Sam Ratulangi Universitybatch 2020 - 2022. The number of consumer samples was 100 respondents.

Research Instrument Scale

According to Sugiyono (2018) the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The questionnaire or questionnaire uses a Likert scale in checklist form. With a Likert scale, the variables being measured are translated into indicator variables. Then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions.

Data analysis method

Data analysis is one of the research activities in the form of the process of compiling and managing data in order to interpret the data that has been obtained, according to Sugiyono (2017). Data analysis is an activity after data from all respondents or other data sources have been collected. Data analysis activities are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, carrying out calculations to answer the problem formulation and carrying out calculations to test the hypotheses that have been proposed.

Operational Definition of Variables

1. According to KotlerAndKeller (2016) Product selection is a decision-making attitude by consumers to buy the product they want or need.

2. According to Setiadi, (2010) Brand Evaluation concerns the value of a brand for marketers and consumers who aim to find out more about the product they are going to buy. And this evaluation can be traced from various social media sites or the results of other people's usage.

3. According to Suryani (2013), lifestyle is an economic perspective that shows how a person allocates their income and chooses products or consumption patterns that reflect individual choices in terms of how they spend money, time and energy.

4. According to Lovelock and Jochen (2011: 338) customer loyalty is the willingness of consumers to subscribe to a company for a long time, by purchasing and using its goods or services

repeatedly or even exclusively and being able to recommend or promote its products or services to others.

RESEARCH RESULTS AND DISCUSSION
Research result
Validity Test Results

The results of the validity test of the research instrument using the SPSS version 25 program are summarized in the table2the following:

Table2. Validity Test Resultss

Variable	Statement	*Person Correlation*	Sig	Alpha	Status
Brand Selection(X1)	X1.1	0.797	0,000	0.05	Valid
	X1.2	0.809	0,000	0.05	Valid
	X1.3	0.854	0,000	0.05	Valid
	X1.4	0.865	0,000	0.05	Valid
	X1.5	0.804	0,000	0.05	Valid
	X1.6	0.804	0,000	0.05	Valid
Brand Evaluation(X2)	X2.1	0.851	0,000	0.05	Valid
	X2.2	0.923	0,000	0.05	Valid
	X2.3	0.871	0,000	0.05	Valid
	X2.4	0.894	0,000	0.05	Valid
	X2.5	0.742	0,000	0.05	Valid
Consumer Lifestyle(X3)	X3.1	0.719	0,000	0.05	Valid
	X3.2	0.865	0,000	0.05	Valid
	X3.3	0.897	0,000	0.05	Valid
	X3.4	0.727	0,000	0.05	Valid
Customer Loyalty(Y)	Y1.1	0.771	0,000	0.05	Valid
	Y1.2	0.906	0,000	0.05	Valid
	Y1.3	0.894	0,000	0.05	Valid
	Y1.4	0.797	0,000	0.05	Valid

Source: Data processed by SPSS 25 (2023)

Based on Table2The results of the questionnaire validity test on 100 respondents are explained as follows:

1. Variable*Brand Selection*(X1) of the 6 statement items (X1.1 − X1.6) obtained the lowest correlation value for item X1.1 = 0.797 with a significance value = 0.000.

Model		Collinearity Tolerance	Statistics VIF
1	(Constant)		
	*Brand*Selection (X1)	,738	1,356
	*Brand*Evaluation (X2)	,782	1,279
	Consumer Lifestyle (X3)	,914	1,094

2. The Brand Evaluation variable (X2) from 5 statement items (X2.1 – X2.5) obtained the lowest correlation value for item X2.5 = 0.742 with a significance value = 0.000.

3. The Consumer Lifestyle variable (X3) from the 4 statement items (X3.1 – X3.4) obtained the lowest correlation value for item X3.1 = 0.719 with a significance value = 0.000.

4. The Customer Loyalty (Y) variable from the 4 question items (Y1.1 – Y1.4) obtained the lowest correlation value for item Y1.1 = 0.771 with a significance value = 0.000.

Based on these results, it can be concluded that all question items for each variable in the questionnaire are valid because the correlation value is > 0.195 in the r table and n 100 at a significance value of < 0.05.

Normality Test Results

Test results using the One-Sample Kolmogrof-Smirnov Test are in the table3as follows:

Table3.Normality Test Results Using Kolmogorov-Smirnov Test Analysis

Source: Data processed by SPSS 25 (2023)

The test criteria taken are based on probability values using the IMB SPSS Statistics 25 application. If the significance value (sig) > 0.05, then the research data is normally distributed. Conversely, if the significance value (sig) < 0.05, then the research data is not normally distributed.

Multicollinearity Test Results

Ghozali (2011:107-108) There are no symptoms of multicollinearity if the tolerance value is < 1.00 and the VIF value is < 10.00. Based on Table4multicollinearity test results:

Table4. Multicollinearity Test Results

| N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.48603679
Most Extreme	Absolute	,068
Differences	Positive	,068
	Negative	-.053

Statistical Tests	,068
Asymp. Sig. (2-tailed)	,200c,d

a. *Dependent Variable: Customer Loyalty (Y)*
Source: Data processed by SPSS 25 (2023)

In table4shows that there are no symptoms of multicollinearity if the VIF value is <10. Because the VIF value of all variables is less than 10, there are no symptoms of multicollinearity at all. It can be concluded that there are no symptoms of multicollinearity in the model.

Heteroscedasticity Test Results

Based on Fig2The heteroscedasticity test results show that the scatterplots image, regression standardized predicted value:
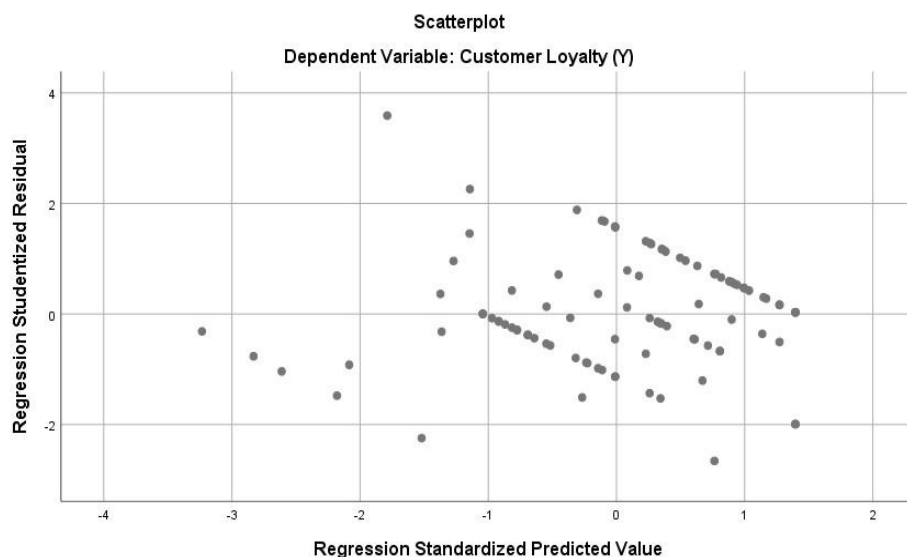
Picture2. Heteroscedasticity Test Results
Source: Data processed by SPSS 25 (2023)

On picture2The results of the heteroscedasticity test show that the scatterplots, regression standardized predicted value images show that there is no clear pattern and the points are spread above and below the number 0 on the Y axis.

Correlation and Determination Coefficient Results

Based on Table5The summary model processed using the SPSS version 25 program obtained the following results:

Table 5. Summary Model Determination Results b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.738a	,544	,530	1,509	1,957

a. Predictors: (Constant), Consumer Lifestyle (X3), Brand Evaluation (X2), Brand Selection (X1).

b. Dependent Variable: Customer Loyalty (Y)

Source: Data processed by SPSS 25 (2023)

The results of the correlation coefficient or R are 0.738, this shows that the relationship between Brand Selection (X1), Brand Evaluation (X2), and Consumer Lifestyle (X3) on Customer Loyalty (Y) in the use of Apple brand smartphones is 73.8. %, and it can be seen that the coefficient of determination value is found at the Adjusted R Square value of 0.530. This means that the ability of the independent variable to explain the dependent variable is 53%, the remaining 47% is explained by other variables not discussed in this research. It can also be seen that the result of the Coefficient of Determination or R square is 0.544 which shows that 54.4% of Brand Selection (X1), Brand Evaluation (X2), and Consumer Lifestyle (X3) affect Customer Loyalty (Y) while the remaining 45.6% is influenced by other variables not examined in this study.

Simultaneous F-Test Results

The results of simultaneous hypothesis testing (F Test) can be seen in Table6below this:

Table6. Test Results (F)

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	260,768	3	86,923	38,169	,000b
	Residual	218,622	96	2,277		
	Total	479,390	99			

Source: Data processed by SPSS 25 (2023)

Based on the test results in Table6above can be seen in the Fcount value of 38,169 with the Ftable value being 2.46 so that the Fcount > Ftable or 38,169 > 2.46 and a significant level of 0.000 < 0.05, it can be concluded that the Brand Selection (X1), Brand Evaluation (X2), and Consumer variables Lifestyle (X3) simultaneously has a significant effect on Customer Loyalty (Y) in using Apple brand smartphones, so Hypothesis 4 H4 can be accepted.

t Test Results (Partial)

The results of partial hypothesis testing (t test) can be seen in the table7below this:

Table7. Test Results (t)

Model		Unstandardized Coefficients B	Error	Standardized Std.Coefficients Beta	Q	Sig.
1	(Constant)	,163	1,900		,086	,932
	*Brand*Selection (X1)	,218	,060	,290	3,613	,000
	*Brand*Evaluation (X2)	,369	,058	,496	6,363	,000
	Consumer Lifestyle (X3)	,202	,090	,161	2,231	.028

1. Dependent Variable: Customer Loyalty(Y)
Source: Data processed by SPSS 25 (2023)

1. In Table7coefficients significant value of Brand Selection (X1) obtained a t value of 3.613 > t table 1.66023, so it can be concluded that H1 is accepted which means there is a positive and significant influence of Brand Selection (X1) on Customer Loyalty (Y) in the use of Apple brand smartphones, So Hypothesis 1 H1 is acceptable.

2. In Table7coefficients significant value Brand Evaluation (X2) obtained a t value of 6.363 > t table 1.66023, so it can be concluded that H2 is accepted which means there is a positive and significant influence of Brand Evaluation (X2) on Customer Loyalty (Y) in the use of Apple brand smartphones, So Hypothesis 2 H2 is acceptable.

3. In Table7coefficients significant value of Consumer Lifestyle (X3) obtained a t value of 2.231 > t table 1.66023, so it can be concluded that H3 is accepted which means there is a positive and significant influence of Consumer Lifestyle (X3) on Customer Loyalty (Y) in the use of Apple brand smartphones, So Hypothesis 3 H3 is acceptable.

DISCUSSION

The Influence of Brand Selection on Customer Loyalty in Using Apple Brand Smartphones

Brand selection has a positive and significant effect. The t-count value is 3.613 > ttable 1.66023, so it can be concluded that H1 is accepted, which means there is a positive and significant influence on customer loyalty in using Apple brand smartphones. The results of this research are in line with the research findings of Wilson and Makmud (2018) which stated that brand selection has a positive and significant effect on brand loyalty in the case study of The Indonesian Smartphone Industry.

The Influence of Brand Evaluation on Customer Loyalty in Using Apple Brand Smartphones

Brand Evaluation has a positive and significant effect, obtained by a t value of 6,363 > t table 1.66023, so it can be concluded that H2 is accepted, which means there is a positive and significant influence on customer loyalty in using Apple brand smartphones. The results of this research are in line with the research findings of Wilson and Makmud (2018) that brand evaluation has a positive and significant effect on brand loyalty in the case study of The Indonesian Smartphone Industry.

The Influence of Consumer Lifestyle on Customer Loyalty in Using Apple Brand Smartphones

Consumer Lifestyle with a positive and significant effect, the tcount value is 2.231 > ttable 1.66023, so it can be concluded that H3 is accepted, which means there is a positive and significant influence on customer loyalty in using Apple brand smartphones. The results of this research are in line with research findings by Hans (2018) which stated that consumer lifestyle has a positive and significant influence on brand loyalty of iPhone users among students in the management study program at Petra Christian University.

The Influence of Brand Selection, Brand Evaluation, Consumer Lifestyle on Customer Loyalty in Using Apple Brand Smartphones

Based on the results of simultaneous testing, namely the Fcount value of 38,169 with the Ftable value being 2.46 so that the Fcount > Ftable or 38,169 > 2.46 and a significant level of 0.000 < 0.05, it can be concluded that the Brand selection, Brand Evaluation and Consumer Lifestyle variables together have a significant influence. towards Customer Loyalty in using Apple brand smartphones. The research results show the same results as the hypothesis formulated, namely Brand Selection, Brand Evaluation, Consumer Lifestyle have a significant effect together on Customer Loyalty.

CLOSING
Conclusion

1. Partially, Brand selection has a positive and significant effect on Customer Loyalty in using Apple brand smartphones.

2. Partially, brand evaluation has a positive and significant effect on customer loyalty in using Apple brand smartphones.

3. Partially, consumer lifestyle has a positive and significant effect on customer loyalty in using Apple brand smartphones.

4. Brand selection, brand evaluation, and consumer lifestyle together have a significant effect on customer loyalty in using Apple brand smartphones.

Suggestion

1. iPhone smartphone products have strong brand love. This can be attributed to consumer trust and satisfaction in purchasing iPhone products which are supported by the Apple Brand itself, providing consistent quality and innovation guarantees to meet consumer needs and desires. This has led to increased consumer love for the Apple brand. Therefore, it is important for iPhone smartphone products to emphasize brand affection strongly. The stronger the brand affinity fostered by iPhone products, the higher the likelihood that consumers' purchasing decisions will be.

2. iPhone smartphone products must show creativity and follow trends, especially when targeting consumers with hedonistic lifestyles, especially among the Generation Z demographic. If companies implement this strategy effectively, it will improve consumer purchasing decisions. iPhone products must align themselves with current trends and have an understanding of the preferences and behavior of consumers with hedonistic lifestyles. iPhone products can captivate and influence their purchasing decisions by fulfilling their lifestyle aspirations.

3. As consideration for further research, these findings can be an additional reference for further research. It is recommended to study further variables other than the variables used in this research. Including other factors or dimensions related to brand attraction, hedonistic lifestyle, and consumer behavior can provide a more comprehensive understanding of the subject matter.

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