

## The influence of brand equity on customer loyalty through customer satisfaction (Study on iPhone users in Bandar Lampung)

Fadila Azzahra\*

Dorothy Rouly Haratua Pandjaitan

Nuzul Inas Nabila

Management Department, University of Lampung, Indonesia

### ABSTRACT

The company began to shift the paradigm of business strategy not only to lead to customer satisfaction but to go further for customer loyalty as a basis for understanding how to maintain brand equity. Several studies have shown customer satisfaction is only sometimes accompanied by customer loyalty. Companies are starting to notice losing customers despite high satisfaction levels. This study aimed to examine the influence exerted by brand equity variables consisting of perceived quality, perceived cost value, brand identification, brand trust, and lifestyle suitability on customer loyalty through customer satisfaction for iPhone users in Bandar Lampung. The data used in this study are primary data obtained from the results of the respondents' answers collected with the help of a questionnaire. The number of samples in this study was 130 respondents. The sampling method uses purposive sampling, which is a technique for determining the selection according to the criteria specified by the researcher. The model analysis used in this study is the Structural Equation Model (SEM) with the Partial Least Square (PLS) technique with the help of the SmartPLS 4.0 application. The results of this study indicate that perceived quality, perceived cost value, brand identification, brand trust, and lifestyle alignment significantly affect customer satisfaction variables. The customer satisfaction variable also has a substantial effect on the customer loyalty variable.

### KEYWORDS

Brand Equity; Customer Satisfaction; Customer Loyalty; SEM-PLS; iPhone

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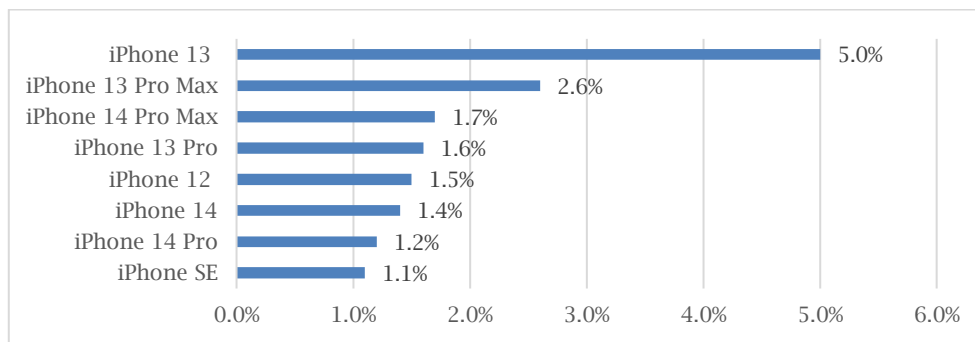
## Introduction

In the modern era, human life cannot be separated from technology. Technological advances go hand in hand with advances in science, meaning that technology is a way that rationally leads to efficient characteristics in every human activity. The rapid development of technology has influenced the development of cellular telecommunication in Indonesia, with mobile devices now equipped with various applications and features sufficient to support multiple activities. Mobile phones are now equipped with multiple functions such as multimedia, office, internet, social media, and others, making them a primary need for the community.

Table 1. Smartphone User Data in Indonesia (2022)

Year	Indonesian Population (Million People)	Number of Users (Million People)	Percentage of Users (%)
2017	261.35	117.61	45
2018	264.16	152.55	57
2019	266.91	173.56	65
2020	270.20	193.94	71
2021	272.68	210.77	77
2022	275.77	223.79	81

In 2022, the number of smartphone users was 223.79 million, with users ranging from children to the elderly. Smartphones have functions and capabilities like computers supported by sophisticated operating systems such as Android, iOS, Windows Mobile, Linux, Blackberry OS, Symbian and others. 2007 was a critical year for world communications, where the iPhone was a sophisticated and competitive communication tool. The Apple company's own goal was to develop an ordinary technology company into a luxury brand. iPhone has built an immaculate brand by offering products at a premium price to transform from a typical tech gadget to a lifestyle item. A brand is not just a name or symbol, but a brand that differentiates from different brands and serves as a product identity (Kotler and Keller, 2016).



**Figure 1.** List of the Best-Selling iPhone Types Globally 2022

From 2021 to 2022, the iPhone 13 sold the most, so it was ranked 1st at 5.0%. Brand equity is the extra value that comes with a product or service. It can be seen in how people feel, think, and act toward a brand. Brand equity is the extra money that comes in from selling branded goods that is more than the money that comes in from selling non-branded products. CBBE stands for "customer-based brand equity." It happens when customers know the brand and have positive, strong, and unique memories of it. Kotler and Keller (2016) say that a brand is how a buyer thinks and feels about a product or service, and that the real value of a good brand is its ability to win customer loyalty and choice. Brand equity can be judged by how well it fits with a person's lifestyle, how well they know the brand, how good they think it is, how much it costs, and how much they trust the brand. Perceived quality is how a customer thinks a brand is better overall than other brands that are offered. Chusnaini *et al.* (2022) stated that reported quality results have a big impact on customer happiness, but this is different from what other studies have found (Morgan & Govender, 2017). Perceived cost value is the result of figuring out how much the benefits of a purchase are worth compared to what was given up to make the purchase. Brand recognition is a part of brand value that can affect how happy and loyal customers are with a brand.

Brand trust is an important part of how buyers and sellers work together. Lifestyle suitability shows what customers need every day, and people like and buy the same brands over and over again when they can use them to show who they are. When people use iPhone products, they feel more confident than when they use other smartphone brands. This is why many people use iPhone products to fit in with their social class. Nam *et al.* (2011) say that when buyers have good brand value, they feel satisfied. According to Kotler and Keller (2016), buyer satisfaction is the degree to which a customer is happy or unhappy with a product based on how well it meets their standards. Kataria and Saini (2020) study shows that customer happiness goes up as company equity goes up. This study was done to find out what makes people want to buy iPhone goods. In this paper, we are interested in doing research with the title The influence of brand equity on customer loyalty through customer satisfaction (Study on iPhone users in Bandar Lampung). This is because the phenomenon has shown that there are study holes and problems. There is a lot of real-world data that shows how customer loyalty affects purchases of electronic goods, so it is still interesting to test the idea of customer loyalty in the setting of electronic goods.

## Literature review

### Marketing

Marketing can be thought of as a process, a collection of organizations, and a set of methods for creating, communicating, delivering, and exchanging products and services that consumers find valuable (Kotler and Keller, 2016). According to Tjiptono (2015), marketing is a collection of activities that businesses undertake to generate interest in their products and services among consumers and to ensure that their wares are sold and made available to end users. According to this definition, marketing is an activity that a company needs to perform in order to operate its business, regardless of whether the company offers commodities or services, in order to maintain the business, satisfy wants, distribute products, and advertise them. The goal of marketing is to both satisfy the requirements and desires of consumers and to generate revenue for the business. In order for marketing to be successful in reaching the objectives that have been established for it, it will need to put in a significant amount of effort into running its business.

### Consumer behavior

According to Kotler and Keller (2016), "consumer behavior" refers to the manner in which final customers (individuals and households) make purchases of goods and services for their own personal use. When all of these ultimate customers join together, we refer to the resulting group as "consumer markets." According to the statements made by a few industry professionals earlier, customer behavior can be defined as the process by which individuals choose the products they wish to purchase. This includes a variety of mental actions and processes, such as planning, product selection, and purchasing decisions, with the overarching objective of catering to the requirements and preferences of the customer.

## **Brands**

According to Kotler and Keller (2016), a brand can be a name, term, sign, symbol, or design—or any combination of these things—that is used to distinguish the products or services of one vendor or group of sellers and put them apart from those of rivals. A brand can also be a combination of these things. According to Tjiptono (2015), a product's name, terms, signs, symbols/symbols, designs, colors, movements, or other characteristics should give it a distinct personality and put it apart from other products that are comparable in nature. A seller makes a guarantee to buyers that they will always get a certain set of features, advantages, and services when they purchase a particular brand. This promise is known as a brand. The ability to depend on its excellence is another benefit of having a reputable brand.

## **Brand equity**

According to Aaker (2013), brand equity is a collection of assets that are connected to the name and sign of a brand and that either increase or diminish the worth of a company's product or service in the minds of the company's customers. Lehmann and Srinivasan (2014) examine the concept of brand equity from three distinct perspectives: the perspective of the consumer, the perspective of the product market, and the financial perspective. How individuals perceive and feel about branded and unbranded products is what constitutes brand equity from the purchaser's point of view. (i.e., customer-brand relationships). From the perspective of the product market, sales and revenue of branded commodities are compared to those of comparable products that do not have a brand name. In conclusion, when viewed from a financial and business perspective, brand equity is represented by the net present worth of anticipated purchases in the foreseeable future. According to Kotler and Keller (2016), the additional value that a product or service possesses is referred to as the brand equity. People's perceptions, emotions, and behaviors in relation to a brand, in addition to the brand's price point, market share, and revenue, are all indicators of the brand's equity.

## **Customer satisfaction**

Kotler and Keller (2016) define customer satisfaction as a person's joy or disappointment by comparing perceived and expected satisfaction or product. When product expectations aren't reached, customers are disappointed. Customers are happy when product expectations are met. Asking clients about product satisfaction is the easiest approach to gauge satisfaction. Measurement has two steps. They started with client pleasure. Second, compare consumer satisfaction with rivals' offerings. Customer satisfaction can lead to a harmonious relationship between the company and its customers, a reasonable basis for future purchases, loyalty, and word-of-mouth recommendations that lead to profits and benefits for the company. Tjiptono (2015) defines consumer satisfaction as an emotional response to the purchase experience. based on client feedback. Customers are happy if performance meets expectations. Customer satisfaction is based on product performance and results.

## **Customer loyalty**

According to Kotler and Keller (2016), customer loyalty can be defined as a steadfast commitment to purchase or re-patronize a particular product or service in the future, despite the fact that certain circumstances and marketing efforts might convince consumers to transfer to competing options. Writing about consumer behavior must include discussion of devoted patronage. One way to evaluate the significance of brand devotion is to consider the fact that it serves as a key indicator of a company's level of commercial success, which in turn has a direct bearing on how well the business does financially (Khan, 2013). This has a lot of benefits, such as making it more difficult for competitors to enter the market, increasing the market share of sales revenue, making it easier for a company to respond to threats from competitors, and making customers less sensitive to marketing efforts from competitors, which could lead to them switching brands.

## **Methods**

### **Types of research**

This study uses a quantitative approach, a quantitative approach that focuses on testing hypotheses, and then a conclusion approach can be drawn (Sugiyono, 2019). In this study, researchers want to prove whether there is influence from the variables studied. The variables studied, namely the independent variable or independent variable, are brand equity consisting of perceived cost quality, perceived cost value, brand identification, brand trust and lifestyle conformity. While the dependent or dependent variable in this study is customer satisfaction and loyalty, the object studied is iPhone users in Bandar Lampung.

### **Sources and data collection**

This study uses primary data and secondary data. According to Sugiyono (2019), primary data is data obtained first-hand and directly from research subjects using direct data retrieval tools as the information sought. In this study, the primary data was collected using a questionnaire with a Likert scale. According to Sugiyono (2019), a questionnaire collects data using questions regarding variable indicators used in research. The types of questions in the questionnaire used are closed questions in which answers have been provided with a Likert scale, which is a scale that

contains frequent questions to show the attitude of respondents to indicators. Secondary data is obtained from reading, studying and trying to understand other media, which can be sourced from journals, reading books, company profiles, documents or news reports which can be used as a reference source in this study. This research is an observation carried out on the object of research directly, which is carried out using documentation. It collects data and other necessary records in research and questionnaires (Questionnaire), a data collection technique that provides questions or written statements for respondents to answer (Sugiyono, 2019).

### **Samples**

According to Sugiyono (2019), the population is a generalized region that is composed of objects or subjects that have particular qualities and characteristics that have been established by researchers to study and then take conclusions from. iPhone owners in Bandar Lampung make up the participants in this study's demographic. According to Sugiyono (2019), the sample is a portion of the population that is viewed and thought to be capable of representing all members of the population who are completely representative. This is because the sample is considered to be representative of the entire population. Purposive sampling was the method selected by the researcher for this study's sampling, which means that when the researcher chooses the sample to be used, the sample parameters used by the researcher must take into consideration several things, including the items listed below. The sample for this study consisted of iPhone users living in Bandar Lampung with these qualifications:

1. Using iPhone products.
2. Residing in Bandar Lampung
3. At least 18 years old.
4. Have used iPhone for at least 3 years

Determination of the sample according to Malhotra (2020), namely the number of observations (sample size) must be at least four or five times the number of indicator items. So this study used 130 samples obtained from 26 indicator items.

### **Data analysis methods**

#### *Descriptive Analysis*

According to Sugiyono (2019), Descriptive analysis is statistics that are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations. In this study, researchers used a questionnaire in which each statement was accompanied by five possible answers from which the respondent had to choose. The assessment criteria for each statement item were compiled from the answers obtained. In this study, researchers employed a questionnaire with five possible responses for each statement the respondent was required to select. The evaluation criteria for each statement item were formulated based on the responses received. The descriptive analysis method is a statistical technique used to analyze data by describing or describing the collected data as is, without drawing broad conclusions or generalizations.

#### *Quantitative Analysis*

According to Sugiyono (2019), quantitative analysis is intended for information that can be measured or estimated numerically. This quantitative analysis seeks to quantify the degree of influence a variable or object has on other variables. The SmartPLS 4.0 application necessitates the use of statistical calculations and the facilitation of quantitative data analysis (Ghozali, 2014).

### **Structural equation model and partial least square analysis**

The data processing technique employs the SEM algorithm based on PLS. Structural Equation Modeling (SEM) is a combination of two inseparable statistical methods, namely factor analysis from psychology and psychometrics and simultaneous equation modeling from econometrics (Ghozali, 2014). According to Ghozali (2014), the PLS method can characterize latent variables (those that are not explicitly measurable) and is measured with indicators. Researchers use Partial Least Square because this research involves a latent variable that can be measured based on the indicators, allowing the author to perform precise calculations and conduct an in-depth analysis. The PLS evaluation model consists of a measurement model in the form of an outer model for instrument testing and an inner model for testing hypotheses derived from the proposed path analysis.

#### *Evaluation of the measurement model*

The Outer Model, also known as the Measurement Model or Outer relation, describes the direct relationship between each indicator block and latent variables.

### *Structural model testing*

The inner Model specifies the relationship between latent variables based on Ghazali's substantive theory; it is also referred to as (linear relations, substantive theory, and structural Model) (2014). Examining the R-square value verifies model fit and Q-square, so structural model testing is carried out.

### *Hypothesis testing*

The results of testing the hypothesis, according to Ghazali (2014), the estimated value will be the path relationship of the structural model must be significant. This significant value can be obtained through the bootstrapping procedure. Given the significance of the hypothesis by looking at the value of the parameter coefficients and the importance of the p-values in the algorithm bootstrapping report, the p-values must be less than 0.05.

## **Results**

### *Descriptive analysis*

Based on data from 130 respondents, female respondents obtained results of 102 respondents with a percentage of 78.5%. It can be concluded that the respondents in this study were dominated female consumers because women pay more attention to lifestyle and follow trends to increase their satisfaction when using iPhone products compared to men. It was also found that respondents aged between 18-25 years had a percentage of 68.5% with a total of 89 respondents. From the explanation above, it can be concluded that respondents with an age range between 18-25 years dominate in this study; this is because the vulnerable aged 18-25 years are included in generation Z, where in addition to their high consumptive level, generation Z is very concerned about lifestyle and environmental factors to support self-image as an iPhone user.

The most used type of iPhone by respondents was iPhone 11/iPhone 11 Pro/iPhone 11 Pro Max, with a percentage of 35.4% with a total of 46 respondents. From the explanation above, it can be concluded that respondents who use the type of iPhone 11/iPhone 11 Pro/iPhone 11 Pro Max dominate in this study; this can be influenced by financial factors and convenience in using this type. The data obtained also shows that respondents, based on their level of education, undergraduates are as many as 106 people, with a percentage of 81.5%. This can explain why the most dominant who feel satisfied and loyal are undergraduates; this is because someone in undergraduate education uses an iPhone not only based on mere needs but for pleasure and lifestyle.

Based on the data obtained from the questionnaire, there were 59 respondents with student status, with a percentage of 45.4%. So, students dominate the respondents who use the iPhone because they pay attention to lifestyle and are influenced by the surrounding environment. Based on the data obtained from the questionnaire, there are 60 respondents whose monthly income is less than Rp. 4,000,000, with a percentage of 46.2%. So, respondents with an income of less than IDR 4,000,000 dominate using the iPhone to fulfill their lifestyle and have consumptive behavior.

### *Response results of respondents' answers*

According to study, 39.5% of customers strongly agreed, 52% agreed, and 8.4% disagreed with perceived quality characteristics. This indicates that the customer believes the iPhone brand meets user expectations for performance and product quality, resulting in customer satisfaction. 34.9% of customers strongly agree, 47.5% agree, and 17.6% disagree with perceived cost value factors. Since the iPhone is more expensive than other smartphones, people feel comfortable using it and agree that its quality matches its price.

Brand recognition generates 43.8% strong agreement, 45.9% agreement, and 10.2% disagreement. iPhone consumers are dissatisfied by media criticism. iPhone users have made it their lifestyle. Criticizing the brand in the media is like taxing users. Brand identification answers average 28.5% strongly agree, 53.9% agree, and 17.8% disagree. The client agrees to feel comfortable using the iPhone, meeting customer expectations.

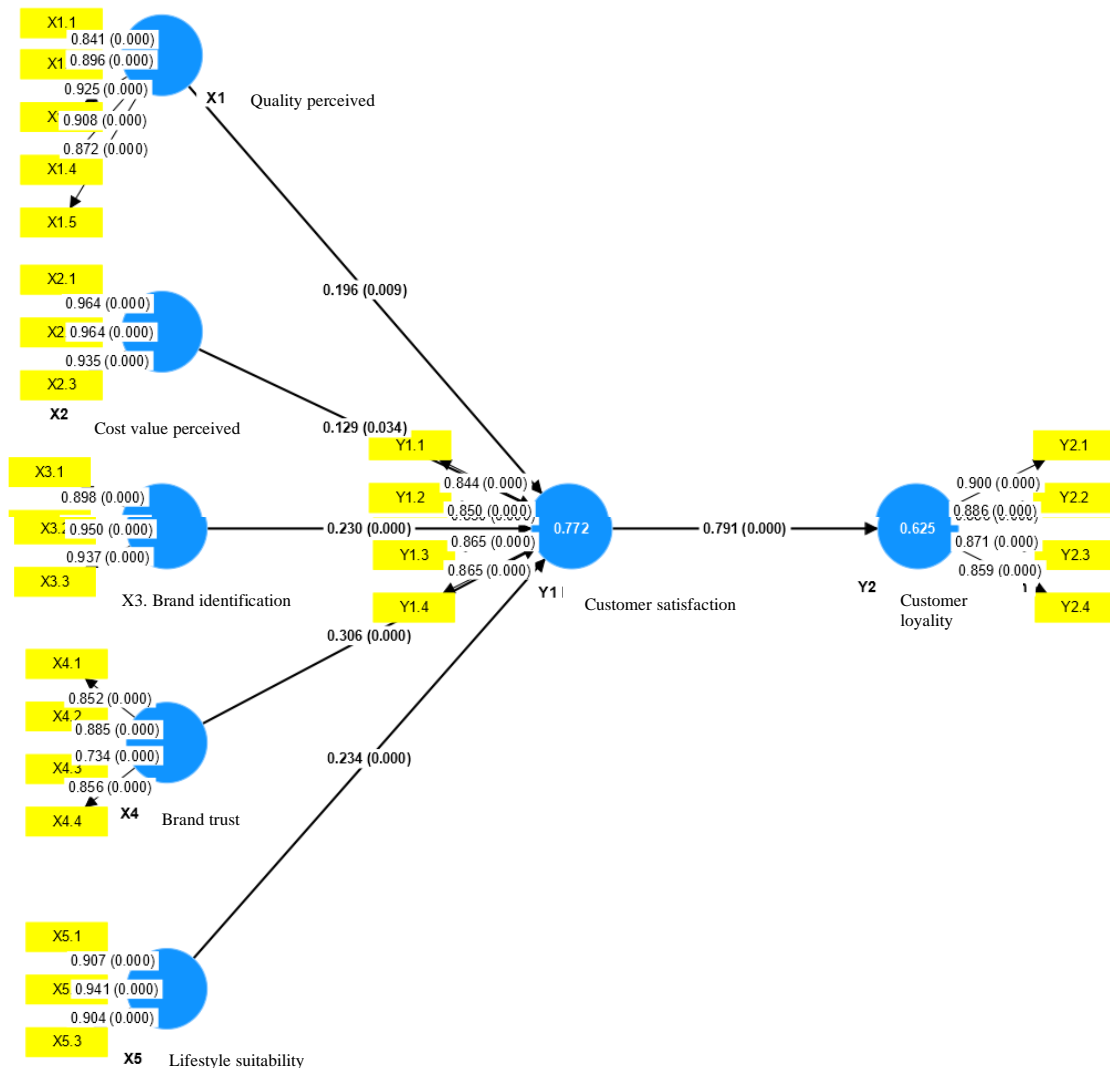
Lifestyle appropriateness replies average 15.4% strongly agree, 38.2% agree, and 46.4% disagree. Customers use the iPhone because it fits their lifestyle. Customer satisfaction answers average 24.8% strongly agree, 49.4% agree, and 25.8% disagree. iPhone satisfies client expectations; thus, customers are happy. Satisfied consumers may be loyal. 38% strongly agree, 44.4% agree, and 17.6% disagree on customer loyalty. This indicates that the client thinks of iPhones first. This shows iPhone brand loyalty or top-of-mindness.

### *Quantitative analysis or Structural Equation Model (SEM) analysis*

#### *Outer Model Evaluation*

According to the findings that were presented earlier, the indicator for each variable has a number that is greater than 0.70, which indicates that it is legitimate or that it can be used for further investigation. In addition, it can be seen that the value of the AVE, which stands for "Average Variance Extracted," is higher than 0.50. This indicates that the value is legitimate and that it satisfies the prerequisites for the AVE value. As can be seen in the picture to the right, the significance of the association of latent variables with indicators is significantly higher than the magnitude of the latent variables themselves. This suggests that the latent constructs contained in the block are superior to those contained in other block sizes. In addition to this, the cross-loading number in one of the variables

is greater than 0.50. This demonstrates that the discriminatory validity of the cross-loading analysis is intact. As can be seen in the picture that was provided earlier, the outcomes of the calculations for the composite dependability for each variable are higher than 0.60. Due to the fact that this demonstrates that the responses of the interviewees are consistent, one can draw the conclusion that all of the variables have a high degree of dependability.



*Evaluation of the Inner Model*

As a result of the fact that the customer satisfaction value is 0.772 and the customer loyalty value is 0.625%, the prerequisites for the R-Square value have been fulfilled. The fact that the value obtained is greater than zero suggests that the model has a high degree of prognostic significance. This is demonstrated by the fact that the value obtained is greater than zero. It is possible to draw the conclusion that the level of customer satisfaction and devotion is responsible for 91% of brand equity.

*Hypothesis Testing*

After testing convergent validity, discriminant validity, average variance extracted (AVE), and composite reliability, the next test is testing the hypothesis. The value of the path coefficient or inner model shows the significance level in hypothesis testing; the Bootstrapping method carries out the significance test. According to Ghazali (2014), hypothesis testing is done by looking at the p-values using a significance level of 95% ( $\alpha = 0.05$ ). The limit for rejecting and accepting the proposed hypothesis is a significance value of less than 0.05. An idea will be born if it has p-values less than 0.05, and if it has p-values greater than 0.05, it will be rejected.



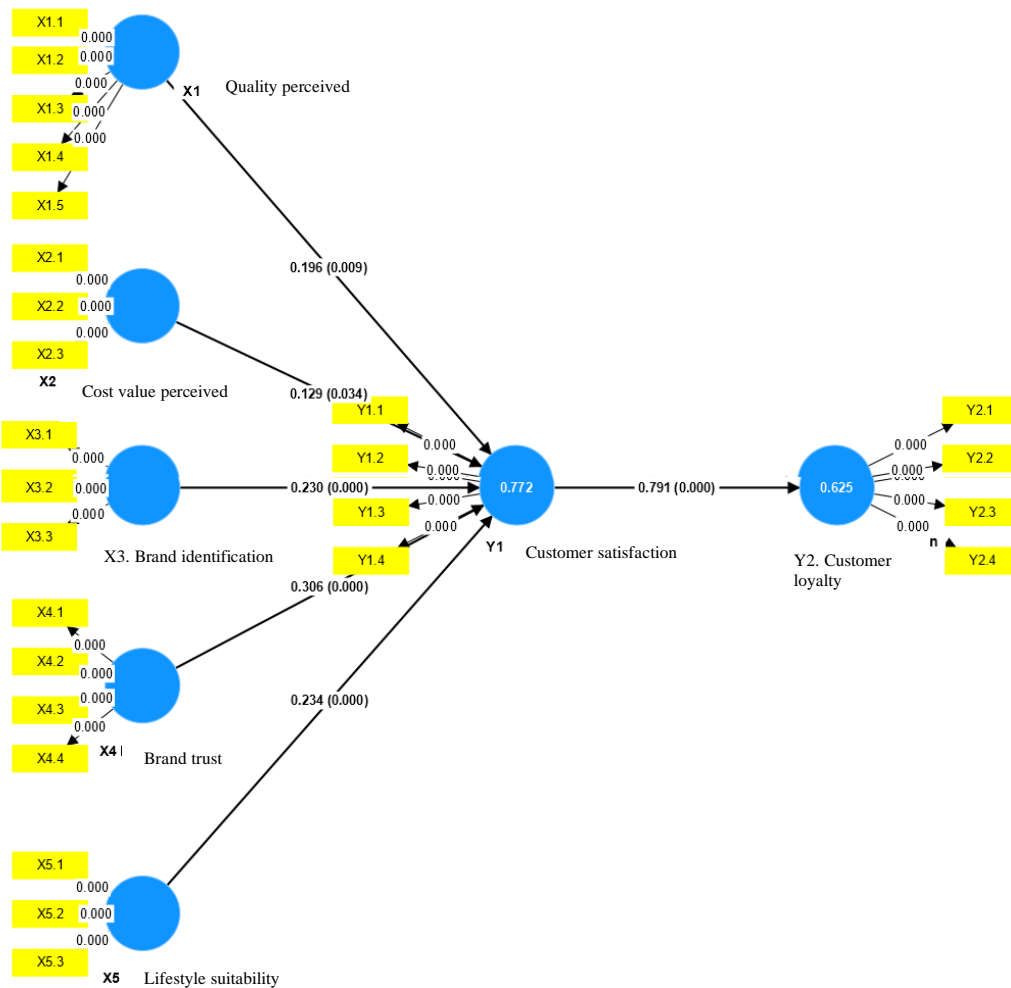


Table 2. Path Coefficients

Hypothesis	Model	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values	Note
H1	X1->Y1	0.196	0.191	0.075	2.607	0.009	Accepted
H2	X2->Y1	0.129	0.119	0.061	2.125	0.034	Accepted
H3	X3->Y1	0.230	0.235	0.052	4.399	0.000	Accepted
H4	X4->Y1	0.306	0.317	0.077	3.979	0.000	Accepted
H5	X5->Y1	0.234	0.231	0.052	4.496	0.000	Accepted
H6	Y1->Y2	0.791	0.792	0.047	16.852	0.000	Accepted

Perceived quality affects customer happiness with p-values 0.009–0.05. This shows that iPhone users in Bandar Lampung are well satisfied by perceived quality. Based on these findings, H1—that perceived quality strongly affects customer satisfaction—is supported. The original sample value (O) for the perceived quality variable (X1) is 0.196, which suggests that every unit increase in perceived quality will enhance customer satisfaction (Y1) by 0.196 units if the other independent variables are unchanged. Perceived cost values affect customer satisfaction with p-values of 0.034 < 0.05. This reveals that Bandar Lampung iPhone consumers' perceived cost value greatly affects customer happiness. These findings support H2, which predicts that perceived cost value strongly impacts consumer happiness.

If the independent variables are fixed, increasing the perceived cost value variable (X2) by one unit will raise the customer satisfaction variable (Y1) by 0.129 units. Brand identification affects customer happiness with p-values of 0.000 < 0.05. Brand identity greatly influences iPhone users' customer happiness in Bandar Lampung. These findings support H3, which suggests brand identity greatly impacts customer satisfaction. Assuming the other independent variables remain unchanged, a one-unit increase in brand recognition (X3) will enhance consumer satisfaction (Y1) by 0.230, one unit. Brand trust affects customer satisfaction with 0.000 < 0.05 p-values. Brand trust influences Bandar Lampung iPhone consumers' contentment. These findings support H4, which suggests brand trust greatly impacts customer satisfaction. Assuming the other independent variables are valuable, a one-unit increase in brand trust (X4) will boost consumer satisfaction (Y1) by 0.306 units.

Lifestyle appropriateness affects customer happiness with 0.000 < 0.05 p-values. This reveals that lifestyle suitability greatly impacts Bandar Lampung iPhone consumers' customer happiness. These findings support H5, which

states that lifestyle suitability strongly impacts consumer satisfaction. The original sample value (O) for the lifestyle appropriateness variable (X5) is 0.234, which suggests that every one-unit rise in X5 will enhance customer satisfaction (Y1) by 0.234 units, providing the other independent variables are unchanged. Customer satisfaction and loyalty had p-values of  $0.000 < 0.05$ . Customer satisfaction substantially influences iPhone consumers' loyalty in Bandar Lampung. These findings support H6, which states that customer pleasure strongly affects customer loyalty. If the other independent variables are unchanged, every one-unit increase in customer satisfaction (Y1) will increase customer loyalty (Y2) by 0.791 units.

## Discussion

### ***Perceived quality has a significant effect on customer satisfaction for iPhone users in Bandar Lampung***

Based on the results of the exposure to the results of the first hypothesis test, the result is that perceived quality has a significant effect on customer satisfaction for iPhone users in Bandar Lampung, which is acceptable. This can be seen from the results of the distribution of customer answers showing that 93% of customers agree that the suitability of the performance and quality of iPhone products is by the standards desired by customers to measure the level of satisfaction of iPhone users.

The distribution of customer answers shows that the perceived quality variable is the most dominant in customer satisfaction. That's because the higher the quality provided to iPhone users, the higher the customer's satisfaction with the iPhone brand. Perceived quality, according to Keller (2013), is a model used to measure the perfection of a product. Perceived quality forms a selective brand image in consumers' minds, leading to product differentiation. This is related to the theory of factors that can affect perceived quality; according to Aaker in Samudra (2017), perceived quality is influenced by one factor, including the performance and durability of a product. iPhone user customers in Bandar Lampung are already satisfied with iPhone products that have good performance and quality. This is reinforced by research which explains that perceived quality has a significant effect on customer satisfaction. Kataria & Saini (2020) support previous research, which stated that perceived quality considerably impacts customer satisfaction. Another study by Prameswari & Santosa (2021) shows that perceived quality significantly affects customer satisfaction. Research by Chusnaini *et al.* (2022) also indicates that perceived quality significantly affects customer satisfaction.

### ***The perceived cost value has a significant effect on customer satisfaction for iPhone users in Bandar Lampung***

Based on the results of exposure to the results of the second hypothesis test, the result is that the perceived cost value significantly affects customer satisfaction for iPhone users in Bandar Lampung, which is acceptable. This can be seen from the results of the distribution of customer answers showing that 83.9% of customers feel comfortable when using the iPhone brand, and customers agree that the quality of the iPhone brand matches the price offered. This increases customer satisfaction.

Perceived cost value, according to Kotler and Keller (2016), is the difference between total customer value and total customer cost. Real customer value is the set of benefits customers expect from a particular product or service, and total customer cost is the set of expected costs. This is to the theory put forward by Mencarelli & Rivière (2015) regarding the types of cost values that consumers can feel; namely, one of them is consumption value, where this consumption value is based on the experience of interaction between subjects and objects as well as purchase value, namely the result of comparing benefits and sacrifices has been issued by the customer when purchasing the iPhone product is appropriate. The iPhone product is classified as a product with a high price compared to similar types of smartphones. However, customers are satisfied because of the convenience they get when using the iPhone, and the price is comparable to the benefits they have experienced. This is reinforced by research conducted by Kataria & Saini (2020), supporting that there is a significant effect of perceived cost values on customer satisfaction. Another study by Prameswari & Santosa (2021) shows that the perceived cost value significantly impacts customer satisfaction. Research by Chusnaini *et al.* (2022) also indicates that perceived cost value significantly affects customer satisfaction.

### ***Brand identification has a significant effect on customer satisfaction for iPhone users in Bandar Lampung***

Based on the third hypothesis test, the result is that brand identification significantly affects customer satisfaction for iPhone users in Bandar Lampung, which is acceptable. This can be seen from the results of the distribution of customer answers showing that 91.6% of customers agree that they will feel disappointed in the mass media if the mass media criticizes the iPhone brand; this shows the level of customer satisfaction through empathy that iPhone users have.

Brand identification, according to Aaker (2013), is a brand's ability to appear in consumers' minds when thinking about a particular product category and how easily the brand name appears. This is under the theory Aaker (2013) put forward about the factors that shape brand identification, one of which is the brand as a person. This involves customers' relationships, such as caring and optimism about a brand. iPhone customers feel disappointed when the mass media criticizes the iPhone brand. This is because the brand is already attached to the personal user. This is reinforced by research conducted by Feiz & Moradi (2020), supporting that brand identification has a significant effect on customer satisfaction.



### ***Brand trust has a significant effect on customer satisfaction for iPhone users in Bandar Lampung***

Based on the results of the exposure on the results of the fourth hypothesis test, the result is that brand trust significantly affects customer satisfaction for iPhone users in Bandar Lampung, acceptable. This can be seen from the results of the distribution of customer answers showing that 91.5% of customers agree that the iPhone brand is safe to use; this shows that perceived security creates satisfaction for iPhone users.

According to Arief *et al.* (2017), brand trust is a consumer belief that there are specific attributes in one product, and beliefs arise from repeated views and with, learning and experience gained. This is under the theory put forward by Lau & Lee in Tjahyadi (2006) about the factors that influence brand trust, one of which is brand characteristics, which are related to the perceived reputation of customers. This is reinforced by research conducted by Prameswari & Santosa (2021), supporting that there is a significant effect of brand trust on customer satisfaction. Another study conducted by Aslam *et al.* (2018) showed that brand trust significantly affects customer satisfaction.

### ***Lifestyle suitability has a significant effect on customer satisfaction for iPhone users in Bandar Lampung***

Based on the results of the exposure to the results of the fifth hypothesis test, the result is that lifestyle suitability significantly affects customer satisfaction for iPhone users in Bandar Lampung, acceptable. This can be seen from the results of the distribution of customer answers showing that 56.2% of customers agree that the iPhone brand is in harmony with the user's lifestyle; this shows that lifestyle can be influenced by the type of smartphone chosen and used.

According to Kotler and Keller (2016), lifestyle suitability can be interpreted as follows: "A person's lifestyle in the world which is expressed in his activities, interests and opinions". Lifestyle suitability reveals consumer needs and wants daily. This is under the theory put forward by Kotler and Armstrong (2016) regarding the factors that influence lifestyle suitability, one of which is motive, where individual behavior arises because of the need for security and prestige. The luxury smartphone category includes the iPhone brand, so most customers only use it to fulfill their lifestyles. This is reinforced by research conducted by Prameswari & Santosa (2021), which shows that lifestyle suitability significantly affects customer satisfaction.

### ***Customer satisfaction has a significant effect on customer loyalty for iPhone users in Bandar Lampung***

Based on the results of the exposure to the results of the sixth hypothesis test, the result is that customer satisfaction significantly affects customer loyalty for iPhone users in Bandar Lampung, which is acceptable. This can be seen from the distribution of customer answers showing that 83.1% of customers agree that the iPhone brand is what users expect. The higher the satisfaction felt by iPhone users, the greater the commitment or loyalty of customers to iPhone companies.

According to Kotler and Keller (2016) define customer loyalty as a deeply held commitment to repurchase or re-patronize a preferred product or service in the future, even though situational influences and marketing efforts have the potential to cause customers to switch. From the explanation above, each customer has a different loyalty basis, which depends on their respective objectivity. When the level of loyalty felt by iPhone users is at a level that has reached the top of mind, namely the top of mind, consumers who think loyal will remember and return to using products that are considered excellent and satisfied while using these products.

This is reinforced by research conducted by Prameswari & Santosa (2021), concluding that increased satisfaction significantly affects attitudinal and behavioral loyalty; satisfied customers will make repeat purchases and support the brand to those closest to them. Therefore, high customer satisfaction will increase market share and premium prices through attitudinal and behavioral loyalty. Chusnaini *et al.* (2022) also concluded that there is a beneficial relationship between customer satisfaction and customer loyalty. According to Kataria & Saini (2020), customer satisfaction influences and has a relationship between brand equity and customer loyalty because the more satisfied customers are with what is provided by marketers, the stronger the brand will influence customer purchase intentions.

## **Conclusion**

Based on the study and review of supporting theories, the following conclusions are that perceived quality influences iPhone users in Bandar Lampung's customer happiness, according to study and conversation. iPhone customers in Bandar Lampung are also highly influenced by perceived cost. Brand recognition and trust brands influences Bandar Lampung iPhone consumers' contentment. Lifestyle compatibility also influences Bandar Lampung iPhone users' pleasure. iPhone users in Bandar Lampung are highly loyal to satisfied customers. The research suggests additional testing and strengthening, with some ideas for associated parties and researchers. We suggest that iPhone companies maximize better quality by improving hardware systems, which are still considered to be below Android, improving iPhone batteries, which are still wasteful, so they have long durability, and increasing the ease of downloading applications to match customer expectations so that customers are satisfied with iPhone products. iPhone users enjoy privacy, security, and convenience while utilizing features and apps. We also propose that iPhone firms' base prices on user perceptions of quality to ensure customer satisfaction with expenses and perceived advantages. The iPhone corporation should offer better value than other smartphone manufacturers to have people pay more.

iPhone companies pay more attention to customer behavior to quickly identify future customer needs, wants, and expectations. iPhone firms stress honesty over the stated benefits with the reality that customers get; buyers will

trust iPhone goods if they feel they fit. The iPhone brand is recognized for its battery-slowng software. To gain customer confidence and satisfaction, the iPhone should improve battery life. Trusted customers are brand loyal. Therefore, iPhone firms should maintain a solid reputation as a company that launches smartphones with a luxury and distinctive design, enhance battery quality, and keep high camera quality so users don't migrate to comparable rival smartphone goods. We believe that iPhone firms innovate goods to satisfy consumer patterns. Product advancements, however, satisfy buyers. Researchers recommend iPhone firms create high-quality products to meet client expectations. iPhone companies should keep improving their phones and software. To keep users from switching to other smartphone brands, iPhone firms must introduce new devices with unique designs. Increasing sample size and changing factors or indicators may enhance future study. To improve success analysis, future academics can incorporate ideas and frameworks beyond consumer happiness and loyalty.

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