
The Influence of Brand Trust and Brand Image on Apple Smartphone Customer Loyalty in Tomohon City

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Abstract: Communications represent one of the matter which is absolute to be conducted by every human being in this world. With interaction communication someone can whit humanity to study everything. Apart from that whit communications one can lay open every thing becoming its idea to others. Become to earn us know with that communications is true one of the very important matter in supporting human life in this world. Along with the growth of technology and the epoch, communications also expanded progressively, the communications development because of the nature of humans being wishing all amenities in every thing. From the mentioned hence emerging appliance supporter of recognized communications with the title telephone. Even till in this time the phone progressively round to telephone without cable (cellphone)

This research was conducted to determine the effect of brand trust and brand image on the loyalty of Apple smartphone customers in Manado. This type of research is associative research. The population in this study are consumers who have purchased at least 2 purchases in Tomohon City. The sample in this study were 60 respondents. The analysis technique used is multiple linear regression. The results in this study indicate that: (1) Brand trust has a positive and significant effect on customer loyalty. (2) Brand image has a positive and significant effect on customer loyalty. (3) Brand trust and Brand Image have a significant effect on Apple Smartphone Customer Loyalty.

Key words: brand trusts; brand image; Loyalty.

INTRODUCTION

Communication is one thing that is absolutely done by every human being in this world. With communication a person is able to interact with each other to discuss everything. Apart from that with communication one can express all the things that become his thoughts to others. So we all know that communication is indeed one of the most important things in supporting human life in this world. Along with the times and technology, communication is also growing. The development of communication is caused by human nature that wants all conveniences in all things. From this, a communication support tool, known as the telephone, emerged. Even today, telephones are increasingly developing into cordless telephones (Cellphones).

Nowadays the need to communicate becomes something that is very important for everyone. This need resulted in an increase in the need for telecommunication services. This increase has made the development of telecommunications technology in Indonesia progress very rapidly, this is

indicated by the increasing number of smartphone users. Seeing phenomena like this, eventually many companies are responding to this field of telecommunications.

A smartphone device is different from a mobile phone or cell phone which only functions for calling and sending short messages because a smartphone is a smart phone device that has standard cell phone features and is equipped with a variety of advanced features such as a web browser, e-mail, camera, video recorder, player. audio and video, data storage, playing games, and many other features. Smartphone brands that have entered the Indonesian market include: OPPO, ReadMi, Lenovo, iPhone, Samsung, and other brands. One vendor that is currently being talked about is the Iphone X.

Apple Inc. is a multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. The hardware that Apple produces includes the iPhone smartphone, the iPad tablet computer, and the Mac personal computer.

Consumer loyalty is influenced by the evaluation results of a chosen brand, product or service that meets or exceeds their expectations, then these consumers are likely to show a positive attitude and have a desire to buy/re-use the same brand, product or service (repurchase intentions). , and his desire to act as a reference for others (advocacy intentions). Consumers who already have a brand image and brand trust in a product will have a greater opportunity to buy that product compared to other products.

KOtlar & Keller (2009) defines brand image as a reflection of consumers' memory of their association with the brand. Meanwhile, according to Tjiptono (2014) brand image is a description of consumer associations and beliefs about a particular brand. Based on the description above, it can be concluded that brand image is a representation of the overall perception that exists in the minds of consumers about a brand that is formed based on the information obtained and past experiences with the brand.

DeWith a good brand image, consumers will have confidence and trust in the products or services offered by a company so that they will have no doubts in choosing and deciding to purchase the product.

PeThis statement is relevant to the results of research conducted by Prabowo (2015) entitled "Analysis of Brand Image of Nokia Brand Mobile Phones on Customer Loyalty in Kebonmas District, Gresik Regency", stating that brand image variables have a positive influence on consumer loyalty. Anshori with the title "The Effect of Brand Image on Android User Loyalty for the Samsung Brand (Business Administration Student of the Faculty of Communication and Business)", stated that the brand image variable has a significant influence on loyalty. Research conducted by Kumowal (2011) entitled "The Effect Store Brand Image and Service Quality Towards Customer Loyalty At Freshmart Superstore Manado). This study states that the variable brand image (brand image) has a positive effect on consumer loyalty (customer loyalty).

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Loyalty At Freshmart Superstore Manado). This study states that the variable brand image (brand image) has a positive effect on consumer loyalty (customer loyalty).

ToBrand trust is a sense of security that is owned by product users, in their interactions with a brand based on the perception that the brand can be trusted and pays attention to the interests and welfare of consumers (Keller, 2014). According to research conducted by Yawendra (2012) entitled "The Influence of Brand Trust on Consumer Loyalty of PT. JNE Ahmad Yani Sub-Branch in Bandung "stated that the brand trust variable has a significant influence on loyalty. Arif (2010) entitled "Analysis of the Influence of Brand Trust on Customer Loyalty for Cardinal Products" states that brand trust has a significant influence on loyalty.

Methe Apple brand is one of the brands that has entered the Indonesian market and has gone global since 2004, with Apple smartphone products, but Apple smartphones also have several problems related to their business activities. The following are some cases that have been experienced by Apple smartphone consumers:

1. iPhone catches fire, teenage girl becomes victim. This event occurred in May

2015 and the iPhone series that caught fire was the iPhone 5c. The incident that took place in Philadelphia, United States of America made the iPhone user a victim.

2. iPhone exploded, the user was badly burned. This incident also happened to the iPhone 5c series. At that time, Erik, the owner of the iPhone, felt the high temperature of the device. Unexpectedly, the device which was in good condition exploded in his pocket.

3. iPhone 6s was burnt when charging, the iPhone 6s was also a concern. A man reported an unexpected incident while he was charging his iPhone 6 Plus. The man named David Grimsley found his iPhone burned to the ground shortly after being charged.

4. iPhone caught fire on the plane. This burning iPhone incident was quite surprising because it happened on a traveling plane. It was Anna Crail who discovered that her iPhone had suddenly caught fire on a flight to Hawaii.

5. Intake it for a bike ride, iPhone catches fire. This incident happened to a cyclist from Sydney, Australia named Gareth Clear. The explosion that occurred on the iPhone that was in his pocket, made Clear suffer third degree burns or other serious injuries.

cases above explains that Apple smartphone products still have weaknesses and deficiencies. This shows the need for a good strategy from Apple, especially on Apple smartphones to improve brand image and brand trust on Apple smartphones so that Apple smartphones can continue to compete with other brands.

DeWith the explanations stated above, this study aims to focus on explaining the effect of brand image and brand trust variables on customer loyalty.

LITERATURE REVIEW

Definition of Marketing

Marketing is a scientific discipline, field of research studies, and one of the business practices that has developed from time to time. Marketing has always been associated with "sales" and "advertising". Marketing is expected to have expertise and stimulate demand for the products produced by the company. The definition of marketing according to Kotler (2009) can be distinguished into a social definition, which is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products of value with other parties, whereas according to the managerial definition, marketing is often described as the art of selling products.

The American Marketing Association (in Kotler & Keller, 2009) offers a formal definition, namely, marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and stakeholders.

Based on the opinions of experts regarding marketing above, it can be concluded that marketing is an activity to fulfill the needs and desires of both individual and group consumers so that consumer satisfaction is achieved through creating, offering, and exchanging one product or service with another.

Understanding Customer Loyalty

Delgado & Munuera (2001) define customer loyalty as a measure of consumer attachment to a product that manifests in a desire to repurchase and a desire to recommend to others. Lau & Lee (1999) lead to a stronger conceptualization by viewing customer loyalty as a relationship between the relative attitudes of individuals towards an entity (brands, services, stores, and vendors) and repeat purchases. Meanwhile Uncles (in Lau & Lee, 1999) defines customer loyalty as a commitment to continue doing business with the company.

Loyalty is a deep commitment to repurchase or subscribe to a product or service consistently in the future, so that it can cause repetition of the same purchase even though there are situational influences and various marketing efforts that have the potential to cause switching actions (Delgado & Munuera, 2001).

Maintaining customer loyalty means the company spends less than having to acquire a new customer. Loyalty will provide many benefits for the company, including repeated purchases and recommendations about the brand to friends and acquaintances (Lau & Lee, 1999). The level of brand loyalty according to Aaker (1997) is as follows:

1. The most basic level of loyalty is that the buyer is not loyal or not at all interested in any of the brands offered. Thus, brand plays a minor role in purchasing decisions. In general, this type of consumer likes to switch brands or is called a switcher consumer type or price buyer (consumers pay more attention to price when making a purchase).

2. The second level is that buyers are satisfied with the products they use, at least they are not disappointed. Basically, there are not enough dimensions of dissatisfaction to encourage a

change, especially if switching to another brand requires an additional cost. Buyers of this type can be called habitual buyers.

3. The third tier contains people who are satisfied, but they bear the costs of switching (switching costs), either in time, money or risk in connection with trying to make the switch to another brand. This group is usually referred to as loyal consumers who feel a sacrifice when they switch to another brand. These types of buyers are called satisfied buyers.

4. The fourth level is consumers really like the brand. Their choice of a brand is based on an association, such as a symbol, a series of experiences in using it, or an impression of high quality. Buyers at this level are called brand friends, because there are emotional feelings in liking the brand.

5. At the top are loyal customers. They have a pride in discovering or being a user of a brand. The brand is very important to them both in terms of its function and as an expression of who they really are (committed buyers).

Measurement Loyalty measurement

Measuring brand loyalty according to Simamora (2004) is to use two approaches, namely the behavioral approach and the attitudinal approach:

1. The behavioral approach can be done in two ways, namely:

a. Brand selection sequence.

According to Kotler (2009) customer loyalty can be grouped into four types, namely:

1) Hard core loyalty

Yesu consumers who buy only one brand all the time. The buying pattern of this group is A, A, A, A, A, A, which describes consumer loyalty to brand A, without using other brands.

2) Split loyals

Are consumers who are loyal to two or three different brands. The buying pattern of this group is A, A, B, B, A, A, A, B, which describes consumers whose loyalty is divided between brand A and brand B.

3) Shifting loyals

Consumers shift from one preferred brand to another. The buying pattern of this group is A, A, A, B, B, B, which describes the shift in consumer loyalty from brand A to brand B.

4) Switchers

Consumers who have no loyalty to any brand. The buying pattern of this group is A, C, E, B, D, B, which describes disloyal consumers as having a deal prone nature (buying a brand when there is a discount) or variety prone (wanting something different every time).

b. Purchase proportion

Kelebihan – the advantages that exist in this way compared to the sequence of brand choices are:

1) Easier to quantify

2) Allows identification of multiple brand loyalties.

2. PeAttitudinal approach (attitudinal approach) can be divided into two ways, namely:

a. Brand Preference

Dalam this case brand loyalty is regarded as a positive attitude towards a particular product, often described in terms of intention to buy. This attitudinal approach shows that the positive attitude of consumers towards a brand has become the basis for understanding brand loyalty. So in brand loyalty there are attitudinal psychological phenomena, not merely actual buying behavior. Therefore, consumers who are loyal to a brand actively like the brand (Jacoby & Chesnut, in Simamora, 2004).

b. Commitment

Customer commitment is the customer's long-term orientation towards business relationships tied at both emotional levels (Geykens et al, Moorman, Zaltman, and Deshpande in Simamora,

2004). Gundlach, Achrol, and Mentzer (in Simamora, 2004) managed to reveal that commitment is an attitude which is the intention to maintain long-term connectedness. Consumers at this level are truly loyal consumers. In this case, brand loyalty is considered as a "positive attitude" towards a particular product, often described in terms of intention to buy. This attitudinal approach shows that the positive attitude of consumers towards a brand has become the basis for understanding brand loyalty. So in brand loyalty there are attitudinal psychological phenomena, not merely actual buying behavior.

Dimensionsi Consumer Loyalty

The definition of consumer loyalty according to Tjiptono (2014) reveals the characteristics of loyal customers as follows.

1 Brand value

We can judge relatively compared to competitors from several things, namely price and quality.

2 Customer characteristics

Related to customer behavior and habits in dealing with brands such as being loyal to the products/services used and referring to potential new customers.

3 Switching Barriers

Restrains that arise when consumers will move from one brand to another.

4 Customer experience

Related to consumer/customer satisfaction after experiencing product performance, whether the perceived needs can be met or not.

5 Competitive environment

Sejauh where is the competition that occurs between brands that occur in a certain category, such as loyal consumers because of recommendations and information provided by other consumers

Indicator

Tjiptono (2005:85) suggests six indicators that can be used to measure customer loyalty, namely:

- a. Repeat purchase
- b. Habit of consuming the brand
- c. Always loved the brand
- d. It remains to choose the brand
- e. Confident that the brand is the best f. Recommend the brand to others.

Brand Trust

Definition of Brand Trust

Brand Trust According to Costabile Research, in Ferrinadewi, (2008: 147) defines "brand trust is the perception of reliability from a consumer's point of view based on experience, or more on sequences of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction, trust is built because of the expectation that the other party will act in accordance with the needs and desires of consumers.

According to Lau and Lee, in Yusiyana Sari, (2012: 6) defines "brand trust (brand trust) is as a customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results".

According to Delgado (2004), in Ferrinadewi, (2008:150) defines "brand trust is the ability of a brand to be trusted".

From some of the definitions above, it can be concluded that brand trust is the willingness of consumers to believe that a brand will provide positive results to consumers so that it will lead to loyalty to a brand.

Factors Influencing Trust in Brands

According to Lau and Lee, in Rizan, (2011: 13) there are three factors that influence brand trust. The relationship between these three factors and brand trust is described as follows:

a. Brand characteristics Brand characteristics have a very important role in determining consumer decision making to trust a brand. This is caused by consumers doing an assessment before buying. Brand characteristics related to brand trust include predictability, reputation, and competence.

1) Brand Predictability

Brand predictability is a brand that allows customers to expect how a brand will have performance on each use. Predictability may be due to the degree of consistency of product quality. Brand predictability can increase consumer confidence because consumers know that nothing unexpected will happen when using the brand.

2) Brand Reputation

Brand reputation is related to the opinion of others that the brand is good and reliable. Brand reputation can be developed not only through advertising and public relations, but also influenced

by product quality and performance. Customers will perceive that a brand has a good reputation, if a brand can meet their expectations, then a good brand reputation will strengthen customer trust.

3) **Brand Competence**

Brand competence is a brand that has the ability to solve problems faced by customers, and can meet their needs. When it is believed that a brand is capable of solving problems within the customer, the customer may have the confidence to believe in the brand.

b. **Company characteristics (company characteristics)** The characteristics of the company behind a brand can also affect the level of consumer confidence in a brand. Consumer knowledge about the company that is behind the brand of a product is the initial basis of consumer understanding of the brand of a product. These characteristics include a company's reputation, desired company motivation, and company integrity.

c. **Brand Consumer Characteristics (consumer-brand characteristic)** These are two groups that influence each other. Therefore, consumer-brand characteristics can influence brand trust. These characteristics include the similarity between brand preference and brand experience.

1) **Customer preference for a brand** To initiate a relationship, a group must be liked by another group. In consumer marketing, if a customer likes a brand, the customer is likely to trust that brand.

2) **Customer experience of the brand** Consumers learn from their past experiences, and future behavior can be predicted based on their past behavior. When consumers gain more experience with a brand, consumers will understand the brand better and grow more trust in the brand.

Brand Trust Indicator

According to Delgado (2004), in Ferrinadewi, (2008: 150) indicators of brand trust are divided into two elements, namely:

a. **Brand reliability** is the reliability of a brand that originates from consumer confidence that the product is able to fulfill the promised value or in other words the perception that the brand is able to meet needs and provide satisfaction. Brand reliability is essential for creating trust in the brand because the ability of the brand to fulfill its promised value will make consumers feel confident about the same satisfaction in the future.

b. **Brand intention** is based on consumer belief that the brand is able to prioritize consumer interests when problems in product consumption arise unexpectedly.

Penmeaning Brand Image (Brand Image)

Menaccording to Keller (2014) brand image is an assumption about the brand that is reflected by consumers who hold on to consumer memories. Meanwhile, according to Kotler (2009) brand image is the vision and belief that is hidden in the minds of consumers, as a reflection of associations that are stuck in the minds of consumers. Then Aaker (in Ritonga, 2011) says that brand image is a set of brand associations that are formed and embedded in the minds of consumers.

Meaccording to Shimp (2010) there are three parts contained in measuring brand image. The first part is attribute. Attributes are the characteristics or various aspects of the advertised brand. Attributes are also divided into two parts, namely things that are not related to the product (for example: price, packaging, user, and usage image), and things related to the product (for example: color, size, design). Then the second part of measuring brand image according to Shimp is benefits.

Benefits are divided into three parts, namely functional, symbolic, and experiential. Functional, namely benefits that try to provide solutions to consumption problems or potential problems that can be experienced by consumers, assuming that a brand has specific benefits that can solve these problems. Symbolic, namely directed at consumer desires in an effort to improve themselves, valued as a member of a group, affiliation, and a sense of belonging. Experience, namely consumers are a representation of their desire for products that can provide a sense of pleasure, diversity, and cognitive stimulation.

TeFinally, the third part of measuring brand image according to Shimp is the overall evaluation, namely the subjective value or importance that the customer adds to the consumption results.

Dimensionsi Brand Image (Brand Image)

A good image of a brand can lead to consumer loyalty to a brand (Fajrianti & Farah, 2005). In the opinion of Keller (2014) positive brand image can be measured through consumer responses about brand associations, which include the favorability of brand associations, the strength of brand associations, and the uniqueness of brand associations. The three measurements of brand image can be explained as follows:

1 Favorability of brand associations

caseAppearance refers to the brand's ability to be easily remembered by consumers, which includes the favorite groups, namely: ease of pronouncing the brand, ease of remembering the brand, compatibility between the impression of the brand in the minds of consumers and the ease of getting the product they need.

2 Strength of brand associations

Tothe superiority that is owned is physical and not found in other brands. The advantages of this brand refer to the attributes of the brand so that it can be considered as an advantage over other brands, which are included in the favorite group, namely: the physical product, the function of the product, and the supporting appearance of the product.

3 Uniqueness of brand associations

Ish the ability to distinguish a brand from other brands. This impression arises from the attributes of the product that make it different from other products. Included in this unique group are: service variations, appearance and name of a brand and the physical product.

Indicator

Brand image indicators are (Kotler & Keller, 2016):

1. The strength of brand associations (strength of brand association)

It depends on how the information gets into the consumer's memory and how it persists as part of the brand image.

2. Advantages of brand association (Favourability of brand association)

The success of a marketing process often depends on the process of creating profitable brand associations, where consumers can believe that the attributes they provide can satisfy consumer needs and wants.

3. The uniqueness of brand associations

A brand must have a competitive advantage which is the reason for consumers to choose a particular brand. The uniqueness of brand associations can be based on product attributes, product functions or images enjoyed by consumers.

RESEARCH RESULTS AND DISCUSSION

Survey research method is a quantitative research. In survey research, researchers give questionnaires to several people (referred to as respondents), the aim is to obtain empirical evidence, test and examine the effect of the independent variables on the dependent variable, namely the Effect of Brand Trust and Brand Image on Apple Smartphone Customer Loyalty in Tomohon City

A. Research result

a. Prerequisite test

1. Normality test

The normality test is used to determine whether the data is normally distributed or not. Normality test can be done using SPSS.24. In this study the normality test was carried out using the Kolmogorov Smirnov. Basic decision making can be done based on probability (Asymp.Sig), namely:

When Asimp. Sig > 0.05 then the data is normally distributed.

If Asimp.Sig <0.05 then the data is not normally distributed

One-Sample Kolmogorov-Smirnov Test

		X1	X2	Y
N		60	60	60
Normal Parameters, b	Means	25.4500	14.5000	24.0833
	std. Deviation	2.93099	2.75865	3.28990
Most Extreme Differences	absolute	.090	.111	.112
	Positive	.090	.084	.092
	Negative	-.085	-.111	-.112
Test Statistics		.090	.111	.112
asymp. Sig. (2-tailed)		.200c,d	.061c	.057c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the test results above, it can be seen that Asymp. Sig. (2-tailed) brand trust variable $0.200 > 0.05$, the data is normally distributed. Asymp. Sig. (2-tailed) brand image variable $0.061 > 0.05$, the data is normally distributed. Asymp. Sig. (2-tailed) Apple Smartphone Customer Loyalty variable $0.057 > 0.05$, the data is normally distributed.

2. Multicollinearity test

Multicollinearity test is used to test whether there is a relationship between each independent variable. A good regression model should not have multicollinearity. In this study the multicollinearity test was carried out using the IBM SPSS 24 program. Whether or not multicollinearity exists can be seen from the VIF value < 10 , so the regression model does not have multicollinearity.

Coefficients^a

		Collinearity Statistics	
Model		tolerance	VIF
1	X1	.582	1,719
	X2	.582	1,719

a. Dependent Variable: Y

Based on the table above, it can be seen that all variables have VIF values < 10 , thus it can be concluded that there is no multicollinearity or that there is no perfect relationship between the independent variables.

3. Linearity test

The linearity test is a test used to determine whether the independent variables and the dependent variable are linear or not. On the basis of decision making, if the significant value of Deviation from Linearity > 0.05 , the data has a linear pattern. If the significant value of Deviation from Linearity < 0.05 the data is not linear.

a) X1 Brand Trust in Apple Y Smartphone Customer Loyalty

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Y*X1 Groups	Between (Combined)	405,410	11	36,855	7,587	.000
	Linearity	352,604	1	352,604	72,585	.000

	Deviation from Linearity	52,805	10	5,281	1,087	.391
	Within Groups	233,174	48	4,858		
	Total	638,583	59			

Based on the test results above, it can be seen that the significant value of deviation from linearity is $0.391 > 0.05$, the data has a linear pattern.

b) X2 Brand Image on Apple Y Smartphone Customer Loyalty

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Y*X2	Between (Combined) Groups	320,562	12	26,714	3,948	.000
	Linearity	247,711	1	247,711	36,609	.000
	Deviation from Linearity	72,851	11	6,623	.979	.478
	Within Groups	318,021	47	6,766		
	Total	638,583	59			

Based on the test results above, it can be seen that the significant value of deviation from linearity is $0.478 > 0.05$, the data has a linear pattern.

b. Double regression

Multiple regression analysis was conducted to see the effect of Brand Trust and Brand Image on Apple Smartphone Customer Loyalty in Tomohon City with the regression equation: $Y = a + b_1 X_1 + b_2 X_2$

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	std. Error	Betas	t	
1	(Constant)	3.145	2,451		1,283	.205
	X1	.657	.125	.585	5,241	.000
	X2	.292	.133	.245	2,191	.033

a. Dependent Variable: Y

From the table above the regression coefficients above, it can be seen that the regression equation $Y = 3.145 + 0.657 X_1 + 0.292 X_2$ means that a constant value of 3.145 states that if the Brand Trust and Brand Image variables do not exist, then the value of the Apple Smartphone Customer Loyalty variable is 3.145.

The regression coefficient of the Brand Trust variable is 0.657 which means that every additional 1 (one) point of the Brand Trust variable will increase Apple Smartphone Customer Loyalty by 0.657 times.

The regression coefficient of the Brand Image variable is 0.292, which means that for every additional 1 (one) point of the Brand Image variable, it will increase Apple Smartphone Customer Loyalty by 0.292 times.

1) Determinant coefficient

Summary models

Model	R	R Square	Adjusted Square	Rstd. Error of the Estimate
1	.766a	.587	.572	2.15112

a. Predictors: (Constant), X2, X1

From the above results it can be seen that R Square = 0.587 x 100% = 58.7%, so there is an effect of Brand Trust (X1) and Brand Image (X2) on Apple Smartphone Customer Loyalty (Y) of 58.7%.

2) Hypothesis testing

a. Partial hypothesis test

Test the hypothesis of the effect of Brand Trust (X1) and Brand Image (X2) partially on Apple Smartphone Customer Loyalty (Y) with the following two hypotheses:

First hypothesis:

Ha: Brand Trust has a significant effect on Apple Smartphone Customer Loyalty.

H0: Brand Trust has no significant effect on Apple Smartphone Customer Loyalty.

Second hypothesis:

Ha: Brand Image has a significant effect on Apple Smartphone Customer Loyalty.

H0: Brand Image has no significant effect on Apple Smartphone Customer Loyalty.

The basis for decision making is as follows:

If the significant value is <0.05 then accept Ha and reject H0

If the significant value is > 0.05 then reject Ha and accept H0

Significant used	Significant calculation results	
0.05	0.205	
	0.000	
	0.033	

Based on the table above, it can be seen that the effect of Brand Trust (X1) on Apple

Smartphone Customer Loyalty (Y) has a significant value of $0.000 < 0.05$, accept H_a and reject H_0 . Thus the hypothesis "Brand Trust has a significant effect on Apple Smartphone Customer Loyalty" is accepted.

Based on the table above, it can be seen that the effect of Brand Image (X2) on Apple Smartphone Customer Loyalty (Y) has a significant value of $0.033 < 0.05$, accept H_a and reject H_0 . Thus the hypothesis "Brand Image has a significant effect on Apple Smartphone Customer Loyalty" is accepted.

b. Test the hypothesis simultaneously

Test the hypothesis of the effect of Brand Trust (X1) and Brand Image (X2) simultaneously on Apple Smartphone Customer Loyalty (Y) with the following two hypotheses:

Hypothesis:

Second hypothesis:

H_a : Brand Trust and Brand Image simultaneously have a significant effect on Apple Smartphone Customer Loyalty.

H_0 : Brand Trust and Brand Image have no significant effect simultaneously on Apple Smartphone Customer Loyalty.

Basis for decision-making as follows:

If the significant value is < 0.05 then accept H_a and reject H_0

If the significant value is > 0.05 then reject H_a and accept H_0

ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	374,825	2	187,413	40,501	.000b
	residual	263,758	57	4,627		
	Total	638,583	59			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Seen in the table above, the effect of Brand Trust and Brand Image simultaneously on Apple Smartphone Customer Loyalty is a significant value of $0.000 < 0.05$, accept H_a and reject H_0 . Thus the hypothesis "Brand Trust and Brand Image have a significant effect simultaneously on Apple Smartphone Customer Loyalty" is accepted.

B. Discussion

a. Effect of brand trust on Apple Smartphone Customer Loyalty

Brand Trust According to Costabile Research in Ferrina dewi, (2008: 147) defines "brand trust is the perception of reliability from a consumer's point of view based on experience, or more on sequences of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction, trust is built because of the expectation that the other party will act in accordance with the needs and desires of consumers. Loyalty is a deep commitment to repurchase or subscribe to a product or service consistently in the future, so that it can cause repetition of the same purchase even though there are situational influences and various marketing efforts that have the potential to cause switching actions (Delgado & Munuera, 2001) .

b. The Effect of Brand Image on Apple Smartphone Customer Loyalty

According to Keller (2014) brand image is an assumption about the brand that is reflected by consumers who hold on to consumer memories. Meanwhile, according to Kotler (2009) brand image is the vision and belief that is hidden in the minds of consumers, as a reflection of associations that are stuck in the minds of consumers. Delgado & Munuera (2001) define customer loyalty as a measure of consumer attachment to a product that manifests in a desire to repurchase and a desire to recommend to others. Lau & Lee (1999) lead to a stronger conceptualization by viewing customer loyalty as a relationship between the relative attitudes of individuals towards an entity (brands, services, stores, and vendors) and repeat purchases. While Uncles (in Lau & Lee, 1999) defines customer loyalty as a commitment to continue doing business with a company. From the results of research conducted, it was found that brand image has a significant effect on customer loyalty of Apple smartphones. That is, if the brand image of apple smartphones is getting better, there will be more and more apple smartphone users.

c. The Effect of Brand Trust and Brand Image on Apple Smartphone Customer Loyalty

Boon & Holmes (in Lau & Lee, 1999) stated that if individuals trust other parties, the possibility of forming positive behavioral intentions towards other parties will be even greater. Evidenced by research conducted by Bambang Adiwibowo conducting research entitled The Influence of Brand Trust on Consumer Loyalty. This study resulted in a significant relationship between brand trust and consumer loyalty variables as well as research conducted by Pradipta (2012) in a study entitled The Influence of Brand Image on Consumer Loyalty. The results of this study state that brand image variables have a significant influence on consumer loyalty variables. From the results of the research conducted, it was found that brand trust and brand image had a significant effect on Apple Smartphone Customer Loyalty. That is, if brand trust and smartphone brand image get better together, there will be more and more Apple smartphone users.

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

From the results of research and discussion, the conclusions of this study are as follows:

1. Brand Trust has a significant effect on Apple Smartphone Customer Loyalty in Tomohon City.
2. Brand Image has a significant effect on Apple Smartphone Customer Loyalty in Tomohon City.
3. Brand Trust and Brand Image have a significant joint effect on Apple Smartphone Customer Loyalty in Tomohon City.

B. Suggestion

Based on the above conclusions, the suggestions from this study are as follows:

For the Apple smartphone, it is better to maintain and make consumers more confident that the quality of the Apple smartphone is very good by making the much needed features that are in line with the development of Saman so that there will be more and more smartphone users.

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