



The Influence of Brand Image and Trust Brand Againsts Xiaomi Brand Loyalty Through Customer Satisfaction

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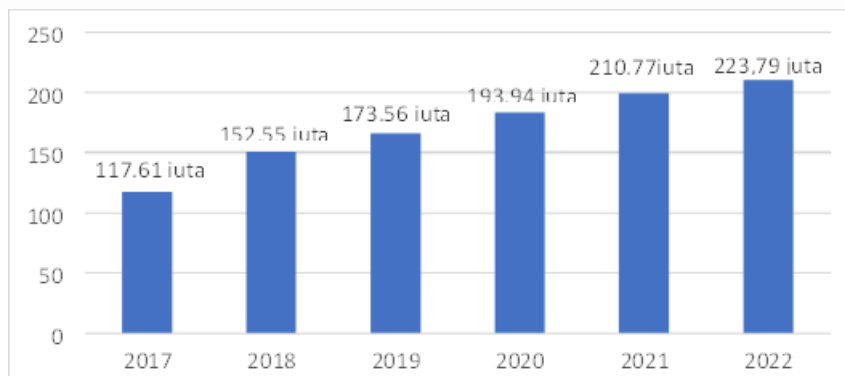


ABSTRACT

At this time smartphones are a necessity of life every day. So, every individual must have at least one smartphone as a tool for daily life. Currently, smartphone users in Indonesia are experiencing rapid development, but with so many smartphone users giving customers a variety of choices in purchasing smartphones. Various brands and specifications offered by manufacturers make the purchase and use of smartphones higher every year. With intense competition in the smartphone industry requires Xiaomi to have a strategy in order to remain in demand by consumers. This research was carried out to find out the influence of brand image, brand trust and consumer satisfaction on brand loyalty to Xiaomi smartphone consumers who live in the Tangerang area. Based on the results of this study shows that brand image has a positive effect on consumer satisfaction. Brand trust has a positive effect on consumer satisfaction. Brand image positively affects brand loyalty. Brand trust positively affects brand loyalty. Consumer satisfaction has a positive effect on consumer loyalty. Brand image positively affects brand loyalty through consumer satisfaction. Brand trust positively affects brand loyalty through consumer satisfaction

INTRODUCTION

In modern times today smartphones are a necessity of life every day. So, every individual must have at least one smartphone as a tool for daily life. Smartphones are now considered a fundamental necessity for almost everyone. With the existence of smartphones, nowadays it makes it easier to communicate and also makes it easier to find information through the internet. With the continued development of technology on smartphones, nowadays smartphones can replace the functions of several gadgets at once. Because only with a smartphone with applications in it can run functions such as music players, cameras, video players, voice recorders, radios and so on. Currently, smartphone users in Indonesia are experiencing rapid development, but with so many smartphone users giving customers a variety of choices in purchasing smartphones. Various brands and specifications offered by manufacturers make the purchase and use of smartphones higher every year. As shown in the following data



Picture 1. Smartphone User Data in Indonesia

Source: Statista.com

The data above explains that every year smartphone users in Indonesia experience an increase. At the beginning of 2017 smartphone users in Indonesia reached 117.61 million, and in 2022 smartphone users in Indonesia continue to grow to 223.79 million and are predicted to continue to grow in the coming year. Smartphone manufacturers are interested in marketing their products in Indonesia because of the large number of smartphone users in Indonesia. There are a number of manufacturers of smartphones that market their products in Indonesia, one of the manufacturers that runs its business in Indonesia is Xiaomi. Xiaomi is a private Chinese electronics company headquartered in Beijing that was founded in 2010. Chinese people began to recognize the Xiaomi brand in 2011, became famous among Indonesians in 2013, and its flagship and flagship product, Xiaomi smartphones, became very popular in the market in 2014.

Table 1. Smartphone Market Share in Indonesia in 2022 (%)

1	Oppo	21 %
2	Samsung	20.9 %
3	Xiaomi	19.17%
4	Vivo	14.65%
5	Apple	9.43%

Source: Statcounter.com

From the data above in 2022 according to data from Statcounter, Xiaomi is included in the top 5 best smartphone brands in Indonesia. Xiaomi brand smartphones occupy the third position with a market share of 19.92%, still inferior to Samsung smartphones in the first position with a market share of 21.89% and the second position occupied by Oppo with a market share of 21.7%. With intense competition in the smartphone industry requires Xiaomi to have a strategy in order to remain in demand by consumers. Creating a brand is one of the strategies applied. In this case, the brand is used to distinguish one company from another. When compared to other brands, a strong and quality brand will be able to create brand satisfaction, which will then be able to become brand advantages. Research on the influence of brand image and trust in brands on brand loyalty has been conducted by Armanto et al., (2022) in Palembang city which proves that brand image and trust in brands have an influence on brand loyalty. This research is different from previous research because it was conducted in Tangerang with the object of Xiaomi brand smartphone consumers and added brand loyalty as a mediating variable with the aim of determining how brand image and brand trust affect brand loyalty through Xiaomi smartphone consumer satisfaction. Based on the explanation above, the purpose of this research is to recognize and understand the influence of brand image and brand trust on consumer loyalty through consumer satisfaction of Xiaomi brand smartphones.

LITERATURE REVIEW

Brand Image

According to Kotler & Keller, (2016) brand image can be interpreted as a depiction of the extrinsic properties of products and services, including brand efforts to meet social or psychological needs for its customers. According to Tjiptono, (2016) brand image is an explanation of consumer associations and beliefs about a particular brand. According to Firmansyah, (2019) A company's brand image is the impression that customers have when they think of a particular brand or product.

Brand Trust

According to (P. Kotler & Keller, 2016) argues that brand trust is something that is believed and stored in the memory of consumers because it has significance. Meanwhile, according to Rusmanida, (2020) the capacity of a brand to be trusted is based on consumer trust, that the brand can prioritize the interests of its customers and that the product will provide the value it promises is known

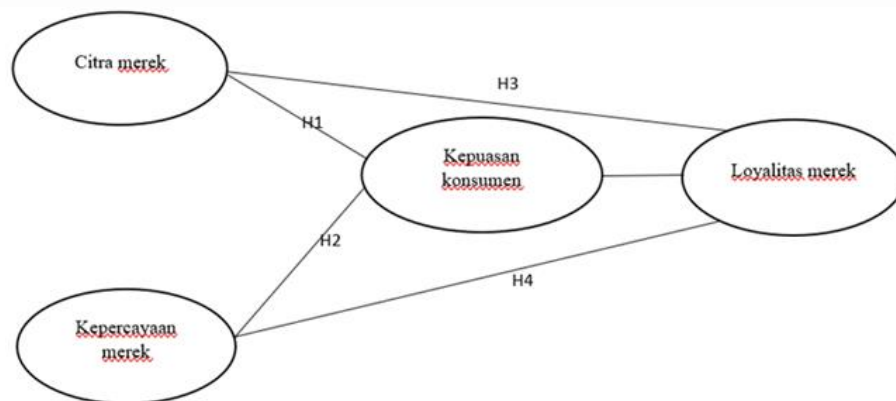
as brand trust. According to Perdana et al., (2020) defines that brand trust is the consumer's experience with the brand and consumers' understanding of the function of a product to generate satisfaction.

Brand Loyalty

The definition of Kurniawan, (2017) brand loyalty is an initiative of consumer loyalty to a brand that makes consumers have a great desire to make repeat purchases on a regular basis. Meanwhile, according to Alma, (2016) brand loyalty is customer commitment to brands, stores, or suppliers. It encourages long-term purchases because it is based on very positive traits. This understanding allows the interpretation of brand loyalty as a combination of satisfaction and complaint. According to Yuliantari et al., (2020), which is a measure of customer loyalty and attachment to a brand, which is shown by liking the brand and consistently making repeated purchases that prevent consumers from changing brands is the definition of brand loyalty.

Satisfaction

According to Kotler, Philip & Keller, (2016) someone's liking or dislike when they compare what is expected with what is considered achieved by the product is referred to as customer satisfaction. Menurut Irwansyah & Mappadeceng, (2018) the basic level of customer feeling about a service or product quality and it is determined by equating what customers get with the goals they want in relation to their needs is a definition of consumer satisfaction. Meanwhile, according to Rosmayati et al., (2020) means that the level of consumer satisfaction with a product or service will be determined by the results of the evaluation



Picture 2. Research Framework
Source: Data Processed by Researchers

METHODOLOGY

This journal has been compiled quantitatively. The purpose of this study was to analyze the influence between variables expressed with Likert scale. While this study used a causality approach. The causality approach is research compiled to determine the existence of cause and effect relationships that explain the influence between variables. This research was conducted on consumers who have bought and used Xiaomi smartphone products located in the Tangerang area. In this study, researchers distributed questionnaires that were distributed through Google forms. In this research there are independent variables, namely brand image (X1) and brand trust (X2), as well as brand loyalty (Y) as a

dependent variable and consumer satisfaction as mediation. The population in this study is all consumers over the age of 17 years who have bought and used a Xiaomi smartphone for at least 3 months. In this study the population size is not known. According to (Sugianto, 2016) the sample is part of the number and characteristics possessed by the population. Determining the number of samples based on Hair et al, (2017) i.e. if the number of unknown population research samples is required, at least five times or a maximum of ten times the variables or indicators analyzed. So in this study obtained a maximum sample of $10 \times 13 = 130$ respondents.

RESULT

Respondent demographics

In this study, 130 responses were obtained using google forms and questionnaires distributed online. In conducting this study, characteristics were used consisting of respondents who used Xiaomi smartphones, age, length of time using Xiaomi smartphones and location of residence. A total of 130 respondents were Tangerang people with 50% of men and 50% of women and most respondents are 17-25 years old with a percentage of 70%.

Model Evaluation Measurement model (Outer Model)

Convergent validity, discriminant validity, and reability composite tests are all methods that can be used to evaluate measurement models that incorporate reflective models. The measurement model produces the following results:

Convergent Validity

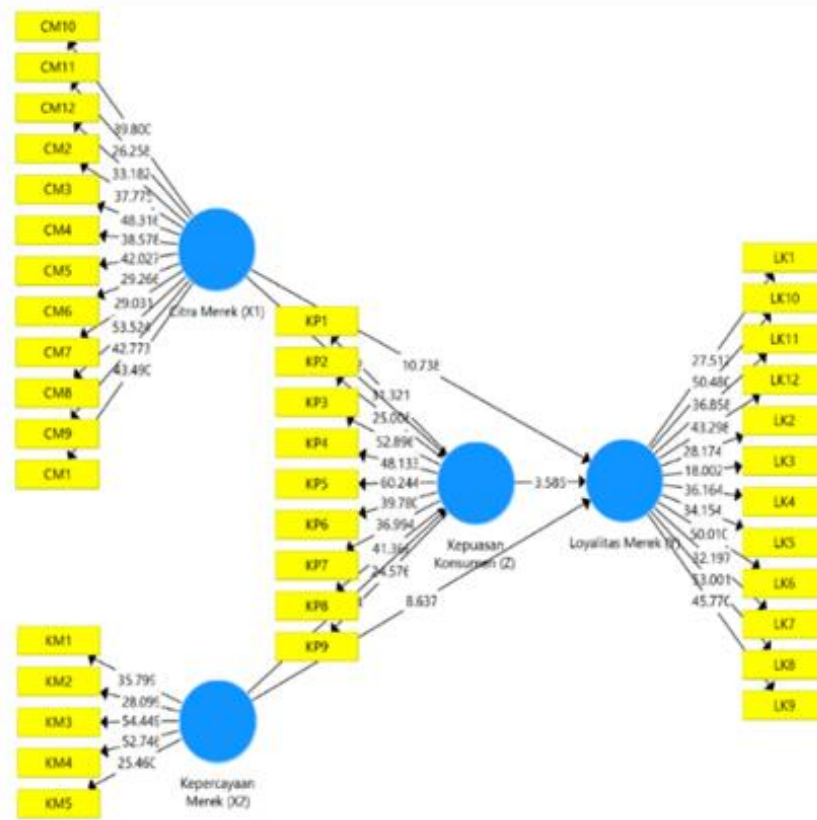
Tests that show a relationship between a reflective item and its latent variable are known as convergent validity. When the loading factor value is greater than 0.700, the indicator is said to be fulfilled. As a measure of each variable, the loading factor value indicates the weight of each indicator or item. A large loading factor proves that the marker measures the dominant (strongest) variable.

Discriminant Validity (Cross Loading)

Cross loading and square root of average (AVE) values were used in the discriminant validity test of this study to determine whether the research instrument reflects or explains the latent variable accurately. Cross-loading values are used in discriminant validity testing, which tests exceptions and research instruments for their ability to explain or reflect latent variables. If each loading value for a latent variable is the largest compared to other loading numbers for other latent variables, then a model has good discriminant validity. Cross loading calculation states if the cross loading value of each indicator on the variable is higher than the cross loading value of the latent variable on the Discriminant Validit test results. The research instrument is said to be discriminantly valid if all values above the threshold are 0.700.

Composite Reliability The composite reability value of the indicator block as well as the Cronbach alpha value are checked during the composite reability evaluation. The Cronbach alpha value must be above 0.600, the Average Variance Extracted (AVE) value must be above 0.500, and the composite reability value must be above 0.700 for a construct to be considered reliable.

Structural Model (Inner Model) The inner model test is the next step after the outer model test. The purpose of the inner model is to determine the relationship between R-square research model, significance value, and construct



Picture 3. Inner Model Results
Source: Data Processed by Researchers

Structural Model

The R-square of each dependent latent variable is examined as the first step in the evaluation of the PLS structural model. The results of PLS-based R-square estimation are shown with the following chart

Table 2. Results of the Coefficient of Determination R

	R Square	R Square Adjusted
Kepuasan Konsumen (Z)	0.944	0.943
Loyalitas Merek (Y)	0.972	0.972

The value (R-square adjusted) for variable B Consumer Satisfaction (Z) is 0.943 or 94.3 percent as shown in the table above. With a value of 94.3%, this matter states that the variables of brand image (X1) and brand trust (X2) can provide an explanation for the variable Consumer Satisfaction (Z). While other variables that were not placed in this study had an impact on the remaining 5.7

percent. The value (R-square adjusted) for the Brand Loyalty variable (Y) is 0.972 or 97.2%. This number means that this variable can be described by the variables Brand Image (X1), Brand Trust (X2) and Consumer Satisfaction (Z) of 97.2% then the remaining 2.8% is influenced by other variables listed in the study. Hypothesis Testing Results The variables of the study were explained by testing the structural relationship model. Using the t test, structural model testing is carried out. Output patches, coefficients and indirect effects serve as a basis for testing hypotheses directly. A full explanation of hypothesis testing can be found below.

Table 3. Direct Relationships

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Citra Merek (X1) -> Kepuasan Konsumen (Z)	0.648	0.649	0.065	9.932	0.000
Citra Merek (X1) -> Loyalitas Merek (Y)	0.897	0.900	0.084	10.738	0.000
Kepercayaan Merek (X2) -> Kepuasan Konsumen (Z)	0.340	0.340	0.066	5.174	0.000
Kepercayaan Merek (X2) -> Loyalitas Merek (Y)	0.414	0.416	0.048	8.637	0.000
Kepuasan Konsumen (Z) -> Loyalitas Merek (Y)	0.315	0.320	0.088	3.585	0.000

Bootstrap samples are used to simulate statistical testing of any hypothesized relationship with PLS. Bootstrapping-based PLS analysis produces the following results: Brand Image (X1) -> Consumer Satisfaction (Z) Brand Trust (X2) -> Consumer Satisfaction (Z) Based on the experiment chart above due to the variable Brand Trust (X2) to Consumer Satisfaction (Z) of $0.000 < 0.050$ while for the value of t calculate $5.174 > t$ table (1.97838), where H_0 is rejected and H_2 is accepted it means there is no effect of Brand Trust (X2) on Consumer Satisfaction (Z). Consumer Satisfaction (Z) -> Brand Loyalty (Y) The effect of the brand image variable (X2) on consumer satisfaction (Z) is $0.000 < 0.050$, according to the t-test table above: however, the calculated t-value is $5.174 > t$ table (1.97838), where H_0 is rejected and H_2 is accepted, indicating that Brand Trust (X2) affects consumer satisfaction (Z). Brand Image (X1) -> Brand Loyalty (Y) The effect of the Brand Image (X1) variable on Brand Loyalty (Y) is $0.000 < 0.050$, according to the t-test table above; however, the calculated t value is $10.738 > t$ table (1.97838), where H_0 is rejected and H_4 is accepted, indicating that Brand Image (X1) has an effect on Brand Loyalty (Y). Brand Trust (X2) -> Brand Loyalty (Y) The effect of the brand trust variable (X2) on brand loyalty (Y) is $0.000 < 0.050$, according to the t-test table above; however, the calculated value of t is $8.637 >$

t table (1.97838), where Ho is rejected and H5 is accepted, indicating if brand trust (X2) has an effect on brand loyalty (Y)

Table 4. Indirect Relationships

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Merek (X1) -> Kepuasan Konsumen (Z) ->Loyalitas Merek (Y)	0.204	0.208	0.063	3.255	0.001
Percayaan Merek (X2) -> KepuasanKonsumen (Z) -> Loyalitas Merek (Y)	0.107	0.108	0.036	2.999	0.003

Brand Image (X1) -> Consumer Satisfaction (Z) -> Brand Loyalty (Y) Based on the t test table above, the effect of the Brand Image variable (X1) on Brand Loyalty (Y) through consumer satisfaction (Z) is $0.001 < 0.050$ while for the t value is calculated at $3.255 > t$ table (1.97838), where Ho is rejected and H6 is accepted which means brand image has a significant effect on brand loyalty through consumer satisfaction. Brand Trust (X2) -> Consumer Satisfaction (Z) -> Brand Loyalty (Y) Based on the t-test table above, the effect of the Brand Trust variable (X2) on Brand Loyalty (Y) through consumer satisfaction (Z) is $0.003 < 0.050$ while for the t value is calculated at $2.999 > t$ table (1.97838), where Ho is rejected and H7 is accepted which means brand trust has a significant effect on brand loyalty through consumer satisfaction.

DISCUSSION

This section allows you to elaborate on the findings of research results academically. You may not enter figures relating to your statistical testing here; instead, you should explain those numbers here. You should structure your discussion with academic support for your studies and a good explanation according to the specific field you are investigating

CONCLUSION AND RECOMMENDATION

Based on the results contained in the research on the influence of brand image, brand trust and consumer satisfaction on Xiaomi brand smartphone brand loyalty, it can be concluded as follows.

1. The results of the study of brand image variables have a positive effect on consumer satisfaction. This shows that brand image becomes one of the consumers' attention when a consumer is satisfied with a product, where consumers can decide whether or not they are satisfied with a product from the brand image of a product.
2. The results of the study variable brand trust positively affect consumer satisfaction
3. The results of the study of brand image variables have a positive effect on brand loyalty. This shows that consumers will be loyal to buy products that have a good brand image, where the products have good quality and are able to meet the needs and desires of consumers. Manufacturers must be able to build a strong brand image through the products offered, so

that consumers are more easily familiar with the product and are interested and interested in buying back

4. The results of brand trust research have a positive effect on brand loyalty. This shows that consumers tend to trust the brand and start to rely on the brand. Consumers who are satisfied and trust a brand will repeat purchases with the same brand and become loyal to the brand.
5. The results of the study of consumer satisfaction variables have a positive effect on consumer loyalty. This shows that consumers are loyal to products that have good quality compared to other similar brand products. Producers must provide good quality in accordance with consumer needs so as to attract consumers to buy and can make consumers loyal to the product

SUGGESTION

Based on the results of research that has been carried out, researchers argue that this research still has shortcomings. One of the shortcomings is that respondents in this study only focused on consumers who use Xiaomi smartphones and are in the Tangerang area, with a sample of only 130 people and also this study only focuses on variables presented to consumers in the Tangerang area, namely brand image, trust in brand image, brand loyalty, and customer satisfaction.

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