The Effect of Brand Image, Brand Trust, Economic Benefits, and Brand Attitude Toward Purchase Intention on Iphone in East Java

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Abstract

The objectives of this study are to: 1) examine the effect of brand image on purchase intention, 2) examine the effect of brand trust on purchase intention, 3) examine the effect of economic benefits on purchase intention, 4) examine the effect of brand attitude on purchase intention. This is an exploratory research in which the aim is to obtain information, insights, knowledge, ideas, opinions, and understandings in an effort to satisfy and define the problem and formulate a hypothesis. In this study, the population we took was iPhone users in East Java, of which approximately 200 people were involved as research samples. The sampling applied incidental sampling technique. The results of the study are that: 1) individual brand image has an insignificant positive effect on iPhone purchase intention and the significance is 0.487, 2) individual brand trust has an insignificant positive effect on iPhone purchase intention and the significance is 0.078, 3) individual economic benefits have a significant positive effect on iPhone purchase intention and the significance is 0.000, 4) individual brand attitude has a significant positive effect on iPhone purchase intention and the significance is 0.001.

Keywords: *Brand Image; Brand Trust; Economic Benefits; Brand Attitude; Purchase Intention*

Introduction

Communication and marketing strategies are important components in increasing long-term profits for a company. Brands and advertisements have a very strong effect on customer interest to choose a product. Customers can get to know the goods or services offered by companies in the market through a brand. Brands can affect customers through the positive emotional responses that they feel when they use it.

Smartphone product with brand that is quite well-known and much in demand by the public, especially for the upper middle class, is iPhone. At present, it has been proven that the iPhone is in great demand by most people and most of the younger generation. Of the various products available and offered in the market, iPhone is one of the smartphone products that has a very high demand compared to other smartphone products.

The purchasing power of smartphones is currently growing rapidly and of course the company is increasingly demanding to strengthen what they will feature between one smartphone to another so that they do not lose competitiveness. Based on the above table, the sales of iPhone products in 2018 ranked

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second after Samsung. Therefore, there are many customers using these classy products. Although the price of the product offered by the iPhone is relatively high compared to the others, it turns out that it does not really affect people's purchasing power and the iPhone product remains a pretty heavy competitor to the market. The purpose of marketing is to produce a higher standard of living and for consumers to get what they need and what they want by creating, offering and freely exchanging products of value with others or customers. One strategy that is widely used by companies is to improve brand image. Brand image is the perception and belief carried out by customers. It for example is reflected in the association that occurs in the memory of customers (Kotler & Amstrong, 2016).

Based on research conducted by Lestari & Asdinardju (2015) people's purchase intention for a product is affected by brand image. The same thing is also explained by Wijaya & Sugiharto (2015) which shows that increasing the quality of brand image is one of the best strategies to increase the number of new customers while maintaining existing customers.

In addition to brand image, brand trust is also believed to affect customer purchase behavior intentions. As explained by Bouhlel et al., (2015), customer trust in brands, where these customers believe that the brand is able to provide a quality product, can also affect customer purchase behavior intentions. This purchase intention creates a motivation that continues to be recorded in their minds and becomes a very strong desire that ultimately customers must meet the need to actualize what is in their minds. Brand attitude and consumer cognitive knowledge behavior are related to attributes, benefits, and objects (by evaluating information). Meanwhile, attitude refers to the feeling or effective response.

The iPhone is a line of smart phones designed and marketed by Apple Inc. where the company is based in Cupertino, California, which designs, develops, and sells electronic goods, computer software, and online services. The iPhone uses Apple's iOS mobile operating system known as "iPhone OS" until mid-2010 shortly after the iPad's launch. Until now, there have been a lot of products launched by the Apple company. In addition, the iPhone X, XS, and XS MAX which were launched in December 2018 also enlivened and shook the smartphone market. It is supported by several features that are very sophisticated and competitive.

Research Methodology
Research Design

This is exploratory research in which the aim is to obtain information, insights, knowledge, ideas, opinions, and understandings in an effort to satisfy and define the problem and formulate a hypothesis. This study determines the causal relationship between variable X (Brand Image, Brand Trust, Economic Benefits, and Brand Attitude) on the Y variable (Purchase Intention) of iPhone products in East Java.

Variable Identification

This research was conducted to determine the effect of independent variables consisting of Brand image (X1), Brand Trust (X2), Economic Benefits (X3), and Brand Attitude (X4) on the dependent variable Purchase Intention (Y).

Population and Sample

For this study, the population we took was iPhone users in East Java. In this study, the researchers planned to take 200 respondents as a sample of the study which sets respondents' criteria including: 1) using iPhone that includes both new users and old users, 2) domiciled in the East Java area, especially Surabaya, Gresik, Bangkalan, and Sampang, 3) aged over 17 years.

Sampling Technique

According to Sugiyono (2015), nonprobability sampling is a sampling technique where each member of the population does not have the same opportunity or opportunity as a sample. It is used when the representation of the sample is not important. The sampling technique that will be used is incidental sampling technique which means that the sampling technique is based on chance. In this case, anyone who accidentally or incidentally meets with the researcher can be used as a sample if he/she is considered appropriate as a source of data (Sugiyono). In this study, the questionnaire will be distributed to iPhone users in East Java, including Surabaya, Gresik, Bangkalan and Sampang.

Research Instrument

The research instrument used was a questionnaire to be filled in by prospective iPhone user respondents in East Java, especially Surabaya, Gresik, Bangkalan, Sampang. In this case, all people in that scope are likely to become research respondents on the condition that they use an iPhone that includes old users or new users. The questionnaire in this study contained the respondent's biodata consisting of name, address, phone number, age, gender, education, and occupation.

Validity and Reliability Test

Validity test is used to measure the validity of a questionnaire. The validity test is used to measure how precisely a test has been carried out using a questionnaire from the results of the respondents' answers. The measurement of validity in this study was carried out by bivariate correlation between each statement item score and the total score of the variable. Statement items are considered valid if the significance value <0.05 (Ghozali, 2016). A questionnaire is considered to be reliable if a person's answer to a statement is consistent or stable from time to time (Ghozali, 2016). Reliability of an instrument is determined from the reliability coefficient between 0-1. If coefficient value is close to 1, the instrument is more reliable. A statement is reliable if Cronbach Alpha value >0.60 (Ghozali, 2016).

Data and Data Collection Method

This study employs primary data obtained directly from respondents through questionnaire and/or interview results. According to Sugiyono (2015), the questionnaire is a data collection technique carried out by giving a set of written questions to respondents.

Data Analysis Technique
Descriptive Analysis

Descriptive analysis describes the results of the research in the field, especially related to respondents who will be examined regarding the overall demographic description of the respondent such as name, age, address, gender and occupation. In addition, this analysis also describes this research as well as validity and reliability tests.

Statistics Test

This study utilizes IBM SPSS 22 software as an analysis tool. The classic assumption test consists of multicollinearity test, autocorrelation test, and normality test. After testing the classical assumptions, then multiple linear regression analysis is performed to test the effect of several independent variables (X) on one dependent variable (Y). Next, it continues with the determination coefficient analysis to measure how far the model's ability to explain the variation of the dependent variable. Simultaneous Test (F Test) is used to test whether simultaneously independent variables (X) (Brand Image, Brand Trust, Economic Benefits, Brand Attitude) significantly affect the dependent variable (Y) (Purchase Intention). The statistical t test is performed to show how far the effect of a partial explanatory or independent variable is in explaining the variation of the dependent variable. Implementation of the t test is performed by comparing the t statistics value with a critical point according to the table. If according to the calculation results the t statistics value is higher than t table, we accept an alternative hypothesis which states that an independent variable individually affects the dependent variable.

Results
Respondent Characteristic by Gender

From 250 respondents, which were male were 130 respondents with a percentage of 52% and those who were female were 120 respondents with a percentage of 48%. It was concluded that based on gender characteristic, iPhone user respondents in East Java especially Surabaya, Gresik, Bangkalan, and Sampang were dominated by men.

Respondent Characteristic by Age

From 250 respondents, those aged 17 years to 20 years were 53 respondents with a percentage of 21%. Those aged 21 years to 30 years were 143 respondents with a percentage of 57%. Those aged 31 years to 40 years were 37 respondents with a percentage of 15%. Those aged 41 years to 50 years were 17 respondents with a percentage of 7%. And those aged over 50 years are 0 respondents with a percentage of 0%.

Respondent Characteristic by Recent Education

From 250 respondents, who ended their education in primary school were 0 respondents with a percentage of 0%, junior high school were 4 respondents with a percentage of 2%, senior high school were 168 respondents with a percentage of 67%, diploma were 8 respondents with a percentage of 3%, undergraduate were 62 respondents with a percentage of 25% and postgraduate were 8 respondents with a percentage of 3%.

Respondent Characteristic by Occupation

From 250 respondents, who were still students were 57 respondents with a percentage of 23%, who worked as civil servants were 16 respondents with a percentage of 6%, who worked as private employees were 55 respondents with a percentage of 62%, and who worked as entrepreneurs were 22 respondents with a percentage of 9%.

Validity and Reliability Tests of Small Sample

The validity test of small sample is 30 respondents from iPhone users. Based on the validity test of a small sample distributed to 30 respondents, statement items of all variables are valid because the significance value of each statement item is not more than 0.05 and has an r value that exceeds the r table value of 0.349. Based on the reliability test conducted on 30 respondents for small sample, based on table 4.6 below, the Brand Image variable has a value of 0.859, the Brand Trust variable has a value of 0.926, the Economic Benefits variable has a value of 0.918, the Brand Attitude variable has a value of 0.929, and Purchase Intention has a value of 0.983.

Validity and Reliability Tests of Large Sample

The validity test of large sample was 250 respondents from iPhone users in East Java. Based on the validity test of a large sample distributed to 30 respondents, statement items of all variables are valid because the significance value of each statement item is not more than 0.05 and has an r value that exceeds the r table value of 0.123. Based on the reliability test conducted on 250 respondents for large sample, Brand Image variable has a value of 0.833, Brand Trust variable has a value of 0.918, Economic Benefits variable has a value of 0.902, Brand Attitude variable has a value of 0.869, and Purchase Intention variable has a value amounted to 0.898. This shows that all variables are reliable because the Cronbach Alpha value of each variable is greater than 0.70.

Classic Assumption Test

1. Multicollinearity Test

Based on Table 1, Brand Image variable has a Tolerance value of 0.300 and a VIF of 3.335. Brand Trust variable has a Tolerance value of 0.186 and a VIF of 5.379. Economic Benefits variable has a Tolerance value of 0.234 and a VIF of 4.27. Brand Attitude variable has a Tolerance value of 0.150 and a VIF of 6.680.

Table 1. Multicollinearity Test Results

Coefficients[a]			
Model		Collinearity	Statistics
		Tolerance	VIF
1	Constanta		
	Brand Image	.300	3.335
	Brand Trust	.186	5.379
	Economic Benefits	.234	4.272
	Brand Attitude	.150	6.680
a. Dependent Variable: Purchase Intention			

Table 1 shows that all independent variables have a tolerance value of more than 0.10 and a VIF of less than 10. Based on this study, it was concluded that the symptoms of multicollinearity between the independent variables in the regression model did not occur.

2. Autocorrelation Test

The Durbin Watson test is only used for first-level autocorrelation and requires intercepts in the regression model and there are no more variables among the independent variables.

Table 2. Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watshon
1	.919[a]	.845	.843	.333	1.705
a. Predictors: (Constant), BI Mean, BT Mean, EB Mean, BA Mean					
b. Dependent Variable: Purchase Intention					

Based on Table 2, Durbin Watson value is 1.705. Furthermore, this value is compared with the Durbin Watson table with a significance of 0.05 and the number of respondents 250 and independent variables (k = 4) where dL is 1.768 and dU is 1.817. Thus, it was concluded that there were no positive and negative autocorrelations because dU < d < 4 - dU or 1.817 < 1.705 < 2.183.

3. Normality Test

Table 3. Normality Test Results

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		250
Normal Paramemeters[a,b]	Mean	0.0000000
	Std. Deviation	0.33038012
Most Extreme Difference	Absolute	0.146
	Positive	0.084
	Negative	-0.146
Test Statistic		0.146
Asymp. Sig. (2-tailed)		.000[c]
a. Test Distribution is Normal.		
b. Calculated from Data		
c. Lilliefors Significance Correction		

Table 3 shows an abnormal distribution. Data in a variable is considered normal if the Asymp value. Sig (2-tailed) more than 0.05. The output results on the normality test indicate that the Asymp value. Sig (2-tailed) is 0,000. Thus, it was concluded that the residual data had an abnormal distribution because of the Asymp value. Sig (2-tailed) is $0.000 < 0.05$

4. *Multiple Linear Regression Analysis*

Table 4. Multiple Linear Regression Analysis Results

Coefficients*								
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	Correlation		
	B	Std. Error	Beta			Zero-Order	Partial	Part
1 Constanta	0.675	0.132		5.132	0.000			
Brand Image	0.034	0.049	0.032	0.696	0.487	0.747	0.044	0.017
Brand Trust	0.014	0.064	0.103	1.77	0.803	0.803	0.112	0.044
Economic Benefits	0.505	0.043	0.613	11.798	0.904	0.904	0.602	0.296
Brand Attitude	0.215	0.215	0.215	3.305	0.861	0.861	0.207	0.083

Based on the Multiple Linear Regression table above, it is described as follows:

a. The constant of 0.675 indicates that if Brand Image, Brand Trust, Economic Benefits and Brand Attitude are zero, Purchase Intention on iPhone in East Java will increase by 0.675 units. Assuming all the independent variables of Brand Image, Brand Trust, Economic Benefits and Brand Attitude are zero or constant.

b. If Brand Image variable increases by one unit, it will result in an increase in the Purchase Intention variable on iPhone by 0.034. Conversely, if Brand Image variable decreases by one unit, it will result in a decrease in Purchase Intention variable on iPhone by 0.034 assuming that the value of the other independent variables is zero or constant.

c. If Brand Trust variable increases by one unit, it will result in an increase in Purchase Intention variable on iPhone of 0.114. Conversely, if Brand Image variable decreases by one unit, it will result in a decrease in Purchase Intention variable on iPhone by 0.114 assuming that the value of the other independent variables is zero or constant.

d. If Economic Benefits variable increases by one unit, it will result in an increase in Purchase Intention variable on iPhone by 0.505. Conversely, if Brand Image variable decreases by one unit, it will cause a decrease in Purchase Intention variable on iPhone by 0.505 assuming that the value of the other independent variables is zero or constant.

e. If Brand Attitude variable increases by one unit, it will result in an increase in Purchase Intention variable on iPhone by 0.215. Conversely, if Brand Image variable decreases by one unit, it will result in a decrease in Purchase Intention variable on iPhone by 0.215 assuming that the value of the other independent variables is zero or constant.

f. If error has increased by one unit, other variables outside the free variable will increase by 0.132.

5.   Determinant Coefficients

The determinant coefficient (R^2) essentially measures to what extent the model's ability to explain the variation of the dependent variable.

Table 5. Simultaneous Determinant Coefficients

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919	.845	.843	0.33294

Determinant coefficient (Adjusted R Square) is 0.843. It shows a change in dependent variable by 84.3 percent. It is simultaneously caused by the independent variable and the remaining 15.7 percent is caused by other variables outside the four variables studied. The correlation coefficient (R) is 0.919. It shows that all four variables have a strong correlation with the dependent variable approaching number one.

Simultaneous Test (F Test)

The results of data processing can be seen in Table 6.

Table 6. Simultaneous Test Results (F Test)

ANOVA [a]						
Model	Sum of Square	Df	Mean Square	F	Sig.	R Square
1 Regression	148.473	4	37.118	334.858	.000[b]	.845
Residual	27.158	245	.111			
Total	175.631	249				

Based on Table 6 on the results of Simultaneous Test (Test F), Fcount 334 > Ftable 2.64, with a significance of 0.000 < 0.05. Then, H_0 is rejected and H_5 is accepted. The coefficient of determination or R Square is 0.845 which means there is a change in the Purchase Intention (Y) variable of 84.5% which is simultaneously caused by the independent variable. So, based on the research that has been conducted, it is concluded that the independent variables Brand Image, Brand Trust, Economic Benefits and Brand Attitude simultaneously had a significant effect on the dependent variable Purchase Intention on iPhone.

Partial Test Results (t Test)

Following are the results of the Partial Test (t Test) in Table 7.

Table 7. Partial Test Results (t Test)

Variable Correlation	t_{count}	t_{table}	Sig.	r^2	Conclusion	Description
Brand Image → Purchase Intention	0.696	1.696	0.487	0.044	H_1 rejected	Insignificant Effect
Brand Trust → Purchase Intention	1.770	1.696	0.078	0.112	H_2 rejected	Insignificant Effect
Economic Benefits → Purchase Intention	11.798	1.696	0.000	0.602	H_3 accepted	Significant Effect
Brand Attitude → Purchase Intention	3.305	1.696	0.001	0.207	H_4 accepted	Significant Effect

Based on the results of the partial test (t test) contained in Table 7, the conclusion of the effect of each independent variable partially on the dependent variable is as follows:

a. Brand Image (X1)

Based on Table 7, the t_{count} is 0.696 and the t_{table} is 1.969. Thus, t_{count} 0.696 < t_{table} 1.696. Since t_{count} < t_{table}, H_0 is accepted and H_1 is rejected. It means that Brand Image individually has an insignificant positive effect on Purchase Intention on iPhone and the significance is 0.487 > 0.05. The magnitude of determinant coefficient (R^2) is 0.044, which means that Brand Image variable individually contributes 0.044% to Purchase Intention on iPhone in East Java.

b. Brand Trust (X2)

Based on Table 7, the t_{count} is 1.170 and the t_{table} is 1.969. Thus, t_{count} 1.770 < t_{table} 1.696. Since t_{count} < t_{table}, H_0 is accepted and H_2 is rejected. It means that Brand Trust individually has an insignificant positive effect on Purchase Intention on iPhone and the significance is 0.078 > 0.05. The magnitude of determinant coefficient (R^2) is 0.112, which means that Brand Trust variable individually contributes 11.2% to Purchase Intention on iPhone in East Java.

c. Economic Benefits (X3)

Based on Table 7, the t_{count} is 11.798 and the t_{table} is 1.969. Therefore, t_{count} 11.798 > t_{table} 1.696. Since t_{count} > t_{table}, H_0 is rejected and H_2 is accepted. It means that Economic Benefits individually have a significant positive effect to Purchase Intention on iPhone and the significance is 0.000 < 0.05. The magnitude of determinant coefficient (R^2) is 0.602 which means that Economic Benefits variable individually contributes 60.2% to Purchase Intention on iPhone in East Java.

d. Brand Attitude (X4)

Based on Table 7, the t_{count} is 3.305 and the t_{table} is 1.969. So, t_{count} 3.305 > 1.696 t_{table}. Since t_{count} > t_{table}, H_0 is rejected and H_2 is accepted. It means that Brand Attitude individually has a significant positive effect to Purchase Intention on iPhone and the significance is 0.001 < 0.05. The magnitude of determinant coefficient (R^2) is 0.207 which means that Brand Attitude variable individually contributes 20.7% to Purchase Intention on iPhone in East Java.

Discussion
The Effect of Brand Image to Purchase Intention on iPhone

Based on the results of the research that has been conducted, the Brand Image variable is not significant to the Purchase Intention on iPhone. The results of this study differ from studies conducted by Peng and Liang (2013), Tandun (2014), Dwipayani & Rahyuda (2016) who stated that Brand Image variable has a significant effect on Purchase Intention on iPhone.

From respondents' answers to the questionnaire, the lowest average statement was BI3 of 3.93 that "I know iPhone product". It means that the respondents know information about the iPhone but is not very detailed. Respondents only know the standard information about the iPhone. Not many respondents know about the iPhone's overall specifications. This ignorance makes respondents hesitate to buy an iPhone. If in the end the respondent decides to buy an iPhone, it is because of the influence of the respondent's own perception of a good iPhone quality. Based on BI2 statement that "iPhone brand has more value", it requires respondents to think hard to remember the more values that the iPhone has. Meanwhile, some respondents only filled out the questionnaire without thinking hard to remember this. Therefore, the BI2 statement has a low average of 4.03 which is ranked second lowest after BI3.

Based on the characteristics of the respondents, the majority of respondents had a high school education background. Thus, Brand Image is not the main thing to determine Purchase Intention on iPhone in East Java.

The Effect of Brand Trust to Purchase Intention on iPhone

Based on the results of research that has been conducted, Brand Trust variable is partially not significant effect on Purchase Intention on iPhone. The results of this study differ from research conducted by Masitoh & Widikusyanto (2017) who stated that Brand Trust variable had a significant effect on Purchase Intention on iPhone.

From respondents' answers to the questionnaire, the lowest average statement was BT1 of 4.33 that "iPhone brand is able to increase user confidence". Respondents assume that iPhone brand cannot always increase user confidence because there are still some smartphones that have more quality than iPhone. At present, many new smartphone brands have emerged where those brands were previously not very well known by the public. The new brands quickly read the market conditions where people today are very fond of taking selfies. Many new smartphone brands that offer camera features with a higher mega pixel front camera at a more affordable price than the front camera on iPhone. From the characteristics of the majority of respondents aged 21 years to 30 years included in the characteristics of early adulthood, now they are very fond of taking selfies to then be uploaded to social media. Therefore, the most important point for them is a good quality camera with an affordable price. Although iPhone has a positive brand trust in the community, as well as a brand image, customers today are not too concerned with the brand as reflected in respondents' answers. However, they are more concerned about the functions and features of the smartphone they will buy, whether or not it is suitable according to customer needs.

The Effect of Economic Benefits to Purchase Intention on iPhone

Based on the results of research that has been conducted, the Economic Benefits variable partially has a significant effect on Purchase Intention on iPhone. The results of this study are similar to the research conducted by Sumadiyo & Fauziah (2018) who stated that Economic Benefits have a significant

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effect on Purchase Intention on iPhone. From respondents' answers to the questionnaire, the highest average statement was EB1 as large as 4.22 that "iPhone brand is able to give more value in everything". More than half of respondents answered strongly agree with the EB1 statement. It shows that respondents can already feel the more values that the iPhone smartphone has. In addition, users are not easily influenced by other brands, even if competing brands have advantages over brands they have liked and at more affordable prices.

The Effect of Brand Attitude to Purchase Intention on iPhone

Based on the results of research that had been conducted, Brand Attitude variable partially has a significant effect on Purchase Intention on iPhone. The results of this study differ from studies conducted by Dwipayani and Rahyuda (2016) who stated that Brand Attitude has a significant effect on Purchase Intention.

Based on respondents' answers to the questionnaire, the highest average statement was BA2 of 4.53 that "iPhone brand is able to compete with other similar products". In this case, respondents already know the specifications of the iPhone product so they assume that the iPhone product is very capable of competing with other products. Customers are now much smarter and more selective in choosing the products they want to buy. Currently, customers will buy smartphones that are concerned with quality such as camera functions, physical strength that is not susceptible to damage, and other qualities. It shapes the customer's perception of whether the brand is good or bad. If they think it is good, it will influence the buyer's decision and vice versa.

Conclusion

Research had been conducted on iPhone users in East Java using questionnaire data of 250 (two hundred and fifty) respondents. Based on the results of descriptive and statistical analysis using the SPSS 23 software program, the conclusions obtained in this study are as follows:

1. Brand Image partially has an insignificant positive effect on Purchase Intention on iPhone in East Java.
2. Brand Trust partially has a significant positive effect on Purchase Intention on iPhone in East Java/

3. Economic Benefits partially has an insignificant positive effect on Purchase Intention on iPhone in East Java.

4. Brand Attitude partially has a significant positive effect on Purchase Intention on iPhone in East Java.

5. Brand Image, Brand Trust, Economic Benefits, and Brand Attitude simultaneously have a significant positive effect on Purchase Intention on iPhone in East Java.

Research Limitations

Based on research that had been conducted, there are still limitations and disadvantages, among others, as follows:

1. In conducting research, not all respondents were willing to fill out questionnaires that researchers distributed. Thus, it impeded time and place in finding respondents.

2. There were several questionnaires filled out by respondents that did not meet the research criteria.

3. In conducting the research, the distribution of questionnaires did not represent the coverage of Indonesian territory. Thus, the questionnaire did not spread widely to all parts of Indonesia.

4. Questionnaires distributed online did not receive positive responses from social media users. Thus, the questionnaire did not spread widely throughout Indonesia.

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