

**THE EFFECT OF BRAND PERSONALITY, BRAND IMAGE, AND
BRAND TRUST ON BRAND LOYALTY: STUDY ON SAMSUNG
SMARTPHONE USERS IN LAMPUNG**

(Undergraduate Thesis)

By

Ardian Fauzan



**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG
2023**

ABSTRAK

THE EFFECT OF BRAND PERSONALITY, BRAND IMAGE, AND BRAND TRUST ON BRAND LOYALTY: STUDY ON SAMSUNG SMARTPHONE USERS IN LAMPUNG

Oleh

Ardian Fauzan

Objektif dari penelitian ini adalah untuk mengetahui pengaruh dari personalitas merk, citra merk, dan kepercayaan merk terhadap loyalitas merk dengan menggunakan ponsel pintar merk Samsung sebagai objek penelitiannya. Populasi penelitian ini adalah para pengguna ponsel pintar merk Samsung di daerah Lampung. Teknik sampling yang digunakan adalah nonprobability sampling dengan teknik purposive sampling, besar sampel yang diambil dalam penelitian ini adalah 225 responden. Analisis data yang digunakan dalam penelitian ini adalah model regresi linier berganda. Hasil penelitian ini menunjukkan bahwa: (1) Personalitas merk memiliki pengaruh positif non signifikan terhadap loyalitas merk, (2) Citra merk memiliki pengaruh positif signifikan terhadap loyalitas merk, (3) Kepercayaan merk memiliki pengaruh positif signifikan terhadap loyalitas merk.

Kata Kunci : Personalitas Merk; Citra Merk; Kepercayaan Merk; Loyalitas Merk; Ponsel Pintar Samsung

ABSTRACT

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The objective of this study is to determine the effect of brand personality, brand image, and brand trust on brand loyalty, with Samsung smartphone brand as the object of the research. The population of this research is the users of Samsung smartphone brand in Lampung. The sampling technique used in this study is nonprobability sampling with purposive sampling technique, the sample taken in this study was 225 respondents. The data analysis method used in this study is model Multiple regression analysis models The findings of this study indicate that: (1) Brand personality has a positive but non-significant effect toward brand loyalty, (2) Brand image has a positive significant effect toward brand loyalty, (3) Brand trust has a positive significant effect toward brand loyalty.

Key words: Brand Personality; Brand Image; Brand Trust; Brand Loyalty; Samsung Smartphone

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By

ARDIAN FAUZAN

**As the requirements for achieving a degree
BACHELOR IN MANAGEMENT**



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Judul Skripsi

: **THE EFFECT OF BRAND PERSONALITY,
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Nama Mahasiswa

: **Ardian Fauzan**

Nomor Pokok Mahasiswa

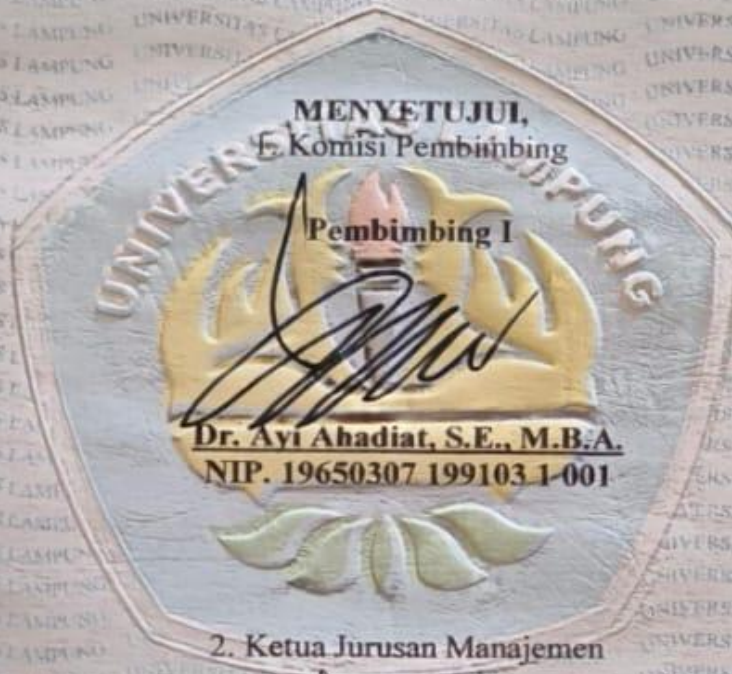
: **1711011106**

Program Studi

: **SI Manajemen**

Fakultas

: **Ekonomi dan Bisnis**



2. Ketua Jurusan Manajemen

Aripin Ahmad, S.E., M.Si.
NIP. 19600105 198603 1 005

MENGESAHKAN

1. Tim Penguji

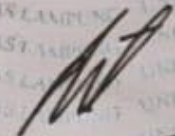
Ketua : Dr. Ayi Ahadiat, S.E., M.B.A.



Penguji : Prof. Dr. Mahrinsari MS, S.E., M.Sc.



Sekretaris : Mudji Rachmat Ramelan, S.E., M.B.A.



2. Dekan Fakultas Ekonomi dan Bisnis



Prof. Dr. Nairobi, S.E., M.Si.
NIP. 19660621 199003 1 003

Tanggal Lulus Ujian Skripsi: 10 November 2023

PERNYATAAN BEBAS PLAGIARISME

Saya yang bertanda tangan di bawah ini:

Nama : Ardian Fauzan

NPM : 1711011106

Fakultas : Ekonomi dan Bisnis Jurusan Manajemen

Judul Skripsi : The Effect of Brand Personality, Brand Image, And Brand Trust on Brand Loyalty: Study on Samsung Smartphone Users In Lampung

Dengan ini menyatakan bahwa penelitian ini adalah hasil karya saya sendiri, dan dalam skripsi ini tidak terdapat keseluruhan atau sebagian tulisan dari orang lain yang saya ambil dengan cara menyalin atau meniru dalam bentuk rangkaian kalimat atau simbol yang menunjukkan gagasan atau pendapat pemikiran dari peneliti lain tanpa pengakuan peneliti aslinya. Apabila di kemudian hari terbukti bahwa pernyataan ini tidak benar maka saya sanggup menerima hukuman atau sanksi sesuai dengan peraturan yang berlaku.

Bandar Lampung, 02 Oktober 2023

Peneliti



Ardian Fauzan

BIOGRAPHY

The researcher was born in the city of Bandar Lampung on June 28th, 1999, into a beloved family of Mrs Hendry and Ms Sri Murnita.

Researcher is the 2nd child of two and has an older sister named Atika Faradila. Researcher started formal school at Fransiskus Elementary School in Pahoman, Bandar Lampung (2005-2011), Tunas Mekar Indonesia Junior High School (2011-2014), and Tunas Mekar Indonesia Senior High School (2014-2017).

In 2017 after taking the SBMPTN exam, the researcher was accepted to enter Faculty of Economic and Business, University of Lampung. The researcher was majoring Management and take Marketing Management as the main concentration. The researcher also becoming one of the students from the Bilingual Class in Faculty of Economic and Business. The researcher was active in some internal organizations, such as the member of HMJ Management, KSPM, and Economic English Club. The researcher was honoured to be appointed as the Secretary of Forming Cadre of Economic English Club for 2020 period.

The researcher was also active in several event related to the organization and the faculty. The researcher was becoming the 2nd winner in PIN LS-MATA 4th Storytelling competition and also 2nd winner in EEC in Action XVII Storytelling Competition. The researcher also participated in Online short course activities organized by Aoyama Gakuin University (AGU), Japan, in 2020. The researcher has also conducted Kuliah Kerja Nyata (KKN) in Cukuh Balak District, Banjar Manis Village, Tanggamus Regency, in 2020.

MOTTO

“What has meant for you was never meant to miss from you, and what has missed for you was never meant to reach you.”

(Prophet Muhammad SAW)

“All that is gold does not glitter; not all those who wander are lost; the old that is strong does not wither; deep roots are not reached by the frost.”

(J. R. R. Tolkien)

“There will always be a two side on a coin”

(Anonymous)

DEDICATION

All praise Allah SWT for all his grace and blessings that have been given so that this thesis can be completed.

To my beloved family

My father, Hendry S.E., and my mother, Sri Murnita S.E., I would like to say thank you for brought me into this world and always love and giving all the affection to me, I would like to apologize for the mistakes that I have been made.

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I hope this undergraduate thesis can give a little of satisfaction and sparks happiness.

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Praise Allah SWT for all the abundance of grace and gifts, hence the researcher can complete the thesis **entitled "The Effect of Brand Personality, Brand Image, and Brand Trust on Brand Loyalty Study on Samsung Smartphone Users in Lampung"**. This thesis is one of the requirements for completing education and obtaining a Bachelor of Management degree at the Faculty of Economics and Business, University of Lampung. In the writing process of completing this thesis, the researcher noticed that this achievement was not only done alone, but supported by a variety of important people who are willing to devote their time and resources to provide guidance and motivation. Therefore, in this opportunity, the researcher would like to express his gratitude to the following:

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Finally, the researcher realizes that this thesis is far from being perfect. But the researcher hopes this thesis can be useful for readers and future researchers. Amen.

Bandar Lampung, 7 Oktober 2023

Researcher

Ardian Fauzan

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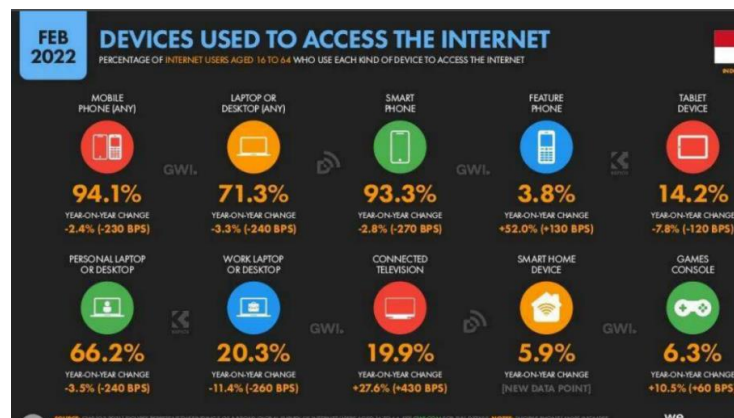
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I. INTRODUCTION

A. Background

The Smartphone industry now days has already developed so fast. In a world of constant change and improvement as Smartphone are becoming a necessity of life, many people cannot be separated from their smartphone. In Indonesia itself, the development of smartphone industry, seeing from the users of the smartphone itself was pretty fast. The Ministry of Communication itself said in the “One-Hour Discussion of Knowledge: Polemic of the ITE Law” on Saturday (3/6/2021), that the large number of smartphone users reaches 167 million people or 89% of the total population of Indonesia. To see the development of smartphone users in Indonesia, we can compare it with the development of internet users in Indonesia. From the report of *We Are Social* it was stated that, the number of smartphone users is in line with the number of internet users in Indonesia. This statement is based on the fact that most of internet users in Indonesia are accessing the internet using smartphone device.

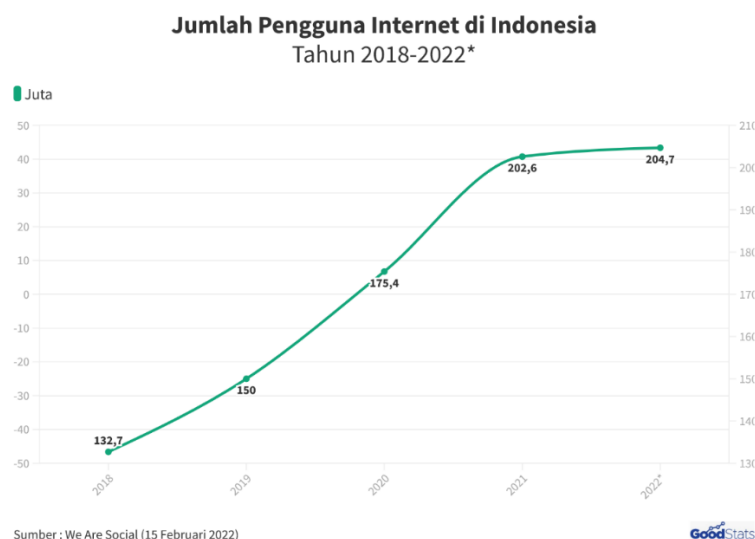


Picture 1.1 devices used to access Internet in Indonesia

Source: GWI (Q3 2021)

(<https://datareportal.com/reports/digital-2022-indonesia>)

As we can see from the picture above that show, the percentage of internet users in Indonesia from aged 16 – 64 who used each kind of devices to access the internet. From the picture we can see that most device that used to access internet in Indonesia is mobile phone with 94.1% and followed by smartphone with 93.3%.

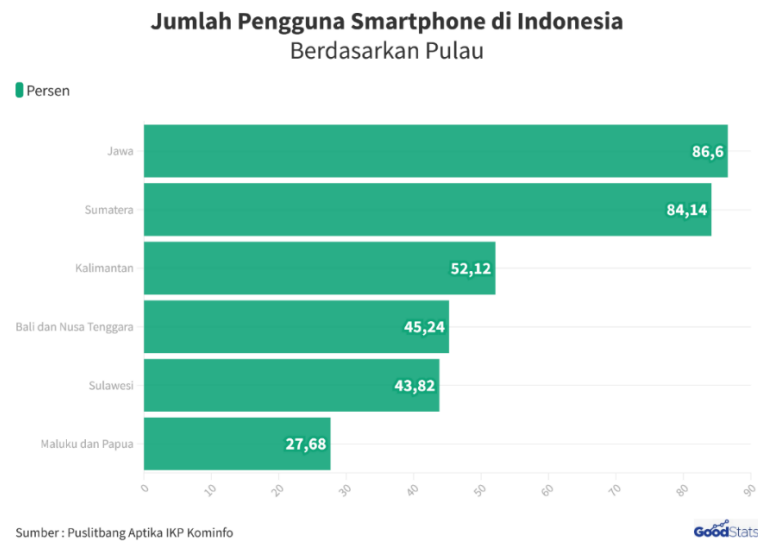


Picture 1.2 Total Amount of internet users in Indonesia

Source: Goodstats and We are Sosial (2022)

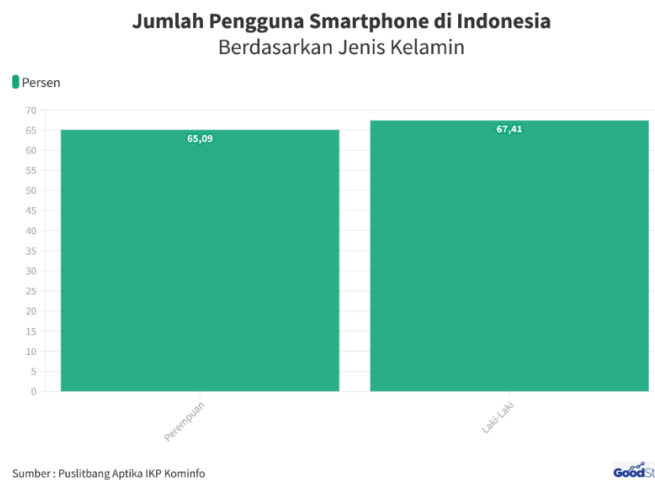
(<https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-sT2LA>)

The picture above show us the total users of internet in Indonesia. there were as many as 204.7 million internet users in Indonesia at the beginning of 2022. Internet users in Indonesia is increasing compared to last year. On January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The percentage increase was 1.03%. The report of survey results from *Goodstats* also showed the majority of Indonesian people already have a smartphone. Where smartphone users in Indonesia show that they reach almost 67% of the total Indonesian people or it can be said that it is twice as much as those who do not have a smartphone. This survey also showing the report results from *Puslitbang Aptika IKP Kominfo*, that showed the distribution of smartphone users in terms of region and gender are as follows:



Picture 1.3 Total Amount of Smartphone users in Indonesia based on region
Source: Goodstats and We are Sosial (2022)

From these data, it can be seen that the amount of smartphone users base on region, the proportion of smartphone ownership in Indonesia is mostly on the island of Java, amounting to 86.60 percent. This is because in accessing the internet through smartphones, telecommunications access is quite good and smartphone devices are affordable on Java.



Picture 1.4 Total Amount of Smartphone users in Indonesia based on gender
Source: Goodstats and We are Sosial (2022)

The percentage of smartphone users in Indonesia in based on gender as showed from the picture above, we can conclude that smartphone users in Indonesia is dominated by man. Although the difference only reached 2.32%. Where the use of smartphones in men is 67.41% compared to women at 65.09%. With the rapid

growing and the many users of smartphone, it is natural that there are many industries that produce and compete in the smartphone industry. And with the many competition that happen in the market, the marketers are required to always develop and seize market share. One of the assets to help achieve this state is by making and developing their brands. A brand is a name, term, sign, design symbol, or a combination there of that identifies a product or service produced by a company.

There are many choices of brands in smartphone industry and it make the competition on smartphone industry is quite hard. This hard competition makes so many companies use many kinds of marketing strategy to win the competition, they attend to made the costumer satisfy so that the costumer will be interested with their product. But the key objective of marketers is not only to satisfy customers (Hess and Story, 2005) but also to develop and maintain enduring relationships with them (Elbedweihy et al., 2016). Customer loyalty toward the brand, which is central to marketing scholarship (Kandampully et al., 2015; Toufaily et al., 2013), is among the most important assets for a brand. As we all also known about fact that brands are crucial for influencing consumers' loyalty and their purchasing behavior in the marketing process. The creation and maintenance of customer loyalty help brands develop long-term, mutually beneficial relationships with their customers (Pan et al., 2012). Loyal customers exhibit brand attachment and commitment and are not attracted to competitors' offerings and they are also willing to pay more. Thus, it is important for brands to have loyal customers (Kandampully et al., 2015). That is why company have to make a brand loyalty. Brand loyalty is the positive association consumers attach to a particular product or brand. Customers that exhibit brand loyalty are devoted to a product or service, which is demonstrated by their repeat purchases despite competitor's efforts to lure them away. Many corporations invest significant amounts of money on customer service and marketing to create and maintain brand loyalty for an established product. Brand loyalty is an essential component of a company's business strategy and its success (Sahin, Zehir & Kitapçı 2011). Despite the growing number of empirical studies on brand loyalty towards international and global brands (Nezakati, Kok & Asgari 2011; Sze 2011). Brand loyalty is a conventional marketing idea that focuses on

developing a long-term consumer brand relationship. It has been employed to measure brand equity and successful marketing strategies (Knox & Walker, 2003). Coca-Cola Company is an example of an iconic brand that has resulted in customers demonstrating brand loyalty over the years despite Pepsi's products and marketing efforts.

One way to gaining brand loyalty is by building trust. Trust is essential to building and maintaining long-term relationships (Rousseau et al., 1998). Making the customers trust our brand will gift a good will for our brand and will also gift a good relation between the brand and the customers. Brand plays vital roles as one of the intangible assets of an organisation (Pappu and Quester, 2016). Businesses benefit from the power of brands to establish a strong bond with their consumers. The consumer-side can obtain information about both the product and the company simply by looking at the brand. Brands reflect a personality and image towards the product they represent. These reflections in the consumer's mind form their purchasing behavior (Perreault et al., 2013). Differentiation of a brand in its product category emerges as an important marketing strategy since brands are similar in terms of price, quality, and distribution (Schneider & Bodur, 2009; Thomas & Sekar, 2008). In order to distinguish the brand, emotional factors should be brought forth. The fact that the abstract and emotional elements forming a brand are more influential for the consumers to position the product and the brand rather than the concrete and rational ones have led firms to focus on abstract and emotional elements (Eisend & Langer, 2007; Aaker, 1997).

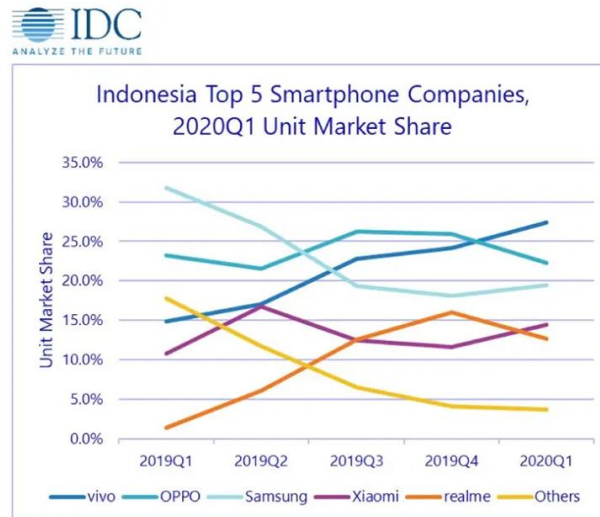
The competition for customer loyalty among branded products is heightened as the markets move towards a higher degree of saturation (Gocek, Kursun & Beceren 2007). As stated, that Brands reflect a personality and image towards the product they represent. However, it is argued that having an established brand image and brand personality could give a company competitive advantage by producing strongly desirable brand loyalty (Sahin et al. 2011; Sze & Hamid 2012). To date, there have been a few studies that investigated the linkage between brand image, brand personality, brand trust, and brand loyalty together in an integrated

framework (Mabkhot, Salleh & Shaari 2015; Ulusu 2011). Therefore, this study fills the gap by investigating the essential factors purported to enhance brand loyalty.

This study will be using Samsung as the subject of the study. Founded back in 1969 as Samsung Electric Industries in Suwon, South Korea. Samsung Electronics headquarter at South Korea today makes everything from televisions to semiconductors. It released its first Android smartphone in 2009, and can be credited with the launch of the first Android tablet back in 2010. As quoted from their official website, the company value and follow five key principles that embody to their commitment, there are human experience, progressive innovation, defiant optimis, integrity & transparency, and the last social betterment. These principles are what they focus on for their branding. Samsung also try to reach their costumer by using one of their marketing strategies called Samsung Members, where they give many news and special offers for their users. All of this strategy made Samsung among the biggest players in the smartphone market in the world.

In 1991, Samsung group cooperating with PT. Metro Data first set up a factory in Indonesia at Cikarang and Bekasi with the name PT. Samsung Metrodata Electronics. In 1997 Samsung company change it name into PT Samsung Electronics Indonesia that located at Jl. Jababeka Raya Blok. F29-33, Cikarang, Jawa Barat 17530, Indonesia. With the establishment of Samsung in Indonesia, this creates a new milestone for the electronics business in Indonesia.

The reason why this study is using Samsung as the subject of it research, it is because as it was proven that at first Samsung is the number one smartphone brand in Indonesia at 2019 based on *Yougov Brand Index* and *Indonesia IDC* (international data corporation).



Picture 1.5 Top 5 Smartphone Companies 2020Q1 Unit Market Share

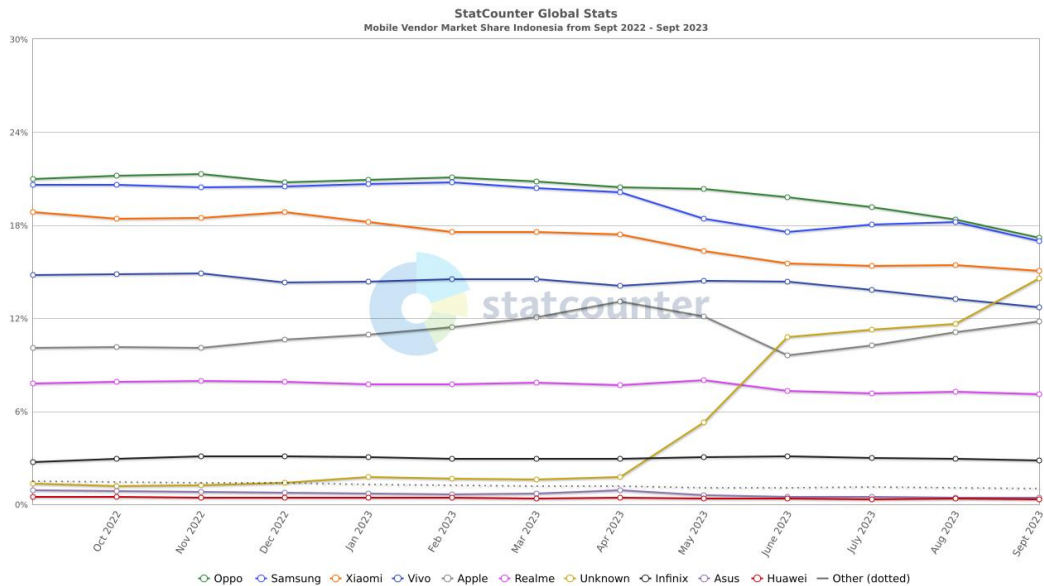
Source : IDC 2020

(<https://www.idc.com/getdoc.jsp?containerId=prAP46346820>)

According to IDC the top five smartphone brands in Indonesia in 2019 based on the picture above are led by Samsung. But for the January-March 2020 period IDC stated that Vivo gained the first place and followed by Oppo, Samsung, Xiaomi, and Realme. Vivo became the market leader for the first time in Q1-2020 by focusing on marketing activities and various promotional activities for low-end and midrange smartphones, which are very suitable for the Indonesian market.

Taking second place in Q3 and Q4 last year, Vivo managed to occupy the number 1 position in Q1 this year with a market share of 27.4%. As we can see that at the first quarter of 2019 Samsung's unit market share was around 30% but as time goes on, in the first quarter of 2020 the unit market share of Samsung was down until it reaches below 20%. And so, in the first quarter of 2020 the Indonesian smartphone market has a new leader. Vivo that turned out to be the champion. According to "IDC's Quarterly Cellphone Tracker" during the first three months of 2020, smartphone shipments to the Indonesian market reached 7.5 million units, or decreased by -7.3% YoY and -24.1% QoQ. The decline was due to the seasonal impact of the COVID-19 pandemic which began to take effect in the last few weeks of 2020 first quarter, and this kept affecting the future market conditions up until now. According

to the report, several brands were able to maintain their business due to local production facilities and safe supply of components for the first two months of the quarter, with supply disruptions only experienced in March.



Picture 1.6 Mobile Vendor Market Share in Indonesia - September 2023

Source : Statcounter globalstats research on mobile vendor market share in Indonesia, September 2023 (<https://gs.statcounter.com/vendor-market-share/mobile/indonesia>)

In 2023 the updated data of the top smartphone brands in Indonesia, based on the market share, it still led by Oppo, according to “Statcounter Globalstats Research” on mobile vendor marketshare. *Statcounter* is a web traffic analysis website, it provides independent, unbiased stats on internet usage trends. Statcounter also do not collate their stats with any other information sources. No artificial weightings are used. Stats are based on aggregate data collected by *Statcounter* on a sample exceeding 5 billion pageviews per month collected from across the Statcounter network of more than 1.5 million websites. This updated data was taken from the smartphone mobile vendor market share in Indonesia, that showed the consumer demand of the smartphone market.

Replacing Vivo, Oppo now became the market leader of Indonesia smartphone market in from 2021 up until 2023. Oppo emerged as the leader with a 20.98% share in 2022 and become 17.17% in 2023. It was least affected by the component

shortage during the quarter. This is partly due to the limited impact from COVID-19 resurgence and social restrictions on Oppo's manufacturing facility in Indonesia. Samsung still came in second even though its performance improved driven by new launches. Gradual recovery from production issues related to the COVID-19 lockdowns in Vietnam played a part as well.

in the recent years Samsung market share was declining. This is caused by several factors such as the emergence of many new competitors with different prices, innovations different, and also the different approach to the consumer. Ultimately, this results in the vulnerability of consumer loyalty towards a Samsung brand. Many consumers end up switching to buying another brand with a cheaper price than Samsung and the quality is no less from Samsung. A factor that also plays a role is consumer saturation with the Samsung brand. Of all the vendors, only Samsung has a complete line up. Spread from lower, middle to upper segments. However, this certainly makes the personality, and pride in the brand no longer strong. another factor that affected the declining of Samsung market share are several accidents that happen to Samsung smartphone product. Samsung has produced several defective items to the market, including an exploding Samsung Galaxy A20e and a malfunctioning foldable phone. This problem that happen to Samsung products has made a bad image toward Samsung smartphone brand.

Samsung that was Indonesian market leader for 6.5 years has been overthrown by Vivo and Oppo, the downfall of Samsung smartphone market in Indonesia give a question why a big brand like Samsung can be overthrown, are people already lost it loyalty in Samsung, and what is lacking from the Samsung brand, until it can be overthrown by a brand that new compared with Samsung itself. The problem that happen with Samsung brand and the lack of journal research that choose the topic about problem that happen to Samsung smartphone loyalty in Indonesia lead the reaserch to choose Samsung as the subject of this research. Murat Akin (2017) found a positive relation between brand personality and brand loyalty, where the brand personality can also increase brand loyalty. Furthermore, the relationship between brand personality and brand loyalty has showed inconsistent results. While

some studies (Nysveen, Pedersen & Skard 2013; Pinson 2012) revealed a positive influence and others found no significant effects (Liu et al. 2012). In the other hand Alhaddad (2015) found that brand image and brand trust have significant positive effects on brand loyalty, this result is also supported by other study from Atulkar (2020) and Noor (2014) which also found that brand image and brand trust has a poritive relation with brand loyalty.

Thus, in order to search for the answer about Samsung brand problem about the declining of Samsung smartphone users that happen in Indonesia, looking to the problem that happen to Samsung the researcher believe that this problem that happen to Samsung has a connection toward Samsung brand loyalty that made the users of Samsung smartphone decline. So taken from several previous research, that brand loyalty has a relationship with brand personality, brand image, and brand trust. Therefore, based on all the description above, the researcher took the title **“The Effects of Brand Personality, Brand Image, and Brand Trust on Brand Loyalty (Study on Samsung Smartphone Product Users in Lampung)”**.

B. Problem Formulation

Based on the background above, regarding the declining of Samsung smartphone market share and the switching consumer from samsung brand to other smartphone brand, that come from the declining of trust toward samsung smartphone and also the unclear personality and image by samsung smartphone brand. The author has formulated some problems as follow:

1. Does brand personality give a significant effect towards brand loyalty on Samsung smartphone product users in Lampung?
2. Does brand Image give a significant effect towards brand loyalty on Samsung smartphone product users in Lampung?
3. Does brand trust give a significant effect towards brand loyalty on Samsung smartphone product users in Lampung?
4. Does brand personality, brand image, and brand trust give a significant effect towards brand loyalty on Samsung smartphone product users in Lampung?

C. Research Purpose

1. To determine the effect of brand personality on brand loyalty on Samsung smart phone users in Lampung.
2. To determine the effect of brand image on brand loyalty on Samsung smart phone users in Lampung.
3. To determine the effect of brand trust on brand loyalty on Samsung smart phone users in Lampung.
4. To determine the effect of brand personality, brand image, and brand trust on brand loyalty on Samsung smart phone users in Lampung.

D. Research Benefit

1. For researchers
This research is expected to be a part of an application of theories obtained during lectures to be applied in the real world.
2. For the company
As an information to PT. Samsung Electronics Indonesia, so that the company can use it for a consideration about what to do to increase the brand loyalty.
3. For university
This research is expected to add library references and enrich the knowledge related to the problem brand loyalty, brand personality, brand image, and brand trust.

II. LITERATURE REVIEW, CONCEPTUAL FRAMEWORK, AND HYPOTHESES FORMULATION

A. Theoretical Basis

1. Brand Loyalty

Brand loyalty is a conventional marketing idea that focuses on developing a long-term consumer brand relationship. It has been employed to measure brand equity and successful marketing strategies (Knox & Walker 2003). Brand loyalty can provide both consumer and company essential benefits. Brand loyalty is, a complex construct in itself, which needs to be disaggregated if it is to be clearly understood? (Atilgan et al., 2005). Brand loyalty is defined as “a deeply held commitment to re-buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-company set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1997). Brand loyalty is defined as “a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features (Aaker, 1991).

As getting new customers can be very expensive for companies, getting loyal customers is in their best interest. This advocates that “brand loyalty is the only basis for enduring profitable growth” (Light 1994: 1). Brand loyalty is the strength of the brand acquired over time through goodwill and name recognition (Vitez 2013), which leads to increased sales and higher profit margins against competing brands (Usman et al. 2012). Oliver (1999: 34) defined loyalty as “a deeply held

commitment to rebuy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior.” Four dimensions of customers’ brand loyalty (cognitive, affective, conative, and action). Cognitive loyalty reflected brand attributes, while affective loyalty focused on a positive attitude towards a brand and directed towards brand likeability. Cognitive loyalty referred to strong intentions for future exchange and focuses on the performance aspects of the brand, and action loyalty was a commitment to a specific product and committed to repurchase regardless of the marketing efforts of competitors (Oliver 1997). Harris and Goode (2004) pointed out that, affective loyalty is a level which reflects a favorable attitude from the consumers based on a satisfied urge.

2. Brand Personality

Aaker (1997) defined brand personality “as a set of human characteristics associated with the brand.” Brand personality is affected by two factors, one is the characteristics that the company tries to attach to its brand as personality and the other is customers’ perceptions about a brand personality. Aaker (1997) reported the first systematic study on the brand personality. He constructed a five-dimensional framework for describing and measuring the personality of a given brand. The five dimensions of personality outlined are sincerity, excitement, competence, sophistication and ruggedness. He further identified 15 personality traits that best describe the five dimensions to include reliable, honest, daring, tough, outdoorsy, charming, successful, wholesome. Seeing from the Samsung company marketing strategi and their brand identity, Samsung company cover all the personality traits. The down to earth, daring, up-to-date, successful, upperclass, outdoorsy, and tough traits was proven in Samsung company, seeing from their products, such as the many series that Samsung have for every level of society and also their Samsung smartphone flip and Samsung xcover which. The honest, wholesome, cheerful, spirited, imaginative, reliable, intelligent, and charming traits was described in Samsung Brand Identity which stated that Samsung company are bold, genuine, contemporary, playfull and also their pricipala to be intrgity and transpancy.

Brand personality assists in creating a strong brand in many ways. Brand personality can build a relationship between brand and consumers and play a role in self-expression to attract consumers (Aaker David 2011). Many researches have been done on the effects of brand personality on brand management (Chang & Chieng 2006; Sung & Kim 2010). However, there is a dearth of research on the relative importance of the dimensions of brand personality that drive brand loyalty (Keller & Lehmann 2006). This is despite the claims that brand personality promotes consumer preference and brand loyalty (Mengxia 2007). Brand personality can predict brand loyalty, according to Louis and Lombart (2010), who suggested for future studies to look into the effects of brand personality on other consequences, such as loyalty.

When brand personality and consumer's character match, the consumer naturally chooses this brand to purchase (Li & Zhang, 2011). Brand personality can predict brand loyalty, according to Louis and Lombart (2010), who suggested for future studies to look into the effects of brand personality on other consequences, such as loyalty. A conceptual study by Mabkhot et al. (2015) proposed that there is a link between brand personality and brand loyalty. Hence, brand personality is included in this study. Much of the work in the area of consumer behavior is usually within the discipline of psychology, and a significant part of the research focuses on the relationship between personal characteristics and behavioral attitudes (Smith, 2012). Loyalty, switching brands, paying more, complaining and recommending tendencies be consumer behaviors rated within behavioral attitudes (Zeithaml, Berry, & Parasuraman, 1996).

3. Brand Image

Brand image is described as "the perceptions and beliefs held by consumers, as reflected in the associations held in the consumer's memory" (Kotler et al. 2009). Brand image has long been recognized as an important concept in marketing (Keller, 1998). Chen (2010) shows that Brand equity is driven by brand image. Brand image has a meaning associated by consumers with the brand (David 1991),

which is retained in their minds (Dobni & Zinkhan 1990). Keller (1993: 3) defined brand image as “perceptions about a brand as reflected by the brand associations held in the consumer’s memory.” It is a summation of brand associations in the memory of consumers which guides them towards brand association and brand perception. Hsieh, Pan and Setiono (2004) showed that brand image can help consumers recognize their needs and satisfaction with a brand. Furthermore, brand image can help customers assemble information, discriminate brands, create positive feelings, and create a cause to buy (David 1991). Since brand image is a customer’s perception of a brand, the aim of companies is to create a strong image of the brand in the minds of consumers. Marketing programs can generate a positive brand image by building a strong link between a brand and its image in the memory of the consumers.

Brand image is the assumptions and beliefs formed by consumers as reflected in the relationships formed in the memories of consumers (Keller 2008). The research key in brand image is to develop and identify the most influential images and strengthen them through subsequent business contacts. Some studies revealed a significant relationship between brand image and brand loyalty (Andreani, Taniaji & Puspitasari 2012; Sondoh et al. 2007) while others did not (Roy & Chakraborti 2015; Zhang et al. 2014).

4. Brand Trust

Trust is the overall belief of consumers about the credibility and reliability of vendors in interacting on a website that will meet their expectations of value in exchange for financial, physical and psychological contributions (Bélanger et al., 2002). Brand trust has drawn increasing attention from both practitioners and researchers in recent years. Brand trust is defined as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri & Holbrook 2001: 82). Lau and Lee (1999) viewed brand trust as the “willingness to rely on the brand”. Moorman et al. (1992) defined trust as “a willingness to rely on an exchange partner in whom one has confidence”. Chaudhuri and Holbrook (2001) define brand trust as “consumer’s willingness to

rely on the ability of the brand to perform its stated function”. In relationship-marketing literature, trust has been viewed as a determinant of the loyalty (Berry, 1983).

The importance of trust has already been illustrated in sustainable relationships between the seller and buyer (Sahin et al. 2011). It is the trust that makes customers become intimate to a company (Morgan & Hunt 1994). Trust is created when a company promises to provide quality products to consumers and successfully meets the promise (Nawaz & Usman 2011).

Scholars have demonstrated that trust is crucial in creating brand loyalty (Morgan & Hunt 1994). Others indicated that brand trust is a key determinant of attitudinal loyalty and behavioural loyalty (Chaudhuri & Holbrook 2001). Consumers who trust a brand are more willing to stay loyal to that brand, to purchase new brands introduced under it in new categories or in the existing ones, to pay a superior price for it, and to share the same information about consumers’ tastes, behaviour, and preferences. Many scholars have also reviewed the link between brand trust and brand loyalty (Aydin & Özer 2005; Dehdashti, Kenari & Bakhshizadeh 2012) revealed that the most important antecedent of brand loyalty is trust.

B. Previous Researchs

The following table describes some of the research related to the research topic.

Table 2.1 Summaries of Previous Researchs

Author(s) and research title	Variable	Findings	Relation
Murat Akin. 2017. <i>“The Impacts of Brand Personality on Brand Loyalty: A Research on Automobile Brands in Turkey”.</i>	Dependent Variable: Brand Loyalty Independent Variable: Brand Personality Using a survey data from automobile owners living in Niğde. The survey is conducted on April-May 2015 using	Consumer perceptions of brand personality can also increase brand loyalty. The behavioral intentions of the consumers are considered together with their attitudinal and behavioral dimensions, and it is	the finding of this research showed the relation between brand personality toward brand loyalty that make the reasercher of this thesis convinced to

Table 2.1 Summaries of Previous Researchs (Continued)

<p><i>International Journal of Marketing Studies; Vol. 9, No. 2; 2017.</i></p>	<p>face-to-face questionnaire method with automobile owners. Questionnaires are drawn up from the related literature.</p>	<p>seen that the brand personality is very effective when the impact on intensions towards the automobile is focused on.</p>	<p>used the variable from Murat Akin research.</p>
<p>Abdullah Alhaddad 2015. “<i>Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty</i>” <i>Journal of Research in Business and Management Volume 3 ~ Issue 4</i></p>	<p>Dependent Variable: Brand Loyalty Independent Variable: Percieved Quality, Brand Image, and Brand trust</p>	<p>Based on the results obtained in this study, perceived quality has significant positive effects on both brand image and brand loyalty. Brand image also has significant positive effects on brand trust as well as brand loyalty. Finally, brand trust is found to have a significant positive effect on brand loyalty.</p>	<p>This thesis is using the reaserch model from Abdullah alhaddad research, and change it a little by focusing only on the relatiom of all variable toward the brand loyalty variable.</p>
<p>Mabkhot, H.A. Hasnizam Shaari Salniza, Md. Salleh. 2017. “<i>The Influence of Brand Image and Brand Personality on Brand Loyalty, Mediating by Brand Trust: An Empirical Study</i>”</p>	<p>Dependent Variables: Brand Loyalty Independent Variables: Brand Image and brand personality Mediating Variables: Brand Trust</p>	<p>The results of this study indicated that brand image plays a direct and significant role in influencing customers’ loyalty to the local brand. The study found the importance of brand trust in helping us understand how Malaysian customers develop loyalty towards local automobile brands (Morgan & Hunt 1994).</p>	<p>The variable from this research is being used in this thesis.</p>
<p>Sunil Atulkar. 2020. “<i>Brand trust and brand loyalty in mall shoppers</i></p>	<p>Dependent Variable: Brand Loyalty Independent Variables: Brand Trust</p>	<p>brand loyalty is not only directly or indirectly influenced by emotional attachment antecedents such as perceived quality,</p>	<p>The result from this research is to prove the direct influence of brand trust toward brand loyalty, that</p>

Table 2.1 Summaries of Previous Researchs (Continued)

<p><i>Islamic Index 2013-2015)</i>”</p> <p><i>Marketing Intelligence & Planning Vol. 38 No. 5, 2020 pp. 559-572</i></p>		<p>perceived value, customer satisfaction and perceived differentiation but also directly affected by brand trust. Moderating analysis on different income group structures shows that the high-income group customer moderates the result findings, as he/she is highly brand conscious and loyal towards a particular brand.</p>	<p>made this thesis used brand trust as one of the variables.</p>
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C. Hypotheses Development

- a. **H1:** Brand personality has significant effect on brand loyalty on Samsung Smartphone users in Lampung.

Brands have been considered as the second most important assets for a firm after customers (Doyle, 2001). In order to distinguish the brand, emotional factors should be brought forth. The fact that the abstract and emotional elements forming a brand are more influential for the consumers to position the product and the brand rather than the concrete and rational ones have led firms to focus on abstract and emotional elements (Eisend & Langer, 2007; Aaker, 1997). The use of personality traits in brand positioning appears as an important guide for increasing the consumer’s preference, trust and loyalty, and also the consumer’s intention to purchase (Aksoy & Özsomer, 2007). Based on this understanding, the researcher saw that there is an influence from brand personality toward the brand loyalty, that can be implemented in the Samsung case, that hopefully can help to increasing Samsung brand in Indonesia.

- b. H2:** Brand image has significant effect on brand loyalty on Samsung smartphone users in Lampung.

Brand image is important because brand image contributes to consumers in deciding whether the brand really suits them or not. Consumer loyalty can be influenced by brand image. A brand image that will inevitably lead to customer satisfaction loyalty, so that it can be considered as an important means of reducing uncertainty and providing benefits. Information that can help direct the consumer decision-making process (Erdem et al., 2002). Based on this understanding, it can be seen that the brand image variable can be adopted as part of the independent variable to influence the dependent variable on brand loyalty with a case study on Samsung smartphone users in Lampung.

- c. H3:** Brand trust has significant effect on brand loyalty on Samsung smartphone users in Lampung.

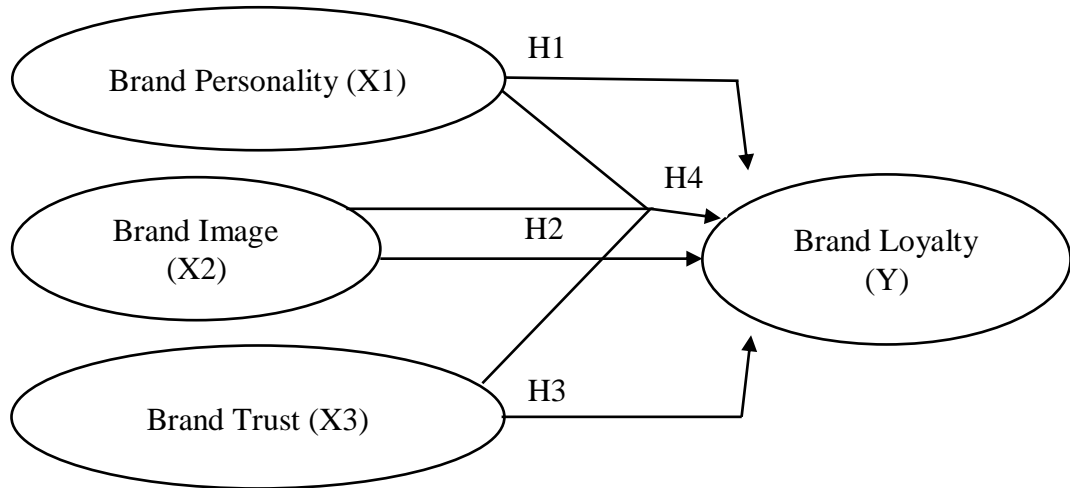
(Li et al., 2012). Rubio et al. (2017) identify association of brand trust and loyalty with customer satisfaction, price levels and the values perceived from the brand. This understanding shows that brand trust has a significant influence on brand loyalty, and that is why brand trust is becoming one of the independent variables to influence the dependent variable on brand loyalty with a case study on Samsung smartphone users in Lampung.

- d. H4:** Brand personality, brand image, and brand trust simultaneously has significant effect on brand loyalty on Samsung smartphone users in Lampung.

Simultaneous testing is considered in this research to measure the difference in variance between the independent and the dependent, also to determine the accuracy of the method used. To test the simultaneous effect of brand personality, brand image, and brand trust on brand loyalty as suggested by Ghozali (2012), this research will use the f-test as the testing instrument.

D. Conceptual Framework

Based on the theoretical study and the hypothesis development that has been presented, the following is the framework for this research:



Picture 2.1 Framework

III. RESEARCH METHOD

A. Type and Source of Data

Seeing from its objectives, this study is categorized into causal research. Comparative causal research is research with problem characteristics related to causality between two or more variables. The researcher makes an observation by observing the consequences and tracing back facts that make sense as a causal factor. Researchers can identify these facts or events as variables that are influenced and conduct investigations on the influencing variables (Pandjaitan and Ahmad, 2017:30). Causal research design is useful for analyzing the influence of brand personality, brand image, and brand trust variables on brand loyalty.

1. Primary data

Primary data is obtained by plunging directly into the field. This data is not available in compiled form or in the form of files. This data must be sought through respondents, that is, people we make the object of research or people we use as suggestions for getting information or data. Primary data in this study were obtained from interviews and giving a questionnaire toward the user of Samsung smartphone around Lampung.

2. Secondary data

Secondary data is obtained through documents, books, reports, scientific papers and other 24 publications. The author also uses secondary data from the study of literature. In literature studies, the authors read the literature that can support research, namely the literature relating to this research.

B. Population and Sample

This study uses a sampling technique, namely probability sampling with purposive sampling technique. According to Ghazali (2015: 171) purposive sampling is that which is based on certain purposes in selecting sample members. The Sampling of this research is based on the characteristics of Samsung smartphone product users in Lampung. Samples are part of the population taken from as a resource and can represent the population (Hair et al, 2010: 165). Hair (2010: 176) states that if the sample size is too large, for example 400, then the method becomes very sensitive so it is difficult to get good goodness-of-fit measures. So, this research use Hair et al. (2009) recommendation that the minimum number of samples is five times the number of question items contained in the questionnaire. The number of indicators in this study was 45, so a total of 45 questions were obtained. Thus, the sample size in this study with the number of indicators as much as $45 \times 5 = 225$. the number of samples taken in this study was 225 respondents.

C. Research Variables

The research variables consisted of two kinds, namely: the dependent variable or variables that depend on other variables, and the independent variable or variables that did not depend on other variables. The following is an explanation of the variables used in this study.

1. Dependent variabel

The dependent variable is the variable that is the main focus of the researcher. The essence of a problem is easily seen by recognizing the various dependent variables used in a model. The aim of the researcher is to understand and describe the dependent variable, or to explain its variability, or to estimate it (Sekaran, 2006). The dependent variable in this study is Brand Loyalty (Y).

2. Independent variabel

An independent variable is a variable that affects the dependent variable in a positive or negative way, that is to say, when the independent variable is present, the dependent variable is also present, and with each unit increase in the independent variable, there is an increase or decrease in the dependent

variable as well. The variance in the dependent variable is recorded by the independent variable (Sekaran, 2006). The independent variables in this study are Brand Personalit, Brand Image, and Brand Trust.

D. Data Collection Methods

1. Literature Study

Literature study is an activity of collecting materials related to previous research from scientific journals, literatures, and other publications that can be used as research sources. Therefore, literature study is theoretical, so that the research carried out has a strong theoretical basis.

2. Questionnaire

According to Sugiyono (2014), the questionnaire method is a method of collecting data by giving a questionnaire or a set of questions. written to the respondent. With this questionnaire method, researchers hope that the respondent gives a response on the basis of these questions. In conducting this research, the data collected will be used for solve existing problems so that the data must actually be able to trustworthy and accurate.

Researchers can ask questions related to information or data relevant to the research objectives through a questionnaire. The questionnaire used by the researcher as a research instrument, the method used is a closed questionnaire. The data validity and reliability of the questionnaire instrument must be measured. The instrument used to measure the variables of this study using a Likert scale.

E. Operational Variables

Operational variables for the variables tested in this study can be seen in the table below.

Table 3.1 Operational Variables

NO	Variabel	Definisi	Indikator	Skala
1	Brand Personality (X1)	as a set of human characteristics associated with the brand. There are five dimensions of brand personality, which are sincerity, excitement, competence, sophistication, and ruggedness. (Aaker 1997).	<ol style="list-style-type: none"> 1. I believe this brand is down-to-earth. 2. I believe this brand is honest. 3. I believe this brand is wholesome. 4. I believe this brand is cheerful. 5. I believe this brand is daring. 6. I believe this brand is spirited. 7. I believe this brand is imaginative. 8. I believe this brand is up-to-date. 9. I believe this brand is reliable. 10. I believe this brand is intelligent. 11. I believe this brand is successful. 12. I believe this brand is upper class. 13. I believe this brand is charming. 14. I believe this brand is outdoorsy. 15. I believe this brand is tough. (Aaker 1997).	Likert
2	Brand Image (X2)	the perceptions and beliefs held by consumers, as reflected in the associations held in the consumer's memory. (Kotler et al. 2009).	<ol style="list-style-type: none"> 1. I think that this brand is friendly 2. I think that this brand is modern 3. I think that this brand is useful 4. I think that this brand is popular 5. I think that this brand is gentle 6. I think that this brand is artificial (Low and Lamb Jr, 2000).	Likert

Table 3.1 Operational Variables (Continued)

3	Brand Trust (X3)	the willingness of the average consumer to rely on the ability of the brand to perform its stated function (Chaudhuri & Holbrook 2001: 82)	<ol style="list-style-type: none"> 1. This brand meets my expectations. 2. I feel confidence in this brand. 3. This brand never disappoints me. 4. This brand guarantees satisfaction. 5. This brand would be honest and sincere in addressing my concerns. 6. I could rely on this brand to solve the problem. 7. This brand would make any effort to satisfy me. 8. This brand would compensate me in some way for the problem with the [product]. (Delgado-Ballester & Munuera- Alemán 2001; Delgado-Ballester, Munuera- Alemán & Yague-Guillen 2003)	Likert
4.	Brand Loyalty (Y)	a deeply held commitment to rebuy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour. Four dimensions of customers' brand loyalty (cognitive,	<ol style="list-style-type: none"> 1. I believe that using this brand is preferable to other brands. 2. I believe that this brand has the best offers at the moment. 3. I believe that the features of this brand are badly suited to what I like. 4. I prefer the service of this brand to the service of others brands. 5. I have a negative attitude to this brand. 6. I dislike this brand offering. 	Likert

Table 3.1 Operational Variables (Continued)

		<p>affective, conative, and action). (Oliver 1999: 34).</p>	<p>7. I like the features of this brand services and offers.</p> <p>8. I like the performance and services of this brand.</p> <p>9. I have repeatedly found this brand is better than others brands.</p> <p>10. I nearly always find the offer of this brand inferior.</p> <p>11. I have repeatedly found the features of this brand inferior.</p> <p>12. Repeatedly, the performance of this brand is superior to that of competitor brands.</p> <p>13. I would always continue to choose this brand before others brand.</p> <p>14. I will always continue to choose the features of this brand before others brand.</p> <p>15. I would always continue to favor the offerings of this brand before others brand.</p> <p>16. I will always choose to use this brand in preference to competitor brand.</p> <p>(Harris and Goode 2004; Oliver, Rust & Varki 1997).</p>	
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This data will later be obtained through distributing questionnaires directly to research respondents. The data measurement used is a Likert scale.

Likert scale 1-5 with the following information:

1. Score 5 for answers Strongly Agree (SA)
2. Score 4 for Agree answers (A)

3. Score 3 for the answer Neutral (N)
4. Score 2 for answers Disagree (D)
5. Score 1 for Strongly Disagree answers. (SD)

F. Data Analysis Method

1. Test the validity

The validity test is used to measure whether or not a validity is valid questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The measurement of the validity in this study was carried out using factor analysis, namely the common name which indicates the class of procedures which are mainly used for data reduction and summary. The required factor loading value is greater than or equal to 0.05 so it is declared relevant (Malhotra and Birks, 2006).

2. Reliability test

Reliability test is a test to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time. Here the measurement is only done with other statements or measuring the correlation between the answers to the statements. The tool for measuring reliability is Alpha Cronbach. A variable is said to be reliable if (Ghozali, 2005):

- Cronbach's Alpha result > 0.60 = reliable
- Cronbach's alpha result < 0.60 = not reliable
- Alpha Cronbach $>$ Alpha Cronbach if item deleted

3. Normality test

The normality test aims to test whether the regression model, the dependent variable, the independent variable or both have a normal distribution or not. Normality testing in this study is used by looking at the normal probability plot that compares the cumulative distribution of the real data with the cumulative distribution of normal data. The basis for the decision making for the data normality test is (Ghozali, 2005):

- a. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution, the regression model fulfills the assumption of normality.
- b. If the data spreads far from the diagonal and / or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution, then the regression model does not meet the normality assumption.

4. Regression analysis

The data analysis method used in this research is quantitative analysis method. Multiple regression analysis is used to determine the effect of the independent variable on the dependent variable on the change of any increase or decrease in the independent variable that will affect the dependent variable (Sugiyono, 2008). This research uses statistical program tools SPSS for windows to simplify the processing of research data from the program. Output will be obtained in the form of processing results from the data that has been collected, then the output of the data processing results will be interpreted and will be analyzed on it.

Multiple regression is carried out to determine the extent to which the independent variable affects the dependent variable, the dependent variable of this study is Brand Loyalty towards users of Samsung Smartphone. The relationship model between brand loyalty and other variables can be arranged in a function or equation as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where

$$Y = f(x_1)$$

$$Y = f(x_2)$$

$$Y = f(x_3)$$

$$Y = f(x_1, x_2, x_3)$$

Explanation:

Y = Brand Loyalty

X_1 = Brand Personality

X_2 = Brand Image

X_3 = Brand Trust

a = Intercept or Constant

β = The regression coefficient of each variable

ε = error

G. Hypothesis Testing

1. Simultaneous Testing (Test F)

The F test is used to test the null hypothesis that the coefficient of determination the compound in the population, R^2 , is equal to zero. The significance test includes testing the significance of the regression equation as a whole as well as the coefficient specific partial regression. All tests were performed using the F statistic

In this study, the F test was used to influence the related variables, namely the variables X1, X2, and X3 really have a joint effect on the variables. The test steps are as follows (Ghozali, 2016):

1. Determine the formulation of the hypothesis
 - $H_0: \beta_1 = \beta_2 = \beta_3 = 0$, meaning that the variables X1, X2, and X3 do not have a significant effect simultaneously on variable Y.
 - $H_a: \beta_1 = \beta_2 = \beta_3 \neq 0$, meaning that the variables X1, X2, and X3 have a significant effect simultaneously on variable Y.
2. Determine the 95% confidence level ($\alpha = 0.05$)
3. Determine significance
 - The significance value (P value) < 0.05 then H_0 is not supported and H_a is supported.
 - The significance value (P value) > 0.05 then H_0 is supported and H_a is not supported.
4. Make a conclusion
 - If (P Value) $< 0,05$ then H_0 is not supported and H_a is supported by the independent variable, it means that simultaneously (together) affect the dependent variable.
 - If (P Value) $> 0,05$ then H_0 is supported and H_a is not supported simultaneous independent variables (together) do not affect the dependent variable.

2. Partial Test (t test)

The t test basically shows how far the influence of one independent variable individually in explaining variations in the independent variable. The test steps are as follows (Ghozali,2016):

1. Determine the formulation of the hypothesis
 - $H_0: \beta_1 = \beta_2 = \beta_3 = 0$, meaning variable X1, X2, and X3 does not have a partially significant effect on variable Y.
 - $H_a: \beta_1 = \beta_2 = \beta_3 \neq 0$, meaning variable X1, X2, and X3 has a partially significant effect for variable Y.
2. Determine the 95% confidence level ($\alpha = 0.05$)
3. Determine significance
 - The significance value (P value) < 0.05 then H_0 is not supported and H_a is supported.
 - The significance value (P value) > 0.05 then H_0 is supported and H_a is not supported.
4. Make a conclusion
 - If (P Value) $< 0,05$ then H_0 is not supported and H_a is supported by the independent variable, it means that simultaneously (together) affect the dependent variable.
 - If (P Value) $> 0,05$ then H_0 is supported and H_a is not supported simultaneous independent variables (together) do not affect the dependent variable.
 - If t count $>$ t table, then H_0 is not supported and H_a is supported.
 - If t count $<$ t table, then H_0 is supported and H_a is not supported.

3. The coefficient of determination

The coefficient of determination (R^2) basically measures how far the model is able to explain variations in the independent variable. The coefficient of determination is between zero and one. A small value (R^2) means that the ability of the independent variable to explain variations in the dependent variable is very limited. A value close to one means that the independent variable provides almost all the information needed to predict variations in the dependent variable (Ghozali, 2016).

V. CONCLUSION AND SUGGESTION

A. Conclusion

The purpose of the current research was to examine the variables affecting brand loyalty using Samsung smartphone product as the research object. The rationale behind this study was to understand the mechanisms that explain the development of brand loyalty toward smartphone brands especially Samsung. Brand loyalty is vital for every brand and company to ensure that customers remember its brands/products and will not go to other competing brands.

And so, based on the analysis result and discussion, here are the conclusions:

1. From 4 predicted hypotheses, H4: brand personality, brand image, and brand trust have simultaneous and significant effect on brand loyalty on Samsung smartphone users, this hypothesis supported because as proven in the testing that the significance value lower than the confidence level which is 0.05. this result indicated that the independent and the dependent variables that used in this research are correspond to one and another, thus this research can be furthers observed. H2: brand image has positive and significant effect on brand loyalty on Samsung smartphone users, this hypothesis supported because as proven in the testing that brand image have a significance value lower than the confidence level which is 0.05, and also from the research we can see that the respondent who give a good image about Samsung also have a good loyalty toward Samsung smartphone brand. H3: brand trust has positive and significant effect on brand loyalty

on Samsung smartphone users, this hypothesis supported also as proven in the testing that brand trust have a significance value lower than the confidence level, and also from the research we can see that the respondent who have a good trust in Samsung smartphone brand also have a good loyalty toward Samsung smartphone brand. Meanwhile H1: brand personality has a positive but not significant effect on brand loyalty on Samsung smartphone product users, this statement unsupported because the Brand personality Value does not significance influence the brand loyalty. This statement is proven by the testing and the research. These results indicate that 2 out of 3 dimensions from brand image and brand trust are having positive and significant contributing factors to the brand loyalty on Samsung smartphone brand. However, the brand personality dimension of Samsung smartphone product user in Lampung are not yet significantly influenced the brand loyalty.

2. From the description of respondent, the users of Samsung smartphone in Lampung, the gender of the respondent are dominated by female with 61% of percentage. The age of the respondents is mostly in the range of 21– 30 years old with 59.6% of percentage. The monthly expenses of the respondents are mostly under rp 2.000.000 with 50% of percentage. The profession of respondents is mostly private employees with 38.8% of percentage.
3. The most positive significant variables that influencing brand loyalty was brand trust with the coficient 18.883. This give a conclusion that loyalty is very influced by trust, that’s why people who already trust some brands are tend to be loyal to those brands.
4. From the indicator result can be seen several results that have some instresting result that can be corelated to the case that happen to Samsung smartphone company. For exsample taken from the indicator of the research that said “i believe that samsung smartphone brand is upper class.” As many as 94 from 250 people said agree to this statement, this statement conclude that many people in lampung still think that samsung smartphone was an upper class product or could be classified as a prestigious product,

meanwhile from the description of the respondent mostly have the monthly expenses under two million rupiah. Other indicator result that have a correlation to the case that happen to Samsung are the statement that said “Samsung smartphone brand would be honest and sincere in addressing my concern.” This statement from brand trust have the highest agreed answer from the brand trust indicator. This statement directly proportional to Samsung company principal that is integrity and transparency where Samsung aim to do the right thing by being open and honest with their customers. Samsung also keep their promise to have significant process in order to let customer to have trust and reliability towards Samsung. For example, Samsung provide an efficient process of reclaim warranty goods such as warrantied smartphones, television and many within two weeks. This prove that Samsung still value trust as an important factor for their brand, and that’s trust are effected brand loyalty.

B. Suggestion

Based on the result of this study that has been done, the researchers try to provide a suggestions and inputs that can be made as a consideration for the company's progress in the future as well as for further research.:

- **For Company**

The input for the company could be taken from the result of this research, the research proven that brand image and trust have a significant correlation with brand loyalty on Samsung smartphone product users in Lampung. Technically speaking, Samsung need to be consistent in increasing their image and building their trust toward the consumer, create up to date and worthwhile feature, and still giving a good quality and pleasurable service toward the user of Samsung smartphone brand. Samsung company recent developments have heightened uncertainty in the worldwide market, resulting in a drop in new smartphone sales. Despite diversifying its resources and expanding its operations in Asia, Samsung remains heavily reliant and focus on American markets. For exsample Samsung company development on 5G technology which doesn't quite fit yet to

many Indonesian target market, especially like Lampung province that haven't use the 5G technology. Samsung must focus more on markets in Asia as well as in Indonesia, as proven by the results of Goodstats research regarding the 10 countries with the most smartphone users, where Asian countries occupy the highest ranking of smartphone users in the world, including China, India and Indonesia.

To maintaining and improving their brand image and brand trust, Samsung company can increase their service quality and knowing more about their customer characteristic also the market demand. Samsung must be able to convince their customers that incidents of product damage, such as what happened to the *A20e* or *Samsung Fold* products, will not happen again. As can be taken from the indicator that brand image and brand trust is related with customer expectation, service quality, customer satisfaction, and others. Samsung company can keep conducting a market research over a certain period to assess current smartphone market needs and also to know about what their customer wanted and see the trend that happening, Samsung company have to focus on building their image and start to position their market segment to strengthening their image. To simplify Samsung company can conduct a market research and determine what their customer wanted, Samsung also have to focus not only on American market but also Asian. Samsung have to always reassure the product that they produce, so that it can build customer trust toward their brand. Lastly Samsung company can boost employee performance and productivity, by using its brand image and hire highly qualified and skilled people.

Meanwhile because the non-significant correlation from brand personality variable, Samsung smartphone company don't need to put the significant effort to enhance this variable. But for the alternative as stated before, Samsung smartphone company can put more effort in understanding their consumer, for example most of the Samsung smartphone users is the young and middle age grouped people. They prefer phones with technological advancement and

prestigious phone that comes under economic cost. Samsung smartphone company can also see other alternative variable such as product quality, perceived quality, or brand switching cost to be enhance or examined to increase their brand loyalty.

The suggestion and the result from this research that was made for the PT. Samsung Electronics Indonesia, can be used by the Samsung company and is expected to be useful for the company. Suggestions and results from this research can be sent to the Samsung company using email trough the email submission in Indonesia Samsung company official website (www.samsung.com/id).

- **For Another Researcher**

Throughout the gap issues from this research, It is highly recommended for future researchers to expand the scope of independent variables that effected brand loyalty, because the results in this study indicate that there are still other factors that can be investigated in order to get a clearer picture and knowledge of what factors influencing the brand loyalty of a product users from some brand. Further research is also advised to be more careful in determining the characteristics of respondents before sampling and focus on the characteristics of respondents with sufficient emotional maturity, intellectual intelligence and knowledge about the object under study in the hope of being able to understand all statements well so that further research has better results, and also eliminate or find other indicators that are not in accordance with the research so that later research will be better, this is because if the objects used are different then adjustments must be made.

C. Research Limitations

During the research process, the author discovers several limitations:

1. The sample used is relatively small and general, for further research can increase the number of samples to be tested and creates specific groups/criteria to ensure validity and enrich the result of the research.

2. The factor that affecting brand loyalty that used in this study are only brand personality, brand image, and brand trust. while there are several other variables that can be use as factors that influence brand loyalty, for example perceived quality or brand switching cost.
3. Language barrier is making the respondent of the research hard to understand about the research, for further research can use a more simple and understandable language and also give more attention to the choice of vocabulary.

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