

The Effect Of Brand Identity, Brand Image, Brand Integrity And Brand Interaction On Customer Satisfaction And Purchase Intention (Case Study On Iphone Smartphone Fans In Indonesia)

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Abstract

This study aims to examine the influence of brand identity, brand image, brand integrity, and brand interaction on consumer satisfaction and consumer purchasing interest. This study uses the iPhone smartphone as the object of research, which is one of Apple's products, using a quantitative approach. The data collection method was by distributing online questionnaires to 280 respondents, but there were 200 respondents who met the research criteria. The sampling technique used a non-probability sampling technique using the purposive sampling method, then the data was processed statistically using Structural Equation Modeling (SEM) using Partial Least Square (PLS). The results of this study indicate that: 1) Brand identity has a positive and significant effect on consumer satisfaction, 2) Brand image, brand integrity, and brand interaction have a positive effect on customer satisfaction, 3) Brand identity, brand image, brand integrity and brand interaction have a positive effect on purchase intention, and 4) customer satisfaction has a positive effect on purchase intention.

Keywords: *Brand identity, Brand attitude, Brand image, Brand interaction, Brand integrity, Consumer Satisfaction, and Purchase intention.*

INTRODUCTION

The progress of globalization has had a major impact on developments in the field of information technology and daily activities. As time goes by, technological innovation continues



to progress. Competition is getting tighter because of the ease of obtaining product information for customers, so people are selective in choosing products. It cannot be denied that humans in this era need interaction support tools that can provide convenience without the limitations of space and time. With the presence of smartphones, people's lifestyles are now starting to change, we have become accustomed to and always need a smartphone or smartphone and it is difficult if we don't have a smartphone because many needs can be offered only through a smartphone (Habeahan, 2019)

Smartphones do not only function as a medium for communicating and just sending messages, because based on advances and developments in technology, smartphones have many functions according to the features available in them, such as an internet network that functions to access whatever is needed, with the presence of The internet network in a cellphone can run various sophisticated applications, sound player facilities, image capture facilities and others, according to what each consumer needs (Wahyuni & Ekawati, 2018).

Judging from consumer needs for smartphones, Ericsson (2018), stated that the smartphone market is predicted to increase drastically with almost five-fold growth from 2017 to 2023. In line with the survey results, Indonesia in 2023 will become one of the countries with the largest smartphone users in Southeast Asia with annual market growth of 68% (Sumadiyo & Fauziah, 2018).

One of the companies that offers offers for smartphone products is Apple Inc. with its product, the iPhone. Apple Inc. itself is a multinational company based in Silicon Valley, Cupertino, California. The company focuses on designing, developing, and selling a variety of products, including consumer electronic devices, computer software, and personal computers. Apple Inc. was first founded on April 1, 1976 and officially became Apple Computer, Inc. on January 3, 1977. When compared to other manufacturers who rely more on software from companies like Google or Microsoft, Apple Inc. is one of the technology companies that has successfully integrated its own hardware and software.

Brand identity itself is a brand identity that plays a vital role. Not only as an identification mark for a product, service or company, but also acts as a guide for the company's overall strategy, the basis for company operations, the foundation for a strong network, and a tool for promotion (Rahmadani & Menhard, 2024). According to research conducted by Setiawati et al., (2019) brand identity is an element that can be seen directly from a brand that communicates the character, commitment and values of a company's products to consumers through factors such as color,



symbols or typography.

An important element related to brand strength besides brand identity is brand image. Brand image exists in consumers' minds when they remember a particular brand. Brand image is the key for consumers to determine brand choices when purchasing. This brand image is determined by consumers' insight and beliefs about a brand. Brand image plays a significant role in differentiating products between companies and becomes a strong marketing tool. Brand image also has a very important role in differentiating a company or product from others. According to Bian & Moutinho (2011), brand image is a number of beliefs, ideas and impressions held by someone about an object. Brand Image plays an important role in helping customers decide whether to purchase a brand and thus can influence their purchasing behavior. A positive brand image can have a significant influence on consumer purchase intentions. When consumers have a good perception of a brand, they tend to feel satisfied with the product or service provided, believe that the brand can meet their needs and expectations, and feel confident that they will get consistent quality.

This study aims to examine the factors that influence purchase intention in the context of smartphone purchases. By explaining factors such as brand identity, brand image, brand integrity, and brand interaction which are mediated by consumer satisfaction. Based on the background above, the author raises the research title "The Influence of Brand Identity, Brand Image, Brand Integrity, and Brand Interaction on Customer Satisfaction and Purchase Intention (Case Study of iPhone Smartphone Interest in Indonesia)".

Marketing 4.0 Concept

According to Kotler & Keller (2016b) Marketing 4.0 is the latest approach in marketing that follows new consumer behavior patterns in the digital era, which are referred to as the 5A's (Aware, Appeal, Ask, Act, And Advocate). This year, the Marketing 4.0 concept was introduced as a tool for economic actors to increase their sales and expand their marketing reach throughout the world, with the potential to provide benefits for both buyers and sellers. Marketing 4.0 also involves the integration of style and substance, which means brands not only highlight strong branding but also provide relevant content with packaging that is in line with the latest trends (Agniatussalam, 2024).

According to Rachmawati (2019), one of the implementations of Marketing 4.0 is digital marketing, which is part of a sales system that can be accessed and applied anytime and



anywhere, and can be accessed from various countries. Through the internet, one can view a variety of products, with most of the information about those products already available, simplifying the ordering process and giving consumers the ability to compare one product with another. The current market has experienced innovation, no longer only involving physical meetings between sellers and buyers, but has developed with the use of online marketing such as Online Shop, Marketplace, and E-commerce.

The goal of Marketing 4.0 is to unite online and offline interactions between business people and customers (Sahara, 2021). Overall, Marketing 4.0 can be considered a refresher in the marketing system which utilizes online media as an interaction channel between sellers and buyers, providing benefits for both parties (Agniatussalam, 2024).

Social Media Marketing Activities (Smma)

Social Media Marketing Activities (SMMA) is a theory that explains how marketing activities carried out by a brand on social media platforms can influence consumer attitudes and behavior (Khan, 2022). This theory identifies five main dimensions of marketing activities on social media: entertainment, interaction, trendiness (latest information), customization (content adjustment), and word of mouth (word of mouth communication). Brands that successfully utilize these aspects can create stronger relationships with consumers, which in turn can increase engagement, positive perceptions of the brand, and customer loyalty (Rahayu & Riorini, 2023).

SMMA has a significant effect on consumer behavior, including customer satisfaction, brand involvement, trust, and purchase intention. Studies show that entertainment and interaction dimensions directly influence consumers' emotional engagement, which increases brand trust and loyalty (Koay et al., 2020). In addition, trending relevant content and positive reviews from other users can increase positive perceptions of the brand and encourage consumers to transact (Cheung et al., 2021). Customizing content also allows companies to meet consumer needs in a personalized way, which increases satisfaction and drives purchase intentions (Suryani et al., 2022).

SMMA theory provides deep insight into how companies can leverage social media to create strong and sustainable relationships with consumers, by combining elements of entertainment, interaction, and personalization to create memorable and influential experiences (Bilgin, 2018).



Brand Identity

Brand Identity is a physical identity related to the brand or product so that consumers can easily recognize and differentiate it from other brands or products, such as logos, colors, marketing, corporate identity, slogans and so on (Ahmad et al., 2020). Brand Identity focuses on the implementation of positioning decisions and the way the brand is perceived by consumers. It involves a typical set that experts expect to form a brand strategy. It encompasses the essence of the brand, reflecting the value promised to customers by the organization's products (Dash et al., 2021). So, with a strong brand identity, companies are able to shape consumer perceptions about a brand, build buyer intention and trust, and make the brand easy to remember, because brand identity is often seen as the quality of a product and differentiates it from other products. Chalil (2021) explains brand identity as a message transmitted by a brand through elements such as name, product appearance, symbols and advertising. The goal is to create a unique identity in the minds of consumers

Brand Image

Brand image is a set of cognitive and emotional perceptions of a brand that are reflected in the brand associations that exist in consumers' memories. Supporting properties contribute to this overall mix of cognition and emotion (Fink, et al., 2020). Brand image is also a representation of the overall perception of a brand and is formed from information and past experiences with that brand (Kesumahati & Novianti, 2021). Brand image can generally be defined as everything related to the brand that is in the minds of customers (Rita & Trimulyani, 2022). Kotler & Keller (2016) defines brand image as consumer perceptions and beliefs that exist in consumers' minds. Thus, it can be concluded that brand image is a comprehensive picture of consumer perceptions of a brand which is created due to information and experience

Brand Integrity

Brand integrity is also known as brand credibility, referring to the promises made to customers with the help of appropriate positioning and differentiation techniques (Fariska & Widodo, 2021). Credibility is an important factor in building trust that enhances long-term relationships (Dash et al., 2021; Kapferer, 1996). Brand credibility is trust in the product, position, information, and everything contained in a brand, which consistently delivers what is promised (Syarkani, et al., 2022). A brand is said to be credible if the brand is able to deliver what it promises.



The more credible a brand is about its position, the lower the risk consumers perceive and the less information gathering consumers must endure during decision making

Brand Interaction

Brand interaction is based on customer experience and there is more participation and collaboration with customers in product and service development than before (Fariska & Widodo, 2021). Muzanenhama & Arnott (2016) defines brand interaction as a way for consumers to interact with brands in the context of real product use . Brand interactions arise from the interaction between an organization's proposition, service interactions, and customer perceptions, which influence their attitudes and beliefs towards the brand's ability to provide a consistent experience (Motta-Filho, 2017).

Customer Satisfaction

Customer satisfaction can be interpreted as a customer's evaluation of their purchasing and consumption experience of a product, service, brand, or company (Johnson, 2015). This customer satisfaction assessment is very personal in nature which is influenced by customer expectations and is related to customer repurchase decisions and subsequent company profits (Pavithra, et al., 2014). Customer satisfaction is defined as a person's happy, disappointed feeling after comparing the predicted product with the expected product (Kotler & Keller, 2016b). If performance does not match expectations, customers will feel dissatisfied. If performance meets expectations, then customers are satisfied (Alifputri & Pramono, 2021)

Purchase Intention

Purchase intention is defined as the probability that consumers will buy the product (Kesumahati & Novianti, 2021). Purchase intention is a characteristic that customers present to obtain a product or service and the possibility of this purchase occurring effectively. Purchase intention motivates a person to carry out behavior such as the willingness to undertake and intensify individual efforts in using environmentally friendly products, thereby giving rise to purchases (Torres & Augusto, 2019). Purchase intention is an urge that a person has towards a product which results in the behavior of consuming the product to fulfill their desires or needs (Santoso et al., 2019). Thus, purchase intention is defined as the probability and drive that consumers have to buy a product or service which reflects the motivation and characteristics of



customers so that it encourages them to make a purchase.

METODE

The research theme in this thesis is about purchase intentions for iPhone smartphones. The data collection technique in this research uses a quantitative approach by distributing online questionnaires via Google Form. The criteria for respondents in this study were Indonesian people, knowing about iPhone smartphones, intending to buy an iPhone in the near future (maximum in the next 3 months). The location in this research is Indonesia, without any specific geographic area restrictions, especially as data collection is carried out online which is not limited by geographic area. Thus, the choice of location in Indonesia is considered suitable as a research location. The variables that will be examined in this research include four independent variables (independent), namely Brand Identity, Brand Image, Brand Integrity and Brand Interaction, two dependent variables namely Customer Satisfaction and Purchase Intention on iPhone smartphone users in Indonesia. Researchers in this research will use Google Form as a means of distributing questionnaires online, which will be distributed via several social media such as Telegram, Instagram, Whatsapp, Facebook, and so on. In this research, the scale used is a 5 point Likert scale. This research will later be analyzed using the Structural Equation Model (SEM). Determining the number of samples accepted for SEM analysis ranges from 100 to 200 respondents which is synchronized with the number of indicators for the questions asked (Hair et al., 2021)

DISKUSI

The Influence of Brand Identity on Customer Satisfaction.

The results of testing the first hypothesis, namely the Influence of Brand Identity on Customer Satisfaction, show a coefficient value of 0.228, p-values of $0.015 < 0.05$ and t-statistics of $2,433 > 1.960$. These results indicate that Brand Identity Influences Customer Satisfaction. So the hypothesis which states that "Brand Identity Has a Positive and Significant Influence on Customer Satisfaction" is accepted. According to Dash et al. (2021), the use of technology in marketing helps brands create a stronger and more relevant identity in the eyes of consumers. This is in line with previous research conducted by Basilio & Gustavo (2021) and Fariska & Widodo (2021) which found that brand identity has a significant effect on customer satisfaction.

Furthermore, Abadi et al. (2021) proves that brand identity has a positive effect on consumer satisfaction. A clear brand identity helps differentiate products from competitors so



that consumers feel more confident when interacting with the brand. By offering value and experiences that match consumer expectations, a consistent brand identity also creates an emotional connection, making customers feel personally connected to the brand, which ultimately increases their satisfaction.

Influence of Brand Image on Customer Satisfaction

The results of testing the second hypothesis, namely the Influence of Brand Image on Customer Satisfaction, show a coefficient value of 0.324, p-values of $0.001 < 0.05$ and t-statistics of $3,446 > 1.960$. These results show that Brand Image has an influence on Customer Satisfaction. So the hypothesis which states that "Brand Image has a Positive and Significant Influence on Customer Satisfaction" is accepted.

According to Dash et al. (2020), the role of brand image in the digital era is very important because it can shape consumers' positive perceptions of the brand. The results of this research are supported by research conducted by Razzan (2023), he conducted research on the influence of brand image on customer satisfaction. Based on the research results, it was found that there is a significant influence of brand image variables on customer satisfaction. The formation of customer satisfaction is demonstrated by a person's trust in the company's brand image which is able to provide good service.

The results of this research are also in line with research conducted by Bastian (2014), regarding Analysis of the Influence of Brand Image on Customer Satisfaction. The research results show that brand image has a significant and positive influence on satisfaction. The results of this research are also in line with research conducted by Ksatriyani & Djawoto (2019) regarding Brand Image and its Influence on Customer Satisfaction. The results of his research show that the brand image variable has a significant effect on the customer satisfaction variable. According to Huang et al. (2020), a good brand image can increase customer loyalty and satisfaction because it creates positive associations in consumers' minds

The Influence of Brand Integrity on Customer Satisfaction

The results of testing the third hypothesis, namely the Influence of Brand Integrity on Customer Satisfaction, show a coefficient value of 0.273, p-values of $0.002 < 0.05$ and t-statistics of $3,136 > 1.960$. These results indicate that Brand Integrity has an influence on Customer



Satisfaction. So the hypothesis which states that "Brand Integrity Has a Positive and Significant Influence on Customer Satisfaction" is accepted.

In the context of Marketing 4.0, brand integrity becomes increasingly important because consumers have greater access to information and can easily share their experiences. Alayidrus & Rizqi (2023) stated that brand integrity, which includes transparency, consistency and honesty, is the key to building customer trust and satisfaction. In addition, strong brand integrity can help create sustainable customer loyalty. Zhou (2024) states that customers who feel that a brand has high integrity tend to be more loyal and satisfied. Furthermore, brand integrity also plays an important role in creating long-term relationships with consumers. Agniatussalam (2024) emphasizes that consistent brand integrity can strengthen the relationship between the brand and customers, resulting in higher levels of satisfaction

Influence of Brand Interaction on Customer Satisfaction.

The results of testing the fourth hypothesis, namely the Influence of Brand Interaction on Customer Satisfaction, show a coefficient value of 0.175, p-values of $0.010 < 0.05$ and t-statistics of $2,577 > 1.960$. These results indicate that Brand Interaction has an influence on Customer Satisfaction. So the hypothesis which states that "Brand Interaction has a Positive and Significant Influence on Customer Satisfaction" is accepted.

In the context of Marketing 4.0, brand interactions play a very important role in building customer satisfaction. Dash et al. (2020) stated that effective interaction between brands and consumers can increase customer loyalty and satisfaction. Active and positive interaction with consumers is a key element in strengthening the relationship between brands and customers. Motta-Filho (2017) emphasizes that frequent and meaningful brand interactions can increase customer trust and satisfaction.

Apple leverages digital platforms such as Instagram, Facebook, and TikTok to communicate directly with consumers, answer questions, and respond to feedback. These activities not only help brands in understanding consumer needs and preferences but also create a sense of appreciation among consumers. This directly contributes to increasing customer satisfaction with the brand. Rita et al., (2019) revealed that consumer experiences that are enriched by meaningful interactions with the brand can improve customer satisfaction. By creating satisfying experiences and significant interactions, Apple succeeded in increasing satisfaction customers as a whole



Influence of Brand Identity on Purchase Intention.

The results of testing the fifth hypothesis, namely the Influence of Brand Identity on Purchase Intention, show a coefficient value of 0.230, p-values of $0.017 < 0.05$ and t-statistics of $2,389 > 1.960$. These results indicate that Brand Identity Influences Purchase Intention. So the hypothesis which states that "Brand Identity Has a Positive and Significant Influence on Purchase Intention" is accepted.

This is in line with the theory in Ahmad et al.'s research. (2020) that brand identity has a positive and significant effect on purchase intention. With the brand identity of a product, consumers' intention to buy will be greater. Pamungkas & Pramesti (2021) state that a clear and consistent brand identity can create positive perceptions among consumers, which in turn increases purchase intention. can strengthen a brand's emotional appeal in the eyes of consumers, as explained by Song et al. (2019). A clear and prominent brand identity not only builds an emotional bond with consumers but can also influence their purchasing intentions. In addition, a strong brand identity also serves to differentiate products from competitors in a highly competitive market. Lee et al. (2020) shows that unique brand identities can increase consumer preferences for certain brands and encourage purchase intentions.

Influence of Brand Image on Purchase Intention.

The results of testing the sixth hypothesis, namely the Influence of Brand Image on Purchase Intention, show a coefficient value of 0.288, p-values of $0.044 < 0.05$ and t-statistics of $2,024 > 1.960$. These results indicate that Brand Image has an influence on Purchase Intention. So the hypothesis which states that "Brand Image has a Positive and Significant Influence on Purchase Intention" is accepted.

This is in line with the theory expressed by Ardiansa & Siregar, (2022) that brand image has a positive and significant influence on Purchase Intention. If the brand is easily recognized, consumers' purchasing intentions will increase because consumers already know the brand name. When the brand is seen as having quality, value and image that meets customer expectations and needs, they are more likely to consider and ultimately purchase the product. These results are supported by research by Kesumahati & Novianti (2021) and Prakosa (2023) which found that brand image has a positive effect on buying interest..



The Influence of Brand Integrity on Purchase Intention.

The results of testing the seventh hypothesis, namely the Influence of Brand Integrity on Purchase Intention, show a coefficient value of 0.140, p-values of $0.042 < 0.05$ and t-statistics of $2.038 > 1.960$. These results indicate that Brand Integrity has an influence on Purchase Intention. So the hypothesis which states that "Brand Integrity Has a Positive and Significant Influence on Purchase Intention" is accepted.

This is in line with research conducted by Fariska & Widodo, (2021) where the results of the research were that brand integrity had a positive and significant effect on purchase intention. Homer & Ferdinand (2023) also found that credibility had an effect on purchase intention for Vivo smartphone products. Furthermore, Ulfa & Utami (2017) emphasized that brand credibility has a significant effect on purchase intention, where the higher the brand credibility felt by consumers, the stronger the consumer's purchase intention.

Influence of Brand Interaction on Purchase Intention.

The results of testing the eighth hypothesis, namely the Influence of Brand Interaction on Purchase Intention, show a coefficient value of 0.133, p-values of $0.047 < 0.05$ and t-statistics of $1.993 > 1.960$. These results indicate that Brand Interaction has an influence on Purchase Intention. So the hypothesis which states that "Brand Interaction has a Positive and Significant Influence on Purchase Intention" is accepted.

Dash et al. (2021) explains that effective brand interactions contribute to increasing purchase intentions by creating deeper and more meaningful experiences for consumers. In the current digital era, frequent and relevant interactions with consumers through social media platforms, applications and websites can increase engagement and purchase interest. This is in line with the theory expressed by Fariska & Widodo, (2021) where brand involvement will generate consumer purchase intention towards a product. Hollebeek et al. (2019) emphasize that intensive brand interaction can strengthen the emotional connection between consumers and brands, which in turn increases purchase intentions. In the context of Marketing 4.0, where consumer experience is key, more personalized and relevant interactions can create stronger emotional connections with brands. Harrigan et al. (2020) also stated that increased positive brand interactions are directly related to higher purchase intentions, because consumers feel more connected and appreciated.



The Influence of Customer Satisfaction on Purchase Intention.

The results of testing the ninth hypothesis, namely the Influence of Customer Satisfaction on Purchase Intention, show a coefficient value of 0.213, p-values of $0.046 < 0.05$ and t-statistics of $2.004 > 1.960$. These results indicate that Customer Satisfaction has an influence on Purchase Intention. So the hypothesis which states that "Customer Satisfaction has a Positive and Significant Influence on Purchase Intention" is accepted.

This is in line with research conducted by Rita et al. (2019), stated that customer satisfaction is one of the main determinants of purchase intention, because satisfied customers tend to have positive experiences which can increase their desire to make repeat purchases. These results are also supported by Juliana et al. (2020 and Lionitan & Firdausy (2023) who have proven that customer satisfaction has a positive effect on purchase intention. Furthermore, this finding is consistent with Chu & Zhang (2016) which shows that customer satisfaction not only increases loyalty, but also strengthens future purchase intentions . When customers are satisfied with products and services from Apple stores in Indonesia, they tend to make repeat purchases and recommend the brand to others. The Marketing 4.0 concept emphasizes the importance of long-term relationships and positive customer experiences as key factors encourage purchase intentions. Therefore, Apple Indonesia can utilize customer feedback to continuously improve products and services, ensuring that satisfaction levels remain high and encouraging consumer loyalty. Dash et al. where consumer information and reviews are easily accessible and can influence purchasing decisions.

CONCLUSION

1. *Brand image and brand identity on iPhone smartphones have a significant impact on customer satisfaction, brand image is proven to play an important role in increasing customer satisfaction. This shows that a positive brand image is more capable of creating satisfaction than just brand identity. Apart from that, in terms of purchase intention, brand identity and brand image also show a significant influence. This can be interpreted that consumers are moved by the identity and image of the brand through the messages communicated.*
2. *Consumer attitudes towards the brand and their interactions with Apple, especially on iPhone smartphones, significantly influence both customer satisfaction and purchase intentions. This emphasizes the importance of building positive attitudes through effective*



communication and meaningful interactions, especially in the digital era that facilitates deeper engagement between brands and consumers.

3. *Customer satisfaction is proven to be a key factor driving purchase intention. Customers who are satisfied with their experience are more likely to make repeat purchases. Therefore, strategies that focus on improving the quality of products, services and interactions with consumers will be very effective in increasing purchase intentions.*
4. *Overall, this research highlights that in the context of Marketing 4.0, brand elements that focus on consumer experience and digital interactions have more influence on customer satisfaction and purchase intention. The Apple company can consider optimizing a strategy that emphasizes brand interaction, while still paying attention to the importance of brand integrity and customer satisfaction to create long-term loyalty.*

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