THE IMPACT OF BRAND REPUTATION AND BRAND IMAGE ON APPLE BRAND LOYALTY
(Study on Apple Brand Consumers in Medan City)

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Abstract

This study aims to analyze how the influence of brand reputation and brand image on brand loyalty of apple. The influence between brand reputations and the brand image will be analyzed partially and simultaneously on brand loyalties. The form of research used is quantitative with an associative approach. The population in this study used the Lemeshow formula with a total of 96 respondents as samples. The primary data used in this study was obtained by distributing the questionnaire directly while the secondary data was acquired through a library study. Data analysis methods used are instrumental testing, classical assumption testing, double linear regression analysis and hypothetical testing using SPSS. The results of the research showed that brand reputation and brand image have a significant influence both partially and simultaneously on brand loyalty in Apple consumers in the City of Medan. The determination coefficient test showed that there was a close relationship between the variable with the R value of 0.614. Through the adjusted R square value it was also known that the brand reputation and brand image variables contributed 36.4% to brand loyalty variable while the remaining 63.6% was influenced by other variables outside this study model.

Keywords: Brand Reputation, Brand Image, Brand Loyalty

1. INTRODUCTION

The rapid development that has occurred recently has changed the pattern of socializing in society, this pattern change can be seen from the ease of humans to communicate through information technology. Advanced technology that has been developed in such a way as to change human perceptions that initially thought it was impossible to be something that can be used today. Technology is simply a tool created to facilitate human activities. The rapid development of technology and people's penchant for using technology has become a necessity of life, this has made many technology companies appear.

Technology companies bring a myriad of innovations to attract public attention, various ideas and breakthroughs offered with the aim of simplifying daily human work. Currently, technology companies are one of the fastest growing businesses, this is because profits increase as demand for the company's products/services increases. Even today most of the companies with the highest valuations in the world are occupied by technology companies such as, Apple, Microsoft, Alphabet and others. In the competitive business world, having a good valuation is a desirable goal for almost all companies. Valuation reflects an

assessment of a company's value based on a number of economic, financial and market factors.

Companies with good valuations generally benefit from a variety of benefits, ranging from investor attraction, the ability to obtain funding, to a more positive brand image.

Rank	Company	Country/Territory	Sector	($ Bil.)
	Top 10 Largest Companies in 2022 by Market Capitalization[a]			
1	Apple	U.S.	Technology	2,508
2	Saudi Aramco	Saudi Arabia	Energy	2,170
3	Microsoft	U.S.	Technology	1,910
4	Alphabet	U.S.	Technology	1,412
5	Amazon	U.S.	Technology	1,298
6	Tesla	U.S.	Technology	847
7	Berkshire Hathaway	U.S.	Financial	612
8	UnitedHealth	U.S.	Consumer Services	483
9	Meta	U.S.	Technology	431
10	Johnson & Johnson	U.S.	Consumer Services	428
[a]As of September 2, 2022.				

Source: Global Finance Magazine - Global news and insight for
corporate financial professionals (2023)
Figure 1. World's Largest Valued Companie

The data above is an overview of the companies with the highest popularity from a company valuation perspective. It can be seen from the table above that technology companies dominate in the ranking of companies with the largest valuations in the world. This dominance is created because the products or services offered by the technology companies above are inherent and have become a necessity for certain circles of society. In addition, company branding which is the hallmark or uniqueness of the company has a big share in a company, for example when we hear the microsoft company, the first thing that comes to mind is the figure of the company owner, Bill Gates or when we hear the Apple company, the first thing that comes to mind is Steve Job, this is one of the company's branding by raising the founder as a genius and one of the individuals who played a major role in modern times.

These companies always compete in creating innovations and trying to attract the interest of the world market, the company's strategies vary with their respective research. According to Nauly & Saryadi (2021) branding is one of the most influential strategies in running a business, branding is a representation of the company as a whole, be it for products or services as a guarantee for customers.

In the era of globalization and increasingly fierce business competition, the role of brands is very important in influencing consumer behavior. According to Aaker (2018: 9) Brand is a distinguishing name and / or symbol (such as a logo, stamp, or packaging) with the intention of identifying goods or services from a seller or a certain group of sellers, so that it can more easily distinguish goods and services produced by competitors. Brand has an important role in the success or failure of a product, because generally customers will buy a product if the product has a good brand reputation, and the image of the brand is guaranteed

to be good (Ngabiso et al., 2021). A good reputation and image will create good loyalty too. Reputation is a manifestation of a person's experience with the product, or service they get(Sanjaya et al., 2016). A good reputation will increase credibility, making consumers more confident that they will get what has been promised to them (Makalew et al., 2016). The company's reputation is very important to note because it will affect future decisions, the company's decisions or policies will be assessed through the knowledge and experience gained in the company's past so that there will be no mistakes or deadlocks in running the company's business.

The importance of brand reputation is in accordance with the results of previous research examining the Samsung brand by Ariyanti (2016) "If a brand has a positive reputation in society, it will affect the ease of acceptance of the brand by the public which will have an impact on the stability of product resale prices due to quality and reliability. Samsung smartphones have a pretty good brand reputation in the minds of consumers because Samsung is often a reference as the most high-end smartphone. Even though sometimes the price offered by Samsung is more expensive than its class smartphones, the quality of the engine and the built quality of Samsung smartphones is not in doubt. This makes consumers feel that the Samsung smartphone brand is good and reliable.".

The community's assessment of the company will have a major impact on the sustainability of the policy, the company will try to understand the needs of its customers or potential customers to keep its reputation good (Sandy, 2016). A good company reputation will undoubtedly increase public trust in the company's brand so that it will create a good image and this will stick in the minds of both customers and non-customers.

Various strategies are carried out by business actors to attract and retain customers, but the main thing is that the product or business brand must be accepted by consumers first. The step that can be taken is to build a good brand image so that it can build awareness of the brand (Manik & Siregar, 2022). In addition, brand image also has an important role in brand loyalty. According to Sari Dewi in Mishael (2021), Brand Image is the way consumers perceive a brand as a picture of what is in the mind or mind of consumers towards a brand. Brand Image is an image that is consciously created by the company or brand itself through marketing, advertising, product design, and brand messages (Maulinda, 2020).

One brand that has managed to have many consumers with a high level of prestige and popularity is Apple. Apple is a technology company that is famous worldwide for its various flagship products, such as iPhone, iPad, Mac, and Apple Watch. The Apple company was founded on April 1, 1976, by Steve Jobs, Steve Wozniak, and Ronald Wayne in Steve Jobs' garage in Cupertino, California.

Popularity ensued as it was considered the epitome of a certain lifestyle and social status. The brand has a loyal following who identify themselves with Apple products. Along with its long and successful history, Apple has created a remarkable phenomenon in the world of technology, business, and pop culture. The company is known for its innovation, design, and high-quality products, and strong customer loyalty has made it one of the most valuable brands in the world.

Apple's success in maintaining market share, brand loyalty, also makes it an interesting case study for researchers to discuss. Brand loyalty refers to the strong bond, commitment, and strong preference that consumers have for a particular brand. Brand loyalty is

characterized by consumer trust, satisfaction, and intention to continue buying and recommending the brand.

Apple's company characteristics have become its own uniqueness and become a role model in the development of the technology world, unique characteristics such as involving aspects of lifestyle, imagination, freedom, innovation, passion, hopes, dreams, and aspirations. In addition, Apple as a brand also emphasizes simplicity and attempts to eliminate complexity in users' lives. Apple prioritizes product design that prioritizes user needs, and becomes a company that is oriented towards taking sides with society and establishing sincere relationships with customers. Apple's strategy has successfully won the hearts of its users, this can be proven by the active users of the Apple brand increasing every year.

Table 1. Number of Apple Brand Active Users (Overall)

Year	Number of Active Users
2018	1.15 billion
2019	1.33 billion
2020	1.5 billion
2021	1.65 billion
2022	1.8 billion

Source: Statista – global market research and consulting firm (2023)

The phenomenon of the Apple company can be seen through the reputation of the brand itself, as previously stated, the apple company has always been known as a company that produces high quality products, is known to be innovative and credible. Negative reputation is also circulating in the wider community, for example, the high selling price, features that cannot be maximized, the image of prestige and hedon that has been attached to this brand. Although this negative reputation has long been attached to apple, miraculously this brand actually has the highest number of consumers of its competing brands, as well as being one of the brands with the highest loyal consumers to date. Therefore, researchers want to see how much influence reputation and brand image have on the level of loyalty to this apple brand.

Researchers chose apple brand consumers in the city of Medan as the research population because the city of Medan is one of the metropolitan cities, namely a city with a large population, complex infrastructure and a developing economic sector so that all researcher questionnaire statements can represent all groups both by region and by economic level.Researchers assume that these 3 variables can be seen as research that will answer researchers' curiosity about the Apple brand. Therefore, this research was conducted with the title "The Effect of Brand Reputation and Brand Image on Apple Brand Loyalty (Study on Apple Brand Consumers in Medan City)".

2. THEORETICAL FOUNDATION

2.1. Marketing

Marketing comes from the word market. In simple terms, the market can be understood as a place where a group of sellers and buyers meet to carry out exchange transaction activities. According to Donni (2017), he market is a place where consumers with their needs and desires are willing and able to engage in exchanges to meet these needs and desires. The definition of marketing according to Kotler (2016: 27) in his book "Marketing Management" is a comprehensive and holistic view of the marketing process. It emphasizes the importance of creating value, communicating value, delivering value, and exchanging value.

According to Mardhiyah & Safrin (2020), marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that provides guidelines for activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs, and distribution (Mardhiyah & Safrin, 2020).

According to Tjiptono (2015) a brand is one of the most important strategic assets of a company that can create value and benefits for customers and companies. According to Aaker in Haryono & Elistia (2020), a brand is a way of distinguishing a name and or symbol (logo, trademark, or packaging) which is intended to identify goods or services from one manufacturer or one group of producers and to distinguish these goods or services from competing manufacturers.

According to Manik & Siregar (2022) a good brand will give a positive impression to the person using the brand. Brands can also categorize the types of consumers who will buy or consume a product. In this case, the brand is able to form its own segmentation of consumers (Manik & Siregar, 2022).

2.2. Brand Reputation

Brand reputation refers to consumers' perceptions of the trustworthiness, integrity, and product quality represented by the brand. This reputation is built through previous consumer experiences, positive reviews, consistent product performance, and company responses to issues related to the brand. According to Fombrun (1996) Brand Reputation is an overall assessment of the perceived quality of a brand by stakeholders.

2.3. Brand Image

Brand Image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand (Ngabiso et al., 2021). Brand image is related to attitudes in the form of beliefs and preferences for a brand. According to Kotler & Keller(2016), brand image describes extrinsic properties, which means that things can be seen or assessed even before consumers or people use a product or service, including the way the brand can meet the social and psychological needs of consumers (Manik & Siregar, 2022).

2.4. Brand Loyalty

According to Aaker in Marvelyn (2020), brand loyalty is an association between customers and a brand. This measure provides an overview of whether a customer may switch to another brand offered by a competitor, especially if the brand is found to have differences in price or other attributes.

According to Suwarman (2015: 33) brand loyalty is a positive attitude of a consumer towards a brand where consumers have a strong desire to repurchase the same brand at this time or in the future.

2.5. Hypothesis

The hypotheses of this study, namely:

H_1 : Brand Reputation has a positive and significant effect on Brand Loyalty for consumers of the apple brand in the city of Medan.

H_2 : Brand Image has a positive and significant effect on Brand Loyalty for apple brand consumers in the city of Medan.

H_3 : Brand Reputation and Brand Image have a positive and significant effect on Brand Loyalty for apple brand consumers in the city of Medan.

2.6. Contextual Framework
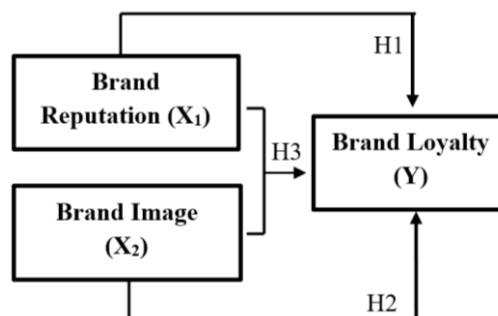
This research uses the following framework:

Figure 2. Contextual Framework

3. RESEARCH METHOD

This research uses quantitative methods with an associative approach conducted on Apple brand consumers in Medan City. Sampling in this study used a non-probability sampling method with purposive sampling technique using the Lemeshow formula so that 96 respondents were sampled.

4. RESULT AND DISCUSSION

4.1. Research Result

A. Validity Test

Table 2. Brand Reputation Validity Test Results (X1)

No.	Statement	r-value	r-table	Description
1	Statement X1,1	0,247		Valid
2	Statement X1,2	0,602	0,200	Valid

No.	Statement	r-value	r-table	Description
3	Statement X1,3	0,436		Valid
4	Statement X1,4	0,565		Valid
5	Statement X1,5	0,743		Valid
6	Statement X1,6	0,615		Valid
7	Statement X1,7	0,296		Valid
8	Statement X1,8	0,448		Valid
9	Statement X1,9	0,312		Valid
10	Statement X1,10	0,401		Valid

Source: Results of Researcher Data Processing (2023)

Table 3. Brand Image Validity Test Results (X2)

No.	Statement	r-value	r-table	Description
1	Statement X2,1	0,379		Valid
2	Statement X2,2	0,544		Valid
3	Statement X2,3	0,547	0,200	Valid
4	Statement X2,4	0,760		Valid
5	Statement X2,5	0,736		Valid
6	Statement X2,6	0,593		Valid

Source: Results of Researcher Data Processing (2023)

Table 4. Brand Loyalty (Y) Validity Test Results

No.	Statement	r-value	r-table	Description
1	Statement Y.1	0,313	0,200	Valid
2	Statement Y.2	0,449		Valid
3	Statement Y.3	0,433		Valid
4	Statement Y.4	0,557		Valid
5	Statement Y.5	0,651	0,200	Valid
6	Statement Y.6	0,678		Valid
7	Statement Y.7	0,500		Valid
8	Statement Y.8	0,302		Valid

No.	Statement	r-value	r-table	Description
9	Statement Y.9	0,292		Valid
10	Statement Y.10	0,492		Valid

Source: Results of Researcher Data Processing (2023)

In the validity test, it can be seen that all statements on the brand reputation, brand image, and brand loyalty variables are declared valid, because the r-value is greater than the r-table value of 0.200.

B. Reliability Test

Table 5. Brand Reputation Variable Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	*N of Items*
.624	10

Source: Results of Researcher Data Processing (2023)

Table 6. Brand Image Variable Reliability Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	*N of Items*
.642	6

Source: Results of Researcher Data Processing (2023)

Table 7. Brand Loyalty Variable Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	*N of Items*
.607	5

Source: Results of Researcher Data Processing (2023)

In the reliability test, it can be seen that all statements on the brand reputation, brand image, and brand loyalty variables are declared valid, because the r-value is greater than the r-table value of 0.600.

C. Normality Test

Table 8. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	96

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.86551799
Most Extreme Differences	Absolute	.106
	Positive	.070
	Negative	-.106
Test Statistic		.051
Asymp. Sig. (2-tailed)		.215[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Results of Researcher Data Processing (2023)

In the Kolmogorov-Smirnov test, it can be seen that the asymp sig value is 0.215. Based on the provisions, this value meets the specified limit value to be able to say that the data is normally distributed, namely> 0.05.
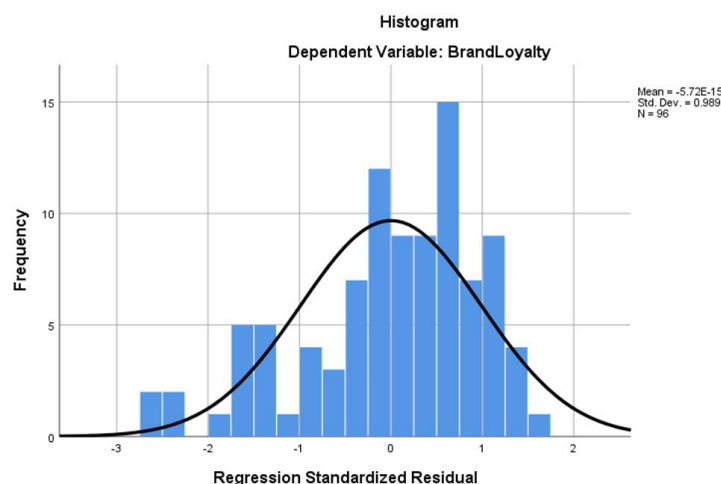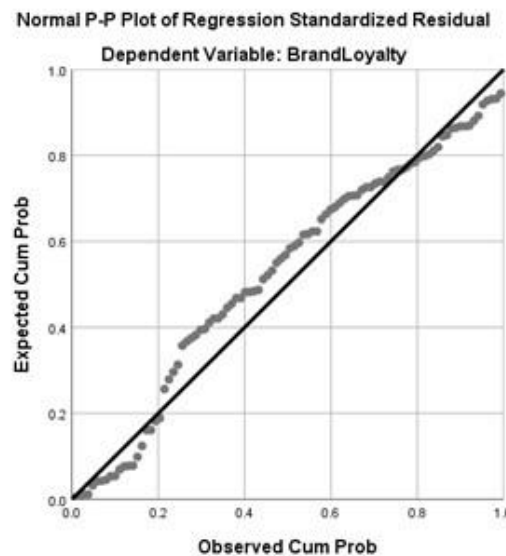

Source: Results of Researcher Data Processing (2023)
Figure 2. Histogram Graph

It can be seen that the data is normally distributed which can be observed through the histogram graph which is bell-shaped and does not lean too much to the right or left. Based

on these results, it can be said that the data is normally distributed because the data spreads and follows the histogram graph.

Source: Results of Researcher Data Processing (2023)
Figure 3. P-Plot Graph

Based on the results of data processing that has been carried out, the research P-Plot presented in Figure 3 shows that the points spread and follow the direction of the diagonal line. The graph shows a normal distribution pattern and is symmetrical, not deviating to the right or left. Based on this, it can be concluded that the Probability Plot or P-P Plot data conducted in this study is normally distributed.

Table 9. Multicollinearity Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	40.317	.969		41.610	.000		
	Brand Reputation	.043	.022	.163	1.994	.049	.999	1.001
	Brand Image	.189	.026	.597	7.291	.000	.999	1.001
a. Dependent Variable: *Brand Loyalty*								

Source: Results of Researcher Data Processing (2023)

Based on the results obtained in table 9. It can be seen that the tolerance value on the Brand Reputation variable is 0.999 and it is also known that the tolerance value on the Brand Image variable is 0.999. This shows that the tolerance value obtained is> 0.10. The VIF value on the Brand Reputation variable is 1.001 and the VIF value on the Brand Image variable is 1.001 where these results are <0.10. Thus, it can be concluded that the two independent variables do not occur symptoms of multicollinearity so that the regression model used can be said to be feasible and can be used for regression equations.
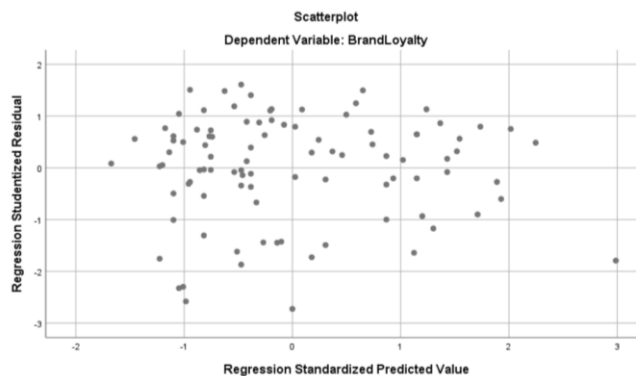
Source: Results of Researcher Data Processing (2023)
Figure 4. Heteroscedasticity Test

Based on the data in figure 4, It can be observed that the points on the Scatterplot graph spread randomly above and below the number 0 on the Y axis and do not form a certain pattern. This indicates that there are no symptoms of heterodkedasticity in the regression model in this study.

D. Multiple Linear Analysis Test

Table 10. Multiple Linear Regression Test Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	40.317	.969		41.610	.000
Brand Reputation	.043	.022	.163	1.994	.049
Brand Image	.189	.026	.597	7.291	.000
a. Dependent Variable: *Brand Loyalty*					

Source: Results of Researcher Data Processing (2023)

Based on the results in table 10. then the linear equation in this study is as follows:

$$Y = 40{,}317 + 0{,}043X1 + 0{,}189X2$$

Based on the results of the multiple linear regression test shown in table 10, a multiple linear regression equation is obtained which can be explained as follows:

The constant coefficient amounts to 40.317 which means that if the independent variable, namely Brand Reputation (X1), Brand Image (X2) is 0 (zero), then the value of Brand Loyalty (Y) is 40.317.

The Brand Reputation (X1) regression coefficient is 0.043, which means that every increase in the value of X1 by 1 unit, the Brand Loyalty (Y) variable will increase by 0.043. The coefficient has a positive value, which means that there is a positive relationship between the Brand Reputation (X1) and Brand Loyalty (Y) variables. The higher the value in variable X1, the higher the Y value will be.

The regression coefficient for the perception of Brand Image (X2) is 0.189, which means that every increase in the value of X2 by 1 unit, the Brand Loyalty (Y) variable will increase by 0.189. The coefficient has a positive value, which means that there is a positive relationship between the Brand Image (X2) variable and the Brand Loyalty (Y) variable. The higher the value in the X2 variable, the higher the Y value will be.

E. Hypothesis Test
a) Partial Test (T Test)

The T test is used to determine the effect of each independent variable on the dependent variable partially. Partial test results can be seen in the following table:

Table 11. Partial Significance Test Results (T Test)

Coefficientsª						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.317	.969		41.610	.000
	Brand Reputation	.043	.022	.163	1.994	.049
	Brand image	.189	.026	.597	7.291	.000
a. Dependent Variable: *Brand Loyalty*						

Source: Results of Researcher Data Processing (2023)

In the Brand Reputation (X1) variable on Brand Loyalty (Y), the t-value is 1.994> 1.985 with a significance level of 0.049 <0.05 and has a regression coefficient value of 0.043. Ha1 shows that the Brand Reputation variable has a positive and significant effect on the Brand Loyalty (Y) variable. Based on these results, Ha1 is accepted.

In the Brand Image (X2) variable on Brand Loyalty (Y), the t-value is 7.729> 1.985 with a significance level of 0.000 <0.05 and has a regression coefficient value of 0.189. This

shows that the Brand Image variable has a positive and significant effect on the Brand Loyalty (Y) variable. Based on these results, Ha2 is accepted.

b) Simultaneous Test (F Test)

The F test is used to determine the effect of all independent variables, namely brand reputation (X1) and brand image (X2) on the dependent variable, namely brand loyalty (Y) together. The results of the simultaneous test (F test) can be seen in the following table.

Table 12. Simultaneous Test Results (F Test)

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.122	2	21.561	28.176	.000ᵇ
	Residual	71.167	93	.765		
	Total	114.288	95			
a. Dependent Variable: *Brand Loyalty*						
b. Predictors: (Constant), *Brand Reputation*, *Brand Image*						

Source: Results of Researcher Data Processing (2023)

Based on the results in table 12. it is known that the significance value of the effect of Brand Reputation and Brand Image together (simultaneously) on the Brand Loyalty variable is 0.000 <0.05 and the F- value obtained is 28.176> 3.09. These results prove that the two independent variables, namely Brand Reputation (X1), and Brand Image (X2) simultaneously have a positive and significant effect on the dependent variable, Brand Loyalty (Y). Based on this value, H3 is accepted.

c) Test the Coefficient of Determination (R2)

This test is used to measure how much the model's ability to explain the variation in the rise and fall of the dependent variable. The following are the results of the coefficient of determination in this study.

Table 13. Model Test Results Equation 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614ª	.377	.364	.875
a. Predictors: (Constant), *Brand Reputation*,*Brand Image*				

Source: Data Processing Results (2023)

The correlation coefficient (R) value of 0.614 is obtained, where this value means that there is a relationship between the Brand Reputation (X1) and Brand Image (X2) variables

on Brand Loyalty (Y) of 61.4% so that the relationship between these variables can be categorized as close.

The Adjusted R Square value of 0.364 or the coefficient of determination shows that the Brand Reputation (X1) and Brand Image (X2) variables can explain the Brand Loyalty (Y) variable by 36.4%, while the remaining 63.6% is influenced by other variables outside this research model.

4.2. Discussion
A. The Effect of Brand Reputation on Brand Loyalty

Brand reputation has an important role in the brand loyalty of consumers, because the good reputation of a brand will make consumers to make repeat purchases and in the long term (Sutanza, 2007: 147). Brand reputation leads to higher market share and drives higher sales which can create customer loyalty to the brand (Parhizgar et al. 2015: 567).

The impact of Apple's reputation for environmental and social responsibility is very visible in brand loyalty. Apple's actions in reducing environmental impact, using environmentally friendly materials, and its involvement in social programs create the belief that consumers support entities that care about these issues. Consumers who are sensitive to social and environmental responsibility feel more emotionally connected to the brand, thus strengthening their loyalty to Apple.

Apple's reputation for maintaining consumer data privacy and security also has a major impact on brand loyalty. The steps taken by Apple to protect privacy and keep user data safe creates a sense of security and comfort. Consumers feel confident in using Apple products, knowing that their personal data is protected. This helps build a solid foundation of trust, which is essential in strengthening brand loyalty. A good reputation, like Apple's, can play a big role in building strong brand loyalty. When consumers have a positive perception of the brand and believe that the products or services offered are of high quality, they are likely to feel comfortable continuing to choose the brand. In this case, a good reputation can generate brand loyalty.

B. The Effect of Brand Image on Brand Loyalty

The effect of brand image on brand loyalty is significant and complex. Brand image refers to the perceptions and images associated with a brand in the minds of consumers. Brand loyalty is the level of consumer loyalty to a particular brand. Brand image directly affects brand loyalty through several key factors. A positive and strong brand image tends to build a sense of trust and comfort in the minds of consumers. Consumers will tend to choose brands that they consider reliable and reputable. Thus, a positive brand image strengthens loyalty, as consumers feel confident that they will continue to have positive experiences with the brand. A brand image that is consistent with the brand's values and identity can form an emotional bond with consumers. Consumers who feel emotionally connected to the brand tend to be more loyal and reluctant to switch to other brands. If the brand image reflects an identity that consumers find relevant and supports their values, then they will tend to maintain their loyalty to the brand.

Positive experiences associated with brand image also have an impact on brand loyalty. If the brand image promises superior quality, service, or experience, and the brand is able to

meet or even exceed these expectations, consumers will be more likely to continue choosing the brand. This positive experience creates a strong bond and stimulates repeat purchases.

In looking at the effect of brand image on brand loyalty, it is important to remember that brand image formation takes time and consistent effort. However, when a positive brand image that matches consumer expectations is successfully built, the impact can be very significant in maintaining and strengthening consumer loyalty to the brand.

C. The Effect of Brand Reputation and Brand Image on Brand Loyalty

The simultaneous influence of brand reputation and brand image on Apple brand loyalty is strong and interrelated. Apple's brand reputation, built through product quality, innovation, and social responsibility, has a significant impact on the level of brand loyalty. Consumers feel confident and trust that Apple products will provide consistent value, performance, and experience.

On the other hand, Apple's brand image as a brand associated with elegant design, superior quality, and an integrated ecosystem also plays an important role in shaping brand loyalty. This positive image creates an emotional bond with consumers, who feel personally connected to the brand. Positive experiences associated with Apple's brand image, such as easy and intuitive product usage, also strengthen loyalty. It is important to remember that brand reputation and brand image complement each other in shaping brand loyalty. A good and strong reputation forms the basis of consumers' belief in the brand, while a positive brand image strengthens emotional bonds and positive experiences that trigger repeat purchases. These two factors have a simultaneous and mutually reinforcing impact in building solid loyalty to Apple products.

5. CONCLUSION

Based on the above research results, conclusions can be drawn:

1. The brand reputation variable (X1) on brand loyalty (Y) obtained a t-value of 1.994> 1.985 with a significance level of 0.049 <0.05 and has a regression coefficient value of 0.043. Ha1 shows that the brand reputation variable has a positive and significant effect on the brand loyalty (Y) variable. Based on these results, Ha1 is accepted. The most influential indicator in brand reputation is the responsibility indicator, this happens because responsibility is the responsibility of the brand to all shareholders, stakeholders, and society.

2. The brand image variable (X2) on brand loyalty (Y) obtained a t-value of 7.291> 1.985 with a significance level of 0.000 <0.05 and has a regression coefficient value of 0.189. This shows that the brand image variable has a positive and significant effect on the brand loyalty (Y) variable. Based on these results, Ha2 is accepted. The most influential indicator is the attribute indicator, this happens because there is a tendency to buy products because of the simple design and exclusive impression offered.

3. Brand Reputation and Brand Image variables together (simultaneously) on the brand loyalty variable of 0.000 <0.05 and the F-value obtained is 28.176> 3.09. The R value obtained is 0.614, which shows that the relationship formed is a close relationship with a percentage of 61.4%. The Adjusted R Square value or the coefficient of determination shows that the brand reputation and brand image variables are able to explain the brand

loyalty variable by 36.4%, while the remaining 63.6% is influenced by other variables outside this study. These results prove that the two independent variables, namely brand reputation (X1), and brand image (X2) simultaneously have a positive and significant effect on the dependent variable, namely brand loyalty. Based on this value, Ha3 is accepted.

Based on the research results that have been described, the suggestions that can be given from this study are Researchers advise the apple brand to remain consistent in product development and make innovations that can compete with its competitors, besides that researchers suggest that the apple brand is committed to better service so that consumers become satisfied and will always be loyal. Researchers suggest that consumers before using features on apple brand products, are expected to explore the functions, and how to maximize the features provided by Apple first, so that they will get the maximum possible feature benefits.

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