

The Influence Of Brand Love On Brand Loyalty Through Self Esteem And Susceptibility To Normative Influence As Moderation Variables To Consumers Iphone Product Users In Padang City

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Abstract. *This study aims to analyze and prove the effect of brand love on brand loyalty through self-esteem and susceptibility to normative influence as moderating variables. This research was conducted on consumers who used iPhone products at least twice. The data used in this study is primary data obtained by distributing questionnaires to consumers who use iPhones in the city of Padang. The data analysis technique used in this study is the Structural Equation Model (SEM). Data processing is done with Partial Least Square (PLS). Based on the results of testing the hypothesis that has been done, it was found that brand love has a positive effect on brand loyalty. In addition, self-esteem and susceptibility to normative influence also affect consumer brand loyalty to iPhone products in Padang City. The results of the indirect influence test show that self-esteem and susceptibility normative influence are able to mediate the relationship between brand love and consumer brand loyalty in using iPhone products in Padang City.*

Keywords: *Role Conflict; Role Ambiguity; Role Overload; Cyberloafing*

Abstrak. Penelitian ini bertujuan untuk menganalisis dan membuktikan pengaruh brand love terhadap loyalitas merek melalui self-esteem dan kerentanan terhadap pengaruh normatif sebagai variabel moderating. Penelitian ini dilakukan pada konsumen yang menggunakan produk iPhone setidaknya dua kali. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dengan menyebarkan kuesioner kepada konsumen yang menggunakan iPhone di kota Padang. Teknik analisis data yang digunakan dalam penelitian ini adalah Structural Equation Model (SEM). Pengolahan data dilakukan dengan Partial Least Square (PLS). Berdasarkan hasil pengujian hipotesis yang telah dilakukan, ditemukan bahwa brand love berpengaruh positif terhadap brand loyalty. Selain itu, harga diri dan kerentanan terhadap pengaruh normatif juga mempengaruhi loyalitas brand konsumen terhadap produk iPhone di Kota Padang. Hasil uji pengaruh tidak langsung menunjukkan bahwa harga diri dan kerentanan pengaruh normatif mampu menengahi hubungan antara brand love dan loyalitas brand konsumen dalam menggunakan produk iPhone di Kota Padang.

Kata Kunci: Konflik Peran; Ambiguitas Peran; Peran Yang Berlebihan; Cyberloafing

INTRODUCTION

In recent years the development of telecommunications technology in Indonesia has continued to experience a significant increase, which is marked by the increasing number of mobile phone brands entering the Indonesian market. Each brand has differences from one another, these differences can be seen from their operational systems, from Symbian, Android to IOS. Each operating system developed by each mobile phone brand has its own advantages. Where at this time cellphones no longer only develop basic functions, namely sending electronic messages (SMS) or performing visual communication (telephone) but cellphones have carried out a number of up-to-date innovations to evolve into smartphones or smartphones.

The large number of smartphone manufacturers with various operational systems entering the Indonesian consumer market has made people more selective in choosing the best smartphone they need, considering that each operational system developed by smartphone manufacturers has advantages over one another. Indonesia is one of them. a country whose population is quite consumptive of the use of technology, especially smart phones. Besides that, Indonesia is a country with a relatively large population that makes it a very potential market for the sale of various brands of smartphones that are popular in the Indonesian market in general and the city of Padang in particular.

From the many smartphone brands present in the Indonesian market, one of the brands most in demand by the market is the iPhone, which is the flagship product of Apple Corporation, which is headquartered in the United States. The iPhone is able to attract markets in Asia, especially Indonesia, its features, appearance, and high brand reputation have made the iPhone quite attractive to the people in Indonesia.

According to Ichalasa (2019) the trend of increasing iPhone marketing in Indonesia is very real, considering that using a cellphone with an IOS work system is a matter of pride for people aged teenagers to adults at this time. When they use the iPhone, there is a high sense of self-confidence, and even many people who are teenagers buy iPhones only for prestige motives compared to their needs. The fanaticism that arises in teenagers today for the iPhone encourages the emergence of brand loyalty, which is characterized by repeated actions to buy and use iPhones with various product variants.

According to Griffin and Moorhead (2017) brand loyalty is a behavior that arises in a person to repeatedly buy or use a product. Brand loyalty is formed due to positive experiences in using product brands repeatedly. Re-emerging needs encourage them to commit to using only one product brand. When a consumer has purchased the same product brand twice in a row to meet their needs, the consumer has been declared to have brand loyalty (Kotler and Keller, 2016).

Le (2020) states that brand loyalty is formed due to a number of supporting variables including brand love, self esteem, and social influence. Each variable is a form of change in brand loyalty. In addition, Song et al., (2019) revealed that brand loyalty can be influenced by several variables including brand love, self-esteem and social influence. Each variable can strengthen or weaken the formation of brand loyalty in customers.

Brand loyalty is formed due to regularity in buying, thereby creating brand love. According to Keller (2016) brand love is a feeling of love and feeling attached to a brand. These feelings arise because of a positive experience in using the brand, which has been done

repeatedly. Brand love will encourage regular consumers to seek information related to the brand, and have a strong attachment to the brand, when the need for the product arises in each consumer.

The results of Le's research (2020) found that brand love has a positive and significant effect on brand loyalty. These findings show that the higher a consumer's love for a brand, the greater their commitment to using that product brand. The consistency of research findings obtained by Song et al., (2019) also found that brand love encourages increased brand loyalty in consumers. Furthermore, other consistent research results obtained by Unal and Aydın (2013) state that when a consumer has a strong love for a brand, their loyalty to the product brand used will be even higher.

Brand love will make someone feel very confident (self-esteem) in using the product they love. According to Kotler and Keller (2016) self-esteem is the self-confidence that a person has in using the product brand they need. Self-esteem will increase to self-esteem when the product brand used is a brand that is loved. Through strong brand love and self-esteem in consumers, it will encourage them to form a commitment to continue using the same product brand when the need for that product brand arises. Thus brand love can influence the formation of higher self-esteem, besides that brand and self-esteem will also increase brand loyalty in consumers. Thus self-esteem can function as a moderating variable that can strengthen brand loyalty in consumers.

The results of Le's research (2020) found that self-esteem has a positive and significant effect on brand loyalty. In addition, self-esteem can strengthen the relationship that forms between brand love and brand loyalty. Consistent findings were also obtained by Wilson (2018) stating strong self-esteem in using a brand, showing brand love while demonstrating a commitment to continue using the same product brand when needed. Furthermore, the results of research by Cheng, White, and Chaplin (2012) found that self-esteem has a positive effect on brand love.

Besides brand love, self-esteem, the formation of brand loyalty in consumers can also be influenced by susceptibility normative influence. According to Le (2020) reveals the susceptibility normative influence is the amount of information received by someone related to a brand that can influence consumers' views on certain product brands. Susceptibility normative influence is also stated as a form of support for the advice of other people who previously advised consumers to buy or use a product. When the susceptibility normative influence that consumers receive is positive information, and the reference is the same as that of a consumer, the consumer will also buy and use the product brand. In addition, when a

consumer already has a love for a brand, and other individuals outside the consumer provide positive information about the brand they love, then the regularity of purchasing and using the brand will be higher.

The results of Le's research (2020) found that the susceptibility normative influence had a positive and significant effect on brand loyalty. In addition, brand love encourages reducing negative social influence about the brand, thus encouraging increased brand loyalty in consumers. The same research results were obtained by Ebrahim (2020) stating that normative susceptibility influence in the form of good news has a positive effect on brand loyalty, besides that brand love which is supported by good susceptibility normative influence will increase brand loyalty in consumers. Furthermore, the research results of Khan and Fatma (2019) found that normative influence susceptibility has a positive effect on brand loyalty in consumers.

LITERATURE REVIEW

The Effect of Brand Love on Brand Loyalty

Brand loyalty is formed because of regularity in buying, thus creating brand love. According to Keller (2016) brand love is a feeling of love and feeling attached to a brand. These feelings arise because of a positive experience in using the brand, which has been done repeatedly. Brand love will encourage regular consumers to seek information related to the brand, and have a strong attachment to the brand, when the need for the product arises in each consumer.

The results of Le's research (2020) found that brand love has a positive and significant effect on brand loyalty. These findings show that the higher a consumer's love for a brand, the greater their commitment to using that product brand. The consistency of research findings obtained by Song et al., (2019) also found that brand love encourages increased brand loyalty in consumers. Furthermore, other consistent research results obtained by Unal and Aydin (2013) state that when a consumer has a strong love for a brand, their loyalty to the product brand used will be even higher.

Effect of Self esteem on Brand loyalty

Brand love will make someone feel very confident (self-esteem) in using the product they love. According to Kotler and Keller (2016) self-esteem is the self-confidence that a person has in using the product brand they need. Self-esteem will increase to self-esteem when the product brand used is a brand that is loved. Through strong brand love and self-esteem in consumers, it will encourage them to form a commitment to continue using the same product brand when the need for that product brand arises. Thus brand love can influence the formation

of higher self-esteem, besides that brand and self-esteem will also increase brand loyalty in consumers. Thus self-esteem can function as a moderating variable that can strengthen brand loyalty in consumers.

The results of Le's research (2020) found that self-esteem has a positive and significant effect on brand loyalty. In addition, self-esteem can strengthen the relationship that forms between brand love and brand loyalty. Consistent findings were also obtained by Wilson (2018) stating strong self-esteem in using a brand, showing brand love while demonstrating a commitment to continue using the same product brand when needed. Furthermore, the results of research by Cheng, White, and Chaplin (2012) found that self-esteem has a positive effect on brand love.

The Effect of Susceptibility Normative Influence on Brand Loyalty

According to Le (2020) reveals the susceptibility normative influence is the amount of information received by someone related to a brand that can influence consumers' views on certain product brands. When susceptibility normative influence is positive or negative information about a product or service that encourages other consumers to try using the product. When the product used is able to provide consistent benefits, commitment and continuity to continue using the same product brand will continue to occur.

The results of the research by Fedorko et al., (2021) found that the susceptibility normative influence had a positive and significant effect on brand loyalty. These findings indicate acceptance and recognition of the existence of a brand, occurs because of past experiences given by other people, when this is realized and consumers feel the benefits of the product used, repeat purchases of the same product brand will occur. If this has become a regularity, it shows that the consumer already has brand loyalty. Ebrahim (2020) stated that susceptibility normative influence in the form of good news has a positive effect on brand loyalty, besides that brand love supported by good social influence will increase brand loyalty in consumers. Furthermore, the results of Khan and Fatma's research (2019) found normative susceptibility influence has a positive effect on brand loyalty in consumers.

The Influence of Brand love on Self esteem

The results of Le's research (2020) stated that someone who has a love for a brand will encourage these individuals or consumers to be more confident in using the brand. The love that is formed due to positive experiences in the past in using a brand encourages the strengthening of self-confidence in consumers to use product brands that are commonly used. In fact, they openly recommend to the closest people to try to use the product brand.

The results of Kernis' research (2019) found brand love to be a factor that encourages the emergence of confidence in consumers to use a brand. Brand love is certainly formed through a long process, repeated positive experiences encourage these consumers to have feelings of love for the product brand, thus encouraging them to be more confident to continue using the product brand, and convey this positive information to others. Furthermore, the results of Ebrahim's research (2020) reinforce the findings of previous research which states that the higher the brand love, the higher the self-esteem shown by consumers in using a brand. The positive experience that has been felt repeatedly encourages them to ignore the weaknesses in the product, thus increasing their confidence to continue using the product brand.

The Effect of Brand Love on Susceptibility to normative influence

Le (2020) found brand love to be a driving factor for the formation of susceptibility to normative influence. This is because when someone already has brand love, this shows that the consumer already has positive knowledge and experience in using a brand, the consumer's views are getting stronger, when consumers get strong positive information from other consumers. Therefore, encouraging stronger susceptibility to normative influence within the same consumer.

The same research results were also obtained by Fedorko et al., (2021) who found that brand love affects the susceptibility to normative influence. The ease that consumers feel in using a technological device encourages the technology to be accepted and used by the community. Effective repeated use is able to encourage consumers to always get the benefits they want in using a technological device, thus encouraging increased susceptibility to normative influence. Stronger acceptance when other individuals have used the technology further strengthens a consumer's choice to continue using the product brand.

Self esteem moderates the relationship between brand love and brand loyalty

The results of Le's research (2020) found that brand love has a positive and significant effect on brand loyalty through self-esteem as a moderating variable. The formation of consumer love for a brand triggers their confidence to continue using the same product brand. When this is felt at the same time, it will certainly create regularity or repeated purchases of the product brand. Thus self-esteem can be a moderator that strengthens the relationship that occurs between brand love and brand loyalty in consumers.

Song et al., (2019) also found that brand love encourages increased brand loyalty in consumers after being moderated by self-esteem. Furthermore, other consistent research results were obtained by Unal and Aydın (2013) stating that self-esteem moderates the relationship that occurs between brand love and brand loyalty. Consumer love that is formed because of

knowledge and strong references to a product, encourages high self-confidence. The consistency of the benefits felt by consumers encourages them to take repeated actions to buy and use these products when the need for these products reappears.

Susceptibility Normative Influence Moderates the Relationship Between Brand Love and Brand Loyalty

The results of Le's research (2020) found that normative influence susceptibility was able to moderate the relationship between brand love and brand loyalty. When consumers have high brand love for a product brand, this will encourage the opinions of other people who recommend using certain product brands, in order to fulfill their needs. When this is done and the product used is able to provide the benefits that consumers want, repeat purchases will be realized, and if this continues in the long term then consumer commitment or loyalty will also get stronger.

The consistency of the research findings obtained by Song et al., (2019) stated that susceptibility normative influence is a form of support for suggestions given by others, of course it is not formed by the existence of susceptibility normative influence. But it is also supported by brand love that exists in consumers. Susceptibility normative influence will be an instrument that strengthens the relationship between brand love and brand loyalty. Furthermore, other consistent research results obtained by Unal and Aydın (2013) state that when a consumer has a strong love for a brand, their loyalty to the product brand used will be even higher.

METODE PENELITIAN

The type of research used is causality, namely research that aims to examine causal relationships that may occur in a variable. In this study, the samples were several iPhone users in the city of Padang. The sampling method used was purposive sampling. In this method the selection of samples is based on several criteria, namely consumers who have purchased using an iPhone who are domiciled in the city of Padang. In addition, these consumers have also purchased and used the iPhone at least twice.

The data collection method used was a survey, namely distributing questionnaires directly to iPhone users in the city of Padang. In this study several variables were used, namely brand loyalty as measured by 4 statements adopted from Le (2020), Barden et al., (1989). The second variable used is brand love, this variable is measured using 5 statements adopted from Le (2020), Barden et al., (1989). This study also used a mediating variable, namely self-esteem which was measured using 5 statements which were also expressed by Le (2020), Barden et

al., (1989). Furthermore, susceptibility normative influence is also used as the second mediating variable. Susceptibility normative influence is measured by five statements developed by Le (2020), Barden et al., (1989)

The data analysis method used to prove the truth of the hypothesis is carried out using Partial Least Square (PLS). The stages of data analysis used were Measurement Model Assessments (MMA) consisting of Convergent Validity which consisted of outer loading tests, composite reliability (> 0.70), Cronbach's Alpha (< 0.70) and Average Variance Extracted (AVE) > 0.50 . After these procedures are fulfilled, it is continued with Discriminant Validity analysis with the Fornier Larkerc Criterion and Cross Loading approach. Where each instrument used to measure each variable must have a greater correlation matrix than the others. After the procedure is fulfilled, data processing is done using R-square. After all these procedures are fulfilled, the hypothesis testing is carried out

HASIL DAN PEMBAHASAN

This study aims to prove and analyze the effect of brand love on brand loyalty through self-esteem and susceptibility to normative influence as moderating variables. Data collection was carried out by distributing questionnaires directly to iPhone users across Padang City. Based on the results of the observations that have been made, the description is shown in Table 4.1 below:

Table 1. Respondend Demographic

Information	Total	Percentage
Sex		
Man	98	51.58
Female	92	48.42
Age		
18 – 25 Years Old	9	4.74
26 – 30 Years Old	7	3.68
31 – 35 Years Old	22	11.58
36 – 40 Years Old	72	37.89
41 – 50 Years Old	53	27.89
> 50 Years Old	27	14.21
Information	Total	Percentage
Education		
Senior High School	23	12.11
Diploma	22	11.58

Bachelor	117	61.58
Master	28	14.74
Activity		
Student	9	4.74
Non Government Employee	19	10.00
Government Employee	40	21.05
Entrepreneurship	105	55.26
Teacher	9	4.74
Another Else	8	4.21
Income		
< Rp 1.000.000	9	4.74
Rp 1.000.000 – Rp 2.000.000	47	24.74
Rp 2.000.001 – Rp 5.000.000	70	36.84
Rp 5.000.001 – Rp 10.000.000	64	33.68
Frequency		
2 x	54	28.42
> 2 x	136	71.58
Total	190	100

In accordance with the identification of the data, it is known that the majority of respondents are male, namely 51.58%, while the rest are respondents who are female, namely 48.42%. If observed from the age level, it was found that most of the respondents were aged between 36 years and 40 years, namely 37.89%, while the respondents with the least number were those aged between 26 and 30 years, namely 3.68% of the total respondents.

In addition, from the results of observations that have been made, it is known that most of the respondents have undergraduate level education (S1), which is 61.58%, while the respondents with the least number are those who have Diploma level education (D3), which is 11.58% of the total respondents. The observation results also showed that most of the respondents had education as entrepreneurs, namely 55.26%, while the respondents with the least number were those who had jobs other than those mentioned in this study, namely 4.21%. Thus the researchers concluded that in general the participating respondents had relatively high formal education.

Based on the results of distributing the questionnaires, it was also found that most of the respondents had income between Rp. 2,000,001 to Rp. 5,000,000, namely 36.84% of the total respondents, while the respondents with the least amount were those who had income below Rp. 1,000,000, which amounted to 4.74%. of the total respondents. From the observation results it is also known that 71.58% of respondents have used an iPhone with a different type

more than twice, while the rest are respondents who have used an iPhone at least 2 times with a different variance or type.

After all the required data has been obtained, the data processing stages can be carried out. Data processing is carried out using the help of Partial Least Square (PLS). The first data processing procedure is the measurement model assessment (MMA) as shown in Table 2 below:

Table 2 Measurement Model Asssment

	Outer Loading	Cronbach;s Alpha	Composite Reliability	AVE
Brand Loyalty	0.879 – 0.947	0.914	0.939	0.715
Self Esteem	0.828 – 0.867	0.901	0.926	0.716
Susceptibility to Normative Influence	0.810 – 0.869	0.865	0.908	0.712
Brand Love	0.874 – 0.943	0.924	0.947	0.815

In the table above it can be seen that each research variable consisting of brand loyalty, self esteem, susceptibility to normative influence and brand loyalty has an outer loading coefficient having a coefficient > 0.70. In addition, the test showed that the Cronbach's Alpha value was > 0.70, besides that, in data processing, the Composite Reliability value was also obtained > 0.70. The results obtained are also strengthened by the AVE value > 0.50. Thus it can be concluded that all research variables used in this study have a good level of reliability. Thus further data processing stages can be carried out.

Discriminant validity testing is intended to ensure that each statement used as a variable measuring instrument is really appropriate to be used as a measurement instrument. The test was carried out using the Fornier Larcker Critarion approach. Based on the results of data processing that has been carried out, a description of the results is shown in Table 4.11 below:

Tabel 3 Discriminant Validity

	<i>Brand love</i>	<i>Brand loyalty</i>	<i>Self esteem</i>	<i>Susceptibility to Normative</i>
<i>Brand love</i>	0.892			
<i>Brand loyalty</i>	0.875	0.883		
<i>Self esteem</i>	0.863	0.875	0.846	
<i>Susceptibility to normative influence</i>	0.834	0.832	0.829	0.844

Based on the test results, it can be seen that the brand love variable has a correlation coefficient of 0.892. The coefficient value is greater than the correlation coefficient of the brand loyalty variable of 0.883, the correlation coefficient of the self-esteem variable is 0.846 and the correlation coefficient of the susceptibility to normative influence is 0.8.44. Thus, from the

correlation coefficient formed from the matrix, it can be concluded that each research variable has been supported by the right statement. Thus all statements used as variable measurements can continue to be used in further data processing stages.

The cross loading matrix is useful for ensuring that each statement used as a variable measurement instrument has a consistent standard outer loading. Where each statement that measures each variable will have a correlation coefficient ≥ 0.70 (Hair et al., 2019). In accordance with the results of data processing that has been carried out, the results obtained are described in Table 4 below:

Tabel 4 Cross Loading

	<i>Brand love</i>	<i>Brand loyalty</i>	<i>Self Esteem</i>	<i>Susceptibility to Normative</i>
BL1	0.531	0.879	0.602	0.458
BL2	0.568	0.917	0.596	0.557
BL3	0.679	0.947	0.651	0.400
BL4	0.663	0.869	0.588	0.585
LV1	0.876	0.654	0.834	0.331
LV2	0.893	0.614	0.344	0.427
LV3	0.923	0.569	0.361	0.586
LV4	0.874	0.562	0.335	0.415
SE1	0.536	0.531	0.867	0.381
SE2	0.547	0.569	0.851	0.407
SE3	0.446	0.626	0.830	0.369
SE4	0.580	0.555	0.854	0.476
SE5	0.643	0.578	0.828	0.356
STNI1	0.611	0.597	0.454	0.866
STNI2	0.546	0.615	0.532	0.869
STNI3	0.437	0.670	0.401	0.829
STNI4	0.522	0.901	0.527	0.810

In Table 4.8 it can be seen that each of the variables used has been supported by the right measurement instrument, because each variable has been measured with a statement that has a correlation coefficient ≥ 0.70 . If observed from the matrix, it can be seen that the measurement instrument has a greater correlation coefficient than the correlation coefficient that is formed beside or under it. Thus it can be concluded that all statements used to measure research variables in research are truly measured by the most appropriate instrument.

R-square analysis is useful for knowing how much ability the independent variable has to contribute to creating changes in the dependent variable as measured by percentage (Hair et

al., 2019). Based on the results of data processing that has been done, the results obtained are described in Table 5 below:

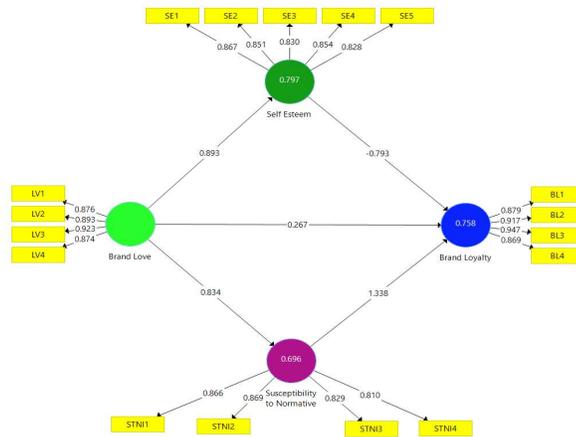
Table 5 R-square Analysis Result

	<i>R-square</i>	<i>R-square Adjusted</i>
<i>Brand loyalty</i>	0.758	0.753
<i>Self esteem</i>	0.797	0.795
<i>Susceptibility to normative influence</i>	0.696	0.694

In Table 5 it can be seen that there are three sub-structures that make up the measurement model in this study. In the first model, the R-square value is 0.758. The coefficient value can be interpreted that the variables brand love, self-esteem and susceptibility to normative influence are able to contribute to creating changes in consumer brand loyalty in Padang City in using iPhone products by 75.80% while the remaining 24.20% other contributions are influenced by other variables that are not used in current research model.

In the second sub-structure model, the determination coefficient value is 0.797. The coefficient value shows that brand love is able to contribute to driving changes in consumer self-esteem by 79.70%, while the remaining 20.30% is influenced by other variables that are not used in the current research model. In the third sub-structure model, the R-square value is found to be 0.696. The coefficient value shows that brand love is able to contribute to encouraging changes in the susceptibility to normative influence in consumers by 69.60% while the remaining 30.40% other contributions are influenced by other variables not used in the current study:

The measurement structural model shows a measurement framework formed by each variable measurement instrument, as well as the coefficients that show the model is feasible to use. Based on the results of data processing that has been carried out, a measurement structural model image is obtained from the current research, as shown in Figure 4.1 below:



Picture 1 Measurement Structural Model

In the measurement picture frame, it can be seen that each research variable used has been supported by an outer loading value ≥ 0.70 . In addition, from the goodness of fit test, it can be seen from the R-square value for each sub-structure that has a relatively high coefficient ranging from 29.20% to 71.40%. Thus it can be concluded that the measurement model framework to be analyzed in testing the hypothesis is declared feasible or fit. Thus the stages of testing the hypothesis can be carried out immediately.

In the model structure figure, it can be seen that each of the research variables used has been supported by an outer loading value ≥ 0.70 . In addition, from the goodness of fit test, it can be seen from the R-square value for each sub-structure that has a relatively high coefficient ranging from 69.60% to 79.70%. Thus it can be concluded that the measurement model framework to be analyzed in testing the hypothesis is declared feasible or fit. Thus the stages of testing the hypothesis can be carried out immediately.

After all testing procedures have been fulfilled, the hypothesis testing stage is carried out using the t-test statistic. Based on the results of data processing that has been carried out, the results obtained are described in Table 6 below:

Table 6 Hypothesis Testing

	<i>Original Sample</i>	<i>T-stat</i>	<i>P-value</i>	Kesimpulan
<i>Brand love -> Brand loyalty</i>	0.267	2.900	0.004	Acceptance
<i>Self esteem -> Brand loyalty</i>	-0.793	5.231	0.000	Acceptance
<i>Susceptibility to Normative -> Brand loyalty</i>	1.338	11.017	0.000	Acceptance
<i>Brand love -> Self esteem</i>	0.893	52.963	0.000	Acceptance
<i>Brand love -> Susceptibility to Normative</i>	0.834	28.550	0.000	Acceptance

Based on the results of hypothesis testing, it was found that brand love has a positive effect on brand loyalty because it has a P value <0.05. At the second hypothesis testing stage, self-esteem has a negative effect on brand loyalty (P < 0.05). Furthermore, from the results of hypothesis testing, it was also found that susceptibility to normative influence had a positive effect on brand loyalty (P < 0.05). It was also found that brand love has a positive effect on susceptibility to normative influence on iPhone users in Padang City.

The indirect effect test aims to examine the effect of the independent variables on the dependent variable through intermediary variables. Based on the results of data processing that has been carried out, the results obtained are described in Table 7 below:

Tabel 7 Indirect Effect)

	<i>Original Sample</i>	<i>T-stat</i>	<i>P-value</i>	Kesimpulan
<i>Brand love -> Self esteem -> Brand loyalty</i>	-0.708	5.217	0.000	Signifikan
<i>Brand love -> Susceptibility to Normative -> Brand loyalty</i>	1.116	9.627	0.000	Signifikan

In accordance with the results of statistical testing, it can be seen that self-esteem weakens the relationship between brand love and brand loyalty. This is evidenced by the path coefficient value of -0.708. The results obtained are statistically proven by the P-value of 0.000. Data processing is done using an error rate of 0.05. The results obtained show $P \leq 0.05$. So the decision is that H_0 is rejected and H_6 is accepted so that it can be concluded that self-esteem mediates the relationship between brand love and consumer brand loyalty in Padang City in using the iPhone.

In accordance with the statistical test results, it can be seen that the susceptibility to normative influence strengthens the relationship between brand love and brand loyalty. This is evidenced by the path coefficient value of 1.116. The results obtained are statistically proven by the P-value of 0.000. Data processing is done using an error rate of 0.05. The results obtained show $P \leq 0.05$. So the decision is that H_0 is rejected and H_6 is accepted so that it can be concluded that the susceptibility to normative influence mediates the relationship between brand love and consumer brand loyalty in Padang City in using the iPhone.

KESIMPULAN DAN SARAN

At the hypothesis testing stage, it was found that brand love had a positive and significant effect on consumer brand loyalty in Padang City to continue using the iPhone. At the second

testing stage, self-esteem found a negative and significant effect on consumer brand loyalty in Padang City when using the iPhone. Furthermore, at the third hypothesis testing stage, it was found that susceptibility to normative influence had a positive and significant effect on consumer brand loyalty in Padang City in using the iPhone.

At the fourth hypothesis testing stage, it was found that brand love had a positive and significant effect on consumer brand loyalty in Padang City in using the iPhone. Furthermore, the next hypothesis testing is found. In the next stage of hypothesis testing, it was found that brand love had a positive and significant effect on the susceptibility to normative influence received by consumers in Padang City in using the iPhone. In testing the indirect effect, it was found that self-esteem mediates which weakens the relationship between brand love and consumer brand loyalty in Padang City in using the iPhone. Furthermore, Susceptibility to normative influence mediates, namely strengthening the relationship between brand love and brand loyalty of consumers in Padang City in using the iPhone

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