CONSUMER LOYALTY REVIEWED FROM   BRAND IMAGE, SOCIAL MEDIA, LIFESTYLE AND PRODUCT INNOVATION
(Study on iPhone Users in Solo)

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Abstract: *The research was conducted with the aim of knowing and explaining the influence of Brand Image, Social Media, Lifestyle, and Product Innovation on Consumer Loyalty of iPhone Users in Solo City. The distribution of questionnaires and documentation of iPhone users in the city of Solo who agreed to be respondents was chosen to be the data collection technique in this study. The sample for this study was 125 respondents with convenience sampling. The results of this study are that the variables of Brand Image, Social Media, Lifestyle and Product Innovation together or simultaneously have a significant effect on Consumer Loyalty of iPhone Users in the City of Solo. Partially, each variable, namely Brand Image, Social Media, Lifestyle and Product Innovation, has a significant effect on Consumer Loyalty of iPhone Users in the City of Solo. Overall Variables of Consumer Loyalty Overall the variables of Brand Image, Social Media, Lifestyle and Product Innovation which are explained by the independent variables are 52.20% and the rest are obtained from other variables.*

Keywords: Social Media, Lifestyle and Product Innovation, Consumer Loyalty

1. Introduction

The very rapid development of communication technology, especially smart phone gadgets, has indirectly become a basic need of society, because people need to meet their own information and communication needs. time. The growth in smartphone use can be seen from the continued growth in the number of smartphone users worldwide, including Indonesia. There are many smartphone brands in the Indonesian market. Marketers of these brands continue to strive to gain market share in Indonesia. Based on a survey, the iPhone is one of the most popular smartphone products at the moment, seen from the increasing sales of iPhones in Indonesia. iPhone is a smartphone issued by Apple Inc. Steve Jobs has its own uniqueness, even though it offers a fairly high price.

The increase in iPhone users in Indonesia is due to the large number of young people who continue to follow technology, all iPhone features are of good quality, this is also driven by consumer loyalty driven by the brand, product, or service meeting or exceeding expectations, so users will show positive attitudes and desires to purchase the same goods or services (repurchase intention) and act as a role model for others (promotional intent).

Along with the current high demand for iPhone, it is driven by a lifestyle trend in society, where since the iPhone launched various product series that are relevant to Generation Z, iPhone sales have increased much more rapidly, this is thought to affect Consumer Loyalty with Brand

Image, Social Media, Lifestyle and Product Innovation Products when buying an iPhone as the smartphone of choice.

2. Literature Review

1) Consumer Loyalty

Very positive commitment from customers. That is, consumer loyalty is obtained because of a combination of satisfaction and complaints. Tjiptono (2014:268).

According to Andres (2020), loyalty can be measured through attitude and behavior items. Attitude measures, as they reflect psychological and emotional attachment to consumer loyalty, are used to understand the cognitive factors behind purchase motivation and future behavior. As explained in Robby (2017:353) by Tjiptono (2014:268),

consumer loyalty has indicators in the form of:

1) Repeat purchase
2) Recommend to others
3) Do not change brands.
4) Talking about positive things is talking about positive things about the product you are buying

2) Brand Image

According to Risqi, Rahmat, and Jhonny (2018), when finding differences and advantages with other brands, brand image is formed because of clarity and has advantages over competitors. Meanwhile, according to Andres (2018), brand identity informs the goods and services of various sellers and differentiates them from competitors.

According to Keller (2012:239) above, in this study, researchers modified brand image metrics as follows:

1) Competitive
2) Easy to find and a lot
3) Trusted Products
4) Guaranteed safety
5) Good cooperation

3) Social Media

As defined by Andreas Kaplan and Michael Haenlein, social media is a set of applications from the Internet designed from the idea of Web 2.0 technologies that can be used to create or exchange user-generated content, share and create content.

Social media metrics

According to Solis (2010:263), there are 4 indicators:

1) Context
2) Communication
3) Collaboration
4) Connection

4) Lifestyle

Bob Sabran (2009: 210) says: "Lifestyle is broadly defined as a person's way of life in the world, as expressed in various life activities. Lifestyle describes the activities of people interacting with the environment. According to Aldi, Djumali, Ratna (2020), lifestyle is more about our concern for the environment and nature. According to Wibowo

and Amaliah (2015), the behavior of using environmentally friendly products is measured through indicators, including:

  1) How consumers use their time to influence
  2) Opinion How consumers perceive various issues/opinions.
  3) Determine consumer preferences and priorities/interests.

5) Product Innovation

Product innovation is the endeavor of something that is perceived by someone as a new good, service, or idea, no matter how long it takes, from where the new idea spreads from its source. Created or created by him. end user or adopter Kotler and Keller (2016: 478), the innovative characteristics of the product are supported by five indicator factors:

  1. Relative advantage
  2. Compatibility
  3. Complexity
  4. Separation (experimental)
  5. (Appearance)

3. Research Method

This research is located in Solo City. The sampling technique used was convenience sampling, with a total of 125 respondents. This type of quantitative descriptive research. Sampling by giving questionnaires to iPhone users in Solo who are willing to be respondents.

4. Result and Discussion

1) Normality Test

Table 1. Result of Normality Test

Variable	Kolmogorov-Smirrov	*p-value*	Description
Unstandardized Residual	0,200	0,05	Normal data distribution

The significance value is greater than (0.200 > 0.05), then the data distribution is declared normal.

2) Multicollinearity Test

Table 2. Multicollinearity Test

Variable	*Tolerance*	VIF	Description
Brand Image	0,859	1,164	Free from Multicollinearity
Media Social	0,646	1,549	Free from Multicollinearity
Lifestyle	0,611	1,635	Free from Multicollinearity
Inovasi Produk	0,734	1,363	Free from Multicollinearity

Based on table 2, the value of VIF<10 and Tolerance >1 is free from multicollinearity.

3) Heteroscedasticity Test

Tabel 3. Hasil Uji Heteroskedastisitas

Variable	P-value	α	Description
Brand Image	0,079	0,05	Free from heteroscedasticity
Media Social	0,422	0,05	Free from heteroscedasticity
Lifestyle	0,768	0,05	Free from heteroscedasticity
Inovasi Produk	0,125	0,05	Free from heteroscedasticity

The p-value > 0.05, so in this study it is free from heteroscedasticity

4) Hypothesis test

Table 4. Multiple Regression Test Results

Variable	Regression Coefficient (B)
(Constant)	1,096
Brand Image	0,148
Media Social	0,327
Lifestyle	0,309
Inovasi Produk	0,224

$$Y = 1{,}096 + 0{,}148x_1 + 0{,}327x_2 + 0{,}309x_3 + 0{,}224x_4$$

a. α. = 1.096 reveals if there is no change in the variables (Brand Image, Social Media, Lifestyle and Product Innovation) that affect Consumer Loyalty, then Consumer Loyalty is 1.096 from the measurement scale used.

b. X1, Brand Image is positive, and the value of Social Media, Lifestyle and Product Innovation is constant, so Consumer Loyalty (Y) increases by 0.148.

c. X2, Social Media is positive, and the value of Brand Image, Lifestyle and Product Innovation is cash, then Consumer Loyalty (Y) increases by 0.327.

d. X3, Lifestyle is positive, and Brand Image, Social Media and Product Innovation are constant, so Consumer Loyalty (Y) increases by 0.309.

e. X4, Product Innovation is positive, and Brand Image, Social Media and Lifestyle are constant, so Consumer Loyalty (Y) increases by 0.224.

5) Overall Test

Table 5. F . Test Results

Variable	F_{count}	F_{table}	Sig (Probability)	Description
(Constant) *Brand Image* Media Social *Lifestyle* Product Innovation	39,153	2,45	0,000	Ho rejected

Based on table 6 that $F_{count} > F_{table}$ (39,153> 2,45), together the independent variables have affected the Consumer Loyalty of iPhone users in Solo.

6) **t test**

Table 6. Hasil Uji t

Variable	t_{hcount}	t_{table}	Sig(Prob)	Description
Brand Image	2,288	1,979	0,024	Ho rejected
Media Social	4,369	1,979	0,000	Ho rejected
Lifestyle	4,013	1,979	0,000	Ho rejected
Inovasi Produk	3,188	1,979	0,002	Ho rejected

From the results of the t-test analysis, it was found that tcount was greater than ttable by showing a significance number smaller than 0.05 (α). Partially all independent variables were significant and had a positive effect on Consumer Loyalty of iPhone users in the City of Solo.

7) **Coefficient of Determination Test (R^2).**

Table 7. Result Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	0,752	0,556	0,552	1,437	1.800

All independent variables have a simultaneous effect of 55.20%. While the influence of outside variables is 44,80%.

5. **Conclusion**
   1. The results of testing Facilities, Brand Image, Social Media, Lifestyle and Product Innovation, simultaneously all variables have an effect on Consumer Loyalty which is stated from the F Test results of 39,153
   2. There is a positive influence of Brand Image on Consumer Loyalty as stated through the results of the t test of (2.288).
   3. There is a positive influence of Social Media on Consumer Loyalty, which is stated from the value of the t test results of (4.369).
   4. There is a positive influence of Lifestyle on Consumer Loyalty, which is stated from the value of the t-test result of (4.013).
   5. There is a positive effect of Product Innovation on Consumer Loyalty, which is stated from the value of the t test results of (3.188).
   6. The regression model which is the equation about the effect of Brand Image, Social Media, Lifestyle and Product Innovation on Consumer Loyalty is Y = 1.096+ 0.148x1 + 0.327_{x2}+ 0.309_{x3}+ 0.224_{x4}
   7. The contribution of this research variable Brand Image, Social Media, Lifestyle, and Product Innovation to Consumer Loyalty is the value of Adjusted R Square (Adjusted R^2) 55.2%, and others are explained by variables outside the study of 44.8%

Suggestion

1. It is hoped that the Apple Company will be able to provide better features, especially in news updates, so that consumers can optimize the use of iPhones to meet the lifestyle of consumers who are hungry for news that is happening around the world or around the world.
2. Apple is expected to increase the brand image variable given to consumers, make the iPhone more different from other smartphone brands, and in the end the iPhone product itself can increase consumer confidence. Use.
3. For further researchers, it is recommended to add other factors such as reference groups, social factors, etc., so that purchasing decisions are made because consumers already understand the factors related to Apple products and it is hoped that consumers can easily buy iPhone products according to the benefits obtained consumer.

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