

Analysis of Brand Credibility and Brand Reputation on Brand Performance

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ABSTRACT

Leveraging the iPhone brand as a case study, the purpose of this research is to examine the impact of brand credibility and reputation on brand performance. Methods of quantitative description are used in this study. The present study employed purposive sampling, whereby the participants were selected based on their knowledge of and experience with purchasing iPhone brand products within the purchase range of March 2023 - March 2024. In all, 104 people took part in this study. Version 3.3.9 of the Smart PLS analysis program is used to process partial least squares, which are utilized in data analysis in research. Respondents were given a Google Form questionnaire with a scale from 1 to 4 that included the options for strongly disagree, disagree, agree, and highly agree. The study's findings demonstrate how brand credibility affects brand performance. Then, brand performance is influenced by brand reputation. The author's managerial inference is that buyers often second-guess their decision to purchase a product at a high cost. Because people, especially in Indonesia, continue to cite the rule of demand, which states that buyers would purchase a comparable good at a lower cost if the price of one product is higher than another. Secondly, the straightforwardness of finding iPhone products in stores should not be taken into account when making a direct purchase. Customers will take selling price and features into perspective.

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INTRODUCTION

Currently, technological advances have become an integral part of people's daily lives, both in terms of work, entertainment and communicating with each other (Orunbayev, 2023) . Because humans are social creatures who cannot live alone and need each other in everyday life, communication according to Hamilton & Holler (2023) is important in people's social relations. It's important to communicate and get information quickly. People usually buy smartphones to gain prestige which will provide satisfaction for the owner, as well as to help and make daily activities easier (Guo & Luo, 2023).

With increasing consumer demand for smartphone products, smartphone manufacturing companies and vendors are competing to create new product lines that can meet customer needs and at the same time attract customers' interest in buying their

products (Mutaqin et al., 2023). According to Uddin et al., (2023), companies must have a competitive advantage which is largely determined by their ability to provide higher value than their competitors. Therefore, companies must understand customers' needs and desires before they decide to buy the goods or services offered (Jacob, 2023). Mion et al. (2024) stated that various kinds of innovations from companies in designing a brand with comprehensive specifications make consumers choose brands conservatively by considering more which brands suit their needs. Of course, consumers will choose smartphone smart devices to help them in their daily lives (Philip et al., 2023).

Javid et al. (2023) said that the majority of people use cellphones to access the internet. This shows the dominance of the use of mobile phones as the main device to connect with the digital world (Kabirigi et al., 2023). The use of mobile phones to access the internet according to Moges et al. (2023) has several advantages, such as being easy to carry anywhere, offering a variety of applications and features, and the price is increasingly affordable. This dominance of cellphone use also has a significant impact on various aspects of life, such as changes in the way of communicating, doing business and learning (Olçum & Gülova, 2023). As more and more people use mobile phones to access the internet, it is important to ensure that the internet can be accessed by everyone easily and affordably (Maketo et al., 2023).

Currently, people use smart phones or what are known as Smartphones. The smartphones produced come with brands whose features are tailored to customer needs (Sha et al., 2024). As explained by Monika & Kurniawati (2023). the market opportunity for smartphones is making companies compete to make smartphones that are sophisticated and popular with consumers, both based on iOS and Android. The iPhone brand is one that is popular with the public. As stated by Annur (2022), the number of active iPhone users worldwide will reach 1.33 billion units in 2022. This figure is an increase of 8.13% from the previous year of 1.23 billion units. For more than the last decade, the number of active iPhones globally has continued to increase every year. It is recorded that the number of active iPhones worldwide in 2022 is the highest since 2008. The iPhone brand is in demand because it is more durable and reliable, so the user experience is better for a longer period of time. iPhone owners are easily satisfied, comfortable with their old iPhone and not too interested in changing to a new model (Muhammad, 2023).

In research by Yuliana et al. (2023) found that Brand Credibility influences Brand Performance. Brand credibility that is well recognized by consumers means consumers will continue to buy, wear and use products from that brand (Saajidah et al., 2024). Brand Credibility is the level of trust in brand information contained in a product, which requires confidence that a brand has the ability and desire to continue what has been promised (Rozania et al., 2024). Brand credibility facilitates a company to produce brand performance (Munir et al., 2024). Brand Credibility refers to the capacity and willingness of a brand to consistently deliver what they promise and is formed through a combination of the company's reliability and experience (Tirawani et al., 2024).

H1: Brand Credibility influences Brand Performance

In research by Yuliana et al. (2023) found that Brand Reputation influences Brand Performance. Brand Reputation as an indicator of how a brand is seen by consumers, is not only related to product quality, but is also influenced by factors such as customer service, sustainability, and overall brand image (State, 2023) . Brand reputation plays a central role in forming brand trust, and a deep understanding of the relationship between the two is very crucial in the context of brand management (Ahmadi & Ataei, 2022). Salam & Jahed (2023) suggest that a good brand reputation is the main foundation that helps build consumer trust. When a brand has a positive reputation, consumers tend to associate it with quality, integrity, and reliability (Damanik, 2024).

H2: Brand Reputation influences Brand Performance

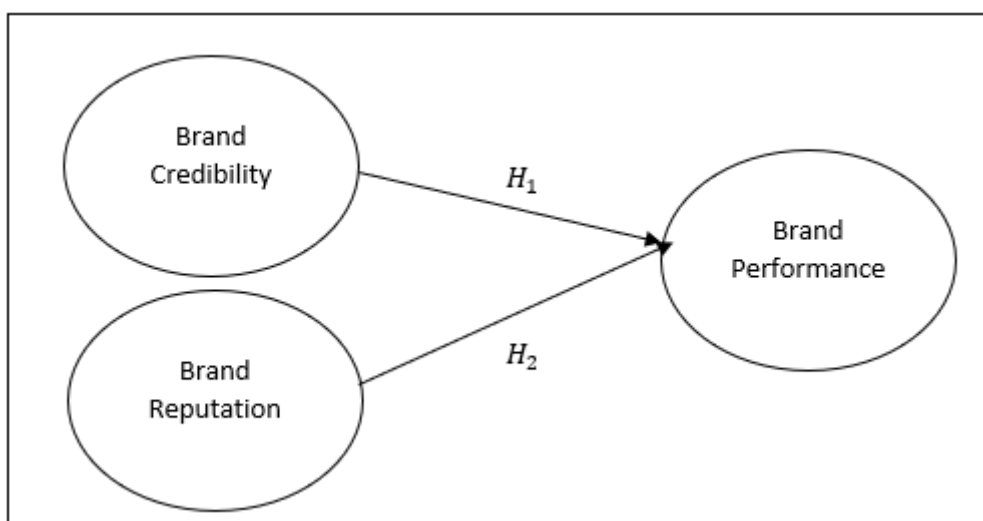


Figure 1. Conceptual Model

The focus of this research is to analyze the influence of Brand Credibility and Brand Reputation on Brand Performance with a case study of the iPhone brand. Researchers have not found research with variables similar to this case study before. So this is a novelty in research.

METHODS

Based on Yuliana (2020), the study design elucidates the research flow that the author will examine. Methods of quantitative description are used in this study. The present study employed purposive sampling, whereby the participants were selected based on their knowledge of and experience with purchasing iPhone brand products within the purchase range of March 2023 - March 2024. In all, 104 people took part in this study. Version 3.3.9 of the Smart PLS analysis program is used to process Partial Least Squares, which has been used in data analysis in research. A questionnaire in the form of a Google Form was distributed to respondents using a scale range of 1-4 with the criteria of strongly disagree, disagree, agree and strongly agree. The questionnaire in the research uses a closed

statement form in all parts, except for the first part of the questionnaire. Closed questions were put forward by Mustikasari et al. (2022) is a question where the answers have been limited so that the answer is more structured.

RESULTS AND DISCUSSION

Respondent Demographic Results

The data in this research was obtained by distributing questionnaires to 100 respondents who were Indonesian people who used iPhone brand smartphones. The general characteristics of respondents are based on gender, age, educational background, domicile, employment, and costs incurred to purchase iPhone products. Of the 100 respondents obtained, the majority of respondents were female, 65.4%, while 34.6% were male. Most of the respondents were aged 15-25 years as much as 90.4%, while those aged 26-35 years were 9.6%. The educational background of respondents was dominated by Bachelor Degree as much as 80%, while high school was 16.3%, Diploma Three was 1%, Master Degree was 1%, and Doctoral Degree was 1%.

The respondents' domicile is dominated by people living in Jabodetabek at 96.2%, while NTB at 2%, Kalimantan at 1%, and Sulawesi at 1%. Respondents were dominated by people who were still studying at college/students as much as 83.7%, while private employees were 9%, freelancers were 5%, unemployed were 2%, and lecturers/teachers were 1%. As many as 39.4% of respondents spent Rp. 5,100,000-Rp. 10,000,000 to buy iPhone products, while 34.6% of respondents spent Rp. 10,100,000-Rp. 15,000,000, 19.2% of respondents spent > Rp. 15,000,000, and 7% of respondents spend IDR 1,000,000-IDR 5,000,000 to buy an iPhone product.

Validity Test Results

Validity testing is needed to ensure whether a questionnaire for each variable is valid (Justiana & Yuliana, 2024; Saksono & Yuliana, 2024). Using alternative measures, convergent validity testing is conducted to identify measures that show positive correlations of comparable constructs (Utoyo et al., 2023) . The outer loading and Average Extracted Variance (AVE) values are requirements for achieving value fulfillment (Ningsih et al., 2023) . Processing research data produces the following values:

Table 1. Validity Test

Variables	Indicators	Factor Loading
Brand Credibility	BC1	0.946
	BC2	0.965
	BC3	0.980
	BC4	0.965
	BP1	0.073
	BP10	0.895
	BP11	0.857
	BP12	0.895
	BP2	0.754

	BP3	0.661
	BP4	0.792
	BP5	0.785
	BP6	0.929
Brand Performance	BP7	0.896
	BP8	0.89
	BP9	0.859
	BR1	0.931
	BR2	0.921
	BR3	0.924
	BR4	0.916
	BR5	0.924
	BR6	0.944
	BR7	0.943
Brand Reputation	BR8	0.946
	BR9	0.909

Source: Processed Data (2024)

The squared loadings of indicators that are interrelated with construction have a large average value called Average Variance Extracted (AVE) and the AVE value requirement is 0.50 or greater (Khoiroh et al., 2023). This shows that the average construct can explain more than half of the variance of the indicators (Marianti et al., 2023). In the BP3 loading factor; has a value <0.7 so it is excluded from the validity test.

Convergent validity testing can then be carried out by observing the Average Variance Extracted (AVE) value. Based on the data processing results of the AVE values obtained, the value for each variable is above 0.5, therefore these variables can be declared valid (Sherlyta et al., 2024) . The highest AVE value is in the brand reputation variable with a value of 0.863 and the lowest AVE value is in the brand credibility variable with a value of 0.930.

Table 2. Average Variance Extracted

	Average Variance Extracted (AVE)
Brand Credibility	0.930
Brand Performance	0.712
Brand Reputation	0.863

Source: Processed Data (2024)

The highest value for the outer loading of a construction can indicate that the related indicators are very similar. Apart from that, the provisions that have been determined can be shown by explaining the substantial part of each variant indicator by a latent variable with a minimum of 5% (Fauzan et al., 2023) . The standard value for outer loading is 0.5 or greater, with the ideal value being 0.7 or greater (Saputri et al., 2024) .

Reliability Test Results

Reliability testing is the next stage of instrument testing using SmartPLS 3.3.9 and the PLS-Algorithm procedure (Yuliana et al., 2023). The Cronbach Alpha and composite reliability values obtained were used to test the reliability of each variable which is presented in Table 3 below:

Table 3. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Credibility	0.975	0.975	0.981
Brand Performance	0.962	0.967	0.967
Brand Reputation	0.98	0.980	0.983

Source: Processed Data (2024)

The instrument in this research is reliable or reliable, because according to the results of the answers from the respondents it can be declared consistent.

Hypothesis Test Results

Based on the results of hypothesis testing in table 4, it states that the overall results of hypothesis testing are supported.

Table 4. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis Results
BRAND CREDIBILITY -> BRAND PERFORMANCE	0.360	0.355	0.106	3,383	0.001	accepted
BRAND REPUTATION -> BRAND PERFORMANCE	0.544	0.549	0.104	5,212	0	accepted

Source: Processed Data (2024)

A detailed discussion of each hypothesis based on the table above is explained as follows:

The data above shows that the brand credibility variable has a positive and significant effect on brand performance ($\beta = 0.36$; $p = 0.001$). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value is <0.05 which concludes that brand credibility has a significant impact on brand performance. This description shows that Hypothesis 1 is supported.

This research shows that the brand reputation variable has a positive and significant effect on brand performance ($\beta = 0.544$; $p = 0$). The path coefficient value shows a unidirectional relationship between the two variables. Apart from that, the p value is <0.05 which concludes that brand reputation has a significant impact on brand performance. This description shows that Hypothesis 2 is supported.

The Influence of Brand Credibility on Brand Performance

The first hypothesis states that Brand Credibility influences Brand Performance. This is in line with research conducted by Yuliana et al. (2023) . A brand must always have a strong will to fulfill its promises. Creating good brand credibility is the best way to overcome bad news from word of mouth. Brand credibility can be said to be one of the psychological factors within consumers which can trigger the urge to purchase. Brand Credibility is closely related to a consumer's perspective on a brand, regarding the extent of a consumer's perception of the brand in the company.

Brand credibility is created from brand consistency, brand clarity, brand investment that is communicated clearly to consumers. Credible brands increase consumers' perception of product quality, making them more likely to purchase it. Likewise, a positive attitude toward a brand can lead to higher purchase intentions, as consumers view the brand and product more favorably. Thus, marketers must invest in building a strong brand reputation and cultivating a positive brand attitude to increase purchase intent, drive sales and improve the performance of the brand.

The Influence of Brand Reputation on Brand Performance

The second hypothesis states that Brand Reputation influences Brand Performance. This is in line with research conducted by Yuliana et al. (2023) . In an era where information can quickly spread through various social media and online platforms, brand management must understand that a brand's reputation can easily be made or destroyed in a matter of seconds. A good reputation gives consumers confidence that they can rely on the brand to consistently meet their expectations.

When making purchasing decisions, consumers often refer to brand reputation as a determining factor. A strong reputation can minimize consumer uncertainty, making them feel more comfortable and confident in choosing products or services from that brand. Apart from that, brand reputation also plays an important role in ensuring long-term consumer loyalty. Consumers who are satisfied with their experience with a brand and trust its reputation are more likely to remain loyal, even in the face of product variation or market competition. This will increase the brand performance of a brand and create excellence in the industry.

CONCLUSION

Based on the results of the research and discussion above, it can be concluded that first, Brand Credibility influences Brand Performance. Then, Brand Reputation influences Brand Performance. Based on the findings in this research, the managerial implication that the author conveys is that consumers tend to think twice if they buy a product at an expensive price. Because people in Indonesia in particular still refer to the law of demand where if the price of a product is higher, consumers will buy a similar product at an affordable price. Second, even though iPhone products are easy to find in stores, this is not a consideration for making a direct purchase. Consumers will consider features and selling price. Therefore, the selling price determination must be taken into account by the iPhone brand owner. This

research has limitations. Suggestions for further research are analyzing the influence of brand performance based on brand experience and brand awareness.

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