THE INFLUENCE OF BRAND PASSION, BRAND TRUST AND BRAND IMAGE ON BRAND EVANGELISM IN PRODUCTS IPHONE IN LHOKSEUMAWE CITY

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ABSTRACT

This study aims to analyze the effect of Brand Passion, Brand Trust and Brand Image on Brand Evangelism on Iphone Products in Lhokseumawe City. This study uses primary data obtained by distributing questionnaires to 100 respondents who were selected using the Slovin formula. The data analysis method used is the multiple linear regression method with the help of SPSS. The results showed that brand passion had a negative and insignificant effect on brand evangelism of iPhone product users in Lhokseumawe City, brand trust had a positive and significant effect on brand evangelism of iPhone product users in Lhokseumawe City, brand image had a negative and insignificant effect on brand evangelism of iPhone product users. in Lhokseumawe City, and the test results simultaneously show that the variables of brand passion, brand image and brand trust have a negative and insignificant effect on brand evangelism of iPhone product users in Lhokseumawe City.

Keywords*: brand passion, brand trust, brand image and brand evangelism.*

1. INTRODUCTION

Companies that can create brands well will have different characteristics in the eyes of consumers. To be able to attract consumer interest, especially millennials, electronic companies based on modern technology must certainly be able to innovate following developments in the digital and virtual era, for example, smartphone companies are currently These companies are competing to create the latest and most complete features so that they can attract consumers' interest and make consumers feel satisfied in the future.

In the era of the 4.0 technology industry, smartphones play an important role in increasingly sophisticated digital technology processes, are used as online learning media, can already be done through online technology via Gmail, so sophisticated is the 4.0 industry era, therefore a communication tool that was previously only used as a means of telephone and SMS now with the emergence of modern technology, many competing companies create their own advantages.

There are many great benefits from the company side to help companies get high benefits, and can help companies in terms of marketing to convey the branding of the products they sell or produce, so that these products can captivate consumers, one of which is technology-based products. Indonesia became one of the active smartphone user countries in 2018 which made it the fourth largest smartphone user country in the world after China, India & the United States (Millward, 2014).

Apple brand smartphone is a company engaged in the field of hardware and software, including the hardware made by Apple is the Iphone. The iPhone is the first smartphone made by Apple, which was launched in 2007. The iPhone is trying to enter the market with a different concept, which can be seen in terms of price and product quality. The appearance of the iPhone for the first time was in the spotlight all over the world, because the Iphone has a minimalist and simple design, only has a touch screen and one "home" button. However, that is what actually

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makes this smartphone look more elegant. In terms of features, the Iphone is the first smartphone to have a multi-touch feature.

The high share of the market that uses Iphone products in Indonesia is inseparable from the level of consumer trust in a brand or service, so they try to influence other people to buy these products or services or what is often called brand evangelism. According to Sri Vanayuli Riorini and Christine Catur Widayati (2015), brand evangelism is a continuation of word of mouth where companies develop consumers who believe strongly in a product or service and they try to convince others to try or buy the product or service. Beccera (2013) explains that Brand Evangelism is a strong brand relationship with consumers that informs ideas, or about certain brands freely to consumers to desire to influence consumption behavior. Brand Evangelism itself is very much liked by every seller and company, because those who have the nature of brand evangelism will have high loyalty to a product they sell and are willing to do anything for the product they like.

Some of the variables that cause brand evangelism to occur are brand passion. According to Niyomsart & Khamwon, (2016) the highest level of brand consumers is brand passion, where consumers feel in love with the brand and cannot be replaced with other brands. According to Albert et al, (2013) states that brand passion is a state in which individuals identify themselves with their favorite activities, enjoy them, and consider them important, to get involved in these activities, and in other words it can be concluded that obesity, insanity, and excitement towards a brand. Thus brand evangelism will arise by itself in consumers so as to help producers to continue to develop.

Not only brand passion can lead to brand evangelism in consumers, but a sense of trust in the brand is also a consideration for consumers in choosing the product they want to use. Brand trust is the perception of reliability from a consumer's point of view based on experience, or more on sequences of transactions or interactions characterized by fulfilled expectations of product performance and customer loyalty (Asimet al., 2012). Trust is built because there is an expectation that the other party will act according to the needs and desires of consumers.

Brand trust is the ability of a brand to be trusted (brand reliability), which originates from consumer confidence that the product is able to fulfill the promised value and good brand intention (brand intention) which is based on consumer belief that the brand is able to prioritize consumer interests (Beneke et al, 2011). Customer trust in the brand (brand trust) is defined as the customer's desire to rely on a brand with the risks faced because the expectation of the brand will lead to positive results (Qurat Ul-Ain, 2011). The higher the brand trust in consumers, the greater the opportunity for the company to continue to improve the quality and quality of the Iphone smartphone.

Brand image is defined as a consumer's mental image of a product including the symbolic meaning that consumers associate with certain attributes of a product or service (Chinomona, 2014), therefore, consumer attitudes and actions towards a brand are largely determined by brand image, which is a requirement of a strong brand. According to Marheni Eka Saputri & Tutut Ratna Pranata (2013) brand evangelism owned by consumers can be based on a positive brand image conveyed by the brand. The association of brand image becomes the basis for consumer decisions to be loyal to the brand. People who are already loyal cannot look at other brands because basically consumers will trust product brands they are familiar with beforehand, they can even optimistically choose brands they know without trying to compare them with other brands.

2.LITERATURE REVIEW
2.1.Theoritical Foundation
Brand Passion

According to Albert et al, (2013) states that brand passion is a state in which individuals identify themselves with their favorite activities, enjoy them, and consider them important, to get

involved in these activities, and in other words it can be concluded that consumer loyalty to a brand used .

According to Pichler, & Hemetsberger (2007) in Brand Passion there are indicators, among others, namely:
a) The brand is the main factor,
b) High intensity to connect with brands,
c) The desire to use the brand,
d) The pleasure of knowing the brand,
e) Interest in the brand, and
f) Relationship with passion for the brand.

Brand trust

According to Rizan, et al (2012: 6) Brand trust is the perception of reliability from a consumer point of view based on experience, or more on sequences of transactions or interactions that are characterized by fulfilled expectations of product performance and satisfaction.

Zohra (2013) states that there are several indicators used in brand trust research, namely the following:
a) Achieving Results, namely in the form of consumer expectations which are nothing but promises to customers that must be fulfilled by the producer.
b) Acting With Integrity, namely the consistency of producers between words and actions in every situation in dealing with consumers.
c) Demonstrate concern, namely the attention of producers to consumers in the form of showing an understanding attitude in dealing with problems with the product.

Brand Image

According to Keller (2013) brand image is a perception of a brand which is a reflection of consumers' memory of their association with that brand. Brand image is a part of a brand that can be recognized but cannot be spoken, such as a symbol, a special lettering or color design, or a customer's perception of a product or service that the brand represents.

According to Sulistyari (2012) there are several indicators of brand image, namely as follows:
a) Corporate Image
b) It is an image in the form of a company or a group of associations to build an image and play a big role in influencing the audience or consumer's decision before buying a product.
c) Product Image
d) It is an image in the form of a product which includes product attributes, benefits and guarantees. If without a strong product image and positive value that is not in accordance with consumer desires, it will be very difficult for the company itself to attract new customers and maintain existing markets.
e) User image
f) It is an image in the form of users who use products or services based on personality, social status, lifestyle and so on. If consumers themselves have a luxurious personality and lifestyle, they tend to buy various products with modern and elegant designs.

Brand Evangelism

According to Sri Vanayuli Riorini and Christine Catur Widayati (2015), brand evangelism is a continuation of word of mouth where companies develop consumers who believe strongly in a product or service and they try to convince others to try or buy the product or service.

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According to (Becerra & Badrinarayanan, 2013) there are 3 indicators that are brand evangelism, namely as follows:
   a) Intention to purchase the brand
   b) Willingness to share positive news about the brand
   c) Tendency to belittle other brands

3.METHODOLOGY
3.1.Tools and Materials
The population in this study is unlimited (infinite). It is said to be unlimited in the sense that the number or objects in the population cannot be determined. The population in this study are all people who use Iphone brand smartphones in Lhokseumawe City. The sample in this study was 96 people from the city of Lhokseumawe who used Iphone products. In this study using primary data types that are quantitative,
3.2.Data collection technique

The data collection technique in this study was carried out using field research techniques using questionnaires which were distributed to iPhone users in the city of Lhokseumawe and the distribution of questionnaires was carried out by giving written questions and statements to respondents to answer. According to Sugiyono (2016), a questionnaire is a technique for collecting data and answers from respondents by giving statements or questions to all Iphone user respondents in the city of Lhokseumawe.
3.3.Data Analysis

The indifferent statistical analysis that will be used in this study is associative statistics using the linear regression model test (Multiple Regression). This tool is a type of associative test that will see the effect of the predictor variable on the criterion variable.
Likewise for the equation in the multiple linear regression model, as follows:
$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$$
Y   : *Brand Evanglism*
b0   : Konstanta
b : Parameter yang dicari
X1   : *Brand Passion*
X2   : Kepercayaan Merek
X3   : *Brand Image*
e : *Error term*

4.RESULTS AND DISCUSSION
4.1.Multiple linear regression results

This study aims to determine the effect of brand passion, brand trust and brand image on brand evangelism of iPhone product users in Lhokseumawe City. In this case, the multiple linear regression analysis model is used. The coefficient analysis of this equation can be seen in the following table:

Tablw Multiple linear regression results

	Model	Unstandardized Coefficients		Standardized Coefficients		ig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	IF
	(Constant)	22.150	5.636		.930	000		
	Brand_Passion_X1	.019	.053	.037	366	715	.997	.003
	Kepercayaan_Merek_X3	.223	.105	.214	.117	037	.997	.003
	Brand_Image_X2	.161	.112	.144	.430	156	.995	.005

a. Dependent Variable: Brand_Evangelism_Y

The regression equation from the table above is as follows:

Y $= \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Y $= 22.150 + 0.019 X_1 + 0.161 X_2 + 0.223 X_3 + e$

In the equation above, a constant value of 22,150 is obtained, meaning that if the variables are brand passion, brand trust, and brand image for brand evangelism, iPhone product users in Lhokseumawe City have a value of 22,150.

The regression coefficient of the brand passion variable (β_1) has a positive value of 0.019, meaning that if the value of the brand passion variable is increased, the brand evangelism of iPhone product users in Lhokseumawe City will increase in the direction of the increase in the brand passion variable. The regression coefficient of the brand image variable (β_2) has a positive value of 0.161, meaning that if the value of the brand image variable is increased, the brand evangelism of iPhone product users in Lhokseumawe City will increase in the direction of an increase in brand image. The regression coefficient of the brand trust variable (β_3) has a positive value of 0.223, meaning that if the value of the brand trust variable is increased, the brand evangelism of iPhone product users in Lhokseumawe City will increase in the direction of increasing brand trust.

5.CONCLUSION AND SUGGESTIONS
5.1.CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn as follows.

1. Brand passion has a negative and insignificant effect on brand evangelism for iphone product users in Lhokseumawe City, this shows that indeed brand passion for iPhone products is still less attractive to consumers, as can be seen from the response of customers, especially consumers in Lhokseumawe City. This is caused by the rise of smartphone brands that sell their products at lower prices.
2. So Brand Trust has a positive and significant effect on brand evangelism of iPhone product users in Lhokseumawe City, this shows that indeed iPhone product brand trust is still highly trusted by consumers as can be seen from customer responses, especially consumers in Lhokseumawe City.
3. Brand Image has a negative and insignificant effect on brand evangelism for iPhone product users in Lhokseumawe City, this shows that the image of iPhone products is still

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not appreciated by consumers, which can be seen from the response of customers, especially consumers in Lhokseumawe City.

4. The simultaneous test results show that the variables brand passion, brand image and brand trust have a negative and insignificant effect on brand evangelism of iPhone product users in Lhokseumawe City, this shows that indeed buying iPhone products there are still many who lack trust in iPhone products by consumers can be seen from the response of consumers in Lhokseumawe City.

5.2. Suggestion

Based on the results of the research, discussion and conclusions obtained, the suggestions that can be given are as follows.

1. For Iphone Manufacturers

    In this case, the iPhone smartphone occupies the first position in Indonesia, followed by Samsung. Consumer preference for Iphone will increase if it can condition the issues of brand passion, brand image and brand trust that are attached to the minds of consumers. This is proven through the 3 independent variables used and only one variable that has a significant effect in this study on consumer brand evangelism.

2. Further researchers

    Further researchers can develop this research by examining other factors that can influence brand evangelism, for example promotion factors, product quality and processes. Future researchers should increase the number of respondents and a wider research area, so that the information obtained is more valid and can be more varied than a questionnaire whose answers are already available.

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