

Brand Image, Customer Satisfaction And Brand Loyalty Of Blackberry Mobile Phone

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Abstract: *This study examined correlation between brand image and customer satisfaction with brand loyalty of a BlackBerry mobile phone. Subject of this research is 100 respondents who was aged 21-40 years and lived in Surabaya. The result of analysis shows there is correlation between brand image and customer satisfaction with brand loyalty of a BlackBerry mobile phone; brand image is significantly positively correlated with brand loyalty; consumer satisfaction is significantly positively correlated with brand loyalty.*

Keywords: *brand image, customer satisfaction, brand loyalty, BlackBerry*

I. Introduction

Late of 1990s, mobile phone technology emerged and since then development of the telecommunications industry is rapid progress. Mobile phone is very easier for users, because no longer using a wired network, making it easy to carry anywhere. Since its emergence, telecommunications has reached the goal of making human communication becomes easier and faster.

Survey data released by the Nielsen Company Indonesia has stated that there has been an increase of almost threefold the number of mobile phone ownership in Indonesia in 2010 than in 2005. This shows that there has been a significant increase in mobile phone ownership in Indonesia. As for the wired phone devices has decreased more than 50% since 2005. An increasing number of mobile phone ownership is likely due to the price of mobile phones more affordable and practical mobile phone that is easy to use and carry everywhere. One product that phenomenal at this time is BlackBerry. This mobile phone has increased sales figures are very fantastic in Indonesia. In www.detikinet.com/news, Research in Motion (RIM) as the manufacturer claims BlackBerry smart phone sells in Indonesia with 494% growth in 2008, and even managed to add 4.9 million BlackBerry customers during the fourth quarter of fiscal year 2010 (Noor, 2009).

The other interesting fact is about the willingness of thousands of people line up to buy BlackBerry Bold 9790 flagship product (Bellagio) in Pacific Place, Jakarta on 25 November 2011. This incident caused quite a lot of people who are bruised and insensible to buy the latest series BlackBerry mobile phone. This indicates that RIM as the BlackBerry manufacturer has been successful informing the image in such a way as to cast BlackBerry high purchasing power and immense loyalty of BlackBerry users in Indonesia (Margianto & Mozes, 2011).

BlackBerry mobile phone sales figures are pretty fantastic in Indonesia can be one indicator of a successful marketing strategy RIM. Marketing RIM as BlackBerry manufacturer can read consumer behaviour to increase sales. Consumer behaviour is the main focus of marketing activity. Understanding of the needs, wants and expectations of customers are important and serve as guidelines in formulating marketing strategies and policies. When the desires, needs and expectations of customers are met and consumers having positive experiences in using a BlackBerry, the BlackBerry repeat purchases may occur. Repeat purchases may indicate a consumer loyalty (Schiffman & Kanuk, 2004).

Customers are comfortable in using the BlackBerry will allow to be loyal, while loyalty can be realized on repeat purchases, recommendation and proportion of spending increases. Every time a customer purchases, he or she moves through the buying cycle. Buyers will move from realizing the product, make a purchase, forming attitude as the stage of post-purchase evaluation, purchase decision and action back for repeat purchases. This can lead to repeat purchases a high attachment, thus indirectly can recommend the product to others. Consumer loyalty has become a benchmark for the success of marketing activities. Loyalty has a strategic significance for the company with respect to a substantial entry barrier for competitors, increase sales and revenue, and make customers less sensitive to the efforts made by competitors. Every manufacturer wants its customers have a high loyalty in order to their products remain in demand thus increasing sales and profits. Loyalty to a brand can lead to increased sales of the product.

Loyalty to the brand arises because consumers perceive the brand produces a product that has a number of benefits and quality at an acceptable price. Brand loyalty is also an indication of the strength of the brand, because no brand loyalty will not create brand strength. It can be seen on brands who are leaders in the market, it is certain that the brand has a loyal consumer (Giddens, 2002). When buying a product, consumers do not just

buy a product as a commodity, but also symbolic value contained in the product, as Levy (cited Mowen & Minor, 2002) says that people often buy products not for functional benefit, but rather for the symbolic benefit. Currently the brand is no longer considered only as an object alone but has certain characteristics. So a lot of manufacturers of brand positioning with certain characteristics, for example, Mercedes Benz with prestige, or use certain celebrities that can be seen to have characteristics that represent the brand. Up with an emphasis on the values higher (Pringle & Thompson, 2001).

Consumers will always buy the required product, but the product is purchased and how consumers make decisions are closely related to feelings toward product brands offered. At this point, the brand image is very important, since the image of consumers towards the brand is usually remembered by consumers. The image is an important factor in the purchase decision, and sometimes not only associated with the image possessed or dreamed of consumers but also with a set of values that they trust (Marconi, 1994).

Consumers with a positive image on a brand are more likely to make a purchase (Setiadi, 2003). When building a brand image, the manufacturer must build a positive brand image, because the more positive attitude of consumers towards a brand, the higher the purchase intention of consumers (Seock, 2003). Brand image is a series of associations, usually organized into a meaning. Relation to a brand will be stronger if it is based on experience and got a lot of information. Image or associations can represent perceptions reflect objective reality or not. The image formed by the association is the background of the decision to buy even consumers brand loyalty (Aaker, 1991).

There are several studies on brand loyalty, brand image and customer satisfaction that underlies this study. Putri (2003) studied Relationship between Consumer Lifestyle and Consumer Satisfaction with Purchase Loyalty on Free Card Phone on adolescents. Result of the study shows consumptive lifestyles and consumer satisfaction has a significant correlation to the purchase intentions and loyalty. Other studies related to this research is the Relationship between Consumer Lifestyle and Consumer Satisfaction with Purchase Loyalty to card of TECC Phone on Women's Adult (Cahyanti 2008). In this study stated that there is a highly significant correlation between consumer lifestyle and buying consumer satisfaction and loyalty. So well done by Lamidi (2007) entitled Consumer Loyalty Analysis in Consuming Face Bleach Products also underlie this study. Conclusion this study suggests that there is influence between product quality, advertising and brand image and customer loyalty.

Other research underlying this research is titled Implementation Membership Card and Its Effect in Increasing of Restaurants Visitor Loyalty in Surabaya (Wijaya & Thio, 2007). In this study stated that there is a significant relationship between customer satisfaction and loyalty of visitors in the restaurant on the membership card program. The study entitled Effect of Brand Image on Purchase Intention (Auda, 2009) also underlies this study. There is a positive relationship between brand images with the intention of buying.

II. Respondents

Subjects of this study were 100 respondents who have the following traits; BlackBerry mobile phone users in the area of Surabaya, aged 21-40 years old, have been using a BlackBerry for a year and have made the turn BlackBerry mobile phone at least once.

III. Results

There is significant correlation between the three variables, $R = 0.759$, $F = 66.101$ and $p = 0.000$ ($p < 0.05$). Brand image and customer satisfaction simultaneously correlated with brand loyalty. There is significant correlation between brand image and the brand loyalty obtained by Pearson correlation, where $r_{xy} = 0.755$, $p = 0.000$ ($p < 0.05$). There is a significant positive relationship between brand images and brand loyalty. The more positive image of the brand, the higher the level of loyalty of BlackBerry mobile phone. There is significant correlation between customer satisfaction and the brand loyalty obtained by Pearson correlation, where $r_{xy} = 0.610$, $p = 0.000$ ($p < 0.05$). These findings suggest that there is a significant positive relationship between customer satisfactions and brand loyalty. The more customer satisfaction of the brand, the higher the level of loyalty of BlackBerry mobile phone. Analysis results also showed that the brand image and customer satisfaction has an influence of 57.7% on brand loyalty.

IV. Discussion

Results of this study support the theory of brand loyalty and brand image presented by Schiffman and Kanuk (1997). Brand image can have a positive or negative thing for the product, which can be a positive brand image that helps consumers to reject activities undertaken by the competitor and like the activities conducted by the brands they like and are always looking for information related to the brand. Consumers will exhibit brand loyalty when he or she not only make repeat purchases but also really liked and chose the brand (Mowen & Minor, 2002). A brand loyalty, consumers would not consider buying another brand other than the brand he uses (Setiadi, 2003).

Some brand image-forming factors proposed by Schiffman and Kanuk (1997) as trustworthy and reliable, as well as the quality of image is owned by the BlackBerry itself proved influential in the formation of the BlackBerry brand loyalty. RIM as BlackBerry manufacturer maintaining and improving the quality of mobile phone manufactures leading consumer loyalty to the BlackBerry brand is well maintained.

BlackBerry brand image in Indonesia, especially in the world today's can not be doubted. Image of the BlackBerry itself as a brand image factor, causing both the BlackBerry very easily recognizable logo and shape of the mobile phone itself. This causes the BlackBerry loyal consumers are spread over the world to this day. Some facts about the BlackBerry that are listed in the news in Purwanto (2012) are number of BlackBerry subscribers has reached 77 million people in the world, the number of downloads to the BlackBerry App World has reached 2 billion, number of users of BlackBerry Messenger (BBM) to reach 55 million people, there are 400,000 developers official who joined RIM, there are 6,000 jobs created in Indonesia after RIM entry in Indonesia and invested of \$5 million to help the Bandung Institute of Technology in finding new applications for developers and App World.

Brand loyalty of consumers, from the point of view of manufacturers (RIM) has its own role to maintain the viability of the brand product itself. For manufacturers, with the brand loyalty then business activities will be guaranteed because of a particular market with the aim of making money and as a powerful promotional tool. Brand loyalty is very powerful for manufacturers because it can reduce the cost of marketing (Aaker, 1991).

Davis (2000) study showing that effort and cost required to attract new customers five to six times greater effort than retain old customers. RIM role to maintain its loyal consumers is necessary to maintain and enlarge the market. Brand image itself can be built RIM in providing the best service, both consumers and retail stores as spearhead sales. The success of product sales of BlackBerry in Indonesia can not be separated from the role of the existing retail store. Until now there are 4,000 retail stores in Indonesia.

The results obtained are consistent with the results of previous studies in which brand loyalty is considered to have a close relationship with customer satisfaction. Brand loyalty is directly influenced by customer satisfaction to the brand that accumulated in a certain period as consumers' perceptions of the quality of a product (Mowen & Minor, 2002). One of the factors that influence brand loyalty is customer satisfaction. Indicates a sense of satisfaction and a feeling of positive attitudes toward the product, if the consumer has a positive attitude towards the product, the consumer will be developed within the affective loyalty (Schiffman & Kanuk, 2004),

Brand loyalty involves the function of psychological processes which shows that when consumers loyal to certain brands, consumers will actively choose the brand, engage with the brand and develop a positive attitude toward the brand (Suryani, 1998). Sumarwan (2003) also added that loyalty would result in a commitment to the brand, the emotional and psychological closeness of a consumer to the brand.

Customer satisfaction factors proposed by Wilkie (1994) as the performance and product comparison to another production accordance with the expectations shown to support the formation of loyalty towards the brand itself. RIM has succeeded in creating BlackBerry easy to use, with a design that is so charming, and worth more when compared to other mobile phones, causing the BlackBerry brand loyalty. Satisfaction with the use of a BlackBerry can make consumers intend to re-use the BlackBerry so as to make consumers have characteristics that match the characteristics of loyal customers, as proposed by Giddens (2002), which is committed to the brand as not to move the brand and shows emotional attachment to the brand, recommend the BlackBerry to others and willing to pay more on the brand.

Relationship brand image and customer satisfaction with BlackBerry brand loyalty is consistent with the existing theory, that there are many other factors that would foster brand loyalty (Marconi, 1994). Relationship between brand loyalties with customer satisfaction is asymmetrical, people are loyal to a brand means satisfied, but satisfaction does not necessarily lead to consumer brand loyalty (Mittal & Lassar, 1998). This research finding need to be addressed by the RIM as manufacturer of BlackBerry, which is the only maintain brand image and consumer satisfaction not guarantee consumers will be come loyal customers. There are still quite a lot of other factors that should be considered in creating brand loyalty.

V. Conclusion

Black Berry is now a mobile phone that has a phenomenal sales figures in Indonesia. The sales figures are quite fantastic is caused by several factors including brand loyalty. Regression analysis showed that all the proposed research hypotheses proven, that there is correlation between the brand image and customer satisfaction with loyalty buy a BlackBerry mobile phone products: there is positive relationship between the brand image with loyalty buy a BlackBerry, more positive image, the higher the level of brand loyalty, and there is a positive relationship between customer satisfaction with loyalty buy a BlackBerry. Customer satisfaction will be higher loyalty buy a BlackBerry. Brand image and customer satisfaction has an influence brand loyalty.

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