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SECON: ANALYSIS OF THE MODEL FOR IPHONE USER BRAND LOYALTY IMPROVEMENT IN SEMARANG CITY

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ABSTRACT

This study aims to produce a Brand Loyalty Improvement Model Based on Brand Satisfaction and Self Congruity for iPhone Users in Semarang City. The population in this study were iPhone users in the city of Semarang. The sampling technique was non-probability sampling, while the sample was set at 125 people. Data collection techniques used are interviews (Interview) and a list of questions (Questionaire). The data analysis method used in this research is the Structural Equation Model method. The results showed that Actual Self affected Brand Satisfaction, Actual Self had an effect on Brand Loyalty, Ideal Self had an effect on Brand Satisfaction, Ideal Self affected Brand Loyalty, Brand Satisfaction affected Brand Loyalty. Brand Satisfaction can positively mediate the influence of Actual Self on Brand Loyalty, and Brand Satisfaction can positively mediate the influence of Ideal Self on Brand Loyalty.

Keywords: Brand Loyalty, Brand Satisfaction, Self -Conformity.

Abstrak

Penelitian ini bertujuan untuk menghasilkan Model Peningkatan Loyalitas Merek Berdasarkan Kepuasan Merek dan Kesesuaian Diri Pengguna Iphone di Kota Semarang. Populasi dalam penelitian ini adalah pengguna iPhone di Kota Semarang. Teknik pengambilan sampel adalah non-probability sampling, sedangkan sampel ditetapkan sebanyak 125 orang. Teknik pengumpulan data yang digunakan adalah wawancara (Interview) dan daftar pertanyaan (Questionaire). Metode analisis data yang digunakan dalam penelitian ini adalah metode Structural Equation Model. Hasil penelitian menunjukkan bahwa Actual Self mempengaruhi Brand Satisfaction, Actual Self mempengaruhi Brand Loyalty, Ideal Self mempengaruhi Brand Satisfaction, Ideal Self mempengaruhi Brand Loyalty, Brand Satisfaction mempengaruhi Brand Loyalty. Kepuasan Merek dapat secara positif memediasi pengaruh Diri Aktual terhadap Loyalitas Merek dan Kepuasan Merek dapat secara positif memediasi pengaruh Diri Ideal terhadap Loyalitas Merek.

Kata Kunci: Loyalitas Merek, Kepuasan Merek, Kesesuaian Diri.

1. INTRODUCTION

Competition in the business world is getting more challenging from time to time. Business actors must create a superior product both in physical form and in terms of benefits. The diversity of products from each company is increasingly differentiated so that consumers will be easily influenced by product features that are superior to the existing business competitor. Increasing product advantages through features that cause higher competition to occur, especially in the cellular phone business or what is known as a smartphone (Koolivandi & Fereshteh, 2015).

Competition in the smartphone industry in the global realm also occurs domestically. In Indonesia, smartphones are not new in recent years, marked by the significant penetration of smartphone users in Indonesia, which is 43 percent (Rezza, 2018). Various smartphone brands from various countries visit the smartphone market in Indonesia. One of the famous smartphone brands in Indonesia is the Iphone from Apple Inc. Iphone implements a strategy that is focused on middle-upper consumers. In contrast to its competitors, who apply a product differentiation strategy to position themselves in each segment. Iphone excellence is what makes their brand image is prestigious. The relationship between Iphone as a prestigious brand and consumer behavior can be explained through the self-congruity theory (Tahir et al., 2018).

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Research related to brands was also conducted by (Kim et al., 2020) on two well-known brands of clothing products in Australia, which showed that self-congruity impacted brand loyalty. (Keni et al., 2021) conducted a study on several branded coffee shops in South Korea, explaining that self-congruity significantly influences brand loyalty both cognitively and affectively. A product or brand that is compatible with the consumer will produce a strong bond between the two to have a loyal attitude and high affection for the product or brand (Aditya & Benarto, 2021). A strong brand can generate consumer self-image and change their view of themselves so that this assumption makes consumers loyal to the product or brand (Handoyo & Mani, 2021).

However, other research studies explain that self-congruity does not result in brand loyalty. (Mabkhot et al., 2016) on fashion products in Turkey show that self-congruity does not affect brand loyalty related to fashion products (He et al., 2012), in a study on several sports clothing brands in the United States, explained that self-congruity did not increase brand loyalty in terms of attitude and behavior. (Mabkhot et al., 2017) involved 200 respondents who visited the Ciputra World Mall in Surabaya, Indonesia. His research shows that self-congruity does not significantly affect loyalty, so this research gap needs to be studied more deeply. The existence of significant and insignificant research results is a gap in this study, so there is a need for other variables that mediate the effect of self-congruity on brand loyalty. The variable that mediates the relationship between self-congruity and consumer loyalty is customer satisfaction. (Brakus et al., 2009), in their research study, explains that there is a sense of comfort and pleasure in buying a product or brand that has an attachment to the consumer so that satisfaction will be created in the process. A product or brand that can be imaged on consumers can generate an urge to make repeat purchases, and this urge arises because of a sense of satisfaction in consumers (Dunuwille & Pathmini, 2016). The research results by (Akkucuk & Esmaeili, 2016) also strengthen the opinion about self-congruity as an antecedent in generating satisfaction by consumers. When consumers can imagine themselves to a product or brand, it will sequentially result in satisfaction and lead to loyalty mediated by satisfaction with the product or brand itself (Mahjoub et al., 2015). When consumers feel satisfied with a product or brand, it will generate positive values for the product or brand to be loyal (Fazal, 2017). When consumers feel satisfaction related to a brand influenced by self-congruity in themselves, it can produce consumer loyalty. (Jamshidi & Rousta, 2020) conducted a study on fashion product brands in Hong Kong, where brand satisfaction provides loyalty measured through three indicators, namely brand selection, repeat purchases, and word-of-mouth. (Koolivandi & Fereshteh, 2015) research on several cosmetic brands in the UK, satisfaction increases brand loyalty. There is a strong relationship between satisfaction resulting from the quality of a brand with loyalty to the brand (Wasif Rasheed & Anser, 2017).

According to (Tabish et al., 2017), brand loyalty can be defined as a happy attitude towards a brand that is represented in consistent purchases of that brand over time. In brand loyalty, there is no longer a brand considered to be purchased other than the product brand that is often purchased. Brand loyalty is an intrinsic commitment to make repeat purchases of a particular brand. explained that brand loyalty is the consistency of consumers in choosing a brand in a product and making repeated purchases. Consumers with high loyalty make repeated purchases and solidly commit to the brand (Liang et al., 2018). (Lee et al., 2015) explained that brand loyalty could be built with satisfaction from consumers, where satisfaction has a dominant role in increasing loyalty. Loyalty to a brand can be increased by satisfaction in consumers, and consumer attachment to the brand itself can produce loyalty by consumer self-congruity. (Roustasekehravani et al., 2015) adds that a brand that has an attachment and becomes a personal brand in consumers can ultimately bring up a different loyalty for consumers. Consumers will tend to give positive expressions, make repeat purchases, and commit to the brand if they feel loyal (Lacap & Tungcab, 2020). (Abdullah, 2015) added that commitment to a brand could generate loyalty for its users in recommendations for brands and word of mouth promotion by users. According to (Journal et al., 2012), brand loyalty can be measured through: 1) Behavior measures, namely a direct way to determine loyalty, especially for habitual behavior (habitual behavior), is to take into account actual buying patterns. 2) Measuring switch cost, namely the measurement of this variable, can identify customer loyalty in a brand. In general, if the cost of changing brands is very high, customers will be reluctant to switch brands, so the rate of depreciation of the customer group over time will be below. 3) Measuring satisfaction, namely the measurement of customer satisfaction or dissatisfaction with a brand, is the most important indicator of brand loyalty. If customer dissatisfaction with a brand is low, then generally, there is not enough reason for customers to switch to another brand unless there is a strong enough pull factor. 4) Measuring liking

brand, namely liking for the brand, trust, respect, or friendship with a brand, arouse warmth and closeness in customer feelings. It will be difficult for other brands to attract customers in this stage. The measure of liking is the willingness to pay a higher price to get the product. 5). Measuring liking a brand, namely liking for the brand, trust, respect, or friendship with a brand, evokes warmth and closeness in the customer's feelings. It will be difficult for other brands to attract customers in this stage. The measure of liking is the willingness to pay a higher price to get the product.

Satisfaction is an expression of one's sense of pleasure or disappointment resulting from comparing the perception of product performance (outcome) to expectations (Tabish et al., 2017). (Mabkhot et al., 2016) explains that brand satisfaction results from a subjective evaluation of a brand that reconciles expectations with the purchase decision made. Brand satisfaction is also seen as a comparison between expectations and performance of a brand or expectations (more/less) associated with brand-related evaluations (Tsai et al., 2015). Customer satisfaction with a brand is a customer response to the actual quality and the expectations that customers want before the customer consumes it (Roustasekehravani et al., 2015). Brand-related satisfaction is when consumers are satisfied with a target brand. Satisfied consumers are highly committed to a brand (Wasif Rasheed & Anser, 2017). According to (Lacap & Tungcab, 2020), brand satisfaction is a consumer's emotional response or attitude towards a product or service provider by evaluating the difference between what is expected and accepted by the consumer.

(Kim et al., 2020), in his empirical study, explains that satisfaction with a brand can encourage consumers to be loyal. Consumers who are satisfied with a brand will tend to repurchase, giving positive comments to the product, which overall impacts consumer loyalty to the brand (Mahjoub et al., 2015) explained that consumers would feel satisfaction when purchasing. They feel comfortable in owning the brand to generate loyalty in purchasing.

Self-Congruity is a psychological process of consumers' attachment to their perceptions of a product or brand with their self-concept (Roustasekehravani et al., 2015). Therefore, consumers will show supportive and favorable feelings for a brand when the brand personality matches their self-image (Aditya & Benarto, 2021). This will cause consumers to choose brands whose image or personality matches their self-image (Mabkhot et al., 2017).

The dimension of *self -congruity* itself includes actual *self -congruity*, namely the attachment of a brand to consumers in actual or in reality and ideally attachment through consumers' expectations for the product or brand (Brakus et al., 2009). (Jamshidi & Rousta, 2020) adds a social dimension of self-congruity, namely the attachment of a brand to consumer perceptions with the view of the ideal social and social environment of self-congruity, which emphasizes the expectations obtained when the consumer's self-concept is tied to a product or brand. An empirical study by (Lee et al., 2015) shows how consumer personality associated with a brand can link self-congruity to brand-related satisfaction. (Mahjoub et al., 2015) add that a brand associated with the ego in the consumer can create an attachment within himself so that consumers view the brand as part of himself and create a loyal attitude. A brand firmly attached to a lifestyle that is imaged in consumers. Consumers have a strong attachment because when they consume a product or brand that has an attachment to them, it will produce loyalty in themselves (Lacap & Tungcab, 2020). (Dunuwille & Pathmini, 2016) explain that a user's attachment to a brand can generate a positive perception to produce a tendency to feel comfort and satisfaction when using the brand.

2. HYPOTHESIS DEVELOPMENT

2.1. Effect of Actual Self on Brand Satisfaction

When a brand can become an inner image and explain how consumers relate to a brand, feedback will be on satisfaction with using the product or brand (Fazal, 2017). The brand of a product that has conformity with the consumer's self-image impacts increasing user satisfaction (Journal et al., 2012). In the context of the brand, self-congruity has a relationship with the perception of quality so that consumers will tend to be satisfied when purchasing products that have an attachment to themselves (Roustasekehravani et al., 2015).

2.2. Effect of Actual Self on Brand Loyalty

A prestigious brand is a different lifestyle for its users so that there is an attachment within the user and a solid commitment to be more loyal to a brand or product (Roustasekehravani et al., 2015). Perception of quality should be created by the personality of the brand owned by the user where attachment to a brand can produce its satisfaction by being realized by increasing perceptions

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of the quality of the brand or product (Mabkhot et al., 2016). The similarity of the results of this study is that users think that the iPhone is classy. A person's self-view associated with a brand provides a comfortable perception of the use of a brand to generate its loyalty for its users (He et al., 2012).

2.3. The Effect of Ideal Self on Brand Satisfaction

Pratt & Sparks (2014) explains that ideally, a consumer tends to conform to a product or them, which will result in satisfaction in themselves. Conformity to a brand provides a sense of pleasure for consumers to have satisfaction with the product or brand (Lin, 2015). The concept of consumer self-image produces a perception of their expectations in generating empathy for a product or brand, which is the feeling that can produce satisfaction in consumers (Erciş et al., 2012). (Wilson & Makmud, 2018) added that when consumers can enjoy a product or brand that is considered prestigious value, ideally, it can be reflected in themselves to produce its satisfaction for its users.

2.4. The Effect of Ideal Self on Brand Loyalty

(Vikaliana et al., 2021) explains that the view is ideally able to form a different mindset about a brand or product so that the tendency can show a loyal attitude with dimensions of repurchase intention and positive expression of the brand. A user's attachment to the brand can bring up its ego, which forms a brand personality so that a solid commitment to the brand itself will be created properly (Vikaliana et al., 2021). (Tunjungsari, 2020) also stated that a brand associated with its users could generate loyalty to the brand. The attachment influences the tendency to choose a brand in their users. They will feel more loyal when a close relationship between a brand and themselves (Yeh et al., 2016).

2.5. Effect of Brand Satisfaction on Brand Loyalty

(Awi, 2016) states that brand satisfaction results in brand loyalty. (Igau et al., 2013) and (Soltani, 2016) concluded that customer satisfaction could generate loyalty. Other similar studies are (Jaiswal, 2014) and (Yeh et al., 2016), which explain that consumers who tend to be satisfied will produce loyalty. Theoretically, it is also known that when consumers are satisfied with a brand, product, or service, consumers tend to feel loyal (Mabkhot et al., 2016).

3. METHOD

This study uses an explanatory research approach to explain the causal relationship between the research variables and the test hypothesis (Awi, 2016). The population in this study were iPhone users in the city of Semarang. The sampling technique is the non-probability sampling technique. In contrast, the sample size in this study refers to the opinion (Jamshidi & Rousta, 2020), which states that the number of samples can be calculated from the number of indicators multiplied by 5 to 10. Because this study uses three construct variables, the total number of indicators is 20, so the sample required is a minimum of 25 x 5 = 125 people. The data types collected to support the variables studied are primary and secondary data. Data collection techniques used are interviews and questions. As a source of quantitative data in this study, the research subjects were iPhone users who were the research targets. Iphone users who are the subject of this research are Iphone 5 to Iphone X users. The data analysis method used is the Structural Equation Model from the statistical software package LISREL 8.80 in the model and study of hypotheses. A structural equation model, the Structural Equation Model (SEM), is a set of statistical techniques that allow the simultaneous testing of a series of relatively “complicated” relationships.

4. RESULTS AND DISCUSSION

4.1. Structural Model Analysis

After calculating and analyzing the Confirmatory Factor Analysis (CFA), it is possible to measure the latent variable score (LVS) for each dimension to be reduced to indicators for each variable. Analysis of the structural model includes several things, namely:

Table 1. Goodness of Fit *Structural Equation Model* (SEM)

GoF Size	Mark	Match Rate
χ^2/df	1.24	GoodFit
Root Mean Square Error of	0.045	Good Fit

Approximation (RMSEA)		
Non-Normed Fit Index (NNFI)	0,99	Good Fit
Normed Fit Index (NFI)	0.95	Good Fit
Relative Fit Index (RFI)	0.94	Good Fit
Incremental Fit Index (IFI)	0,99	Good Fit
Comparative Fit Index (CFI)	0,99	Good Fit

In Table 1 above, we can see the $\chi 2/df$ value of 1.247, which is included in the *excellent fit* category because it is still below 5. The RMSEA, NFI, and RFI values of NNFI, IFI, and CFI fall into the excellent fit category. So it can be concluded that the model's overall fit is perfect (Koolivandi & Fereshteh, 2015).

4.2. *Causal Relationship Analysis*

After analyzing the results of the goodness of fit research model, the subsequent analysis is carried out to analyze the model's causal relationship. Statistical testing for the causal relationship of this structural model was carried out with a significance level of 5% so that the critical value of the t-value was ± 1.96. The estimation results of all research causal relationships can be seen in the results of the LISREL 8.80 output below:

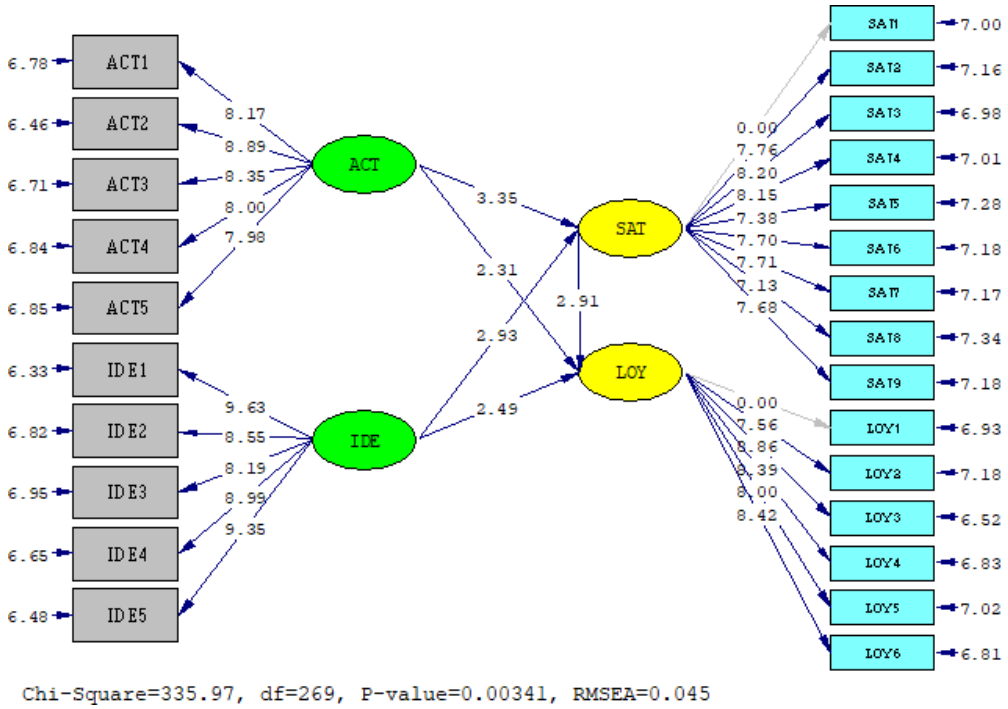


Figure 1. Structural Model (t-values)

From the causal equation in Figure 1, the t-value with a considerable absolute value > 1.96 means that the path coefficient is significant (Yeh et al., 2016). From the picture above, it can be seen that there are five significant path coefficients and no insignificant path coefficients. The interpretation of the path coefficients will be explained further in the hypothesis testing section. The value of R2 serves to indicate how much each independent variable can explain the dependent variable. The following is the interpretation of the coefficient of determination:

1. Brand Satisfaction has an R2 of 0.63, and this number shows that Actual Self and Brand Satisfaction can explain 63% of the variance of Brand Satisfaction, while other factors explain the rest.

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2. Brand Loyalty has an R2 of 0.77, and this figure shows that Actual Self, Brand Satisfaction, and Brand Satisfaction can explain 77% of the variance of Brand Loyalty, while other factors explain the rest.

5. HYPOTHESIS TEST

5.1. Direct Influence

As explained in the previous chapter, there are five hypotheses on the direct effect in this study. Hypothesis testing analysis was carried out with a significance level of 5%, resulting in a critical t-value of ± 1.96. The hypothesis is accepted if the t-value obtained is 1.96, while the hypothesis is not supported if the t-value obtained is < 1.96. The following is a table of hypothesis testing to answer all research questions:

Table 2. Hypothesis Testing Research Model H1-H5

Hypothesis	Statement	T-Count	T-Table	Description
H_1	Actual Self berpengaruh terhadapBrand Satisfaction	3.35		Significant
H_2	Actual Self berpengaruh terhadapBrand Loyalty	2.31		Significant
H_3	Ideal Self berpengaruh terhadap BrandSatisfaction	2.93	1,96	Significant
H_4	Ideal Self berpengaruh terhadap BrandLoyalty	2.49		Significant
H_5	Brand Satisfaction berpengaruhterhadap Brand Loyalty	2.91		Significant

Based on the table above, which contains conclusions from the results of the research model hypothesis, it can be concluded as follows:

5.1.1. Effect of Actual Self on Brand Satisfaction

Based on the results of data processing from the structural model, the output results in a t-value of 3.35. The results of the t-value shown by hypothesis 1 are more significant than 1.96, so it can be concluded that the Actual Self variable has a significant positive effect on Brand Satisfaction. Thus, hypothesis 1 can be accepted, and it can be concluded that the higher the actual self-perceived by the respondent, the better the brand satisfaction will be.

5.1.2. Effect of Actual Self on Brand Loyalty

Based on the results of data processing from the structural model, the output results in a t-value of 2.31. The result of the t-value shown by hypothesis 2 is more significant than 1.96, so it can be concluded that the Actual Self variable has a significant positive effect on Brand Loyalty. Thus, hypothesis 2 can be accepted, and it can be concluded that the higher the actual self-perceived by the respondent, the better the brand loyalty will be.

5.1.3. The Effect of Ideal Self on Brand Satisfaction

Based on the results of data processing from the structural model, the output results in a t-value of 2.93. The t-value result shown by hypothesis 3 is more significant than 1.96, so it can be concluded that the Ideal Self variable has a significant positive effect on Brand Satisfaction. Thus, hypothesis 3 can be accepted, and it can be concluded that the higher the Ideal Self perceived by the respondent, the better the Brand Satisfaction will be.

5.1.4. The Effect of Ideal Self on Brand Loyalty

Based on the results of data processing from the structural model, the output results in a t-value of 2.49. The t-value shown by hypothesis 4 is more significant than 1.96, so it can be concluded that the Ideal Self variable has a significant positive effect on Brand Loyalty. Thus, hypothesis 4 can be accepted, and it can be concluded that the higher the Ideal Self perceived by the respondent, the better the Brand Loyalty.

5.1.5. Effect of Brand Satisfaction on Brand Loyalty

Based on the results of data processing from the structural model, the output results in a t-value of 2.91. The result of the t-value shown by hypothesis 5 is more significant than 1.96, so it can be concluded that the Brand Satisfaction variable has a significant positive effect on Brand Loyalty. Thus, hypothesis 5 can be accepted, and it can be concluded that the higher the Brand Satisfaction perceived by the Respondents, the better Brand Loyalty will be.

5.2. Indirect Influence

In this study, there are two hypotheses for the indirect effect. Hypothesis testing analysis was carried out with a significance level of 5%, resulting in a critical t-value of ± 1.96. The hypothesis is accepted if the t-value obtained is 1.96, while the hypothesis is not supported if the t-value obtained is < 1.96. The following is a table of hypothesis testing to answer the indirect effect.

Table 3. Research Model Hypothesis Testing

Hypothesis	**Intervening**
Indirect Variable Effect (tcount)	Brand Satisfaction
Actual Self affects Brand Loyalty	2.32
Ideal Self affects Brand Loyalty	2.13

Based on the table above, which contains the conclusions of the hypotheses of the research model, it can be concluded that there are 2 (two) significant direct effects based on the t-count value, which is greater than ttable α=5% (1.96). The influence of *Actual Self* affects *Brand Loyalty* through the *Brand Satisfaction* variable, which refers to the table and the output tcount is 2.32, which is greater than 1.96, and the weight of the effect is 0.16, which means that Brand Satisfaction can positively mediate the influence of Actual Self on Brand Loyalty with a weight of 0.16.

The effect of *Ideal Self* affects *Brand Loyalty* through the *Brand Satisfaction* variable, which refers to the table, and the output tcount value is 2.13, which is more significant than 1.96, and the weight of the influence is 0.14. which means that Brand Satisfaction can positively mediate the influence of Ideal Self on Brand Loyalty with a weight of 0.14

6. DISCUSSION

6.1. Effect of Actual Self on Brand Satisfaction

Based on the results of data processing from the structural model, the *output* results in a *t-value* of 3.35. The results of the *t-value* shown by hypothesis 1 are more significant than 1.96, so it can be concluded that the *Actual Self* variable has a significant positive effect on *Brand Satisfaction*. Thus, hypothesis 1 can be accepted, and it can be concluded that the higher the *Actual Self-perceived* by the respondent, the better the *Brand Satisfaction* will be. The study results are in line with (Hokky, 2021) research, which concluded that *actual self-congruity* relates to consumer perceptions of the good or bad of a product or brand. Furthermore, research (Kumar, 2016) states that *actual self-congruity* is the best predictor in influencing customer satisfaction. When a brand can become an inner image and explain how consumers relate to a brand, feedback will be on satisfaction with using the product or brand (Erciş et al., 2012). The brand of a product that has conformity with the consumer's self-image impacts increasing user satisfaction (Igau et al., 2013). In the context of the brand, *self-congruity* has a relationship with the perception of quality so that consumers will tend to be satisfied when purchasing products that have an attachment to themselves (Kim et al., 2020).

p-ISSN: 2827 - 8143 e-ISSN : 2827 - 7961

6.2. Effect of Actual Self on Brand Loyalty

Based on the results of data processing from the structural model, the *output* results in a *t-value* of 2.31. The result of *the t-value* shown by hypothesis 2 is more significant than 1.96, so it can be concluded that the Actual Self variable has a significant positive effect on Brand Loyalty. Thus, hypothesis 2 can be accepted, and it can be concluded that the higher the Actual Self-perceived by the respondent, the better the Brand Loyalty will be.

The results of this research are in line with previous research, which confirms that there is a positive and significant influence between the actual self-view associated with a brand on the loyalty of its users. (He et al., 2012) explains that a prestigious brand is a different lifestyle for its users so that there is an attachment within the user and a solid commitment to be more loyal to a brand or product. Perception of quality should be created by the personality of the brand owned by the user where attachment to a brand can produce its satisfaction by being realized by increasing perceptions of the quality of the brand or product (Hokky, 2021). The similarity of the results of this study is that users think that the iPhone is classy. A person's self-view associated with a brand provides a comfortable perception of the use of a brand to generate its loyalty for its users (Liang et al., 2018).

6.3. The Effect of Ideal Self on Brand Satisfaction

Based on the results of data processing from the structural model, the output results in a t-value of 2.93. The t-value result shown by hypothesis 3 is more significant than 1.96, so it can be concluded that the Ideal Self variable has a significant positive effect on Brand Satisfaction. Thus, hypothesis 3 can be accepted, and it can be concluded that the higher the Ideal Self perceived by the respondent, the better the Brand Satisfaction will be. The study results are in line with the research studies conducted (Brakus et al., 2009), which explain that ideally, a consumer tends to adjust to a product or them, resulting in satisfaction in themselves. Conformity to a brand provides a sense of pleasure for consumers to have satisfaction with the product or brand (Roustasekehravani et al., 2015). The concept of consumer self-image produces a perception of their expectations in generating empathy for a product or brand, which is the feeling that can produce satisfaction in consumers (Yeh et al., 2016). (Mabkhot et al., 2016) added that when consumers can enjoy a product or brand that is considered prestigious value, ideally, it can be reflected in themselves to produce its satisfaction for its users.

6.4. The Effect of Ideal Self on Brand Loyalty

Based on the results of data processing from the structural model, the output results in a t-value of 2.49. The t-value shown by hypothesis 4 is more significant than 1.96, so it can be concluded that the Ideal Self variable has a significant positive effect on Brand Loyalty. Thus, hypothesis 4 can be accepted, and it can be concluded that the higher the Ideal Self perceived by the respondent, the better the Brand Loyalty will be. (He et al., 2012) explains that the view is ideally able to form a different mindset about a brand or product so that the tendency can show a loyal attitude with dimensions of repurchase intention and positive expression of the brand. A user's attachment to the brand can bring up its ego, which forms a brand personality so that a solid commitment to the brand itself will be created properly (Vikaliana et al., 2021). (Abdullah, 2015) also stated that a brand associated with its users could generate loyalty to the brand. The tendency to choose a brand is influenced by the attachment in its users, and they will feel more loyal when there is a close relationship between a brand and themselves (Kim et al., 2020).

6.5. Effect of Brand Satisfaction on Brand Loyalty

Based on the results of data processing from the structural model, the output results in a t-value of 2.49. The t-value shown by hypothesis 4 is more significant than 1.96, so it can be concluded that the Ideal Self variable has a significant positive effect on Brand Loyalty. Thus, hypothesis 4 can be accepted, and it can be concluded that the higher the Ideal Self perceived by the respondent, the better the Brand Loyalty will be. (Erciş et al., 2012) explains that the view is ideally able to form a different mindset about a brand or product so that the tendency can show a loyal attitude with dimensions of repurchase intention and positive expression of the brand. A user's attachment to the brand can bring up its ego, which forms a brand personality so that a solid commitment to the brand itself will be created properly (Roustasekehravani et al., 2015). (Erciş et al., 2012) also stated that a brand associated with its users could generate loyalty. The tendency to choose a brand is influenced

by the attachment in its users, and they will feel more loyal when there is a close relationship between a brand and themselves (Liang et al., 2018).

7. CONCLUSION

Based on the analysis and discussion, it is concluded that Actual Self affects Brand Satisfaction of iPhone users in Semarang City, Actual Self affects Brand Loyalty of iPhone users in Semarang City, Ideal Self affects Brand Satisfaction of iPhone users in Semarang City, Ideal Self affects Brand Loyalty iPhone users in Semarang City, Brand Satisfaction has an effect on Brand Loyalty of iPhone users in Semarang City. Brand Satisfaction can positively mediate the influence of Actual Self on Brand Loyalty of iPhone users in Semarang City, and Brand Satisfaction can positively mediate the influence of Ideal Self on Brand Loyalty of iPhone users in Semarang City.

Based on the results of research and data analysis that has been carried out, the suggestions that can be given are: The iPhone brand, which is seen as a classy, sophisticated, stylish, and straightforward brand, needs to be maintained in order to produce self-congruity, especially actual, ideal and social ideals that will have an impact on increasing user expectations of the performance of the iPhone brand which will have an impact on increasing consumer loyalty. Model development by adding other variables outside the research needs to be done to get an accurate model and expand research studies on self-congruity.

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