



# THE ROLE OF SELF CONCEPT TO ENCOURAGE IPHONE USERS' LOYALTY

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## ABSTRACT

Product and brand competition reach the smartphone industries by emphasizing satisfaction and loyalty to the brand. Iphone as a one of prestigious brand has a intense relationship with the consumer's image on themselves, which is known as the self-concept and then can be able to provide consumer loyalty to the brand. The purpose of this research is to explain empirically about 1) The effect of actual and ideal self-concept on the loyalty of iPhone users. The research sample was 100. The sample was taken using a non-probability sampling method with a purposive sampling technique. The selected respondents are Iphone users in Malang City who make personal purchasing decisions with a minimum of one year of use. Hypothesis testing was carried out using Partial Least Square (PLS) analysis. The results are actual and ideal self-concept provide the loyalty of iPhone users in the city of Malang. The actual and ideal self-concepts have a positive and significant influence on the loyalty of iPhone users.

Keywords: Actual Self Concept, Ideal Self Concept, Loyalty

## 1. Introduction

The development of technology advancement provides several electronic devices which facilitates daily life. One of device which has role to making easier communication and daily needs such as recording and transactions is a smartphone. One of smartphone brand which has high popularity in Indonesia is iPhone, because many people believe it has high quality and prestige value for consumers. It has been noted that sales of the iPhone 12 series ranked highest in early January 2021 with 5% market compared to others which only 2% (Counterpoint, 2021). The consumer's satisfaction to the quality and performance that is provided by iPhone give encourage to purchase this brand of smartphones. (Nainggolan dan Hidayet, 2020).

Iphone positions their brand as a prestigious-brand positioning that makes a role in building image as a classy product. People's perception of the iPhone as a prestigious product give perspective that they are classy people or higher social class society. This argument based on Sirgy's Theory of Self-Concept which states that a product or brand can be able to build a consumer self-concept so it provides perceive about themselves in accordance with the brand and products ownership. (Johar dan Sirgy, 2015).

Self-concept is a self perspective about who I am? What do I want? And what do others think of me? (Nguyen et al., 2017). In the development of self-concept, it is divided into actual and ideal self-concept. Actual Self concept is how consumers view themselves. Ideal self-concept is how the consumer's expected view about themselves. The concept about both actual and ideal

can be imaged into various forms such as products or brands like prestigious jewelry or globally famous brands which have high price that only high classes community can afford about it. The ownership of a prestigious product or brand makes someone feel if he is a high social status person.

Jamal dan Goode (2001) study explained that prestigious products such as jewelry and classy brand produce satisfaction in their users because they consider themselves to be classy when using the product. There is a difference between a classy product with a common product which can build consumer's self-concept in terms of materialistic and hedonistic values so it will provide an ideal perspective about themselves like be expected as someone who has the classy favor (Arminen, 2017). Fastoso dan González-Jiménez (2020) explain that the consumer's ego manifested by the desire of the product property which manifested as a classy or global brand that connects with their ability to image themselves both in actual and ideal so they consider themselves also as classy people who have materialistic pleasures / personal hedonistics.

Previous studies explained about self-concept that can build positive image for provided self confidence so can raise loyalty to a product or brand. Le (2021) studied on several global brands such as Apple, Samsung, Honda and Uniqlo shows that a strong attachment a brands with consumer's selves embodied in self-esteem make be able to encourage user loyalty to the product/brand. Similarly, Putbrese (2016) study in global brand like Nike explained that

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there is an attachment to the consumer's self-concept with the brand, it can be raising a pleasure in buying or hedonistic behavior that gives rise to loyalty of using brand. Self-concept encourages consumer engagement with a product so the higher the level of engagement with the product related to the level of purchase then it can be able to create loyalty to related product (Roe & Bruwer, 2017).

Zhang *et al.*, (2016) explained the factors that driving brand loyalty toward products's sales through microblogs show there are factors in consumers who are able to build a person's attachment to the brand so it can be raise consumer's loyalty. Self-concept which has an attachment to a brand is able to produce loyalty that is realized in the form of self brand attachment brand (Biçakcıoğlu *et al.*, 2018). The connection between users to the brand is manifested in the form of self confidence formation when using the brand as well as a strong sense of self-attachment to the brand will encourage loyalty to use indicated by continuous purchases and recommending the brand to other consumers. (Lin *et al.*, 2017). Andriani dan Dwibunga (2018) in their research about factors that build loyalty H&M global brands in Indonesia explained that a strong connection between self-concepts in a brand can be able to build high loyalty in the use of that brand.

Johar dan Sirgy (2015) explained self-concept into both actual and ideal self-concepts. Arminen (2017) explained the strong relationship between actual and ideal self-concept and loyalty as measured by consumer attitudes toward brands. Tooray (2017) study on well-known brand users among students explains the influence of self-concept both actual and ideal on the dimension of loyalty, namely desire in brand purchases. A positive reflection on the brand is ideally able to build user loyalty shown in the form of positive perceptions in the use of brands and products that are already globally famous (Fastoso & González-Jiménez, 2020). In general, both ideal and actual self-concepts are able to encourage in shaping consumer behavior, one of which is user loyalty (Claiborne dan Sirgy, 2015).

Based on previous study and phenomone about self-concept and iPhone user's loyalty which supported by several research results that state the role of self-concept in increasing loyalty, so the purpose of this research are (1) Analyzing the influence of Actual and Ideal self concept on Iphone User's Loyalty. (2) Analyzing the Influence of Actual Self-Concept on Iphone User Loyalty and (3) Analyzing the Influence of Ideal Self-Concept on Iphone User Loyalty.

## 2. Literature Review

### Self Concept

Solomon *et al.* (2013) states that self-concept refers to an individual's beliefs regarding an attribute of them and how they evaluate their qualities. Self-concept perceived by individuals is divided into two, namely actual self-concept and ideal self-concept (Schiffman & Kanuk, 2014). The actual self-concept is how the individual actually judges himself through attitudes and behav-

iors that have been reflected in his daily life personally. Ideal self-concept is what the individual really wants to achieve in his or her personal life or how the individual wants to see themselves.

### Loyalty

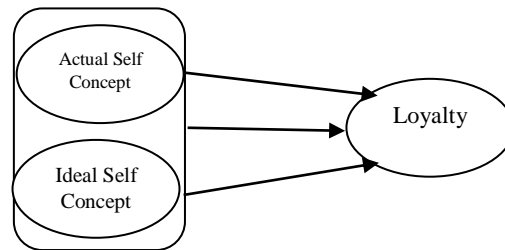
Loyalty is a deep commitment to repurchase or keep consuming a product or service despite the situational influence and marketing efforts have the potential to lead to behavioral switching (Kotler & Keller, 2015). Loyalty arises from simultaneously consumer satisfaction so they feel a positive perception of product performance as expected (Kotler & Armstrong, 2016).

### Conceptual Framework and Hypothesis

The self-concept attached to a brand has a strong relationship in increasing user loyalty, especially young consumers (Ismail *et al.*, 2020). Actual and ideal self-concept provides a stimulus in building customer loyalty so that they assume an attachment within the brand and the consumer self (Stamatiou, 2021). Self-concept manifested in knowledge and expectations can result in increased customer loyalty (Agusthera *et al.*, 2021).

Based on previous research studies and theories, a research framework is formulated in Figure 1 below

Figure 1. Conceptual Framework



Ungarala (2021) study explained that self-concept is closely related to the loyalty of customers who buy luxury goods. Experience in the use of a brand that is attached to consumers actual and ideal self concept can bring loyalty (Stamatiou, 2021). Based on previous research it is proposed H1: Actual and Ideal Self-Concept affect Loyalty Simultaneously.

(Arminen, 2017) in his study showed the existence of motivational factors in consumers who show loyalty in the use of products through actual self-concept. Actual self-concept manifested as cognitive dimension in the consumer so that it plays a role in building user loyalty (Seifollahi *et al.*, 2020). Based on previous argument can be formulated H2: Actual Self-Concept affects Loyalty.

Self-concept ideally has connections that result in a role in the emotional attachment of its users so as to generate loyalty (Nawawi *et al.*, 2019). Ideally self-concept is able to produce increased satisfaction in purchases that refer to loyalty (Tooray, 2017). H3: Ideal Self-Concept affects Loyalty.

### 3. Research Method

The population of this study are iPhone users who stay in Malang City. The population is countless so it only can using non probability sampling technique. The sampling method using purposive sampling with criteria used are iPhone users with more than one year of use and have bought products related to other iPhones such as airdots, appstores, apple watch etc. Because of using non probability sampling so the determination of sample number is based on the number of indicators in this study multiply to 10 times so that the number of samples is 100 (Hair et al., 2009).

Data analysis using multiple regression analysis that the instrument has tested by validity and reliability instrument testing as well as tests of classical assumptions of normality, multicollinearity and heteroscedasticity. The hypothesis test is conducted using the Coefficient of Determination Analysis, Uj F for Simultaneous influence and the t Test for Partial influence.

### 4. Results and Discussion

#### Descriptive Statistic

The statistic's description of respondents' answer shown by table 1 below

Table 1 Descriptive Statistic

Indicators	Answer										Mean
	Very Agree		Agree		Neutral		Disagree		Very Disagree		
	f	%	f	%	f	%	f	%	f	%	
X1.1	75	75	23	23	1	1	1	1	0	0	4.7
X1.2	73	73	24	24	2	2	1	1	0	0	4.69
X1.3	59	59	29	29	11	11	1	1	0	0	4.46
Variable Mean Actual Self-Concept (X1)											4.61
X2.1	37	37	45	45	14	14	4	4	0	0	4.15
X2.2	49	49	40	40	11	11	0	0	0	0	4.38
X2.3	40	40	52	52	7	7	1	1	0	0	4.31
Variable Mean Ideal Self-Concept (X2)											4.28
Y1	40	40	48	48	8	8	3	3	1	1	4.23
Y2	39	39	42	42	14	14	4	4	1	1	4.14
Y3	45	45	39	39	12	12	4	4	0	0	4.25
Y4	59	59	35	35	4	4	2	2	0	0	4.51
Y5	70	70	23	23	6	6	1	1	0	0	4.62
Y6	59	59	35	35	4	4	1	1	0	0	4.53
Variable Mean Loyalty (Y)											4.38

The results of descriptive statistic showed that average of respondent answer is agree in each variables such as actual and ideal self concept and loyalty. This results explained that they have favor about iphone and feel that its forms their self concept and make them loyal with iphone brand.

#### Instrument Validity and Reliability

The validity test is conducted how to see the correlation between items with the total score. Correlation between items is known by comparing the R-Score value obtained from *Pearson Correlation* with the value of R-Table. The R-Score value must be greater than the R-Table for the instrument to be said to be valid or measure what should be measured. The results of the validity test are shown in table 2 below

Table 2. Validity Test Results

Variable	Indicator	R-Score	R-Table	Results
<b>Actual Self-Concept (X1)</b>	X1.1	0.825	0,3	Valid
	X1.2	0.740	0,3	Valid
	X1.3	0.818	0,3	Valid
<b>Ideal Self-Concept (X2)</b>	X2.1	0.852	0,3	Valid
	X2.2	0.805	0,3	Valid
	X2.3	0.753	0,3	Valid
<b>Loyalty(Y)</b>	Y1	0.771	0,3	Valid
	Y2	0.778	0,3	Valid
	Y3	0.815	0,3	Valid
	Y4	0.714	0,3	Valid
	Y5	0.633	0,3	Valid
	Y6	0.686	0,3	Valid

The results of the validity test show that the R-Calculate value is greater than the R-Table so it can be said to be a valid research instrument.

The reliability test is performed by looking at Cronbach's Alpha value which must be above 0.6 so that the instrument can be said to be reliable or give consistent results. Reliability test results are shown in Table 3 below

Table 3. Reliability Test Results

Variable	Indicator	Cronbach Alpha	Limit	Results
<b>Actual Self-Concept (X1)</b>	X1.1	0,695	0,6	Reliabel
	X1.2			Reliabel
	X1.3			Reliabel
<b>Ideal Self-Concept (X2)</b>	X2.1	0,725	0,6	Reliabel
	X2.2			Reliabel
	X2.3			Reliabel
<b>Loyalty(Y)</b>	Y1	0,825	0,6	Reliabel
	Y2			Reliabel
	Y3			Reliabel
	Y4			Reliabel
	Y5			Reliabel
	Y6			Reliabel

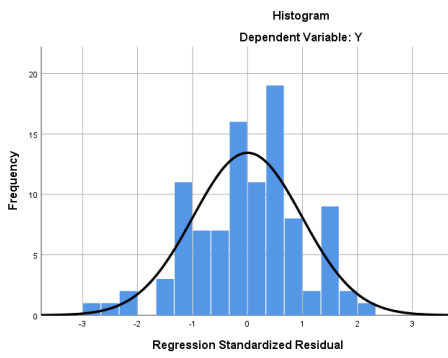
The results of the reliability test showed by Table 3 that the value of Cronbach's Alpha was greater than 0.6 so it can be said that the instrument is reliable or reliable.

#### Classic Assumption Testing

##### Normality Data Test

In conducting the data normality test can be done by looking at the histogram chart as shown in Figure 2 of the following Histogram Chart

Figure 2 Normality Histogram



Normality test results show a bell-shaped histogram graph so it can be said that the data is normal. As for looking at the normality of the data can also be known from the value of kolmogorov-smirnov significance which shown by Table 4

Table 4. Kolomogorov Smirnov Test

Kolmogorov-Smirnov <sup>a</sup>			
	Statistic	df	Sig.
Unstandardized Residual	.076	100	.166

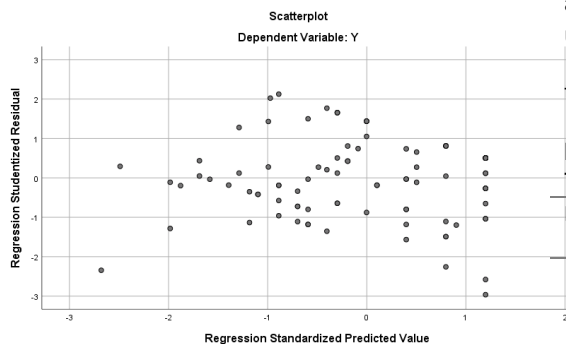
a. Lilliefors Significance Correction

Kolmogrov-Smirnov's value is 0.166 greater than 0.05 so that it can be ascertained normal distributed data.

Heterocedasticity Test

In performing heterocedasticity tests can be done by looking at scatterplot graphs such as figure 3 below

Figure 3 Scatterplot



Based on scatterplot charts it is known that the dots spread evenly and do not form a specific pattern so that it can be said that the data is free from the problem of heterocedasticity.

Multicolinerity Test

Multicollinerity tests are performed by looking at VIF and Tolerance values as in Table 5

Tabel 5 Hasil Nilai VIF dan Tollerance

Variable	VIF	Tolerance	Results
Actual Self Concept (X1)	1.498	0.667	Not Multicolinier
Ideal Self Concept (X2)	1.498	0,667	Not Multicolinier

Multicolinerity Test results showed that each variable had a VIF value of less than 0.3 and a

tolerance at ataas 0.1 so that it could be said that there was no multicollinarity problem.

Hypothesis Testing

Determination Coefficient Analysis

The results of the determination co-effectiveness shown by table 6 below Table 6. Determination Coefficient

Model	R	R Square
1	.612 <sup>a</sup>	.375

a. Predictors: (Constant), X2, X1  
b. Dependent Variable: Y

Analysis showed that the R-Square value of 0.375 so that it can be said that the actual and ideal self-concept variable was able to explain loyalty by the remaining 6.25% influenced by other variables outside the study.

F Test

Test F results shown by table 7 below

Table 7. F-Test

	Sum of Squares	df	Mean Square	F	Sig.
Regression	401.587	2	200.793	29.045	.000 <sup>b</sup>

The significance value of 0,000<0,005 so that it can be said that the Actual and Ideal Self-Concept variables simultaneously affect Loyalty. In other words H1: which states that actual and ideal self-concepts influence loyalty are simultaneously **accepted**.

t Test

The results of the t test are shown in Table 8 below Table 8

Hypothesis	Variable	Sig	Limit	Results
H2	Actual Self Concept (X1)	0.009	0.05	Supported
H3	Ideal Self Concept (X2)	0.000	0,05	Supported

The results of the t test shown by table 4 explained that actual self-concept and ideal self-concept separately affect loyalty. Thus H2: Actual Self-Concept affects **accepted**. Loyalty. H3: Ideal Self-Concept affects **accepted** Loyalty.

Discussion

The results showed that actual self-concepts has a significant effect on iPhone user loyalty which is can be said that iPhone users will feel loyal when they realize that the brand is

shaping the concept in themselves actually. In other term, when iPhone's user has this brand/product, they will feel more prestigious and stylish then encourage them to be loyal toward the brand.

The results of the study are suitable with a previous research by Le Le (2021) which explained that the famous prestigious brand value is better to make their user can be able to recognize themselves as a people who prestigious and stylish. Similarly, Arminen (2017) arguing, when consumers realize that their purchased brand is a reflection of them, it will give positive impact which being shown through loyalty of use.

The results also showed that the ideal self-concept has a significant influence on the loyalty of iPhone users so it can be said that iPhone users who have the ideal that they will be viewed as prestigious and stylish when using the brand will tend to feel loyal and make purchases of products related to the iPhone in the future.

The results of the study are in accordance with study by Andriani dan Dwbunga (2018) on H&M global brands in Indonesia which stated that a strong connection between self-concepts in a brand is able to build high loyalty in the use of the brand. In line with Fastoso and González-Jiménez (2020) explained that there is an ideal self-reflection on the use of a brand to the self-concept of its users so as to produce user loyalty shown in the form of positive perceptions and other purchase behaviors such as the desire to make product purchases in the same brand line.

## 5. Conclusion and Suggestion

### Conclusion

Actual and Ideal Self-Concept affects and increase iPhone User Loyalty. Thus it can be said when users have an iPhone feel that with the product becomes more stylish and prestigious then they tend to feel loyal and will make them purchase the products which are related brands in the future. Similarly, When the user of the iPhone has ideally perspective using the product so he can feels more prestigious and stylish then it will cause loyalty that shown by the purchase of products related to the iPhone.

### Suggestion

The iPhone as a brand that is considered prestigious and stylish is ultimately able to build user loyalty, so the appropriate brand and product positioning can build a positive image that is connected with the user's self-concept so it can be implementing for business to apply good brand positioning in order to produce a self-image or self-concept that appropriate with user's self-concept. The Self-Concept of iPhone users needs to be maintained because it is able to generate user loyalty in terms of repurchases, brand recommendations and positive expressions of the brand.

The development of models by adding other variables outside of research such as self-congruity, brand equity and etc to comparing research objects needs to be done in future research in order to get an accurate model and expand research studies on Self-Concept.

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