

THE INFLUENCE OF BRAND PRESTIGE AND BRAND CREDIBILITY ON PURCHASE INTENTION OF APPLE IPHONE BY SAM RATULANGI UNIVERSITY STUDENTS*PENGARUH PRESTISE MEREK DAN KREDIBILITAS MEREK TERHADAP NIAT BELI PADA APPLE IPHONE OLEH MAHASISWA UNIVERSITAS SAM RATULANGI*

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Abstract: The purpose of this research is to analyze the influence of brand prestige and brand credibility on purchase intention of Apple iPhone in an undergraduate student environment at the University of Sam Ratulangi. This research used quantitative method. 100 samples were collected with questionnaire distributed via social media from undergraduate students in University of Sam Ratulangi. The result of this research shows that brand prestige (X_1) and brand credibility (X_2) have a positive and significant correlation with purchase intention (Y) partially and simultaneously. Multiple linear regression and 9 points Likert scale was used to help the data analysis in this research.

Keywords: Brand prestige, brand credibility, purchase intention

Abstrak: Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari prestise merek dan kredibilitas merek terhadap niat beli Apple iPhone dalam lingkungan mahasiswa S1 Universitas Sam Ratulangi. Penelitian ini menggunakan metode kuantitatif. Terdapat 100 sampel yang telah dikumpulkan dengan menggunakan kuesioner yang didistribusikan melalui sosial media dari mahasiswa S1 di Universitas Sam Ratulangi. Hasil dari penelitian ini menunjukkan bahwa merek prestise (X_1) dan kredibilitas merek (X_2) mempunyai pengaruh positif dan signifikan terhadap niat beli (Y) baik melalui uji parsial maupun simultan. Regresi linear berganda dan skala likert 9-point digunakan untuk membantu menganalisis data dalam penelitian ini.

Kata Kunci: Prestise merek, kredibilitas merek, niat beli

INTRODUCTION

Research Background

In this era, smartphones are really needed by all the people in the world including university students. There are so many smartphone brands that are providing smartphones with so many functions in various prices. Company of smartphone brands are vying to give so many good functions in affordable prices and at the same time competing to adapt products to what customers need and want for smartphones. One of the smartphone companies referred above is Apple Company. In purchasing an Apple iPhone smartphone, there are few things that might influence the intention of consumers to buy it. In this research, the researcher will focus on university students who already have an Apple iPhone as their smartphone, so the researcher will conduct research on variables that used to affect university students when they were going to buy their apple iPhone smartphone, in this case the variables are brand prestige and brand credibility.

Before choosing an Apple iPhone smartphone, university students tend to get influenced by the brand first. Most of undergraduate students are people who are in the process of adolescence to adulthood. Some of them have the desire to have a lifestyle that is good and pleasing to the eye, in this case including having a luxury and expensive smartphone brand. Apple iPhone is one of the smartphone brands that has a fairly expensive price, therefore, people who use this brand of smartphone will tend to have a luxurious and prestigious image. By using a smartphone brand that has a luxurious image, some people will feel they have higher self-confidence. The researcher finds it interesting to conduct a research about it, because as what the researcher explained above, university student tends to choose a smartphone that is able to help them with their college activities, it refers to the brand credibility, the student's perspective towards in this case is Apple iPhone.

Research Objective

Based on the research background above, this research aims to analyze the influence of brand prestige and brand credibility on purchase intention of Apple iPhone by Sam Ratulangi University students.

THEORETICAL FRAMEWORK

Consumer Behavior

Consumer behavior is the study of the processes that are involved when groups or individuals choose, purchase, use or dispose of products to satisfy their needs and wants. Consumer behavior is important for marketers to learn. By studying consumer behavior, marketers may be able to find and understand what factors that are influencing the consumers' buying decision. The study about consumer behavior will help marketers to decide how to present their products in a way that will have a strong impact on consumers, because as we know, marketers need to understand the people that will use their products or services they sell. Every marketer's goals are trying to make consumers feel satisfied, but the reasons people purchase any product will always be very widely. To make sure that a product or service will satisfy or meet the consumers' needs, marketers need to identify consumers' motives properly.

Brand Prestige

According to Erdogmus and Budeyri-Turan (2012), brand prestige defined as a relatively high status related to the position of a brand. Brand Prestige is an expression of evaluative judgment that conveys high or low status, which depends on life experience, knowledge, and awareness of competing brands (O'Shaughnessy and O'Shaughnessy, 2002). According to Alden et al. in Baek, Kim and Yu (2010), customers will tend to buy or use goods with prestigious brands as symbols of social status, wealth, or power because prestigious brands are rarely owned and are very strongly attached to one's personal concept and social image. This is supported by the statement of O'Cass and Frost (2002), that prestigious brands differ from non-prestigious brands in influencing consumers' reasons for making purchases, namely increasing social status and expressing themselves respectively. Wong and Zhou (2005) found that perceived brand prestige has a greater effect on purchase intention when the product category is high social display value.

Brand Credibility

Brand credibility often defined as a one of psychological factors that could trigger consumer buying impulses. However, the output may be negative or positive effect. Brand credibility also defined as a belief in information about a product that is in a brand, which includes consumers perceive that the product has quality and is trusted. The perception that the people have towards a company is that what it's called credibility in branding. The truth is marketers need to try see from the consumers sight and try to understand how consumers perceive various companies and how that might influence their buying decision. Factors that can also influence consumer purchasing decisions are the age of the company, the longer the company has been in the industry, the higher the consumer's perception of the quality of its services or products, considering this may have been verified by some people.

Purchase Intention

According to Belch and Belch (2004), purchase intention is a tendency to buy a brand and generally based on the suitability between the purchases motives with the attributes or characteristics of the brand can be considered. Planning to buy, having tendency to buy, considering buying, and a budgeted money to buy are the

four indicators that used are in measuring purchase intention (Diallo, 2012). Purchase Intention is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future. Researchers may use purchase intention as an important indicator to forecast consumer behavior. To evaluate purchase intention, marketers usually use predictive modelling in order to help identify the probability future outcomes based on the previous data.

Previous Research

Chin, Isa and Alodin (2020) examined the relationship between endorser credibility (EC) and brand credibility (BC) on consumers' PI of products sold by local apparel brands in Malaysia. The study also examines the mediating effect of attitude towards BC (ABC) and attitude towards brand (AB). Data analysis was based on data collected from a sample of 245 consumers in a structured survey. Structural equation modelling was used to examine the hypothesized linkages between the mentioned variables. The findings of this study demonstrate that EC and BC have significant effects on ABC, AB and PI. The bootstrapping procedure shows that ABC and AB possess a significant influence as mediators between the EC and BC in swaying consumers' PI.

Chepchirchir and Leting (2015) examined the relationship between Brand quality, brand prestige and brand purchase intention of mobile phone brands in Kenya. A survey was used to collect data from a sample of 322 respondents. Data were analyzed by employing correlation, Analysis of Variance (ANOVA) and multiple regression analysis. The results revealed that brand quality and brand prestige are positively associated with consumer brand purchase intention. The generalizability of the findings is limited as the study focuses only on Kenya. Based on the findings, companies involved in branding of mobile phones should focus on improving the usefulness of the brand quality and prestige.

Jeng (2016) investigated how brand credibility affects consumer purchase intention in the airline sector. Based on signaling theory and relationship marketing theory, it explores the relationships among four constructs: brand credibility, decision convenience, affective commitment and purchase intention. A structural equation model applied to consumer survey data supports the argument. The results indicate that airline brand credibility increases consumer purchase intention by increasing consumers' decision convenience and enhancing affective commitment. Decision convenience can be considered a new mediator of a causal relationship between brand credibility and purchase intention

Conceptual Framework

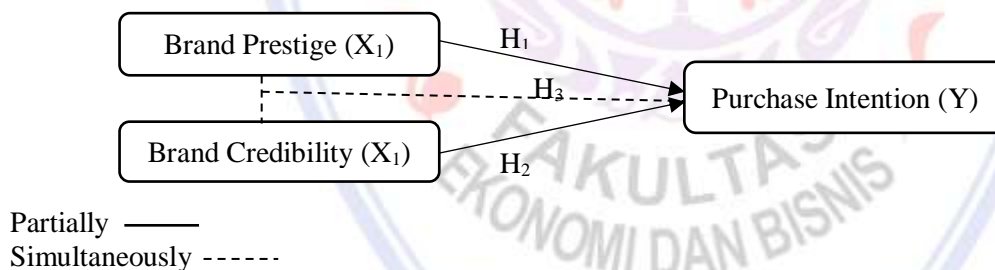


Figure 1. Conceptual Framework

Source: Literature Review

RESEARCH METHOD

Research Approach

This research using quantitative approach to analyze the influence of brand prestige and brand credibility on consumers purchase intention on buying Apple iPhone smartphone. According to Aliaga and Gunderson (2002), Quantitative research is the investigation of social problems, explaining phenomena by collecting numerical data that is analyzed using mathematics-based methods.

Population, Sample, and Sample Technique

The population of this research is university students (S1) that use Apple iPhone smartphone, whether students that are still financed by their parents or students that are already independent. The population will be undergraduate students in Sam Ratulangi University Manado North Sulawesi that chose Apple iPhone as their

smartphone. The sample size of this research is 100 respondents that were selected based on the criteria; an undergraduate student from Sam Ratulangi University who are using Apple iPhone as their smartphone and was choosing the iPhone by themselves. Purposive sampling technique was used in this research to obtain the information from the selected respondent that has the criteria.

Data Collection Method

In quantitative research, a research questionnaire uses close-ended questions. In this research, the questionnaire will be given through social media to the selected members of the population that has been chosen.

Operational Definition of Research Variable

Brand prestige in this research defined as the respondents' assessment of Apple's brand image which is considered prestigious and has a relatively high social class for its users. Brand credibility in this research defined as the selected respondents' belief in information about Apple iPhone brand, which includes the selected respondents perceive that the product has quality and is trusted. Purchase intention is the respondent's tendency to respond to an influence that shows a desire to buy Apple iPhone smartphone.

Data Analysis Method

Validity and Reliability Test

Validity test in this research used Pearson Correlation. The item in the questionnaire counted as valid if $r_{\text{count}} > r_{\text{table}}$, otherwise, if $r_{\text{count}} < r_{\text{table}}$, it means the item is not valid. Based on the distribution of r_{table} values with a significance level of 5% and the number of respondents (N) 100, the r_{table} value can be obtained at 0.195. Cronbach's Alpha was used in this research to test the reliability of each variable, if Alpha is less than 0.6 then it is unreliable.

Multiple Regression Analysis Model

According to Gujarati (2006), regression analysis is a study towards the relationship of one variable which is called as the explained variable with one or two explanatory variables. In this research, will use multiple linear regression analysis because there are two independent or predictor variables and one dependent or criterion variable, which are brand prestige(X_1) and brand credibility(X_2).

RESULT AND DISCUSSION

Result

Validity and Reliability Test

The validity test in this study has been processed using the SPSS statistic 25. The items in this research's questionnaires are valid proven from the data result that shows the value of the Pearson Correlation from each variables are more than the value of the r_{table} and the significant level also below 5%. The reliability test also shows that the questionnaire that been used in this research is reliable based on the value of Cronbach's Alpha 0.905 which is more than 0.6.

Classical Assumption Test

Normality Test

Normality test was used to evaluate the distribution of data on variables. Normality test in this research is using Kolmogorov-Smirnov method with the criteria if the significance level > 0.05 , it means the residual value is normally distributed. The table 1 below shows that the significance level, which is Asymp, Sig. (2-tailed) is 0.040 which is more than 0.05. So the data are normally distributed.

Table 1. Normality Test**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.67554612
Most Extreme Differences	Absolute	.091
	Positive	.056
	Negative	-.091
Test Statistic		.091
Asymp. Sig. (2-tailed)		.040 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS Data Proceed, 2021

Multicollinearity Test

The purpose of multicollinearity test is to find out if there is an intercorrelation between the independent variables. Method that used in this test is Tolerance and VIF. If the tolerance value more than 0.20 and VIF value is less than 10.00, it means there are no multicollinearity between the independent variables.

Table 2. Multicollinearity Test

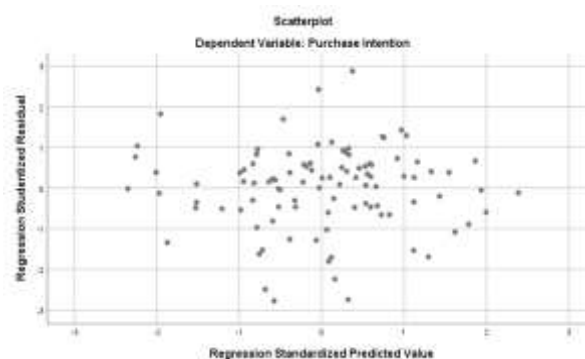
Variable	Collinearity Statistics				Status
	Tolerance		VIF		
	Result	Value	Result	Value	
Brand Prestige	.918	>0.10	1.089	<10.00	No Multicollinearity
Brand Credibility	.918	>0.10	1.089	<10.00	No Multicollinearity

Source: SPSS Data Proceed, 2021

The table 2 above shows that Brand Prestige (X_1) and Brand Credibility (X_2) is 0.918, so it is more than 0.10 and the VIF value of both variables is 1.089 which is less than 10.00. It means there are no multicollinearity between the independent variables.

Heteroscedasticity Test

The occurrence of heteroscedasticity symptoms or problems will lead to doubts or inaccuracies in a regression analysis result. The Scatter Plot graph is used in this test. Based on the scatter plot graph below, it shows that the data point is spread above and below number zero, the data point doesn't gather just below or above, and the data point spread is not patterned. It means there is no heteroscedasticity in this regression model.

**Figure 2. Heteroscedasticity Test**

Source: SPSS Data Proceed, 2021

Multiple Linear Regression Analysis

The result in table 3 can be shown through the regression equation as follows:

$$Y = 3.503 + 0.224X_1 + 0.719X_2 + e$$

Table 3 below shows the result of Multiple Linear Regression Analysis, the influence of Brand Prestige (X_1) and Brand Credibility (X_2) on purchase intention (Y). The unstandardized beta coefficient value will be explained below:

1. The constant value of 3.503 means that all the independent variables equal to zero.
2. Regression coefficient of Brand Prestige (X_1) is 0.224 means that if there is one unit increase in Brand Prestige (X_1), then the Purchase Intention (Y) is increasing by 0.224 assuming the other variables are constant (*ceteris paribus*).
3. Regression coefficient of Brand Credibility (X_2) is 0.719 means that if there is one unit increase in Brand Credibility (X_2), then the Purchase Intention (Y) is increasing by 0.719 assuming the other variables are constant (*ceteris paribus*).

Table 3. Multiple Linear Regression Analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3.503	6.910		.507	.613
Brand Prestige	.224	.048	.276	4.642	.000
Brand Credibility	.719	.061	.705	11.851	.000

a. Dependent Variable: Purchase Intention

Source: SPSS Data Proceed, 2021

Table 4. Multiple Correlation Coefficient and Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.827 ^a	.685	.678	6.74402

Predictors: (Constant), Brand Credibility, Brand Prestige

Source: SPSS Data Proceed, 2021

Based on the table 4 above, the value of coefficient correlation (R) is 0.827. it means the correlation relationship between the independent variables, Brand Prestige (X_1) and Brand Credibility (X_2), with the dependent variable, Purchase Intention (Y) is 0.827. If the correlation coefficient value tends to be close to 1, it means there is a tight relationship between the independent variables and dependent variable.

The coefficient of determination (R^2) measures the ability of a model in explaining the variation of the dependent variable. The value of R^2 is 0.685, means the 68.5% variation of Purchase Intention (Y) as dependent variable is explained by the independent variables, Brand Prestige (X_1) and Brand Credibility (X_2). The rest 31.5% is influenced by other variable that is not explained in this research.

Hypothesis Testing**T-test (Partial)**

Based on the table 5 below, the significance level of Brand Prestige (X_1) is 0.000 which is less than 0.05 and the value of tcount is 4.642 which is more than the value of ttable, 1.988. it means the Brand Prestige (X_1) has an effect on Purchase Intention (Y) partially. The significance level of Brand Credibility (X_2) is 0.000 which is less than 0.05 and the value of tcount is 11.851 which is more than ttable, 1.988. It means the Brand Credibility (X_2) has an effect on Purchase Intention (Y) partially.

Table 5. T-test

Variable	Tcount	Ttable	Sig.	Status
Brand Prestige(X_1)	4.642	1.988	.000	Accepted
Brand Credibility(X_2)	11.851	1.988	.000	Accepted

Source: SPSS Data Proceed, 2021

F-test (Simultaneous)

Based on the table 6 below, the value of f_{count} is 105.322 and the significance level is 0.000. The value of f_{table} is 3.09 it means f_{count} is more than f_{table} . The result shows that Brand Prestige (X_1) and Brand Credibility (X_2) are affecting Purchase Intention (Y) simultaneously.

Table 6. F-test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9580.431	2	4790.216	105.322	.000 ^b
	Residual	4411.729	97	45.482		
	Total	13992.160	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Credibility, Brand Prestige

Source: SPSS Data Proceed, 2021

Discussion**Brand Prestige on Purchase Intention**

Based on the data result, it showed that brand prestige does have a significant and positive effect to purchase intention. The t-test result shows that the first hypothesis is accepted. A prestige image of a brand can really help someone to boost their confidence, they feel proud when they use it, and they feel proud when they have it. Brand prestige -meaning consumers' emotional or logical perception of a particular brand especially when it is difficult to differentiate products based on real qualitative characteristics-plays an important role in customer shopping behavior. That's why brand value is considered an important asset, and a strong brand increases customer confidence in buying products and services and allows them to understand and imagine the intangible factors well. This result is in accordance with Chin, Isa and Alodin (2020) that brand credibility has significant effects on purchase intention. This result is in accordance with Chepchirchir and Leting (2015) that brand prestige is positively associated with consumer brand purchase intention.

Brand Credibility on Purchase Intention

The result of this research shows that brand credibility positively and significantly affecting the consumers' purchase intention in buying an Apple iPhone smartphone. The t-test result shows that the second hypothesis of this research is accepted. Brand credibility often defined as a one of psychological factors that could trigger consumer buying impulses. Brand credibility also defined as a belief in information about a product that is in a brand, which includes consumers perceive that the product has quality and is trusted. The more credible the company's brand, the higher the purchase intention. The brand credibility in this research speaks about consumers' own perspective towards Apple iPhone brand. How they think about the quality of the brand itself. When a marketer manages to make people know the credibility of their brand, it will be a lot easier for them to sell their products to the market, because once people know the credibility of a product, they tend to always trust the product and keep buying it as long as the marketers keep maintaining the quality of the product itself. This result is in accordance with Chin, Isa and Alodin (2020) that brand credibility has significant effects on purchase intention.

Brand Prestige and Brand Credibility on Purchase Intention

The result of this research in previous chapter shows that brand prestige and brand credibility as the independent variables, has positive and significant effect on purchase intention as the dependent variable simultaneously. Brand credibility is a perspective from consumers towards a brand that the brand can be trusted and has good quality. Consumers tend to choose to use an item that they think can be trusted and has good quality. According to the researcher, in general, an item that has a prestige image is mostly of good quality, because one of the criteria for an item to have a prestige image is to have a relatively expensive price, and an item that has a relatively expensive price must have a reason behind it. One is because of its good quality.

CONCLUSION AND RECOMMENDATION**Conclusion**

After doing research and processing the data that has been collected with the aim of knowing the effect of brand prestige and brand credibility on purchase intention in undergraduate students who are using Apple iPhone at the University of Sam Ratulangi, researchers can draw conclusions as follows:

1. Brand prestige have a positive and significant correlation with purchase intention on undergraduate students who have an Apple iPhone at the University of Sam Ratulangi.
2. Brand credibility have a positive and significant correlation with purchase intention on undergraduate students who own an Apple iPhone at the University of Sam Ratulangi.
3. Brand prestige and brand credibility have a positive and significant correlation to purchase intention on undergraduate students who have an Apple iPhone at the University of Sam Ratulangi.

Recommendation

Based on the results, the following are some suggestions for marketers and academic purposes that can be given by the researcher:

1. The marketer should maintain the prestige image of Apple iPhone smartphone to keep the consumers loyal, it might also help to make a mouth-to-mouth advertisement.
2. The marketer should do a better kind of advertising to build consumers' perspective towards Apple iPhone smartphone, having a good perspective towards a brand will really affecting the consumers purchase intention.
3. Future researcher may use other independent variable or other factor that might impact the consumers purchase intention on buying Apple iPhone smartphone.
4. This research can be used as a reference for a study in the future or for developing new idea that can be implemented towards consumer behavior study.

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