

ABSTRACT

The development of telecommunications technology has grown significantly in recent years. Since its first appearance in 1992, smartphones have evolved from expensive devices into everyday gadgets. Various smartphone brands strive to provide the best offers for consumers in order to attract consumers even more importantly to ensure that consumers will remain loyal and do not switch to their competitors. However, based on a survey conducted by Consumer Intelligence Research Partners (CIRP) shows that Android users have higher loyalty compared to Apple users with a percentage of Android 91% and Apple 86%. This has become a business phenomenon where it turns out that the loyalty of Apple smart phone consumers is lower than that of Android. This clearly encourages Apple smartphone managers to develop marketing strategies that can increase loyalty to Apple users. In addition to this phenomenon, based on the existing literature shows that there is a research gap which states that there is an inconsistency of research results between the relationship between brand personality and brand loyalty. So based on the phenomena and gaps in this research, this is the basis for this research.

This research aims to develop a conceptual model on how to manage Brand Loyalty using the Self-Congruity Theory approach so as to increase Brand Loyalty on Apple smart phones through self-congruity and customer brand identification. In this study, data collection involved 128 respondents with the main criteria that they have used or are currently using Apple smart phones and are domiciled in the city of Semarang. The data obtained were then analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using a tool in the form of the Analysis Moment of Structural (AMOS) version 22 program.

Based on the results of this study it was found that brand personality has a positive and significant influence on self-congruity, in line with this it was also found that self-congruity has a positive and significant relationship to customer brand identification, furthermore in this study it was also proven that customer brand identification has a positive and significantly to brand loyalty, and finally, self-congruity has also been shown to have a significant and positive effect on brand loyalty on Apple smart phones. Therefore, all hypotheses in this study were accepted. So it is hoped that this research can be useful in developing Apple Inc.'s corporate marketing strategy. and can be a valuable literature for the benefit of academics.

Keywords: Brand Personality, Self Congruity, Customer Brand Identification, Brand Loyalty, Self-Congruity Theory.