



## **An Analysis of Brand Image Implications to Consumer-Based Brand Equity: An Evidence of A Smartphone Product**

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**Abstract:** Companies are competing to maintain their market share and attract new consumers in this digital era. A deep understanding of how brand image influences Customer-Based Brand Equity is very important for companies to design effective marketing strategies. Therefore, this research aims to examine the influence of brand image on customer-based brand equity. This research uses a quantitative approach. The respondents' responses indicated that all variables in brand image and CBBE of Samsung Brands in Garut Regency were very good. Furthermore, Brand association is proven to be the strongest indicator in building CBBE and brand loyalty is the least. There is a positive correlation between brand image and customer-based brand equity (CBBE).

**Keywords:** Brand image; Customer-Based Brand Equity

### **INTRODUCTION**

In the current digital era, smartphones have become a very important tool in everyday worldwide life including in Garut Regency. Samsung, one of the largest technology companies in the world, has succeeded in building a strong and positive brand image in various markets. In Garut Regency, Indonesia, like in the whole globe, Samsung also has a dominant position in the smartphone market. Preliminary market results show that Samsung takes the top spot in the second quarter of 2024 with a shipment share of 18.4% worldwide, although its market share declining compared to the second quarter of 2023 by 20%. (IDC, 2024). Arrangement and planning of the work environment cannot be ignored because it will affect the pace of company operations (Sari et al., 2022).

Companies are competing to maintain their market share and attract new consumers. Customers here are people who give the highest ratings of overall satisfaction with the company's products and services (Sari, et.al, 2024). Businesses that want to survive and win over their rivals need to be aware of the state of brand equity of their products (Angelina & Nurlinda,2023). Equity plays an important role in achieving organizational goals. One effective way to achieve this goal is to build and strengthen consumer-based brand equity (CBBE). CBBE refers to consumers' perceptions, impressions, and experiences of a brand, which ultimately influence consumer loyalty, repurchase intention, and brand loyalty (Marques, et.al, 2020). Brand image is the main component in forming CBBE. The brand image includes consumers' perceptions of the quality, value, and associations of a particular brand. A brand is a characteristic of a product which can be a name, trademark, logo, or other symbol, where a good brand will also provide a good image of the product and the company (Ahmad et al., 2019). A strong brand image can help consumers identify and remember the products or services offered, and can influence consumer perceptions and attitudes towards a product. A strong and positive brand image can increase brand appeal, reduce price sensitivity, and encourage consumer loyalty. On the contrary, a weak or negative brand image can damage a company's reputation and reduce consumer trust.

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CBBE is a big idea that brings together how important brand value is created by customers through knowledge gained from direct or indirect interactions (Kim et al., 2021). This important value is reflected in how consumers respond to a product based on their previous knowledge, associations, loyalty, and perceived quality. Strong brand equity can provide financial and non-financial benefits for the company. Previous research has shown that brand image has a direct influence on customer-based brand equity, where brand equity focuses on customers (Hayati et al., 2022)

This research focuses on analyzing the influence of brand image on customer-based brand equity. In the context of intense business competition, a deep understanding of how brand image influences CBBE is very important for companies to design effective marketing strategies. By enhancing brand image, companies can create strong emotional connections with consumers, differentiate themselves from competitors, and achieve sustainable competitive advantage.

However, there is still debate regarding the relationship between brand image and customer-based brand equity. The debate is none other than related to factors that can influence this relationship, such as marketing strategy, product characteristics, and other aspects. Therefore, further research is needed to enrich the understanding of the relationship between brand image and customer-based brand equity. Therefore, this research aims to examine the influence of brand image on customer-based brand equity. The relevance of this research is very significant considering the changing market dynamics. Companies need to adapt quickly to changing consumer preferences, new technologies, and market trends. Research on the relationship between brand image and CBBE on Samsung smartphone products in Garut Regency is still very limited. Therefore, this study aims to analyze how Samsung's brand image influences CBBE among consumers in Garut Regency. The results of this research are expected to provide valuable insights for companies in their marketing strategies in the local market.

## METHODS

This research uses a quantitative approach with the aim of measuring the influence of brand image on customer-based brand equity (CBBE) on Samsung smartphone products in the Garut Regency. A quantitative approach was chosen due to the philosophy of positivism which allows researchers to test predetermined hypotheses using numerical data and statistical analysis (Sugiyono, 2019). The research was carried out in October 2024. The population in this research are all consumers who use Samsung smartphone products in Garut Regency. Samples were taken using random sampling techniques to obtain representative respondents from the population. This research involved 100 respondents who were chosen randomly. Data was collected using a questionnaire distributed to respondents. The questionnaire will consist of closed questions using a 1-5 Likert scale, where 1 indicates strongly disagree and 5 indicates strongly agree. The variable in the research is the Brand image as an independent variable with indicators such as Brand Association, Perceived Quality, Brand Trust, and Brand Loyalty. Meanwhile, Customer-Based Brand Equity (CBBE) is the dependent variable. CBBE is the added value provided by a brand based on consumer perceptions and responses to the brand, with indicators including Brand Awareness, Perceived Quality, Brand Associations, and Brand Loyalty. The data analysis technique in this research uses Simple Linear Regression (SLR). The application of SLR goes through two stages, the first stage is evaluating the reliability and validity of the measurements, then the second stage is evaluating the internal workings of the SLR model.



## RESULTS AND DISCUSSION

### Descriptive results

Table 1 describes the demographic profile of 200 respondents taken for research consideration. It can be seen from the data in Table 1 that 45% of respondents are included in the female group. The respondents are also represented by 40% within age 25-40. The findings also measure respondents' latest education such as 35% of respondents are undergraduates and 10% of respondents are postgraduates. Education is believed can help people make an an effort to add insight and business skills and leads to strengthening the level of trust in self, discipline, and inner intuition try both women and men. (Sari, et al., 2023). From this table also can be seen that the livelihood of 45% of respondents is an office worker, followed by businessmen about 20 %.

**Table 1: Demographic profile of the study, Sample (n = 200)**

Demographic characteristics		Frequency	Percentage %
Gender	Male	55	55%
	Female	45	45%
Age	18-25 tahun	25	25%
	26-35 tahun	40	40%
	36-45 tahun	20	20%
	>45 tahun	15	15%
Student	High School	30	30%
	Diploma	25	25%
	Undergraduate	35	35%
	Postgraduate	10	10%
Work	Student	15	15%
	Office Worker	45	45%
	Businessman	20	20%
	Others	20	20%

Source: Processed data (2024)

Descriptive analysis of the results of respondents' responses can be used to create a systematic, factual, and accurate picture of the facts, characteristics, and relationships between the phenomena being investigated. Descriptive analysis was carried out to test the generalization of research results based on one sample. In this research, the variables studied are brand image and CBBE. From the results of distributing questionnaires to 200 respondents, respondents responded to the brand image variable through 12 statement items and were divided into 4 dimensions, namely Brand Association, Perceived Quality, Brand Trust, and Brand Loyalty. Meanwhile, respondents' responses to the CBBE variable consist of 4 dimensions, namely Brand Awareness, Perceived Quality, Brand Associations, and Brand Loyalty which are divided also into 12 questions. Table 2. Representing descriptive statistics of Research.



**Table 2. Descriptive Statistics**

	Mean	Standard Dev	Score
Brand Image	4.2	0.6	1-5
1. Brand Association	4.3	0.5	1-5
2. Perceived Quality	4.1	0.6	1-5
3. Brand Trust	4.2	0.7	1-5
4. Brand Loyalty	4.0	0.6	1-5
Customer-Based Brand Equity	4.1	0.7	1-5
1. Brand Awareness	4.2	0.6	1-5
2. Perceived Quality	4.1	0.7	1-5
3. Brand Associations	4.3	0.5	1-5
4. Brand Loyalty	4.0	0.7	1-5

Source: Processed data (2024)

Based on the results of the analysis, it can be seen that the average response from brand image and CBBE respondents was good. The best average score on the brand association dimension is 4.3. Brand association is proven to be the strongest indicator in building CBBE. Consumers who have positive associations with the Samsung brand tend to have higher brand equity. Brand associations are explored and discussed in depth with two variables, namely brand personality and organizational associations (Romanello et al., 2020). Brand personality can be defined as human traits such as sincerity (down to earth, honest, healthy, and cheerful), excitement (online, vibrant, imaginative, and current), competence (reliable, intelligent, and successful), sophistication (upscale and charming) and toughness (outdoorsy and tough). Meanwhile, organizational associations are always aimed at organizations that support the brand. This dimension plays an important role by showing the brand as an element that has more value than the product itself (Bakhshizadeh & Aliasghari, 2023). So, Samsung needs to maintain these two indicators to enhance brand association on customer view. Samsung brand managers must continue to strengthen the positive associations that consumers have with the brand. This can be done through marketing campaigns that highlight the unique advantages and values offered by Samsung products.

Meanwhile, the smallest value is the brand loyalty dimension with an average value of 4.0. Brand loyalty is the feeling that the brand belongs to the customer. Additionally, it can have meaning to confront the changing environment and the ability to subsist in chaotic situations. Samsung needs to engage with customers in Garut Regency to enhance their commitment to the Samsung brands. Wang et al., (2021) stated that brand loyalty refers to an individual's commitment to a brand so that to continue buying these products. With the aim of improving behavioral loyalty, managers strive to generate high equity for their brands because swelling this factor will diminish time spent incisive for purchasing evidence, increase positive word of mouth, reduce marketing expenditures, and expand market share ( Hariharan et al, 2018). Effective loyalty programs, such as exclusive offers, rewards programs, and personalized customer experiences, can help increase brand loyalty. Samsung Brand managers must focus on maintaining good relationships with loyal customers in Kabupaten Garut.

The validity test in this research aims to see whether the questions in the questionnaire in question can describe the conditions regarding brand image and CBBE among Samsung consumers in the Garut Regency. The validity test will test the correlation between the indicators of each question and the total score of the indicators of a variable. The question item is said to be valid if the calculated  $r$  is greater than the table  $r$  value. The following are the results of calculating the validity value of question



items using Microsoft Excel 2016 with the Pearson Product Moment correlation formula (table 3.).

**Table 3. Questionnaire Validity Value**

Variable	Question	R	R tabel	Result	Variable	Question	R	R tabel	Result
		Count					Count		
Brand Image (X)	X1.1	0.432	0.195	Valid	Consumer Based Brand Equity (Y)	Y1.1	0.432	0.195	Valid
	X1.2	0.337	0.195	Valid		Y1.2	0.337	0.195	Valid
	X1.3	0.412	0.195	Valid		Y1.3	0.412	0.195	Valid
	X2.1	0.573	0.195	Valid		Y2.1	0.573	0.195	Valid
	X2.2	0.205	0.195	Valid		Y2.2	0.205	0.195	Valid
	X2.3	0.592	0.195	Valid		Y2.3	0.592	0.195	Valid
	X3.1	0.658	0.195	Valid		Y3.1	0.658	0.195	Valid
	X3.2	0.313	0.195	Valid		Y3.2	0.313	0.195	Valid
	X3.3	0.215	0.195	Valid		Y3.3	0.215	0.195	Valid
	X4.1	0.442	0.195	Valid		Y4.1	0.442	0.195	Valid
	X4.2	0.645	0.195	Valid		Y4.2	0.645	0.195	Valid
	X4.3	0.203	0.195	Valid		Y4.3	0.203	0.195	Valid

Source: Processed data (2024)

The results of testing the validity of the questionnaire above reveal that a conclusion can be drawn that all the questions in the questionnaire about brand image as well as CBBE are valid in measuring the variables used in the research of Samsung smartphones in Garut Regency. Next, a reliability test is carried out, which is a test of the research instrument (questionnaire) to see whether the questionnaire is reliable/trustworthy or not. Reliability testing provides an overview of respondents' consistency in answering questions at different times. The reliability test in this research uses the Cronbach alpha formula (Tabel 4.).

**Table 4. Questionnaire Reliability Value**

Variable	Reliability Value	Results	Total item
Brand Image (X)	0.682	Reliable	12
Consumer Based Brand Equity (Y)	0.765	Reliable	12

Source: Processed data (2024)

The value of the reliability in this study shows the results that the questionnaire used in this research is good. Furthermore, a classical assumption test was carried out. Meanwhile, the aim is to ensure that the conditions can be met in the OLS linear regression model so that the model becomes valid as an estimation tool. In calculating the classical assumption test, several stages are carried out consisting of a normality test.

The normality test used in this research is the Kolmogorov-Smirnov test. Based on the research results, it shows that from processing the normality test the significance value is  $0.640 > 0.05$ . This means that the data is normally distributed. Next, regression analysis was carried out. Regression analysis was carried out to determine the intensity of the relationship between the independent and dependent variables.



**Table 5. Simple Linear Regression Analysis**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	6,789	2,612		3,266	,002
Brand Image	1,155	,122	,678	9,136	,000

a. Dependent Variable: CBEE

Source: Processed data (2024)

Based on the table of data processing results above, a simple linear regression equation is obtained that is applicable to this research, namely:

$$Y = 6,789 + 1.155X$$

A constant of 6,789 means that if Brand Image is zero then Consumer Based Brand Equity will be worth 6,789 units. Furthermore, the simple coefficient number  $bX$  is 1,155, so this number means that Brand Image (X) has a positive effect on Consumer Brand Equity (Y). So if the Samsung Smartphone increases one scale of the Brand Image variable, CBEE is predicted to increase by 1,155 times the Brand Image.

The current consumer tendency is to look for products that have a good brand image on the market. Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. Currently, many well-known brands have emerged that have a good image in the eyes of consumers. This research was conducted by taking a sample of 100 respondents, namely active Samsung smartphone users in Garut Regency. This research aims to determine the influence of Brand Image on Consumer Brand Equity of a Samsung Smartphone product. Brand image is in the good category. This indicates that Samsung products have a good name, good image, and good user image. The brand image involves a tangible sensory representation of an idea, feeling, or object. The majority of respondents know about Samsung products from various media. The influence on brand image can be overwhelming (Mao et al., 2020). In this circumstance, brand image can reinforce consumers' intention to buy for example waterproof smartphones. When clients deliberate that Samsung is decent, and when Samsung issues its series with the waterproof feature, it will be easy for consumers to direct their intentions to buy this item (Suhud et al, 2021).

Through hypothesis testing in simple linear regression analysis, it was stated that the Brand image variable had a significant effect in a positive direction on the CBEE of Samsung products. The magnitude of the coefficient of determination is shown by the R square value. Brand image has an influence of 46.0% on the CBEE of Samsung products. Meanwhile, the remaining 54.0% is the contribution of other variables that were not studied, such as price factors, product quality, ease of obtaining products, cultural factors, and several other factors. Consequently, the brand also plays an important role



in becoming the identity of the product. A brand must be able to give confidence to consumers that its brand can truly be trusted (Sari et al, 2020).

### CONCLUSION

The initial aim of this research is to identify the influence of brand image on customer-based brand equity. From the research results it can be concluded that there is a positive correlation between brand image and customer-based brand equity (CBBE). This research also investigates demographic characteristics and their relationship with customer-based brand equity (CBBE). Then the variable that had the greatest influence on the customer-based brand equity (CBBE) of the Samsung Brand in Garut regency was the brand association variable and the least was the brand loyalty variable.

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