# The Effect of Product Quality and Brand Love on Repurchase Intention on Apple Brand (Study on Generation Z Students Using Apple Products at the University of North Sumatra)

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| ARTICLEINFO | ABSTRACT |
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| *Keywords*:<br>product quality,<br>brand love,<br>repurchase intention | Lack of understanding the concept of product quality and customer love for the brand makes loyal Apple consumers, and especially Generation Z, who like to try new things, choose to try using products from other brands on the market. This study aims to analyze the effect of product quality on repurchase intention on the Apple brand among Generation Z students at the University of North Sumatra, to analyze the effect of brand love on repurchase intention on the Apple brand among Generation Z students at the University of North Sumatra, and to analyze the influence of product quality and brand love for repurchase intention for the Apple brand among Generation Z students at the University of North Sumatra. The form of research used in this research is quantitative research with an associative approach. Sampling was carried out through probability sampling technique and used 100 respondents as a sample. The data analysis method used is validity test, reliability test, classic assumption test, multiple linear regression analysis, and hypothesis testing.The results of this study indicate that Product Quality has a significant effect on Repurchase Intention. Meanwhile, the Brand Love variable has a significant effect on Repurchase Intention. Product Quality and Brand Love also have a joint effect on the dependent variable, namely Repurchase Intention. |
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## INTRODUCTION

Technology is developing very rapidly in the current era of globalization. Many new technologies have been created, one of which is telecommunication technology. Pushed with activity Increasingly increasing society makes communication technology a necessity. Need will tool communication raises Lots request And Also offerings thereby creating competition among producer tool communication. TechnologyCommunication plays an important role in the life of today's global society Its application creates impacts and consequences.

Globalization brings many changes in human life. One of them is technology that continues to develop so that no modern society can survive without technology, especially communication technology. The underlying technology is that humans have a need for social interaction. Communication that intersects with cultural life in the broadest sense (including across cultures) occurs in various forms and forms.

Smartphones are the most popular means of communication today. A smartphone or what is commonly called a smart phone is a device that has capabilities and functions with usage similar to a computer, because it has the operating system needed today. Many people on this earth say that a smartphone is a telephone that operates using all software with an operating

system that provides standard relationships for application developers. The phenomenon of smartphone growth is extraordinary in the world, including in Indonesia. The shape is relatively small and easy to carry anywhere, making smartphones the most widespread electronic devices in the world, especially in Indonesia.

Intense competition between businesses makes consumers not only passive parties who only accept and use products, because consumers must act as decision makers for the product they choose amidst the many products to choose from. This competition makes the businessmen continuously making innovations in terms of product features to suit the needs, lifestyles, and tastes of today's consumers. This competition also makes the company always make its products with product quality that is always on top, making it one of the people's top choices for buying the products they need.

One of the technology and electronics companies that is currently growing rapidly is Apple Inc., which originates from California, United States. Apple Inc. always develop its products in quite a lot of lines. Some products from Apple Inc. are laptops (macbook), smartphones (iphone), tablets (ipad), ipod, and smartwatches (apple watch).
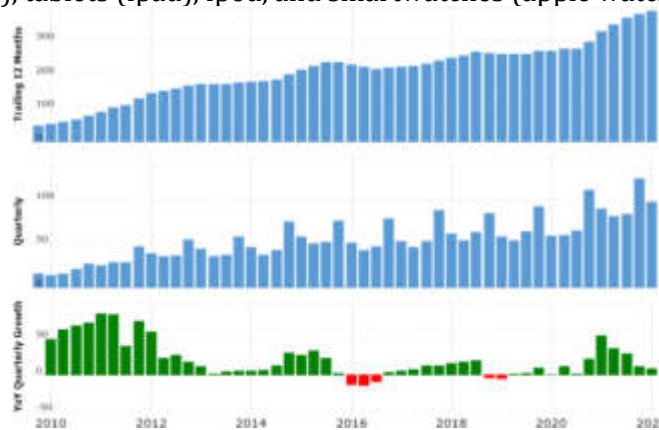


Figure 1. Apple Revenue Growth Data Since 2010-2022
Source : Macrotrend.net (2022)

Apple Inc. sales have relatively increased and decreased, this is evidenced by Apple's income, which has fluctuated and fallen in the last 10 (ten) years. The increase and decrease in sales is in line with the use of Apple products that are used by the public. The use of Apple products has good benefits, especially for accessing educational information such as research, e-journals, e-books, and digital libraries which are much needed by students or students must be accessed using electronic technology products such as those produced by Apple Inc.

Medan City which is the capital of North Sumatra, is one of the largest metropolitan areas on the island of Sumatra and Indonesia. The city of Medan has a population, especially the younger generation, who use Apple products. Having an economy which is one of the largest in Sumatra and Indonesia, the city of Medan has a sizable middle class and upper class population which is Apple's main target.

Looking at Apple's product sales targeting the upper middle class, increasing sales and taking market share cannot only improve product quality. Apple boosted sales of its products by creating its own fanbase that loves the Apple Brand. Apple's fanbase are loyal consumers and always buy and use as well as invite and introduce new products from Apple. Fans of the Apple Brand are usually the younger generation who are Millennials and Generation Z.

When a brand can express itself, there will be love and trust in the brand, so this can affect the formation of brand love for the product. Brand love is an emotional arousal for customer satisfaction with a particular brand. Brand love can be associated with all product categories, both hedonic product categories, hi-tech (high technology) product categories and other product categories. This is what happened to the Apple fanbase, they get a passion or satisfaction from its products that can express themselves.

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Generation Z is the generation born in 1995-2010, in 2022 Generation Z will be aged from 12-27 years. Generation Z is the real generation which is called the internet generation because it is in generation Z that technology is available and developing very quickly. Generation Z has characteristics that are fond of technology, flexible, smarter, think critically, and have a high curiosity, especially in new things and are tolerant of cultural differences, and think globally.

Generation Z is not arbitrary They will be careful to see and understand the quality of the product they will buy. Generation Z in buying electronic products has the trait to use products that have good quality even if it has to drain their finances.

Mini research conducted in June 2022 regarding the intention to repurchase Apple products among generation Z users of Apple products, the researchers found that the majority of respondents out of a total of 26 people responded that they had the intention to repurchase Apple products due to the good quality of Apple products and his passion for the Apple Brand. Looking at the results of the mini research that has been mentioned and the data obtained, electronics sales continue to increase every year, but Apple's revenue decreased slightly in early 2019 to the end of 2020 and then rose again. Therefore researchers are interested in conducting research using Apple brand products as research objects.

## LITERATURE REVIEW

### 1. Product Quality

According to Tjiptono (2017: 96), product quality is the level of quality expected and control of diversity in achieving this quality to meet consumer needs. Kotler & Armstrong (2018: 347) say that product quality is "The ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" or if translated into "The ability of a product to perform its functions, including overall product durability, reliability, precision, ease of operation and repair, and other valuable attributes." Seeing the above understanding, Kotler and Armstrong (2018: 347) also argue that product quality includes durability, reliability, accuracy produced, ease of operation and repair,

Choose the product to buy and use. whole. The ability of a product to perform functions - those functions are also associated with quality. Quality may be the most sought after by consumers when they choose the product to be used.

Quality as the quality of the attributes or characteristics as described in the products and services concerned. Quality is usually related to the benefits or uses and functions of a product. Quality is a factor contained in a product that causes the product to be of value according to the purpose for which the product was produced. Quality is determined by a set of uses or functions, including durability, dependability on other products or components, exclusivity, convenience, external form (color, shape, packaging and so on). Companies must be able to understand consumer desires so that they can create products of good quality and in accordance with consumer expectations (Dinah Fitri & Pangestuti, 2019).

According to Sangadji and Sopiah (2013: 329), there are six elements of product quality and this is used as an indicator of product quality, namely:

a. Performance

The better the performance of a product, the better the quality of the product.

b. Reliability

The less the possibility of damage, the more reliable the product is.

c. Features

Features can improve product quality if competitors do not have these features.

d. Durability

Durability is closely related to how long the product can continue to be used before decreasing quality.

e. Consistency

Products that have high consistency mean that they comply with the specified standards.

f.  Design
The external appeal of the product to the five senses.

## 2. Brand Love

Brand love according to Carroll & Ahuvia (Hardilawati & Ghani, 2022: 89) is defined as a full level of emotional attachment satisfied consumer passion to have a particular brand. Love is a very strong emotional experience both in terms of interpersonal relationships and relationships between consumers and brands (Hwang and Kandampully, 2012). Brand Love can occur when customers can see the brand as an individual they can love like loving someone. According to Bergkvistet et al (Rahman et al, 2021: 618) said that brand love and interpersonal love are two different things. Brand love is a one-way relationship, while interpersonal love is a two-way relationship. Consumers are also not expected to long for brand intimacy, a feeling commonly associated with interpersonal love.

Brands that are loved also have an attachment to their consumers and between brands and consumers a solid foundation will be formed, so that consumers will convey their good opinions to other potential customers. Consumers will also convey constructive criticism to brands they love for brand improvement.

The variable indicators of love for the brand according to (Hakjun Song et all., 2019), namely:
a.  Love
b.  Awestruck
c.  Impressed
d.  Pleasure
e.  Feel good
f.  Favorite
g.  Bound and unique
h.  Memory

## 3. Repurchase Intention

Repurchase intention according to Nurhayati and Wahyu (2018: 53) is the desire and action of consumers to repurchase a product or service, because of the satisfaction received according to what they want from a product or service. Brands that are already embedded in the hearts of customers    will    cause   customer continue buying or repurchasing.

According to Kotler (2014: 139), buying interest arises after an alternative evaluation process. Someone will make a series of choices regarding the product to be purchased on the basis of brand or interest in the evaluation process.

Buying interest is often used to forecast sales, whereas in Previous studies have shown that purchase intention is a prediction of sales, as in research conducted by (Safin et al. 2016). On the other hand, the stages of purchase intention are also often used to identify the possibility of purchasing a product or service in the short term.

Based on the definitions above, the researchers determined that from the various definitions of repurchase intention described, individuals would expect individuals to continue using the same service provider and recommend relevant service providers to others.

According to Ferdinand (Purbohastuti and Ayuning, 2020:78) there are 4 indicators of consumer repurchase interest.
a.  Transactional Interests
The tendency of users to always buy products they have consumed.
b.  Referential Interests
The similarity of the user to hypnotize others to make use of, based on the experience he consumes,
c.  Preferential Interest
The interest described by the user always has a primary preference in the product that

has been consumed.
d. Explorative Interests
   A user is always looking for issues about a product he is interested in and looking for information that can support the positive properties of the product he has purchased.

## METHODS

The form of research used in this study is quantitative using an associative approach. This method emphasizes testing theories through measuring research variables with numbers and performing analysis with statistical procedures.

This research was conducted at the University of North Sumatra, Medan on consumer students who use Apple products who are included in the Z generation at the University of North Sumatra, by giving a questionnaire on the Google form directly or indirectly.

Sugiyono (2017: 61) population is defined as an area of generalization in a research area where the quantity or criteria can be observed and then studied further in data collection efforts to draw conclusions. The population in this study were all students at the University of North Sumatra who had purchased and used Apple products at least 2 times, the exact number of which is not known.

This study uses non-probability sampling in sampling. according to Sugiyono (2017: 82) non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for every element of the population. The non-probability sampling technique chosen in this study is because the number of population in this study is not known with certainty. In terms of the type of non-probability sampling, there are various techniques. This study chose a purposive sampling method. The purposive sampling technique is the determination of the sample on the basis of certain criteria selected by the researcher.

### 1. Concept definition
a. Product Quality (X1)
   According to Kotler and Armstrong (2018: 347) product quality is the ability of a product to perform its functions, including overall product durability, reliability, precision, ease of operation and repair, and other valuable attributes.
b. Brand Love (X2)
   Brand love by Carroll & Ahuvia (Hardilawati & Ghani, 2022: 89) is defined as the level of emotional attachment that is passionately satisfied by consumers to own a particular brand.
c. Repurchase Intention (Y)
   Repurchase Intention, namely as an individual consideration related to repurchasing a product, product or service that has accepted the heart of the consumer will cause the consumer to continue purchasing or make a repurchase, Nurhayati and Wahyu (2018: 53).

### 2. Operational definition
In this study there are two connected variables, including the independent variables, namely product quality (X1), brand love (X2) and the dependent variable, namely repurchase intention (Y). In the operational variables of this study, it will be explained regarding the indicators of each variable that will be proposed, both independent and dependent variables. Each indicator will later be displayed in a questionnaire to be answered by respondents. The scale used in this study is a Likert scale with statements ranging from strongly agree to strongly disagree.

### 3. Variable Measurement Scale
The variable measurement scale in this study uses a Likert scale. from Sugiyono (2017: 93) the Likert scale is used in measuring opinions, perceptions and attitudes of a person or group of people about social reality. using a Likert scale, producing the variables to be measured are described as variable indicators.

### 4. Data analysis technique

Data analysis from Sugiyono (2017: 182) is the process of carrying out a systematic and scientific search and arrangement resulting from the results of interviews, documentation, and field notes. The results are then grouped, reduced and described for synthesis, and draw conclusions so that it is easy for the reader to understand. The data analysis method is the process of processing the data from which the data was previously collected. In this quantitative study, the completion of the respondent's data was obtained, then the data was collected and processed using SPSS (Statistical Packages for the Social Science) 24.0.

## RESULTS AND DISCUSSION

### a. t test (Partial Test)

Based on the results of the t test it can be concluded that:

- The results of testing the Statistical Software program for the variable Product Quality (X1) on Repurchase Intention (Y) obtained a tcount of 3.075 where the tcount is greater than ttable, namely 1.984 (3.075 < 1.984) with a significance value smaller than 0.05 (0.003 <0.05) and a positive regression coefficient of 0.282. This shows that the Product Quality variable (X1) has a significant effect on Repurchase Intention (Y). on these results it can be concluded that Ha1 is accepted.
- Based on the test results using the Statistical Software program for the Brand Love (X2) variable, a tcount value of 5.375 is obtained, which means that it is greater than the ttable value of 1.984 (5.375 > 1.984) with a significance value less than 0.05 (0.000 <0.05 ) and a positive regression coefficient of 0.397. This shows that the variable Brand Love (X2) has a significant effect on Repurchase Intention (Y). From these results it can be concluded that Ha2 is accepted.

### b. Simultaneous Test (Test F)

The following are the results of the simultaneous tests conducted in this study:

Based on the results of data processing, it can be seen that the Fcount value obtained is 21.060, which means that the Fcount value is greater than the Ftable value, namely 21.060 > 3.09 or based on a sig value of 0.000 <0.05. These results mean that the independent variables namely Product Quality (X1) and Brand Love (X2) have a simultaneous effect on the dependent variable, namely Repurchase Intention (Y).

### c. Determination Coefficient Test

Based on the results of data processing, it can be seen that the R value is 0.550, where the coefficient value indicates a fairly close relationship between Product Quality and Brand Love to Repurchase Intention because the closer the R value is to one, the better the model is used. The Adjusted R Square value or the coefficient of determination value above shows that the Product Quality and Brand Love variables can explain the Repurchase Intention variable of 28.8%, while the remaining 71.2% is influenced by other variables not explained in this study.

**Discussion**

### a. Effect of Product Quality (X1) on Repurchase Intention (Y)

Based on the data that has been previously tested, it can be seen that all statements contained in the independent variable Product Quality (X1) and (X2) as well as in the dependent variable Repurchase Intention (Y) are valid and reliable so they can be used in this study. According to Tjiptono (2012), product quality is the level of quality expected and control of diversity in achieving that quality to meet consumer needs. The ability of a product to perform these functions is also associated with quality. Quality may be the most sought after by consumers when they choose the product to be used. This study uses 6 indicators of Product Quality proposed by Sangadji and Sopiah (2013: 329) including performance, reliability, features, durability, consistency and design.

Based on the respondents' answers, the results obtained were 61 respondents out of a total of 100 respondents who answered that Apple products have very good product performance; as many as 58 respondents out of a total of 100 respondents stated that Apple product designs were elegant and a total of 48 respondents out of 100 respondents stated that Apple products have good features. Based on the observations that the researchers made, apple products in Medan City were successful in building good product quality in the eyes of users.

Based on the results of the t test, it can be concluded that the results of testing the Statistical Software program for the variable Product Quality (X1) on Repurchase Intention (Y) obtained a tcount of 3.075 where the tcount is greater than ttable, namely 1.984 (3.075 < 1.984) with a value a significance smaller than 0.05 (0.003 <0.05) and a positive regression coefficient of 0.282. This shows that the Product Quality variable (X1) has a significant effect on Repurchase Intention (Y). on these results it can be concluded that Ha1 is accepted.

The results of this study are because the quality of products owned by the Apple brand is not doubted by customers, thus making users of products from the Apple brand loyal to buying and using Apple products in meeting the need for electronic goods. This can be seen based on the results of the levy data in Table 4.12 Respondents' Answers About Apple Always Consistent in Producing High Quality Products in which the majority of respondents answered that they agreed. Table 4.7 also shows Respondents' Answers About Apple Products Having Performance According to My Expectations, in which the majority of respondents answered strongly agree.

The results of this study are in line with research conducted by Mentari, Ririnta Dwi Shinta (2019) entitled "The Influence of Price, Product Quality, and Brand Image on Iphone Smartphone Purchase Decisions for Students of the Faculty of Economics and Business, University of North Sumatra". Which results of this study indicate that simultaneously Price, Product Quality and Brand Image have a significant effect on Purchasing Decisions.

### b. The Effect of Brand Love (X2) on Repurchase Intention (Y)

Brand love by Carroll & Ahuvia (Hardilawati & Ghani, 2022: 532) is defined as the level of passionate emotional attachment satisfied consumers to own a particular brand. Brand love is a one-way relationship, while interpersonal love is a two-way relationship. Consumers are also not expected to long for sexual intimacy with the brand, a feeling commonly associated with interpersonal love. Brands that are loved also have an attachment to their consumers and between brands and consumers a solid foundation will be formed, so that consumers will convey their good opinions to other potential customers.

Based on the data that has been previously tested, it can be seen that all statements contained in the independent variables Product Quality (X1) and (X2) as well as in the dependent variable Repurchase Intention (Y) is valid and reliable so it can be used in this study. In this study Brand Love has eight indicators, including love, fascinated, amazed, happy, feeling good, liking, bound & unique, and memories. The most influential indicator in this study was the love indicator, where in the statement I fell in love with the Apple brand, 92% agreed.

Based on the test results using the Statistical Software program for the Brand Love (X2) variable, a tcount value of 5.375 is obtained, which means that it is greater than the ttable value of 1.984 (5.375 > 1.984) with a significance value less than 0.05 (0.000 <0.05) and a positive regression coefficient of 0.397. This shows that the variable Brand Love (X2) has a significant effect on Repurchase Intention (Y). on these results it can be concluded that Ha2 is accepted.

The results of this study are in accordance with and in line with previous research by Winarto, MR A. ., & Widyastuti, W. (2021) entitled "The Influence of Brand Image and Brand Love on Repurchase Intention (Case Study on Consumers of Gucci Products in Surabaya)". The purpose of this study was to determine the effect of brand image and brand love on consumer repurchase intentions of Gucci products in Surabaya. This research is included in quantitative research. Sampling using purposive sampling technique. The number of samples in this study were 75 respondents. Data collection techniques using questionnaires and data analysis techniques using multiple linear regression analysis with the help of SPSS software

25.0. The results showed that brand image had an effect on the intention to repurchase Gucci products in Surabaya and brand love had an effect on the intention to repurchase Gucci products in Surabaya.
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### c. Effect of Product Quality (X1) and Brand Love (X2) on Repurchase Intention (Y)

Based on the results of the research presentation above, we can see that Product Quality and Brand Love have a significant effect on Repurchase Intention. Here we can see that the Product Quality (X1) and Brand Love (X2) variables are interconnected or in line with Apple product Repurchase Intention. As we know, if product quality and brand love are positive, this will affect consumers in determining the repurchase of a product.

Based on the results of data processing in table 4.44, it can be seen that the Fcount value obtained is 21.060, which means that the Fcount value is greater than the Ftable value, namely 21.060 > 3.09 or based on a sig value of 0.000 < 0.05. These results mean that the independent variables namely Product Quality (X1) and Brand Love (X2) have a simultaneous effect on the dependent variable, namely Repurchase Intention (Y).

Based on the results of data processing in table 4.45 above, it can be seen that the R value is equal to 0.550, where this coefficient value indicates a fairly close relationship between Product Quality and Brand Love to Repurchase Intention because the closer the R value is to one, the better the model is used . The Adjusted R Square value or the coefficient of determination above shows that the Product Quality and Brand Love variables can explain the Repurchase Intention variable by 28.8%, while the remaining 71.2% is influenced by other variables not explained in this study.

## CONCLUSION

Product Quality variable (X1) partially has a significant effect on Repurchase Intention (Y). So the Product Quality variable has a significant effect on Repurchase Intention on the Apple brand. Brand Love variable (X2) has a partially positive and significant effect on Repurchase Intention (Y). This proves that Brand Love affects Repurchase Intention on the Apple brand.

The independent variables, namely Product Quality (X1) and Brand Love (X2), have an equally (simultaneous) effect on the dependent variable, namely Repurchase Intention (Y). The results of the correlation coefficient values show that the relationship between Product Quality and Brand Love on Repurchase Intention is quite close, if the R value is close to number 1, the model will be even better. The coefficient of determination above shows that the Product Quality and Brand Love variables can explain the Repurchase Intention variable.

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