Build Brand Resonance Through Brand Image and Brand Love (Study of Apple MacBook Users)

by Hendra Hermawan

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ABSTRACT

Objectives: This study aims to develop a basic theoretical model and a new empirical research model in order to close the gap between the results of a previous study and the results of the present study concerning the impact of Corporate Social Responsibility as perceived by a company on Brand Resonance..

Methodology: This study employs descriptive and explanatory quantitative methods by administering an online survey to Apple MacBook users in the Facebook group MacBook Indonesia User. This study employed a non-probability sampling technique, the purposive method (purposive sampling), with a population of 1,328 individuals and a sample size of 151 individuals. Method for data analysis using Partial Least Square (PLS) and SmartPLS 3.2.9.

Finding: 1) Perceived CSR has a negative but insignificant effect on Brand Resonance; 2) Perceived CSR has a positive and significant effect on Brand Image; 3) Perceived CSR has a positive and significant effect on Brand Love; 4)) Brand Image has a positive and significant effect on Brand Love; 5) Brand Image has a positive and significant effect on Brand Resonance; 6) Brand Love has a positive and significant effect on Brand Resonance. Additionally, Brand Image and Brand Love can moderate the relationship between Perceived CSR and Brand Resonance.

Conclusion: Perceived CSR had a negative but not significant effect on Brand Resonance, a positive and significant effect on Brand Image, and a positive and significant impact on Brand Love, Brand Image had a positive and significant effect on Brand Resonance, a positive and significant effect on Brand Love, and Brand Love had a positive and significant effect on Brand Resonance..

Keywords: Perceived CSR; Brand Image; Brand Love; Brand Resonance

INTRODUCTION

The industrial revolution 4.0 marks the start of the era of disruption called the Uber Era. The conventional market that is starting to be abandoned by consumers is forcing companies to continue to innovate. The increasing demand for digital devices during the Industrial Revolution 4.0, the Covid-19 pandemic and where environmental issues are the most talked about topics today have led several technology companies, such as Apple, HP, Lenovo, Asus, Acer, Dell and others, to others try to create innovative products to meet consumer needs by not ignoring the issues that develop in society as a corporate responsibility. With the increasing demands of consumers, managers need to develop various strategies that are innovative, creative and environmentally friendly, so that current and new consumers have an attachment, love and become part of the brand.

The brand is an essential element for a product because the brand is the primary identity for consumers when making product choices. The Customer Based-Brand Equity (CBBE) model identifies six building blocks for a strong brand. From brand identity to brand meaning, brand response, and finally brand relationship formation, the success of each block is contingent

on the achievement of the preceding one (Ande et al., 2017). The ultimate goal is to get to the point on the CBBE pyramid known as brand resonance, where the relationship between the customer and the brand is perfectly harmonic. When all other brand building blocks have been established and investors have shown a high level of commitment to the brand in order to actively engage with the brand and share experiences when true brand resonance is present, brand resonance develops (Ande et al., 2017; Keller, 2001).

One indicator of brand resonance is the extent to which consumers seek information about the brand (Keller, 2001, 2002). Thus, to measure the occurrence of brand resonance apart from sales, it can also be seen from how high or how often consumers seek information about the product. The results from Google Trends for the Banten Region 2020-2021 related to finding information about several world technology companies look like Figure 1 below:
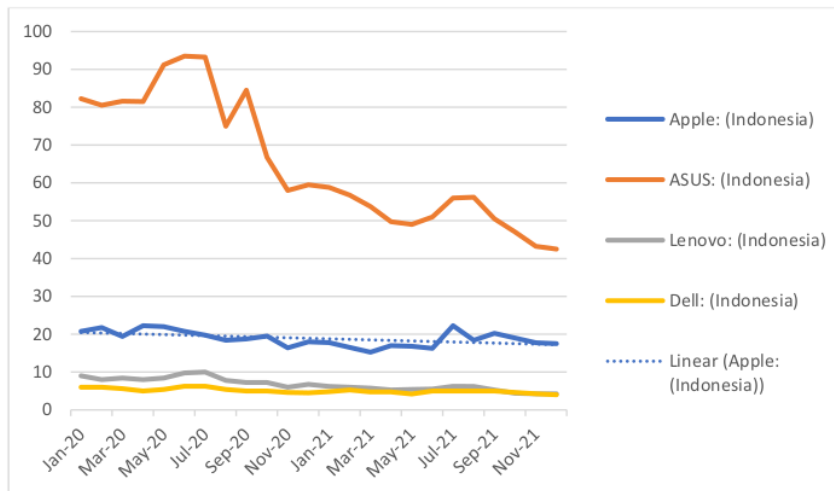

Figure 1 Graph of the Popularity Level of Searching for Laptop Brand/Type Information
Through Google in Indonesia in 2020-2021
Source: Apple, ASUS, Lenovo, Dell, HP Inc. - Pelajari - Google Trends

Figure 1 shows four world information technology device manufacturers, namely Apple, Asus, Lenovo and Dell. The popularity level of searching for information in Indonesia regarding the Apple brand on Google is in the low popularity category. This is very far from its competitors, namely Asus. In addition to the decline in product innovation, especially in the laptop line, it is alleged that corporate Social Responsibility (CSR) is one of the factors that causes Apple to be in second place in the popularity of disbursing information on the Google search engine in Indonesia. This could also be due to a lack of education regarding the importance of CSR so that it has not wholly entered the minds of the Indonesian people.

CSR is one of the essential factors of brand resonance. One of how Brand Resonance can occur is when companies operate by prioritising their social responsibility through CSR strategies so that they will improve relationships with stakeholders. The perceived high CSR will undoubtedly give a positive response to consumers so that brand resonance occurs (Aaker, 1996).

Besides CSR, brand image and love are also strategic keys that play a fundamental role in the development and success of the company. When consumers buy a branded product, they have certain expectations from it. If the value exceeds their expectations, this will impact brand

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image, brand love and brand resonance so that the perception of the brand reflected by the association group will connect consumers with the brand name in memory/memory (del Río et al., 2001).

Looking for brand-related information is one indicator of brand resonance. By comparing from Google Trends, we will know how high consumer curiosity is about brands or how often netizens search for brand-related information. This high curiosity can lead to brand resonance. Here are the results of a comparison of how popular MacBook equivalent laptops are:
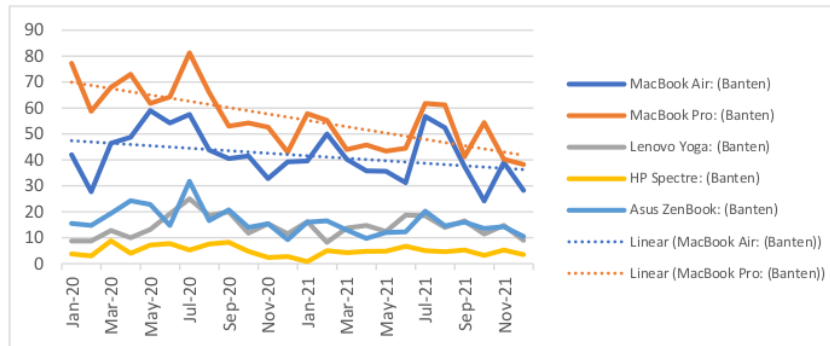

Figure 2 Graph of the Popularity Level of Searching for Laptop Brand/Type Information Through Google in the Banten Region in 2020-2021
Source: MacBook Air, MacBook Pro, Lenovo Yoga, HP Spectre, Asus ZenBook -   Pelajari - Google Trends

Based on data from information searches through Google pages, summarized in Google Trends in 2020-2021, it can be seen that in this trend, both MacBook Pro and MacBook Air show a decreasing trend in the popularity of information searches every month. Based on the IP Address Gateway detected by Google, the most searches were MacBook Pro located in Jawilan and Cikande, and the second was MacBook Air located in Parung Panjang, Cilegon, Serang, Jakarta and South Tangerang City. This search shows that there are cities outside the province of Banten, this is because some Internet-based Service Providers (ISPs) have Internet Protocol (IP) Address Gateways, which are generally located in Jakarta, even though the users are in the Banten area. The phenomenon above shows that Brand Resonance is not optimal, for the business phenomenon described above, this research was conducted with a focus on MacBook users, in the Banten area, which includes Serang Regency, Serang City, Pandeglang Regency, Lebak Regency, Tangerang Regency, Tangerang City, South Tangerang City and Cilegon City.

Previous researchers have conducted research on efforts to increase brand resonance by involving CSR variables as the lighter. Still, the results show the inconsistency of the influence of CSR on brand resonance. Therefore, based on some of the descriptions above regarding the impact of perceived CSR on Brand Resonance, companies need to adopt these concepts by using Brand Image and Brand Love variables as mediators, this is the urgency of the importance of this research being conducted.

LITERATURE REVIEW
Perceived CSR

According to Carroll, 1991, the widely accepted CSR framework consists of four dimensions: economic, legal, ethical, and philanthropic, with financial and legal responsibilities

required, ethical responsibilities anticipated, and charitable responses desired. The relative importance of the different dimensions of CSR is influenced by a person's relationship with the organization (such as employees, shareholders, or customers). The company's obligation to be productive, profitable, and maintain financial wealth is denoted by its economic size (He et al., 2014); if consumers depend on certain companies which are the only suppliers of needed products), consumers do not care about the economic responsibilities of companies (He et al., 2014). To investigate the effects of CSR is to define its multidimensionality based on the varying expectations of different stakeholders. (Maignan, 2001)

There are many indicators to measure perceived Corporate Social Responsibility, according to Khan & Fatma, 2019, as follows policies for customer security and confidentiality, establishing procedures to meet customer complaints, seeking to know customer needs, reducing consumption of natural resources, and utilizing renewable energy in the process. Productive by the environment. In this study, we are interested in consumer perceptions of CSR because consumers are a company stakeholder group; in this case, we focus on ethical and legal responsibilities.

Brand Image

Brand image has been defined as "the perception of a brand that reflects consumer associations in the minds of consumers" (Keller, 1993). Brand image is an integral part of a strong brand that allows brands to differentiate their products from their competitors. When the brand image is vital in the minds of consumers, the product can quickly gain greater appeal (*Shamma & Hassan, 2011*). Therefore, creating a positive brand image remains a top priority for many companies (*Cho & Fiore, 2015*).

The brand image consists of brand associations (*Ismail & Melewar, 2015*) which can be explained as a set of perceptions about the brand that are reflected in brand associations stored in consumers' memories. According to *Wu & Wang, 2014* the distinctions between functional, symbolic, and experiential brand image are described in the following section. Functional image: a product's functionality can assist consumers in resolving and preventing problems; Symbolic image: Brands can fulfill consumers' inner desires, such as enhancing self-worth, social status, and self-recognition, among others; and Brands can satisfy consumers' desire for variety and stimulation, thereby providing them with a pleasurable experience.. According to Chen-Yu et al., 2016; He et al., 2014, indicators of brand image, namely brands help consumers feel accepted, brands make consumers leave a good impression on others, brands enhance consumer image, and brands reflect what consumers want.

Brand Love

According to Ranjbarian et al., 2013; Shimp & Madden, 1988 when feelings of love (intimacy) and longing (passion) are present in the consumer's relationship with the brand, this type of bond can be called brand love. Brand love is a person's emotional and passionate feeling for a particular brand (Ranjbarian et al., 2013). Consumers who love a brand feel that it makes them happy and satisfies their senses (Amin & Malin, 2012).

According to Sallam, 2014, the triangular relationship between a consumer and a brand has three dimensions: like, desire, and decision/commitment, which are analogous to the intimacy, passion, and decision/commitment facets of romantic love, respectively. Feelings of affinity and ardor for a brand include liking and desiring it. Similar to this, choice refers to an individual's brief realization of liking and desire for a brand at the cognitive level.. In contrast, commitment is demonstrated by long-term purchases of the same brand. Companies have realized that brand loyalty is essential for fostering positive customer relationships. These

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brands can successfully increase customer loyalty, generate long-term profits, and defeat their rivals (Sallam, 2014). The following facets characterize consumers' affection for brands: (1) brand love, (2) brand attachment, (3) positive brand evaluation, (4) positive emotional responses to brands, and (5) brand declaration of love. (Albert & Merunka, 2013; Sallam, 2014). Indicators of brand love are brand attachment, positive evaluation of the brand, declaration of love for the brand, and consumers' attraction to this brand (Albert et al., 2013; Huang, 2017; Ismail et al., 2015; Sallam, 2014).

Brand Resonance

       Brand Resonance is explained by the extent to which the strength or depth of the mental bond that customers have with the brand and the resulting level of action (Khanna et al., 2019). Building a solid brand is the goal of most associations. Ande et al., 2017; Keller, 1993 presented the Consumer Based Brand Equity (CBBE) model, in which the brand value approach is seen from the customer's point of view, regardless of whether it is in the form of people or associations (Ande et al., 2017; Keller, 1993). This model relies on the premise that the strength of this brand lies in what consumers realize, feel, see, and seek about the brand because of their encounters over time.

       Brand Resonance is the pinnacle of the CBBE model and provides the elemental concentration and need to drive dynamics. Advertisers who build brands should utilize Brand Resonance as a goal and method as an exercise to display their advertisements (Brand et al., 2016). Brand Resonance is the final building block in the pyramid, where brand responses are modified to establish an investor-brand relationship based on active loyalty. Atop the pyramid is resonance, which consists of four components: behavioral loyalty, attitude attachment, a sense of community, and Active Engagement. (Keller, 2016; Kim et al., 2020). Brand Resonance signifies a brand's deep connection with consumers that depends on the reliability, harmony, and feel of a characteristic or alliance. This relationship is so strong that individuals are willing and able to contribute (set aside cash) from their assets to stay in touch with the brand (Keller, 2016; Khanna et al., 2019). Brand resonance refers to the quality of the relationship consumers feel with a particular brand (Keller, 1993). Brand Resonance Indicator, according to Ande et al., 2017; Habib et al., 2021; Kim et al., 2020, namely: influencing others to buy the brand, intention to repurchase the brand in the future, following information about the brand, bonding with brand users and to join and intending to be active with the brand group (group).

       This theory was developed based on research conducted by Kim et al., 2020 on Perceived CSR, Brand Love Brand Resonance by *Al-Haddad, 2019; Islam & Rahman, 2016* on brand image and brand love. Figure 1 depicts the conceptual theory developed in this investigation. It is based on the concept described previously..
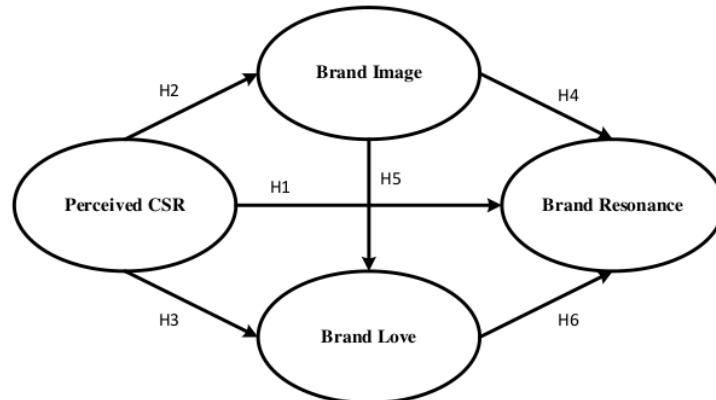
Figure 1 Conceptual Theory

Hypothesis

Based on the research framework above, the hypotheses of this research are 1) Perceived CSR has a positive and significant effect on Brand Resonance, 2) Perceived CSR has a positive and significant effect on Brand Image, 3) Perceived CSR has a positive and significant effect on Brand Love, 4) Image Brand has a positive and significant effect on Brand Resonance, 5) Brand Image has a positive and significant effect on Brand Love, 6) Brand Love has a positive and significant impact on Brand Resonance, 7) Brand Image mediates the relationship between Perceived CSR and Brand Resonance, 8) Brand Love mediates the relationship of Perceived CSR to Brand Resonance, and 9) Brand Image and Brand Love mediate the relationship of Perceived CSR to Brand Resonance.

METHOD
Sample Criteria

In determining the sample size so that it can be used to estimate the structural model developed, Hair et al., 2014 suggest the number of samples is 5-10 times (number of indicators). In this study, the total number of indicators is 18, so the minimum sample size is 18 x 5 = 90 respondents, and the maximum is 18 x 10 = 180 respondents used in this study. In addition, PLS recommended several samples between 100 – 180 respondents.

Considering the changing population, the sample size was 180 respondents (MacBook users), but 151 samples met the criteria. The criteria for determining the sample are as follows: Samples are MacBook users who are members of the Facebook Indonesia MacBook User Group; samples are MacBook users who are domiciled in Banten Province; Samples are MacBook users who work as Animators, Civil Servants, Content Creators, Lecturers / Teachers, Graphic Designers, Students, Photographers, Programmers, UI/UX Designers, Entrepreneurs; and Sample is MacBook users aged 18-50 years. Data collection uses a non-probability sampling technique with the accidental sampling method for MacBook Indonesia User Facebook group members who use a MacBook. The link to the questionnaire using Google Forms will be sent via status on the MacBook Indonesia User Facebook Group. We used interval data using a semantic differential scale from 1-10 (1=strongly disagree and 10=strongly agree).

Measurement

This study explains the causal relationship between variables by testing hypotheses and examining the relevant factors. Examining the direct and indirect effects of perceived corporate

social responsibility on brand resonance was the goal of this study. The variance-based structural equation model (SEM) or partial least square (PLS) are suitable analytical techniques because the model makes use of interval variables. The distribution of the research questionnaires was random, and a random sampling method was used. A strategy that incorporates pertinent or representative aspects of the subject under study is random sampling.

Each indicator block's relationship to its latent variable is specified by the outer or measurement model. The construct validity and instrument reliability were evaluated using the measurement model. Examining the applicability of the relationship between variables and their corresponding indicators is the objective of the validity test. Using convergent and discriminant validity, as well as composite reliability and Cronbach's alpha for indicator items, the measurement model with reflexive indicators is evaluated. (Ghozali, 2014). Model measurement is employed in addition to the validity test to evaluate the accuracy of the construct (reliability). To show the measuring instrument's precision, consistency, and accuracy, a reliability test was carried out. To evaluate the dependability of constructs with reflexive indicators, Composite Reliability and Cronbach's Alpha might be used. Cronbach's Alpha will produce a lower number or underestimate when measuring construct reliability; as a result, composite reliability should be utilized.

The R-Square value for each endogenous latent variable can be used to calculate the structural model's predictive power when employing PLS. The optimal model fit is shown by the R-Square value. If specific exogenous latent factors have a significant impact on endogenous variables, changes in the R-Square value explain this. The variance within the model-described construct can be seen in the PLS R-Square values. Predictive sample reuse can be used to evaluate the PLS structural model in addition to looking at the R-Square value (Ghozali, 2014).

RESULTS AND DISCUSSION
Outer Model

As shown in Table 1, there are more male than female respondents. Around 47.02% of MacBook users are between the ages of 26 - 34. Approximately 49.67% of MacBook users live in Tangerang City. As many as 31.79% worked as programmers, and 60.26% came from new users between 1 - 3 years of using MacBook.

Table 1. Respondents Profile

		Frequency	Percentage
Gender	Male	142	94,04
	Female	9	5,96
Age	18 - 25 year old	45	29,80
	26 - 34 year old	71	47,02
	34 - 42 year old	27	17,88
	43 - 50 year old	2	1,32
Residential City	Serang City	7	4,64
	Cilegon City	12	7,95
	Tangerang City	75	49,67
	South Tangerang City	27	17,88
	Serang District	4	2,65
	Tangerang District	11	7,28
	Pandeglang District	14	9,27
	Lebak District	1	0,66
Work	Animator	3	1,99

		Frequency	Percentage
	Civil Servant	6	3,97
	Content Creator	12	7,95
	Lecturer / Teacher	10	6,62
	Graphic Designer	12	7,95
	Student	17	11,26
	Photographer	14	9,27
	Programmer	48	31,79
	UI / UX Designer	4	2,65
	Self-employed	25	16,56
Macbook Usage Time	1 - 3 year old	91	60,26
	3 - 6 year old	44	29,14
	7 - 9 year old	11	7,28
	more than 9 years old	5	3,31

Table 2. Descriptive Statistics, Construct Validity and Reliability

Variable	Indicator	Mean	Standard Deviation	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Perceived CSR	PCSR_1	7,550	1,517	0,893			
	PCSR_2	7,358	1,457	0,865			
	PCSR_3	7,318	1,520	0,827	0,918	0,939	0,754
	PCSR_4	7,530	1,409	0,860			
	PCSR_5	7,331	1,459	0,893			
Brand Image	BI_1	7,669	1,495	0,861			
	BI_2	7,695	1,342	0,879	0,896	0,928	0,762
	BI_3	7,424	1,344	0,894			
	BI_4	7,397	1,410	0,857			
Brand Love	BL_1	7,093	1,541	0,864			
	BL_2	6,993	1,393	0,913	0,849	0,909	0,769
	BL_3	6,947	1,423	0,853			
Brand Resonance	BR_1	7,583	1,563	0,891			
	BR_2	7,033	1,601	0,859	0,885	0,920	0,743
	BR_3	6,974	1,644	0,820			
	BR_4	7,232	1,658	0,876			

Table 2 allows for the conclusion that all indications have been deemed valid. This is evident from the loading factor's value, which is more than 0.7. In addition to the loading factor, the Average Variance Extracted (AVE) number shows the results of the convergent validity test. For each variable, the AVE value must be greater than 0. The output findings in table 2 indicate that the AVE of each variable is greater than 0.5, according to the results. Table 2 further shows that all Cronbach's alpha values and composite reliability values are all greater than 0.70. Therefore, it can be said that all the research variables' instruments have been deemed reliable and have passed the reliability test. Consequently, the research model is practical and can move forward to the next analysis stage..

Table 3. Discriminant Validity

Variable	Brand Image	Brand Love	Brand Resonance	Perceived CSR
Brand Image	0,873			
Brand Love	0,679	0,877		
Brand Resonance	0,496	0,537	0,862	
Perceived CSR	0,615	0,654	0,369	0,868

Table 3 shows that when a latent variable is related with other latent variables, the loading factor value is bigger than the cross-loading value. Each latent variable has good discriminant validity, it may be said, however certain latent variables still have a measure that is substantially linked with other components.

Statistical Analysis
Result

The t-statistic value between the independent variables and the dependent variable, as well as the path coefficient table variable in the table and the SmartPLS 3.2.9 output, can be used to determine the significance of the predictive model in testing the structural model.

Table 4. Results of hypothesis testing

	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1	Perceived CSR → Brand Resonance	0,046	0,039	0,095	0,485	0,628
H2	Perceived CSR → Brand Image	0,615	0,613	0,056	10,925	0,000
H3	Perceived CSR → Brand Love	0,380	0,380	0,071	5,321	0,000
H4	Brand Image → Brand Resonance	0,258	0,269	0,078	3,318	0,001
H5	Brand Image → Brand Love	0,445	0,441	0,062	7,213	0,000
H6	Brand Love → Brand Resonance	0,392	0,383	0,080	4,876	0,000

Based on table 4, the results of statistical tests can be explained as follows:

1. The results of the t-statistical test of the effect of Perceived CSR on Brand Resonance obtained the original sample value of 0,046, the T-statistic for 0,485 is smaller than the T-table at 5% alpha (1,96) and 10% (1,74) with P-value 0,628 is greater than 0,05 and 0,1. It can be concluded that Perceived CSR has a positive but not significant effect on Brand Resonance (Hypothesis Rejected).

2. The results of the t-statistical test of the effect of Perceived CSR on Brand Image obtained the original sample value of 0,615, the T-statistic of 10,925 greater than the T table at alpha 5% (1,96) and 10% (1,74) with a p-value 0,000 is smaller than 0,05 and 0,1. It can be concluded that Perceived CSR has a positive and significant effect on the brand image (the hypothesis is accepted).

3. The results of the t-statistical test of the effect of Perceived CSR on Brand Love obtained the original sample value of 0,380, the T-statistic of 5,321 greater than the T table at 5% alpha (1,96) and 10% (1,74) with a p-value 0,000 is smaller than 0,05 and 0,1. It can be concluded that the Perceived CSR has a positive and significant effect on Brand Love (Hypothesis Accepted)

4. The results of the t-statistical test of the influence of Brand Image on Brand Resonance obtained the original sample value of 0,258, the T-statistic of 3,318 greater than the T table at 10% alpha (1,74) with a p-value of 0,001 smaller than 0,05 nor 0,1. It can be concluded

that Brand Image has a positive and significant effect on Brand Resonance (Hypothesis Accepted)

5. The results of the t-statistical test of the influence of Brand Image on Brand Love, the original sample value is 0,441, and the T-statistic is 7,312, which is greater than the T table at 5% alpha (1,96) and 10% (1,74) with a p-value 0,000 is smaller than 0,05 and 0,1. It can be concluded that Brand Image has a positive and significant effect on Brand Love (Hypothesis Accepted).

6. The results of the t-statistical test of the influence of Brand Love on Brand Resonance obtained the original sample value of 0,392, the T-statistic of 4,876 greater than the T table at 5% alpha (1,96) and 10% (1,74) with a p-value 0,016 is smaller than 0,05 and 0,1. It can be concluded that Brand Experience has a positive and significant effect on Brand Love (Hypothesis Accepted).

Table 5. Indirect Effect

Indirect Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEVI)	P Values
Perceived CSR → Brand Image → Brand Love	0,274	0,270	0,046	5,960	**0,000**
Perceived CSR → Brand Image → Brand Resonance	0,159	0,165	0,050	3,157	**0,002**
Brand Image → Brand Love → Brand Resonance	0,174	0,169	0,044	3,924	**0,000**
Perceived CSR → Brand Image → Brand Love → Brand Resonance	0,107	0,104	0,030	3,579	**0,000**
Perceived CSR → Brand Love → Brand Resonance	0,149	0,146	0,043	3,441	**0,001**

Table 6. VAF

	Values				
	PCSR→ BI→ BR	PCSR→ BI→ BL→ BR	PCSR→ BI→ BL	BI→ BL→ BR	PCSR→ BL→ BR
Direct Effect (a)	0,046	0,046	0,38	0,258	0,046
Indirect Effect (b)	0,159	0,107	0,274	0,174	0,149
Total Effect (c)	0,205	0,153	0,654	0,432	0,195
VAF (b/c)	0,776	0,699	0,419	0,403	0,764
Hasil	There was a partial mediation of 77,6%	There was a partial mediation of 69,9%	There was a partial mediation of 41,9%	There was a partial mediation of 40,3%	There was a partial mediation of 76,4%

Based on tables 5 and 6, the indirect effect can be concluded as follows:

1. The results of the t-statistical test of the influence of Perceived CSR on Brand Love mediated by a Brand image obtained a T-statistic value of 5,960, which is greater than the T table at 5% alpha (1,96) and 10% (1,74) with a p-value 0,000 is smaller than 0,05 and 0,1. The VAF value in this study was 0,419. These results indicate that Brand Image can partially mediate Perceived CSR with Brand Love on Apple Macbook users by 41,9%.

2. The results of the t-statistical test of the influence of Perceived CSR on Brand Resonance mediated by a Brand image obtained a T-statistic value of 3,924, which is greater than the T table at 5% alpha (1,96) and 10% (1,74) with a p-value 0,000 is smaller than 0,05 and 0,1.

The VAF value in this study was 0,776. These results indicate that Brand Image can partially mediate Perceived CSR with Brand Resonance on Apple Macbook users by 77,6%.

3. The results of the t-statistical test of the influence of Brand Image on Brand Resonance mediated by Brand Love obtained a T-statistic value of 3,579, which is greater than the T table at 5% alpha (1,96) and 10% (1,74) with a p-value 0,000 is smaller than 0,05 and 0,1. The VAF value in this study was 0,403. These results indicate that Brand Love can partially mediate Brand Image with Brand Resonance on Apple Macbook users by 40,3%.

4. The results of the t-statistical test of the influence of Perceived CSR on Brand Love mediated by Brand Image and Brand Love obtained a T-statistic value of 5,960, which is greater than the T table at 5% alpha (1,96) and 10% (1,74) with a p-value 0,000 is smaller than 0,05 and 0,1. The VAF value in this study was 0,699. These results indicate that Brand Image and Brand Love can partially mediate Perceived CSR with Brand Resonance on Apple Macbook users by 69,9%.

5. The results of the t-statistical test of the influence of Perceived CSR on Brand Love mediated by Brand Love obtained a T-statistic value of 3,441, which is greater than the T table at 5% alpha (1,96) and 10% (1,74) with a p-value 0,000 is smaller than 0,05 and 0,1. The VAF value in this study was 0,764. These results indicate that Brand Love can partially mediate Perceived CSR with Brand Resonance on Apple Macbook users by 76,4%.

Discussion

Based on the results of the Hypothesis 1 test, the original sample value was 0.046, the T-statistic was 0.485 smaller than the T table at 5% alpha (1.96) and 10% (1.74) with a P value of 0.628 greater than 0.05 nor 0.1. It can be concluded that perceived CSR has a positive but insignificant effect on Brand Resonance. This means that, the higher the CSR perceived by Apple MacBook users, it will not significantly increase Brand Resonance.

The results of this study contradict the results of previous studies conducted by *Martínez et al., 2013; Naqvi et al., 2013; Sharma & Jain, 2019; Sofyan, 2017* which show that CSR has a positive effect on Brand Loyalty and Brand Behavior. However, this study is by research conducted by *Arachchi & Mendis, 2021; Dapi & Agabu Phiri, 2015; Khan et al., 2019; Kim et al., 2020* which states that perceived CSR does not affect Brand Loyalty or Brand Resonance.

CONCLUSION

Based on the analysis of data and problems in this study, the following conclusions were obtained:

1. There is a positive but insignificant effect of perceived CSR on Brand Resonance, meaning that the higher the perceived CSR by consumers, the lower the Brand Resonance for Apple MacBooks.

2. There is a positive and statistically significant relationship between perceived CSR and brand image, meaning that the higher the perceived CSR by consumers, the greater the brand image of the Apple MacBook.

3. There is a positive and statistically significant relationship between perceived CSR and Brand Love, such that the greater the CSR perceived by consumers, the greater the Apple MacBook Brand Love.

4. There is a positive and statistically significant relationship between Brand Image and Brand Resonance, such that the higher the Brand Image, the greater the Apple MacBook Brand Resonance.

5. Brand Image has a positive and significant effect on Brand Love, such that the greater the Brand Image, the greater the Apple MacBook Brand Love.

6. There is a significant and positive relationship between Brand Love and Brand Resonance, such that the greater the Brand Love, the greater the Apple MacBook Brand Resonance.

The results of this study are expected to provide useful information for marketing strategy, as many companies consider brand image and love to be crucial factors in building consumer-brand relationships. Three ways in which these findings strengthen our conceptual understanding of perceived CSR-related consumer behavior: This study first examines the role of Brand Image and Love as mediators in the relationship between Perceived Corporate Social Responsibility and Perceived Brand Resonance. This study contributes to the indirect effect of consumer perceptions of perceived CSR on brand resonance via brand image and love. Third, given that Brand Resonance is essential in the brand-building process, Brand Resonance is at the top, it is hoped that further empirical research will be conducted to understand the formation of brand resonance from a different perspective, which would be important and beneficial for company leaders.

Build Brand Resonance Through Brand Image and Brand Love (Study of Apple MacBook Users)

FINAL GRADE

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GENERAL COMMENTS

Instructor