

Evidence of Digital Marketing Effect on Brand Building: A Case Study of the Apple iPhone

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Abstract

The quality of financial statements remains a critical issue for micro, small, and medium enterprises (MSMEs), particularly because many business actors still face limitations in accounting knowledge, technology use, and practical application of Financial Accounting Standards for Micro, Small, and Medium Entities (SAK EMKM). This study examines the effects of SAK EMKM socialization, accounting comprehension, and information technology on the financial statement quality of micro-scale MSMEs, with SAK EMKM implementation as an intervening variable. A quantitative explanatory survey was conducted on 40 micro-scale MSMEs in Kemiling District, Bandar Lampung, using purposive sampling, and the data were analyzed through Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The results show that accounting comprehension significantly affects SAK EMKM implementation ($p < 0.001$), whereas SAK EMKM socialization ($p = 0.112$) and information technology ($p = 0.216$) have positive but statistically insignificant effects. SAK EMKM implementation does not significantly affect financial statement quality ($p = 0.581$) and does not mediate the relationships between the independent variables and financial statement quality. However, SAK EMKM socialization ($p = 0.029$) and accounting comprehension ($p = 0.040$) directly improve financial statement quality. These findings imply that practical accounting training and continuous mentoring are more critical than formal standard exposure or technology provision alone.

I. INTRODUCTION

The development of digital technology has brought significant changes to the way companies conduct their marketing efforts. Digital change encourages companies to implement digital marketing strategies through the use of digital technologies such as social media and online platforms to increase competitiveness and reach a wider range of consumers (Karen & Zai, 2022). Previous studies (Ryan, 2020; Verma, 2025) show that digital marketing, such as social media, email marketing, and digital content, significantly impacts business growth and increases brand visibility. This change is driven by the increasing global use of the internet and social media in Indonesia. According to the latest data, the number of social media users in Indonesia has reached approximately 191 million users, or 73.7% of the total population.

Approximately 76% of companies state that using social media helps them achieve their organizational marketing goals. Social media has also become one of the most important tools for companies, allowing them to reach a wider audience and interact directly with customers. In an increasingly competitive business environment, digital marketing is used not only to increase product sales but also plays a crucial role in brand building. Brand building is a crucial marketing strategy for increasing a company's competitiveness and fostering consumer loyalty. Brands with a strong image tend to be more easily recognized and trusted, and can foster long-term consumer loyalty (Kurnia et al., 2025). Therefore, companies need to manage their marketing communications effectively to build a positive brand perception. Brand building is a vital marketing strategy that enhances company competitiveness and cultivates enduring consumer loyalty by creating strong, easily recognizable brand identities that inspire trust and preference (Aaker, 2012; Kotler & Keller, 2022).

Apple, particularly through its iPhone products, demonstrates how digital marketing can strengthen brand identity and sustain a premium brand image through social media campaigns, online product launches, and engaging visual content (Cheung et al., 2020). The iPhone maintains a strong competitive position through its innovative design, high-quality camera performance, long-term iOS support, strong resale value, and Apple's digital marketing strategy that emphasizes lifestyle, status, and user experience (Malhotra, 2025). Apple's brand equity has increased dramatically from \$234 billion in 2020 to \$574.5 billion in 2025, demonstrating the power of brand-building strategies that connect emotionally with consumers (Malhotra, 2025). The iPhone's technical strengths, including camera quality, iOS ecosystem, device longevity, privacy protection, and high resale value, are treated in this study as contextual factors rather than the main variables under investigation (Jeremias & Zhang, 2025), the iPhone's distinctive, easily recognizable appearance stems from its consistent design aesthetic, complemented by exceptional build quality and high manufacturing standards that minimize defects.

Several previous studies have discussed the relationship between digital marketing and brand building. Research conducted by (Asiyah, 2024; Khairunnisah, 2025; Rahman et al., 2025) shows that digital marketing has a positive and significant impact on brand awareness, which then contributes to increased consumer loyalty. (Pramayanti, 2024; Rochefort & Ndlovu, 2024). Digital marketing significantly enhances the brand building process by driving sequential outcomes from awareness to loyalty through consistent online exposure, engagement, and personalization, explaining 30-60% of variance in brand equity across empirical studies (Mulyani & Hermina, 2023). Specifically, social media marketing, content strategies, and SEO create initial recognition, which evolves into favorable brand image perceptions and ultimately fosters loyalty via trust-building interactions (Trilestari et al., 2025). This relationship underscores digital channels' role as modern amplifiers of traditional brand equity models, particularly for

SMEs and technology firms adapting to consumer digital behaviors (Abadi et al., 2023; Verma, 2025).

Prior research indicates that social media marketing has a positive and significant effect on brand awareness, which in turn contributes to improved purchasing decisions among millennial consumers (Nashwaprilia & Rodhiah, 2025; Obeido & Teker, 2025). Studies also show that social media marketing can directly influence purchase decisions, while brand awareness functions as an important mediating variable (Wijaya et al., 2024). Despite extensive research confirming digital marketing's positive effects on brand awareness, image, and loyalty individually (Pramayanti, 2024; Rochefort & Ndlovu, 2024), a notable research gap persists in examining their inconsistency in the relationship between digital marketing and brand building. (Fitriani & Achmad, 2021) provides evidence that digital marketing did not affect the iPhone brand image because the image was already perfect and could not be improved further. (Manalu & Susanti, 2024) also found that digital marketing on brand loyalty was not significant for the Apple product. Based on these findings, it is clear that attracting consumers requires a concerted effort to boost brand loyalty, even while maintaining a favorable brand image, including impressions of great quality and inventive design.

Although previous studies have examined the influence of SAK EMKM socialization, accounting comprehension, and information technology on MSME financial reporting practices, most of these studies have tended to analyze these variables as direct and separate determinants of financial statement quality. Such an approach may not fully capture the practical realities of micro-scale MSMEs, where the improvement of financial statement quality does not merely depend on exposure to accounting standards, the availability of technological tools, or basic accounting knowledge, but also on the extent to which MSME actors are able to implement SAK EMKM consistently in their daily recording and reporting activities. Socialization programs may increase awareness of SAK EMKM, yet awareness alone may not automatically produce reliable financial statements when business actors lack practical skills in transaction classification, report preparation, and standard-based financial presentation. Likewise, accounting comprehension and information technology may support better reporting practices, but their effectiveness depends on whether they are translated into actual compliance with SAK EMKM principles. Therefore, the intervening role of SAK EMKM implementation requires further empirical examination, particularly among micro-scale MSMEs that often face limited accounting capacity, informal bookkeeping habits, restricted institutional support, and inadequate access to professional financial assistance.

This study addresses this gap by positioning SAK EMKM implementation as an intervening variable in the relationship between SAK EMKM socialization, accounting comprehension, information technology, and financial statement quality. The novelty of this study lies in its attempt to move beyond a direct-effect model by examining whether these antecedent factors improve financial reporting quality through the practical application of SAK EMKM. Theoretically, this study contributes to MSME accounting literature by integrating stakeholder-oriented accountability with behavioral perspectives on accounting standard adoption. From the stakeholder perspective, financial statements serve as an accountability instrument for creditors, government institutions, suppliers, customers, and other parties interested in MSME sustainability. From the behavioral perspective, the adoption of SAK EMKM depends on the awareness, capability, perceived ease, and practical readiness of MSME actors to apply standardized accounting procedures. Practically, the findings are expected to provide useful insights for policymakers, professional accounting bodies, local governments, universities, and

MSME assistance institutions in designing more effective socialization, applied training, and continuous mentoring programs for micro-scale MSMEs in Kemiling District, Bandar Lampung..

II. LITERATURE

Digital marketing is all marketing activities carried out through digital media, such as websites, social media, search engines, mobile applications, and other digital channels, to provide value to consumers and create effective relationships between brands and audiences (Jatiningrum et al., 2025; Syam & Mayangsari, 2023). According to (Khasgiwala et al., 2024), digital marketing allows companies to maximize audience reach with more precision and personalization than traditional marketing. Digital marketing trends continue to evolve, especially with the dominance of social media and mobile technology (Kuniawati & Ariyanti, 2024; Suryana, 2024). (Ismail, 2023; Ryan, 2020) emphasized that digital marketing is not only about online promotion but also about analyzing user behavior, segmenting digital markets, and using data analytics to adjust marketing messages in real time. Brands with positive images benefit from heightened recognition, reduced price sensitivity, and sustained loyalty that lowers customer acquisition costs over time (Andhika & Ariyani, 2025). Effective management of marketing communications-through consistent messaging, visual identity, and integrated multi-channel strategies-is therefore essential for developing favorable brand perceptions that differentiate companies from competitors and foster deep emotional connections critical for long-term market success (Aaker, 2012).

The effect of social media marketing on brand awareness and purchasing decisions among millennial consumers shows that social media marketing has a positive and significant influence on brand awareness, which then contributes to increasing consumer purchasing decisions (Haryantini, 2025). For a global brand like Apple iPhone, digital marketing is a strategic element. Apple not only showcases its products on social media but also creates digital campaigns that drive consumer engagement, increase reach, and shape brand perception in the global market.

This study is grounded in Stakeholder Theory and the Theory of Planned Behavior. Stakeholder Theory explains that business entities are accountable not only to owners but also to stakeholders affected by or interested in their activities, including creditors, government institutions, customers, suppliers, and the wider community. In the context of MSMEs, financial statements serve as an accountability instrument that enables stakeholders to assess business performance, financial position, and sustainability. Therefore, the quality of MSME financial statements is not merely an internal administrative concern, but also reflects the extent to which MSMEs provide reliable, relevant, understandable, and comparable information for stakeholder decision-making. From this perspective, SAK EMKM implementation is important because it provides a standardized framework for improving the quality of financial information produced by MSMEs (Freeman, 2010).

The Theory of Planned Behavior explains that individual behavior is shaped by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). In this study, the implementation of SAK EMKM by MSME actors is understood as a behavioral outcome influenced by external encouragement, accounting knowledge, and perceived capability. SAK EMKM socialization may strengthen awareness and subjective norms regarding standardized financial reporting, accounting comprehension reflects the cognitive ability to understand and apply accounting principles, and information technology may enhance perceived behavioral control by making financial recording and reporting more efficient. Based on this framework,

SAK EMKM socialization, accounting comprehension, and information technology are positioned as independent variables, SAK EMKM implementation as an intervening variable, and financial statement quality as the dependent variable.

Brand building is a strategic effort to create and strengthen a brand identity in the minds of consumers, fostering a positive image, brand awareness, and high levels of consumer loyalty (Karen & Zai, 2022). This process encompasses elements such as shaping brand perception, building emotional connections with consumers, and consistent promotion through various marketing channels. Literature research underscores that brand building is crucial for maintaining competitiveness in a competitive marketplace because a strong brand enhances consumer trust and fosters long-term loyalty (Jatiningrum et al., 2024). Based on the theoretical and empirical findings above, the relationship between digital marketing and the brand-building process can be logically traced. Digital marketing not only increases brand visibility but also strengthens consumers' image and emotional connection with the brand in the long term.

In a study by (Zou, 2023), it was found that digital marketing activities on social media influence brand awareness, brand image, and brand loyalty, which are important components in the brand-building process. (Verma, 2025) shows that digital marketing and brand awareness are strongly positively correlated, with social media engagement, influencer marketing, and search engine exposure being the main drivers of this relationship. A successful digital marketing campaign frequently raises brand awareness. Display banners, search ads, and social media to contact customers where they spend a lot of time, increasing brand visibility. Digital touchpoints improve recognition and recall, especially for new product launches, according to (Obeido & Teker, 2025). (Khasgiwala et al., 2024) also consistently shows that digital marketing has a positive and significant effect on brand awareness, especially when firms use well-designed online strategies such as social media marketing, content marketing, SEO, digital advertising, and influencer collaborations.

H1: Digital Marketing impacts the Brand awareness of the Apple iPhone

Research by (Owais et al., 2025) shows that digital marketing strategies significantly improve brand image and consumer engagement, which are key elements in building strong brand perception. In addition, a study by Rifaldi et al., (2024) shows that targeted digital marketing, including online promotions and interactive content, helps strengthen brand image and create customer loyalty-two important elements in brand building. Previous research (Khasgiwala et al., 2024; Rochefort & Ndlovu, 2024). Digital marketing has a significant positive effect on brand image, where online strategies shape consumer perceptions of quality, personality, trust, and differentiation, typically explaining 25-52% of brand image variance across studies (Haudi et al., 2022; Pramayanti, 2024).

H2: Digital Marketing impacts the brand image of the Apple iPhone.

Digital marketing works well for increasing awareness, but it has a more complicated long-term effect on fostering loyalty. Research indicates that engagement, trust, and perceived value provided by digital platforms all have an impact on loyalty in addition to exposure (France et al., 2025). (Ramadhani et al., 2025) findings highlight the critical role of integrated digital engagement, sustained customer relationships, and trust-building in fostering brand loyalty in competitive markets. Digital marketing fosters brand loyalty by cultivating sustained consumer engagement through personalized interactions, social media relationship-building, and trust-enhancing online experiences, ultimately transforming initial awareness into repeat purchase behavior and advocacy (Verma, 2025; Wijaya et al., 2024). Strategies such as targeted email campaigns, loyalty programs via apps, and interactive social media content create emotional

connections and perceived value that strengthen commitment beyond transactional relationships, with empirical studies showing digital marketing explaining 25–85% of loyalty variance depending on brand maturity and market context (Karen & Zai, 2022).

H3: Digital Marketing impacts the brand loyalty of the Apple iPhone

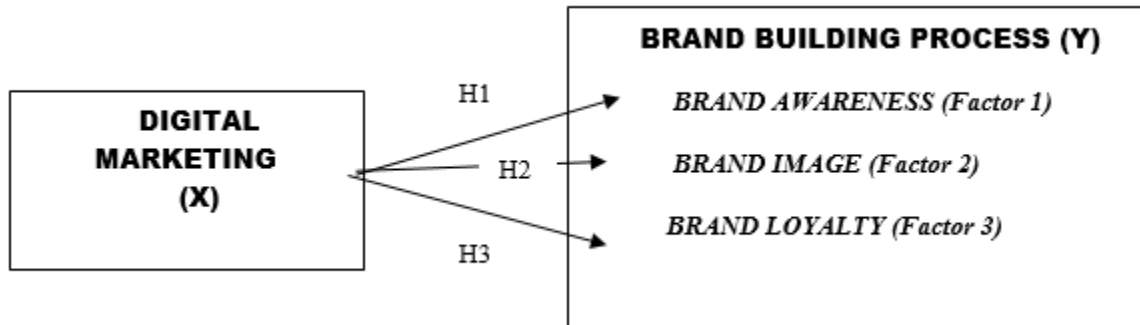


Figure 1. Research Framework

III. RESEARCH METHOD

This study employed a quantitative explanatory approach with a cross-sectional survey design. The explanatory approach was used because the study aims to examine the causal relationships among SAK EMKM socialization, accounting comprehension, information technology, SAK EMKM implementation, and financial statement quality. The cross-sectional survey design was considered appropriate because data were collected at a single point in time from micro-scale MSME actors in Kemiling District, Bandar Lampung. The population of this study consisted of micro-scale MSMEs operating in Kemiling District. Primary data were collected through a structured questionnaire distributed directly to MSME owners or operators during March–April 2026.

The sample was selected using purposive sampling because the study required respondents with specific characteristics relevant to the implementation of SAK EMKM. The respondent criteria were as follows: MSME actors who owned or managed micro-scale businesses; operated in Kemiling District, Bandar Lampung; had been running their businesses for at least two years; maintained financial records, either manually or digitally; had received information about or were considered relevant to the application of SAK EMKM; and were willing to complete the questionnaire voluntarily. Based on these criteria, 40 respondents were included in the final sample. The sample size was justified using the 10-times rule in PLS-SEM, in which the minimum sample should be ten times the largest number of structural paths directed at an endogenous construct. In this model, the largest number of predictors directed at an endogenous construct is four, namely SAK EMKM socialization, accounting comprehension, information technology, and SAK EMKM implementation toward financial statement quality; therefore, the minimum sample requirement is 40 respondents. Although this sample meets the minimum rule-of-thumb requirement, the relatively small sample size is acknowledged as a methodological limitation because it may reduce statistical power and limit the generalizability of the findings. This consideration is consistent with the view that minimum sample size in PLS-SEM should be interpreted carefully and, where possible, supported by power-based estimation (Kock & Hadaya, 2018).

The research instrument consisted of 25 questionnaire items representing five constructs, measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly

agree. SAK EMKM socialization was measured using five indicators related to participation in socialization activities, accessibility of information, clarity of materials, institutional support, and suitability of materials to MSME needs. Accounting comprehension was measured using five indicators related to transaction recording, financial statement preparation, classification of assets, liabilities, and equity, understanding of cash and accrual basis, and interpretation of financial information. Information technology was measured using five indicators related to the use of digital devices, accounting applications, financial reporting software, ease of preparing reports using technology, and comfort in using technology for business finance. SAK EMKM implementation was measured using five indicators related to the application of SAK EMKM in financial reports, understanding of SAK EMKM principles, compliance with reporting formats, ease of applying the standard, and improvement in recording regularity. Financial statement quality was measured using five indicators related to regular report preparation, accuracy of financial information, usefulness for decision-making, understandability, and compliance with MSME reporting standards.

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. PLS-SEM was selected because it is suitable for predictive research models, relatively small samples, complex relationships involving intervening variables, and data that may not meet strict normality assumptions (Hair et al., 2019). The analysis was conducted in two stages. First, the measurement model was evaluated to assess indicator validity and construct reliability using outer loading, Cronbach’s Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE). Discriminant validity was assessed using the Fornell–Larcker criterion and, where applicable, the Heterotrait–Monotrait Ratio (HTMT), as recommended for variance-based structural equation modeling (Henseler et al., 2015). Second, the structural model was evaluated using collinearity assessment through Variance Inflation Factor (VIF), coefficient of determination (R²), predictive relevance (Q²), path coefficients, t-statistics, and p-values obtained through bootstrapping. The mediating role of SAK EMKM implementation was tested using the specific indirect effect procedure. A hypothesis was considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05.

This study targeted iPhone users in Lampung Province and its surrounding areas as the research population. The respondents were selected from individuals who actively use iPhone products in the specified region. Therefore, the sample consisted of iPhone users who met the study criteria and were willing to participate in the survey.

This research instrument used a structured questionnaire designed to assess various research constructs. These constructs were operationalized using measurement scales established through previous research. This questionnaire captured respondents' perceptions using a 5-point Likert scale ranging from 'strongly disagree' to 'strongly agree'. The main constructs, including the number of items in each construct and the source of the scale, are summarized in Table 1. This table focuses on understanding how each construct is measured and ensures its content validity as it is based on established models from the literature.

Table 1. Research Variables, Dimensions and Indicators

| Variables | Dimensions | Indicators |
|-----------------------|------------------------|---|
| Digital Marketing (X) | Social Media Marketing | Using Instagram, TikTok, and YouTube for promotion |
| | Content Marketing | Interesting & relevant creative content |
| | Online Advertising | Paid promotions/ads to increase reach |
| | Website Marketing | Complete product information on the official website (Karen & Zai, 2022; Mammassis, |

| | | |
|--------------------|-----------------------|--|
| | | 2025; Rochefort & Ndlovu, 2024) |
| | | Rand recall |
| | 1. Brand Awareness | Recognition, and Content familiarity (Verma, 2025) Visual consistency (logos, colors, design) across social → perceived professionalism Content storytelling → emotional associations (innovative, trustworthy, premium) |
| Brand Building (Y) | 2. Brand <i>Image</i> | Customer reviews + social proof → enhanced credibility Targeted personalization (Haudi et al., 2022; Pramayanti, 2024) Repeat Purchase Retention |
| | 3. Brand Loyalty | Referrals (Septiana & Nosita, 2020; (Ramadhani et al., 2025) |

This study employed percentage analysis to describe respondent characteristics and response distributions. Factor analysis was used to examine the structure and validity of the research variables, while regression analysis was applied to test the relationships among variables. All statistical calculations were conducted using SPSS 21 software.

Percentage analysis was used to identify the distribution of respondents' answers for each questionnaire item. The percentage was calculated by dividing the number of respondents who selected a particular response by the total number of respondents. The result was then multiplied by 100% to obtain the final percentage value.

$$P = \frac{f}{n} \times 100\% \quad (1)$$

Information:

P= Percentage

f= Frequency of respondents' answers

n = Total number of respondents

Factor analysis is used to reduce data and group indicators into specific factors based on their factor loading values. This study employed Principal Component Analysis (PCA) with SPSS software. Indicators are considered valid if their factor loading values are greater than 0.5.

$$Xi = ai_1F_1 + ai_2F_2 + ai_3F_3 + \dots + ai_mF_m + ei \quad (2)$$

Information:

Xi = Digital Marketing

ai = Factor loading

Fi = Factor of Brand Building

Linear regression analysis was used to examine the influence of digital marketing on brand building. The regression model used in this study was multiple linear regression because it involved more than one dimension of independent variables. Data processing was performed using SPSS software.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + e \quad (3)$$

Information:

Y= Dependent variable (Brand Building)

X = Independent variable (Digital Marketing)

a= Constant

b = Regression coefficient

e = Error

IV. RESULTS AND DISCUSSION

Analysis involves calculating specific indices or measures, along with searching for patterns of relationships between groups of data. Analysis can be categorized as descriptive analysis and inferential analysis. Data collected through questionnaires is analyzed using statistical tools to achieve research objectives.

Descriptive Analysis of the Sample

Percentage analysis is a statistical method used to describe the overall characteristics of a sample or population. It involves calculating the proportion of selected responses or variables in relation to the total data observed. The results are presented in percentage form to make the findings easier for readers to interpret.

Table 2. Demographic Respondents

| No | Variables | Classification | Frequency | Percentage |
|----|---------------------------|-------------------|-----------|------------|
| 1. | Gender | Woman | 59 | 59% |
| | | Man | 41 | 41% |
| 2. | Marital status | Not married yet | 61 | 61% |
| | | Married | 39 | 39% |
| 3. | Education | Bachelor degree | 47 | 47% |
| | | High School | 35 | 35% |
| | | And others | 13 | 13% |
| | | Postgraduate | 5 | 5% |
| 4. | Age | 15-25 | 55 | 55% |
| | | 25-35 | 35 | 35% |
| | | 35-45 | 10 | 10% |
| 5. | Monthly income | 2-4 million | 43 | 43% |
| | | 1-2 million | 25 | 25% |
| | | Under 1 million | 16 | 16% |
| | | Over 4 million | 16 | 16% |
| 6. | Frequency of internet use | More than 1 hour | 58 | 58% |
| | | 2-3 hours | 20 | 20% |
| | | 3-4 hours | 16 | 16% |
| | | Less than 2 hours | 6 | 6% |

Table 1 shows the total number of respondents in this study. Data collected from 100 respondents, which is iPhone users in Lampung Province, consists of 59% of respondents being female and 41% of respondents are male. 61% of respondents were single, and 39% of respondents were married. The respondents had a fairly good level of education, where 47% had a bachelor's degree, 35% had education up to high school, 13% of respondents were included in other categories, and 5% of respondents were postgraduates. It is known that 55% of respondents were in the 15-25 year age group, 35% of respondents were in the 25-35 year age group, and 10% of respondents were in the 35-45 year age group. Of the total respondents, 43% had a monthly income between 2-4 million, 25% had an income between 1-2 million, 16% of respondents had an income below 1 million, and 16 other respondents had an income above 4 million. Regarding the frequency of internet use, 58% of respondents use the internet for more than 1 hour, followed by 20% of respondents using the internet for 2-3 hours, 16% of respondents using the internet for 3-4 hours, and 6% using the internet for less than 2 hours.

The Result of Factor Analysis

Researchers used factor analysis to determine which factors influence the perception of the iPhone brand among customers. Factor analysis techniques were used. This technique was used

specifically because the research objective was to extract the minimum number of factors that would explain the maximum amount of variance in the collected data. Based on the results of the factor analysis, there were several indicators with factor loading values <0.50. Therefore, these indicators were eliminated so that the research model still met the construct validity criteria.

Table 3. Digital Marketing, Brand awareness, Brand Image, and Brand Loyalty

| No | Statement | Factor Loading |
|---------------------------------|--|----------------|
| Digital Marketing | | |
| 1 | Digital advertising helps keep up to date with products or services. | 0.521 |
| 2 | Digital advertising provides clear information about a product or service. | 0.655 |
| 3 | I feel comfortable when shopping online | 0.820 |
| 4 | The choice of goods on the internet gives consumers more options. | 0.593 |
| 5 | Online shopping offers bigger discounts and rewards | 0.740 |
| 6 | Online shopping saves time | 0.755 |
| 7 | This brand provides good value for money | 0.585 |
| 8 | I recommend this brand to others | 0.605 |
| 9 | Digital advertising helps to compare this brand with other brands easily | 0.521 |
| 10 | Digital advertising leads to 24/7 shopping | 0.691 |
| 11 | Digital advertising allows instant purchases through a provided link. | 0.589 |
| FACTOR 1 Brand Awareness | | |
| 1 | I recognize the brand every time I see the brand's advertisement. | 0.640 |
| 2 | Digital advertising helps to have greater engagement with the product | 0.699 |
| 3 | Digital advertising increases brand awareness | 0.749 |
| 4 | Digital advertising helps differentiate brands | 0.727 |
| 5 | Digital advertising increases product category familiarity | 0.716 |
| FACTOR 2 Brand Image | | |
| 1 | This brand is long-lasting | 0.516 |
| 2 | I am satisfied with the after-sales service facilities of this brand. | 0.693 |
| 3 | I bought this brand because it was only available exclusively online. | 0.721 |
| 4 | I am satisfied with this brand's advertising | 0.692 |
| 5 | If there is a change in phone, I will buy the same brand again | 0.757 |
| 6 | I am satisfied with my brand purchasing decision | 0.595 |
| FACTOR 3- Brand Loyalty | | |
| 1 | This brand is reliable | 0.796 |
| 2 | This brand has features that differentiate it from other brands. | 0.748 |
| 3 | This product has high quality | 0.785 |
| 4 | I am satisfied with the products offered by this brand. | 0.689 |
| 5 | This brand is easily recognizable | 0.729 |

According to Table 3, Digital Marketing is related to online shopping. Therefore, this factor is called Digital Shopping. Customers feel comfortable shopping online, as evidenced by the highest factor loading of 0.820. This is followed by online shopping saving time, with a factor loading of 0.755. Online shopping offers greater discounts and rewards, with a factor loading of 0.740. The choice of goods online provides consumers with more options, with a factor loading of 0.593. Digital advertising leads to shopping with a high factor loading of 0.691. A factor loading of 0.521 indicates that digital advertising helps to easily compare this brand with others. Digital advertising enables instant purchasing through a provided link, with a factor loading of 0.589.

According to the Brand awareness measurement, it is related to the frequency of product updates. Therefore, this factor is referred to as digital brand awareness. From the table above, digital advertising helps differentiate brands, with a high factor loading of 0.727, followed by a factor loading of 0.749, which increases brand awareness, and the lowest factor loading of 0.640, which indicates that consumers can recognize the brand every time they see its advertisement.

Brand Image measurement shows the result of factor analysis related to brand recognition. Therefore, this factor is called brand image. A factor loading of 0.757 indicates that customers will purchase the same brand again when there is a change in phone. Brand image has a factor loading of 0.692. The iPhone brand provides appropriate after-sales service facilities, as concluded by a factor loading of 0.693. Customers report being satisfied with their brand purchase decision, with a factor loading of 0.595.

Shown in Table measurement related to brand loyalty in relation to reliability, high quality, and others. Therefore, this factor is called brand loyalty. Brand reliability has a high loading factor of 0.796, indicating that the iPhone brand is highly trusted. This is followed by high-quality products with a loading factor of 0.785. A loading factor of 0.748 indicates that the iPhone brand differentiates itself from other brands. Consumers are very satisfied with the products offered by the iPhone brand, which refers to a loading factor of 0.689. The brand is easily recognized with a loading factor of 0.729.

Table 4. Model Summary

| R | R Square | Adj R Square | Sig. |
|-------|----------|--------------|-------|
| 0.626 | 0.391 | 0.372 | 0.000 |

a. Predictors: (Constant), Digital Marketing

Table 4 shows the result of the multiple correlation coefficient. The Table shows that Digital marketing explains 62.6% of the variation in brand building (brand awareness, brand image and brand loyalty). Strong positive relationship. Coefficient of determination (R²) Digital marketing accounts for 39.1% of the variance in brand building.

The Result of Hypothesis Testing

Table 5. The Results of Hypothesis Testing

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.641 | 0.294 | | 5,589 | 0.000 |
| | FACTOR 1 | 0.284 | 0.089 | 0.366 | 3,208 | 0.002 |
| | FACTOR 2 | 0.152 | 0.094 | 0.184 | 1,621 | 0.108 |
| | FACTOR 3 | 0.138 | 0.086 | 0.165 | 1,605 | 0.112 |

Based on Table 5, the constant is 1.641. The coefficient value on the variable produces a positive value. The regression coefficient value for Factor 1 is 0.284. The regression coefficient value for the Factor 2 variable produces a positive value of 0.152, and the regression coefficient value for the Factor 3 variable produces a positive result of 0.138. The results of the regression analysis equation can be written as follows:

$$Y = 1.641 + 0.284X_1 + 0.152X_2 + 0.138X_3 + e \quad (4)$$

Table 6. Summary of Hypothesis Test Results

| Hypothesis | t-value | p-value | β | Conclusion |
|---------------|---------|---------|-------|------------|
| H1 (Factor 1) | 3,208 | 0.002 | 0.366 | Accepted |
| H2 (Factor 2) | 1,621 | 0.108 | 0.184 | Rejected |
| H3 (Factor 3) | 1,605 | 0.112 | 0.165 | Rejected |

Based on the results of the regression analysis in table 6. The result of hypothesis testing H1 (Factor 1) shows a t-value of 3.208 with a p-value of 0.002 (<0.05) and a beta coefficient of

0.366. This indicates that Digital marketing on Brand Awareness (Factor 1) has a positive and significant effect. Thus, H1 is accepted. This indicates that a one-unit increase in digital marketing activities leads to a 0.366-unit increase in brand awareness, holding other factors constant. This result is consistent with (Mammassis, 2025; Verma, 2025) that digital marketing has a positive and significant effect on brand awareness on iPhone smartphones.

Hypothesis 2 testing shows digital marketing has a positive but insignificant effect on Factor 2 or Brand Image ($t = 1.621$, $p = 0.108$, $\beta = 0.184$), it means that rejected H2. While the positive beta coefficient indicates the expected directional relationship, the effect lacks statistical significance at the 5% level. This result is consistent with (Manalu & Susanti, 2024), which stated that digital marketing is not significant for brand image on iPhone smartphones. The result of hypothesis H3, digital marketing effects on brand loyalty (factor 3) on iPhone, t -value of 1.605 with a p -value of 0.112 and a beta coefficient of 0.165. This indicates that factor 3 also has a positive but insignificant effect. It means that factor 3 or brand loyalty is rejected. These findings are consistent with (Fitriani & Achmad, 2021).

Previous research has shown that social media is the most effective channel for increasing brand awareness, compared with other digital marketing channels such as email marketing and paid advertising. This is due to the ease with which consumers can interact directly with brands through comments, private messages, and hashtags. Therefore, the results of this study confirm that digital marketing plays a strategic role in building top-of-mind awareness for online businesses.

Hypothesis 1 aligns with prior research showing digital marketing has positive effects in enhancing brand awareness (factor 1), which recognition through social media engagement, content marketing, and online visibility. The moderate beta coefficient suggests digital marketing provides substantial but not dominant explanatory power for brand awareness, consistent with R^2 values of 30-40% reported in similar studies. Hypothesis 2 shows that digital marketing has insignificant effects on brand image of the iPhone. The positive but weak beta indicates that digital marketing provides a supplementary rather than primary image-building impact. There are have Competing Explanations to this phenomenon: 1) Product quality/design dominates image formation, 2) Word-of-mouth overrides digital marketing effects, 3) Sample characteristics (loyal customers with fixed perceptions). Hypothesis 3 results show Digital Marketing (factor 3) has a positive but insignificant effect on iPhone brand loyalty or reject H3. This finding demonstrates consistency with prior iPhone-specific research documenting ceiling effects and saturation in premium brands where digital marketing yields minimal incremental loyalty gains.

The insignificant effect of digital marketing on iPhone brand image and loyalty ($p > 0.05$) reflects ceiling effects characteristic of dominant premium brands. Unlike weaker brands where digital marketing explains 30-50% variance, iPhone's pre-existing equity (90%+ awareness, 85% retention) leaves minimal room for incremental digital influence. This aligns with (Haudi et al., 2022) finding loyalty insignificant for equity, and (Manalu & Susanti, 2024) with iPhone study showing image-loyalty disconnect. Strong ecosystem lock-in and community effects likely mediate these relationships, suggesting digital marketing ROI diminishes at high brand equity levels.

Digital marketing has fundamentally transformed how brands connect with consumers and establish their market presence. The Apple iPhone exemplifies how strategic digital marketing can build one of the world's most recognizable brands. Research shows that digital marketing enables brands to create awareness, engage customers, and differentiate products through technology-driven platforms. Several empirical evidence from a quantitative study (Jeremias &

Zhang, 2025; Zou, 2023), using factor analysis examined iPhone users and found that digital marketing plays a crucial role in brand differentiation and awareness building. The research confirmed that businesses should incorporate digital marketing strategies into their marketing mix to build brands effectively.

V. CONCLUSION

This study attempts to identify the influence of digital marketing on brand building by analyzing factors derived from the literature review and questionnaire responses. Brand building in this study consists of three main dimensions: brand awareness, brand image, and brand loyalty toward iPhone products. The findings indicate that digital marketing plays an important role in supporting brand-building activities in the contemporary market environment.

The results show that digital marketing significantly enhances brand awareness, particularly through social media engagement, digital content strategies, and online brand communication. This finding confirms that digital marketing functions as a foundational mechanism for increasing consumer recognition, recall, and familiarity with the iPhone brand. Therefore, digital marketing remains highly relevant in strengthening the initial stage of brand building, especially in maintaining consumer attention in a competitive digital marketplace.

However, the influence of digital marketing on brand image and brand loyalty appears more limited. For premium and mature brands such as the iPhone, consumer perceptions and loyalty may already be strongly shaped by pre-existing brand equity, product quality, ecosystem integration, user experience, and long-term trust. In this context, digital marketing may function more as a supporting instrument rather than as the primary factor transforming brand image or loyalty. These findings suggest that the effectiveness of digital marketing may vary depending on the maturity, positioning, and existing strength of the brand.

This study has several limitations. First, the findings are primarily applicable to premium and mature brands such as the iPhone, which already have strong market recognition and brand equity; therefore, the results may not be generalizable to emerging SME brands, low-equity products, or non-premium categories. Second, the respondents were likely existing iPhone users with relatively high awareness and loyalty, which may reduce response variation and underestimate the broader effects of digital marketing. Future research is recommended to examine emerging brands, use longitudinal designs, involve multi-country samples, and include additional predictor variables to test the generalizability of digital marketing effects beyond the iPhone's premium brand context.

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VII. SUPPORTING INFORMATION

Additional supporting information for this study is provided in the [Appendix](#) to complement the main manuscript and enhance the transparency of the research process. The Appendix is

intended to support methodological clarity, data interpretation, and research reproducibility without altering the main findings presented in the article. The Appendix may be accessed in accordance with the journal's policy or made available by the authors upon reasonable request.

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