

## **THE EFFECT OF BRAND EXPERIENCE ON BRAND LOYALTY WITH THE MEDIATION OF BRAND TRUST AND BRAND SATISFACTION OF THE IPHONE APPLE BRAND IN JABODETABEK**

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### **ABSTRACT**

In era of globalization, the geographical boundaries that used to separate one country from another no longer serve as obstacles to communicating or engaging with one another. This is supported by the availability of smartphones that employ highly advanced technology. This research aims to examine the impact of brand experience on brand loyalty via brand satisfaction and brand trust as a mediator. The object of this research is a foreign technological brand, namely Apple, and specifically its smartphone product, the iPhone. The research contribution for this research is Apple brands and those included in the international business scope will be able to continue to provide the best brand experience to retain their customers by stabilizing the quality of their goods and services. This study employed a quantitative methodology based on questionnaires. Researchers disseminate questionnaires using Instagram, WhatsApp, and LINE for personal dissemination. This research was carried out in Indonesia, specifically in Jabodetabek area. There were 209 respondents for the actual test. Using the outer model and inner model, Smart-PLS 3.2.9 is utilized to analyse data. The outer model comprises validity and reliability tests, whereas the inner model uses R-square, T-statistics, Original Samples, and P-square to analyse the relationship between variables. Based on the results obtained, researchers can conclude that Brand Experience, Brand Satisfaction, Brand Trust and Brand Loyalty have a significant positive relationship, with Brand Satisfaction and Brand Trust as mediators between Brand Experience and Brand Loyalty.

**Keywords:** *Brand Experience; Brand Satisfaction; Brand Trust; Brand Loyalty; Technology Industry; Indonesia.*

### **1.1 Introduction**

The current era, which is characterized by extraordinarily rapid technology advancements, is known as the era of globalization. In this era, the geographical boundaries that used to separate one country from another no longer serve as obstacles to communicating or engaging with one another. This is supported by the availability of smartphones that employ highly advanced technology, allowing any individual to communicate virtually through telephone or send brief text messages without difficulties (Budiyanto & Wiwaha, 2021). Some of the world's leading mobile phone brands such as Samsung, Apple, Huawei, Sony, Vivo, Oppo, Xiaomi and many more. Apple is included in the top five best-selling smartphone brands in the world (Fraser, 2023). Apple itself is one of the undoubted cellphone makers in the world where they have carried out careful planning to attract people to use their products for over a decades and compete with hundreds of other brand names (Modarresi & Asadollahi, 2020). Apple devotes a great deal of attention to the features and technology of its goods and demonstrates that it really cares about the lifestyle and needs of its consumers by promoting a better life for customers and providing exceptional product functionality, qualities, and aesthetics. Apple introduces new goods every six to twelve months, and these items get instant advertising. Apple aiming to increase profits while also focusing on the quality of its products by releasing new products each year that are well-designed, user-friendly, and provide aesthetic value, special features, quality, ease of service, and suitability. Therefore, sales of Apple's products, notably smartphones, are very fast, making Apple the number two brand in the world that leads the technology industry.

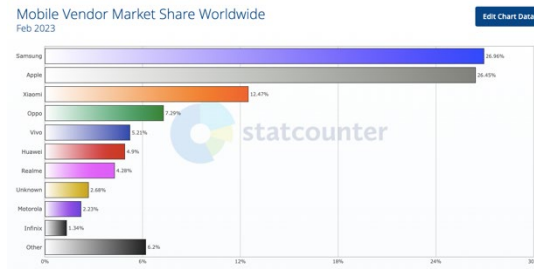


Figure 1. 1 Mobile Vendor Market Share Worldwide  
 Source : (Statcounter, 2023b)

The purpose of this study is to determine whether brand experience influences brand loyalty of Apple brand in Indonesia via brand trust and brand satisfaction.

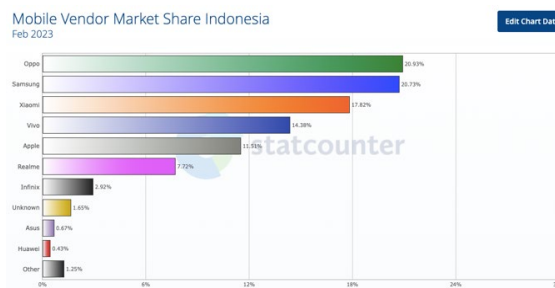


Figure 1. 2 Mobile Vendor Market Share in Indonesia  
 Source : (Statcounter, 2023a)

Based on data in Indonesia, Apple has 11.51% users. It can be concluded that Apple did not win market share in Indonesia, While Oppo is top with a percentage of 20.93%, Samsung ranks second with a percentage of 20.73%, followed by Xiaomi and Vivo with percentages of 17.82% and 14.38%. Apple is known to has a relatively high pricing for the iPhone, an iOS-based smartphone, in order to retain brand exclusivity and the quality of their goods. As a result, there are fewer Apple consumers than Android-based smartphone devices.

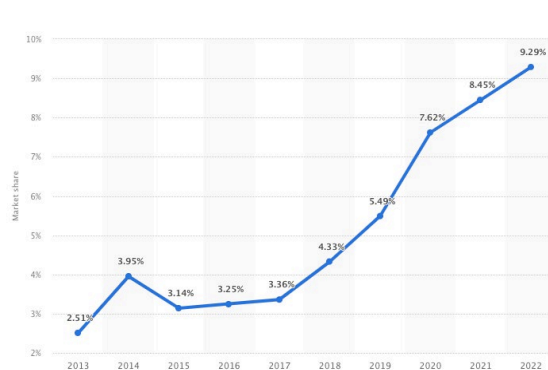


Figure 1. 3 Apple market-share in Indonesia from 2013 to 2022  
 Source: (Statista Research Department, 2022)

Based on figure 1.3 above, Apple has experienced an increase in sales in Indonesia from year to year even though in 2015 its sales had decreased but Apple managed to increase its sales again in 2016. Even though it did not increase significantly, Apple's sales in Indonesia continued to

increase slowly but surely from year to year. With support from figures 1.4 and 1.5, it raises the issue of why Apple consumers continue to use and remain loyal to Apple products, specifically iPhones.

This will be determined by analyzing whether brand experience influences Apple's brand loyalty by mediating Brand Satisfaction and Brand Trust. Brand experience is described as an internal, subjective response from a consumer (Brakus et al., 2009). When a brand provides an exceptional brand experience, it will be differentiated from other brands and preferred; this fosters brand loyalty and encourages the spread of the brand to other people (Brakus et al., 2009). Based on Delgado-Ballester et al, Brand experience is where customers feel if the brand can be accepted or not; via this, consumers will feel whether the brand can have an impact on its users; and from there, consumers will determine for themselves whether the brand can be trusted; this is also known as brand trust (Huang, 2017). According to (Brakus et al., 2009), a brand can earn customer loyalty and satisfaction if it generates experience from the brand.

## **2.1 Literature Review**

### **2.1.1 Brand Experience**

According to prior research by Chung & Welty Peachey, (2022) on the overall effect of brand experience towards brand satisfaction in the golf club industry in South Korea, the results from 386 respondents indicate that brand experience positively influences brand satisfaction. When consumers have tried or experienced the brand, they feel a sense of satisfaction (Chung & Welty Peachey, 2022). Another research conducted on experiential brands with approximately 767 university students and 294 consumers by Brakus et al., (2009) proved that brand experience has an influence on brand satisfaction. Typically, the outcome of an experience produces feelings of satisfaction and contentment (Chahal & Dutta, 2015). Another research by Chahal & Dutta, (2015) on the banking sector industry in Jammu City, India, with approximately 180 respondents indicates that brand experience positively influences brand satisfaction. Based on the journal article by Meyer & Schwager, (2007) that aimed to give an understanding of consumer behavior, they assert that satisfaction is the product of customer experience, with the level of satisfaction resulting from the subtraction of positive experiences from negative ones. Therefore, based on existing research, the first hypothesis for this study is:

**Hypothesis 1: Brand Experience positively influences brand Satisfaction.**

Akoglu & Özbek, (2021) did a research on brand experience towards brand trust. This research sought to investigate the direct relationship between brand experience and brand trust. This research was conducted in Turkey on sports consumers who have made at least one online purchase of sports products. The findings from approximately 385 respondents indicate that brand experience has a significant positive influence on brand trust. Based on previous research by Ha & Perks, (2005) on e-consumer behavior in South Korea with approximately 203 respondents, they sought to identify and analyze the relationship between brand experience and brand trust. The result of this research showed and demonstrated that brand experience significantly influences brand trust. The additional impressions and meanings created by a consumer's brand experience can increase their trust in the brand (Ha & Perks, 2005).

Additionally, based on prior research by Khan & Fatma, (2017) in the restaurant industry with approximately 38 qualitative respondents from university-level students, 305 quantitative respondents from a large university who pursue their master's degree, and an additional 294 restaurant customers, it demonstrates that brand experience positively influences brand trust. When a customer has used a product and found it beneficial, he or she will have more confidence in the brand's ability to deliver on its promises and, therefore, will develop trust in the brand (Khan & Fatma, (2017). Furthermore, based on prior research by Huang, (2017) on mobile phone customers in Taiwan, 237 respondents confirmed that brand experience has an attachment to brand trust. Therefore, based on existing research, the second hypothesis for this study is:

**Hypothesis 2: Brand Experience positively influences Brand Trust.**

Akoglu & Özbek, (2021) did research on brand experience towards brand trust. This research sought to identify the direct and indirect relationship between brand experience and brand loyalty, with perceived quality and brand trust functioning as mediators. This research was conducted in Turkey with sports consumers who have purchased at least one sports product online. According to the findings of approximately 385 respondents, brand experience has a significant positive influence on brand loyalty. When a consumer has interacted with a particular brand, this strengthens the tie between the brand and the consumer, which can lead to brand loyalty (Akoglu & Özbek, 2021).

According to Brakus et al., (2009) who conducted research on experiential brands with approximately 767 university students and 294 consumers proved that brand experience will impact brand loyalty. In addition, previous research by (Morrison & Crane, 2007), who sought to provide service brand marketers with a greater understanding of the emotional dynamics involved when a customer chooses and continues to utilize a service brand, concluded that when a brand has a brand experience, it can enhance its profitability because it has an emotional relationship with its customers. Therefore, based on existing research, the third hypothesis for this study is:

**Hypothesis 3: Brand Experience positively influence Brand Loyalty.**

### 2.1.2 Brand Satisfaction

According to prior research by Chung & Welty Peachey, (2022) on the overall effect of brand experience towards brand satisfaction in the golf club industry in South Korea, the results from 386 respondents indicate that brand satisfaction positively influences brand loyalty. Another research by Picón et al., (2014) on the Spanish insurance industry, which has approximately 785 consumers from 74 companies, brand satisfaction has a substantial positive influence on brand loyalty. Customers are more likely to repurchase a company's products if they are pleased with their purchase, which is referred to as brand loyalty (Picón et al., 2014).

Furthermore, another prior research by Chen & Wang, (2009) in Taiwan's insurance firm industry with approximately 160 respondents from three major life insurance company such as Cathay, Nashan, and Shinkong Life Insurance. The result of the research indicates that brand satisfaction has a direct significant influence towards brand loyalty. Consumers who are satisfied develop brand loyalty and may even suggest the product to others. In addition, they are also most likely to become less price sensitive (Chen & Wang, 2009). According to Brakus et al., (2009) who conducted research on experiential brands with approximately 767 university students and 294 consumers also agree that when people are satisfied with a product, they will often continue to use it and be loyal to it. Therefore, based on existing research, the fourth hypothesis for this study is:

**Hypothesis 4: Brand Satisfaction positively influence Brand Loyalty.**

### 2.1.3 Brand Trust

Akoglu & Özbek, (2021) Akoglu & Ozbek (2021) conducted research to determine the factors that influence brand loyalty, with brand trust as one of the factors examined. This research focused on sport consumers in Turkey and was able to obtain data from approximately 385 respondents between the ages of 18 and 65. Their research indicates that brand trust has a positive influence on brand loyalty. In general, consumers who have faith in a brand will develop a sense of trust in the brand (Mabkhot et al., 2017). Mabkhot et al., (2017) attempted to determine whether brand trust has a positive influence on brand loyalty in the local Malaysian automobile industry. This research was conducted in the northern peninsula of Malaysia, which included Penang, Perlis, and Kedah. The mall-intercept technique was used to distribute the survey, and 16 supermarkets were utilized to maximize the chance of capturing a socio-demographic sample with a broad range of demographic characteristics. The data obtained from 330 respondents indicates that brand trust significantly positive influences towards brand loyalty.

Furthermore, as also approved by Şahin et al., (2011) previous research in the automobile industry was conducted with 258 respondents that were obtained randomly within the consumer population who reside in the metropolitan area of a large city in Istanbul, Turkey. The results

demonstrate that brand trust has a positive effect on brand loyalty, where a higher level of trust increases consumer loyalty. When consumers trust and behave positively toward a brand, customer loyalty will result (Pertiwi et al., 2017). Based on previous research by Pertiwi et al., (2017) in the imported makeup brand industry in Surabaya with approximately 100 respondents, it indicates that brand trust has a significant positive influence towards brand loyalty. Therefore, based on existing research, the fifth hypothesis for this study is:

**Hypothesis 5: Brand Trust positively influence Brand Loyalty.**

#### **2.1.4 Mediation effect of brand satisfaction and brand trust**

It has been established through prior research that the relationship between brand experience and brand loyalty is mediated by brand satisfaction and brand trust (Akoglu & Özbek, 2021; Chung & Welty Peachey, 2022; Huang, 2017; Pertiwi et al., 2017; Şahin et al., 2011). Also approved by the research that was conducted by Iglesias et al., (2011) in the cars, laptops, and sneakers industries, if a customer has a positive, appealing, and satisfied brand experience, he or she will repurchase the product and most likely will develop brand loyalty. According to Pertiwi et al., (2017) in the imported makeup brand industry in Surabaya with approximately 100 respondents, it indicates that brand satisfaction positively mediates the relationship between brand experience and brand loyalty. It will be easier for a company to retain clients if a buyer has experienced and been satisfied with the brand (Pertiwi et al., 2017). In addition, when a consumer has experienced a brand, provided an evaluation of the brand, and received a positive response from the brand, the consumer will feel positive satisfaction, resulting in brand loyalty (Picón et al., 2014). Based on prior research in the Spanish insurance sector by Picón et al., (2014) on the Spanish insurance sector with approximately 785 customers from 74 companies in Spain indicates that brand satisfaction positively mediates the relationship between brand experience and brand loyalty. Another research conducted by Şahin et al., (2011) in the automobile industry with approximately 258 respondents that were obtained randomly within the consumer population who reside in the metropolitan area of a large city in Istanbul, Turkey. The results indicates that brand satisfaction positively mediates the relationship between brand experience and brand loyalty.

Based on prior research by Huang, (2017) , on mobile phone customers in Taiwan with approximately 237 respondents indicates that brand trust positively mediates the relationship between brand experience and brand loyalty. Huang, (2017) also indicate that if a consumer feels comfortable with the brand, they are more likely to purchase the product again. According to Pertiwi et al., (2017) in the imported makeup brand industry in Surabaya with approximately 100 respondents confirmed that brand trust positively mediates the relationship between brand experience and brand loyalty. A great experience will improve brand loyalty by increasing brand trust (Pertiwi et al., 2017). In addition, Naggar & Bendary, (2017) previous research on mobile operator subscribers in Egypt with approximately 384 respondents acknowledged that brand trust mediates the relationship between brand experience and brand loyalty, as brand trust itself is the outcome of prior brand experience, which leads to brand loyalty. Therefore, based on existing research, the sixth and seventh hypothesis for this study are:

**Hypothesis 6: Brand Satisfaction mediate the relationship between Brand Experience and Brand Loyalty.**

**Hypothesis 7: Brand Trust mediate the relationship between Brand Experience and Brand Loyalty.**

#### **2.1.5 Brand Loyalty**

Based on Dick and Basu, A brand will acquire loyalty if its customers have favourable attitudes and purchase habits toward the brand (Akoglu & Özbek, 2021). According to Gaue and Arora, when people prefer to purchase goods and services from the same brand over those of other suppliers, this is known as brand loyalty (Du & Du, 2022). Brand loyalty is not only defined as a repeat purchase, but also as a psychological bond with the brand, such that a buyer will not alter their mind or switch to a comparable brand on the market (Du & Du, 2022). Brand loyalty is the

emotional decision of a consumer to regularly purchase a particular brand and the conduct of a consumer who is devoted to a particular brand (Agbeyegbe & Salihu, 2022).

According to Thompson et al., (2014), brand loyalty is defined as the ability of a consumer to choose a brand based on previous buying experiences, which is measured by repeated purchases of the same brand. Furthermore, brand loyalty is also a customer's unwavering commitment to repurchase a product in the future, regardless of the conditions (Nguyen et al., 2011). Brand loyalty

refers to an individual's feelings and decisions regarding a specific product, as well as their attachment to the brand (Shafique-Ur-rehman et al., 2020). When observed from the perspective of brand loyalty, loyalty is defined as the frequent and consistent purchase of the same company's goods (Pertiwi et al., 2017). Brand loyalty is the commitment or principle that a consumer has when purchasing the same product repeatedly over an extended period of time as a form of emotional attraction to a particular brand based on customer assessment factors (Putra & Keni, 2020).

### 2.1.6 Research Model

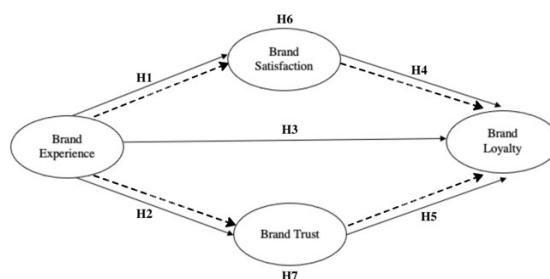


Figure 2. 1 Research Model

Source: Modified Research Model from Akoglu & Özbek, (2021) and Chung & Welty Peachey, (2022).

### 3.1 Research Method

The research seeks to measure the mediating effect of brand satisfaction and brand trust, which is believed to influence the formation of brand loyalty, in order to determine brand loyalty that may result from Apple iPhone consumer experiences. Previous research has demonstrated that a higher level of consumer trust results in greater brand loyalty. According to Pertiwi et al. (2017), brand loyalty is a result of consumer trust and favorable brand-related behavior. This model emphasizes the formulation of brand resonance, beginning with brand salience and proceeding via emotional and rational routes. This study proposes that brand loyalty is shaped by brand salience (i.e., brand experience) and two mediators (i.e., brand satisfaction and brand trust). As depicted in Figure 2.1, the structure and visual components of the proposed research framework were derived from previous studies.

### 4.1 Results and Discussion

#### 4.1.1 Sample design and data collection

The size and design of the sample are crucial in defining its representativeness of the sample (Bougie & Sekaran, 2019). According to Hair et al., (2019), researchers recommend using a sample size of 200 or more due to the increasing number of variables and factors. The ratio of observed variables must be at least five times the number of variables to be analysed, and a ratio of 10:1 is generally more acceptable. This research comprises a total of 26 indicators, which, according to Hair et al., (2019), Researchers are suggested to have a minimum of five times the number of perspective indicators and a maximum of ten times the number of indicators. In this research, a minimum of 130 (26 x 5) and a maximum of 260 (26 x 10) samples are required. In order to anticipate errors during data processing, 209 samples were employed in this research. The

primary data obtained consists of Jabodetabek-based respondents between the ages of 18 and 44 who currently use or have previously used an iPhone smartphone from Apple. This research will conduct an online survey by distributing questionnaires.

Table 4. 1 Respondent profile

Respondent Profile	Category	Frequencies	Percentage
Gender	Male	108	51.7%
	Female	101	48.3%
Age	18-23	68	32.5%
	24-29	88	42.1%
	30-35	33	15.8%
	36-40	15	7.2%
	>41	5	2.4%
Domicile	Jakarta	120	57.4%
	Bogor	30	14.4%
	Depok	18	8.6%
	Tangerang	33	15.8%
	Bekasi	8	3.8%

Source: Processed Primary Data (2023)

Based on table 4.1 above, the 209 respondents who had completed and returned the survey, 51.7% were males and 48.3% were females, with 108 males and 101 females among the 209 respondents.

#### 4.1.2 Convergent Validity

According to Bougie & Sekaran, (2019), convergent validity is created when there is a strong correlation between two different instruments that measure the same concept. The rule of thumb most often applied to outer loading results is 0.70. If the outer loading is less than 0.70, the researcher should consider removing indicators (Hair et al., 2014).

Table 4. 2 Outer Loading for Actual Test Results

Variables	Indicators	Outer loading	Rule of Thumb	Results
Brand Experience	BE1	0.751	>0.70	Valid
	BE2	0.715		Valid
	BE3	0.739		Valid
	BE4	0.783		Valid
	BE5	0.756		Valid
	BE6	0.760		Valid
	BE7	0.755		Valid
	BE8	0.771		Valid

	BE9	0.771		Valid
	BE10	0.786		Valid
Brand Satisfaction	BS1	0.821	>0.70	Valid
	BS2	0.766		Valid
	BS3	0.868		Valid
	BS4	0.833		Valid
	BS5	0.794		Valid
Brand Trust	BT1	0.767	>0.70	Valid
	BT2	0.743		Valid
	BT3	0.844		Valid
	BT4	0.815		Valid
	BT5	0.809		Valid
Brand Loyalty	BL1	0.856	>0.70	Valid
	BL2	0.715		Valid
	BL3	0.742		Valid
	BL4	0.809		Valid
	BL5	0.863		Valid
	BL6	0.862		Valid

Source: SmartPLS analysis Data result (2023)

As shown in Table 4.2, all indicators can be deemed valid or reliable. The values for each indicator have met the rule of thumb value of 0.70, and the Average Variance Extracted (AVE) value has also met the rule of thumb of 0.50, so no indicators must be eliminated (Hair et al., 2014, 2019).

#### 4.1.3 Construct Reliability Test

This section will explain the results of the current research model's variable reliability. According to Hair et al., (2019), the rule of thumb values for construct reliability are 0.70-0.90, which are considered satisfactory good. In SmartPLS, however, values greater than 0.90 are still accepted.

Table 4. 3 Construct Reliability Actual Test Results

Variables	Cronbach Alpha	Composite Reliability	Rule of Thumb	Results
Brand Experience	0.918	0.931	0.70-0.90	Valid
Brand Satisfaction	0.875	0.909		Valid
Brand Trust	0.855	0.896		Valid
Brand Loyalty	0.893	0.919		Valid

Source: SmartPLS analysis Data result (2023)



As shown in table 4.3 above, the value for each variable has met the rule of thumbs value of 0.70-0.90. Additionally, according to SmartPLS, a result over 0.90 is acceptable by Hair et al., (2019). This indicates that all indicators in the current research model have consistency in measuring their respective variables.

#### 4.1.4 Construct Validity (AVE)

According to Hair et al., (2019), construct validity is a comprehensive method for determining the validity of a collection of constructs that serve as a conceptual definition. The appropriate standard value for the construct validity value is 0.50 or above, which indicates that the average construct effectively explains at least 50% of the variation in the indicator.

Table 4. 4 Construct Validity (AVE) Actual Test Results

Variables	AVE	Rule of Thumb	Results
Brand Experience	0.576	>0.50	Valid
Brand Satisfaction	0.656		Valid
Brand Trust	0.668		Valid
Brand Loyalty	0.638		Valid

Source: SmartPLS analysis Data result (2023)

As shown in Table 4.4, all AVE values fulfill the requirements of the rule of thumb, which is greater than 0.50 (Hair et al., 2019). It can be explained that all indicators in the current research model are considered valid for measuring their respective variables simultaneously.

#### 4.1.5 Discriminant Validity

Based on Hair et al., (2019), "high discriminant validity" is evidence that a construct is unique and captures phenomena that are not captured by other measures. Discriminant validity can be observed from the HTMT. According to the rule of thumb values derived from Hair et al., (2019), there are three categories: HTMT.85, which corresponds to HTMS <0.85, HTMT.90, which corresponds to HTMT <0.90, and HTMT inference, which corresponds to HTMT <1.

Table 4. 5 Discriminant Validity (HTMT) Actual Test Results

	Brand Experience	Brand Loyalty	Brand Satisfaction	Brand Trust
Brand Experience				
Brand Loyalty	0.846			
Brand Satisfaction	0.810	0.847		
Brand Trust	0.807	0.842	0.716	

Source: SmartPLS analysis Data result (2023)

As shown in Table 4.5, the results of the discriminant test for each variable met the rule of thumb value given, which was <0.85, so it was concluded that all HTMT values passed in the HTMT.85 category or HTMT <0.85. meaning that all indicators in the current research model are the most suitable indicators and can measure each variable precisely.

#### 4.1.6 Multicollinearity Test (VIF)

At this stage, it will be determined whether the independent variables in the current research model share a collinearity relationship. According to Hair et al., (2019), the ideal VIF value is <3. However, if the VIF value falls between 3 and 5, it is acceptable.

Table 4. 6 Outer VIF Value Actual Test Results

Indicators	VIF
BE1	2.197
BE2	2.546
BE3	2.164
BE4	2.543
BE5	2.375
BE6	3.277
BE7	3.667
BE8	3.832
BE9	3.448
BE10	3.193
BS1	2.441
BS2	2.173
BS3	2.783
BS4	2.561
BS5	2.030
BT1	2.649
BT2	2.433
BT3	2.563
BT4	2.540
BT5	2.862
BL1	3.519
BL2	2.164
BL3	2.488
BL4	3.105
BL5	3.606
BL6	3.958

Source: SmartPLS analysis Data result (2023)

As shown in Table 4.6, all indicators in the variables brand experience, brand satisfaction, brand trust and brand loyalty do not pass the rule of thumb which is 5. This means that there is no multicollinearity issue between independent variables in the current research model.

Table 4. 7 Inner VIF Value Actual Test Results

	Brand Experience	Brand Loyalty	Brand Satisfaction	Brand Trust
Brand Experience		2.829	1.000	1.000
Brand Loyalty				
Brand Satisfaction		2.230		
Brand Trust		2.142		

Source: SmartPLS analysis Data result (2023)

As shown in Table 4.7, all indicators in the variables brand experience, brand satisfaction, brand trust and brand loyalty do not pass the rule of thumb which is 5. This means that there is no multicollinearity issue between independent variables in the current research model.

#### 4.1.7 Coefficient of Determination (R<sup>2</sup>)

According to Hair et al., (2019), R-square can be classified as significant or substantive (high) if the R-Square value shows a value > 0.75, moderate if the result shows a value of 0.50-0.75 and weak if the result shows a value of 0.25-0.50.

Table 4. 8 R-square Actual Test Results

Variables	R-Square	Category
Brand Satisfaction	0.533	Moderate
Brand Trust	0.514	Moderate
Brand Loyalty	0.714	Moderate

Source: SmartPLS analysis Data result (2023)

According to Table 4.8, the R-square value for brand satisfaction, which is influenced by brand experience, is 0.533, and the R-square value for brand trust, which is influenced by brand experience, is 0.514. The R-square value for brand loyalty, which is influenced by brand experience, brand satisfaction, and brand trust, is 0.714. This indicates that the R-square value of the three variables in this research falls within the moderate range, as the correlation coefficient lies between 0.50 and 0.75.

#### 4.1.8 F Square

According to Hair et al., (2019), As a rule of thumb, a value greater than 0.02 indicates a small f<sup>2</sup> effect size, 0.15 indicates a moderate f<sup>2</sup> effect size, and 0.35 indicates a large f<sup>2</sup> effect size. The purpose of the f<sup>2</sup> test is to determine the size or magnitude of the effect of a construct's influence if the value of the predictive variable R<sup>2</sup> changes when the predictor variable is removed from the model.

Table 4. 9 F Square Actual Test Results

Variables	F-square	Category
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Brand Experience → Brand Satisfaction	1.140	Large
Brand Experience → Brand Trust	1.056	Large
Brand Experience → Brand Loyalty	0.114	Small
Brand Satisfaction → Brand Loyalty	0.170	Moderate
Brand Trust → Brand Loyalty	0.164	Moderate

Source: SmartPLS analysis Data result (2023)

As shown in Table 4.9, it can be explained that brand experience has a large effect size on brand satisfaction, brand experience has a large effect size on brand trust, brand experience has a small effect size on brand loyalty, brand satisfaction has a moderate effect size on brand loyalty, and brand trust which has a moderate effect size on brand loyalty. Thus, researchers can explain that there is a very significant and strong influence on brand experience with brand satisfaction and brand trust in the current research context.

#### 4.1.9 Cross-Validated Redundancy (Q<sup>2</sup>)

Based on Hair et al., (2019), Cross-Validated Redundancy or Q-Square is a predictive relevance assessment technique. The Q-square test was carried out using the blindfolding function to see the ability of the predictive relevance of the independent variables in the research model to predict the target construct or the dependent variable, respectively. With a high predictive relevance value, the accuracy of the prediction is also high. The minimum is 0, the moderate is 0.25, and the large is 0.50.

Table 4. 10 Cross-Validated Redundancy (Q<sup>2</sup>) Actual Test Results

Variables	Q <sup>2</sup>	Category
Brand Satisfaction	0.348	moderate
Brand Trust	0.287	moderate
Brand Loyalty	0.450	moderate

Source: SmartPLS analysis Data result (2023)

As shown in table 4.10, it can be explained that the current research model has predictive relevance in the moderate category for predicting each construct target variable or dependent variable, namely brand satisfaction of  $0.348 > 0.25$ , brand trust  $0.287 > 0.25$ , and brand loyalty  $0.450 > 0.25$ .

#### 4.1.10 Hypothesis Testing

##### 4.1.10.1 Direct Effect Hypothesis Test

Table 4. 11 Hypothesis Testing Direct Effect

Hypothesis Path		Original Samples	T-Statistic	T-Table	P-Values	Results
H1	Brand Experience → Brand Satisfaction	0.730	12.806	1.65	0.000	Supported
H2	Brand Experience → Brand Trust	0.717	11.573	1.65	0.000	Supported

H3	Brand Experience → Brand Loyalty	0.304	4.070	1.65	0.000	Supported
H4	Brand Satisfaction → Brand Loyalty	0.329	4.186	1.65	0.000	Supported
H5	Brand Trust → Brand Loyalty	0.317	3.882	1.65	0.000	Supported

Source: SmartPLS analysis Data result (2023)

**H1: Brand Experience has positively influence Brand Satisfaction.**

According to Table 4.11, the relationship for the first hypothesis, namely brand experience and brand satisfaction, is considered positive and significant because the relationship between brand experience and brand satisfaction has an original sample value of 0.730, which can be explained as follows: if there is an increase in brand experience value on a Likert scale ranging from 1 to 5, there is a corresponding increase in brand satisfaction value, which is 0.730. The result of the T-statistic is 12.806, which is deemed significant because it is greater than the T-table value of 1.65, and the P-value considering the relationship between brand experience and brand satisfaction is 0.000. In other words, because the P-value is less than 0.05, the first hypothesis can be regarded as significant. With the presented findings, researchers can conclude that the original sample, T-statistics, and P-value for brand experience and brand satisfaction are positive and can be supported significantly.

**H2: Brand Experience has positively influence Brand Trust.**

According to Table 4.11, the relationship for the second hypothesis, namely brand experience and brand trust, is considered positive and significant because the relationship between brand experience and brand trust has an original sample value of 0.717, which can be explained as follows: if there is an increase in brand experience value on a Likert scale ranging from 1 to 5, there is a corresponding increase in brand trust value, which is 0.717. The result of the T-statistic is 11.573, which is deemed significant because it is greater than the T-table value of 1.65, and the P-value considering the relationship between brand experience and brand trust is 0.000. In other words, because the P-value is less than 0.05, the second hypothesis can be regarded as significant. With the presented findings, researchers can conclude that the original sample, T-statistics, and P-value for brand experience and brand trust are positive and can be supported significantly.

**H3: Brand Experience has positively influence Brand Loyalty.**

According to Table 4.11, the relationship for the third hypothesis, namely brand experience and brand loyalty, is considered positive and significant because the relationship between brand experience and brand loyalty has an original sample value of 0.304, which can be explained as follows: if there is an increase in brand experience value on a Likert scale ranging from 1 to 5, there is a corresponding increase in brand loyalty value, which is 0.304. The result of the T-statistic is 4.070, which is deemed significant because it is greater than the T-table value of 1.65, and the P-value considering the relationship between brand experience and brand loyalty is 0.000. In other words, because the P-value is less than 0.05, the third hypothesis can be regarded as significant. With the presented findings, researchers can conclude that the original sample, T-statistics, and P-value for brand experience and brand loyalty are positive and can be supported significantly.

**H4: Brand Satisfaction has positively influence Brand Loyalty.**

According to Table 4.11, the relationship for the fourth hypothesis, namely brand satisfaction and brand loyalty, is considered positive and significant because the relationship between brand satisfaction and brand loyalty has an original sample value of 0.329, which can be

explained as follows: if there is an increase in brand satisfaction value on a Likert scale ranging from 1 to 5, there is a corresponding increase in brand loyalty value, which is 0.329. The result of the T-statistic is 4.186, which is deemed significant because it is greater than the T-table value of 1.65, and the P-value considering the relationship between brand satisfaction and brand loyalty is 0.000. In other words, because the P-value is less than 0.05, the fourth hypothesis can be regarded as significant. With the presented findings, researchers can conclude that the original sample, T-statistics, and P-value for brand satisfaction and brand loyalty are positive and can be supported significantly.

**H5: Brand Trust has positively influence Brand Loyalty.**

According to Table 4.11, the relationship for the fifth hypothesis, namely brand trust and brand loyalty, is considered positive and significant because the relationship between brand trust and brand loyalty has an original sample value of 0.317, which can be explained as follows: if there is an increase in brand trust value on a Likert scale ranging from 1 to 5, there is a corresponding increase in brand loyalty value, which is 0.317. The result of the T-statistic is 3.882, which is deemed significant because it is greater than the T-table value of 1.65, and the P-value considering the relationship between brand trust and brand loyalty is 0.000. In other words, because the P-value is less than 0.05, the fifth hypothesis can be regarded as significant. With the presented findings, researchers can conclude that the original sample, T-statistics, and P-value for brand trust and brand loyalty are positive and can be supported significantly.

**4.1.10.2 Indirect Effect Hypothesis Test**

4. 12 Hypothesis Testing Indirect Effect

Hypothesis Path		Original Samples	T-Statistic	T-Table	P-Values	Results
H6	Brand Experience → Brand Satisfaction → Brand Loyalty	0.240	3.857	1.65	0.000	Supported
H7	Brand Experience → Brand Trust → Brand Loyalty	0.227	3.462	1.65	0.001	Supported

Source: SmartPLS analysis Data result (2023)

**H6: Brand Satisfaction mediate the relationship between Brand Experience and Brand Loyalty.**

According to Table 4.12, the relationship for the sixth hypothesis, namely brand satisfaction as the mediator of brand experience and brand loyalty, is considered positive and significant because the relationship between brand experience and brand satisfaction as a mediator has an original sample value of 0.240, which can be explained as follows: if there is an increase in brand experience and brand satisfaction as a mediator in value on a Likert scale ranging from 1 to 5, there is a corresponding increase in brand loyalty value, which is 0.240. The result of the T-statistic is 3.857, which is deemed significant because it is greater than the T-table value of 1.65, and the P-value considering the relationship between brand experience and brand loyalty with brand satisfaction as a mediator is 0.000. In other words, because the P-value is less than 0.05, the sixth hypothesis can be regarded as significant. With the presented findings, researchers can conclude that the original sample, T-statistics, and P-value for brand satisfaction as a mediator between brand experience and brand loyalty are positive and can be supported significantly.

### **H7: Brand Trust mediate the relationship between Brand Experience and Brand Loyalty.**

According to Table 4.12, the relationship for the seventh hypothesis, namely brand trust as the mediator of brand experience and brand loyalty, is considered positive and significant because the relationship between brand experience and brand trust as a mediator has an original sample value of 0.227, which can be explained as follows: if there is an increase in brand experience and brand trust as a mediator in value on a Likert scale ranging from 1 to 5, there is a corresponding increase in brand loyalty value, which is 0.227. The result of the T-statistic is 3.462, which is deemed significant because it is greater than the T-table value of 1.65, and the P-value considering the relationship between brand experience and brand loyalty with brand trust as a mediator is 0.001. In other words, because the P-value is less than 0.05, the seventh hypothesis can be regarded as significant. With the presented findings, researchers can conclude that the original sample, T-statistics, and P-value for brand trust as a mediator between brand experience and brand loyalty are positive and can be supported significantly.

#### **4.1.11 Discussion**

This research is a continuation of an earlier investigation by Akoglu (Akoglu & Özbek, 2021) and Chung (Chung & Welty Peachey, 2022). Akoglu & Özbek, (2021) conducted a study on consumer sports in Turkey, and Chung & Welty Peachey, (2022) conducted a study on the golf club industry in South Korea in previous research. However, this research was carried out on the Apple brand specifically for its smartphone, namely the iPhone. This research is a modified version of previous studies' variables and hypotheses about brand experience, brand satisfaction, brand trust, and brand loyalty. In previous research, Akoglu & Özbek, (2021) analysed primary data collected from 385 sport consumers in Turkey between the ages of 18 and 65 using SmartPLS 3.0 software and partial least squares structural equations. In the meantime, Chung & Welty Peachey, (2022) conducted research using SPSS 20.0 to analyse data collected from 386 South Korean golf consumers who use iron sets.

This chapter begins with a discussion of the characteristics of the respondents in the current research. The criteria for respondents are residents of the JABODETABEK region. The participants of this research were classified by gender, age, and domicile. Then, at the start of the research, respondents were required to have used or purchased an iPhone at least twice. Therefore, respondents to this research must be Indonesian citizens residing in the JABODETABEK area who have purchased or used an iPhone at least twice. Then in the gender category, with a small difference between men and women, where the majority of respondents were male at 57.1%. Then, in terms of age, the majority of respondents who answered the questionnaire in this study amounted to 42.1% in the age range of 24-29 years. In addition, in the domicile category, the majority of respondents are located in the Jakarta metropolitan area, with a value of 57.4%. Respondents were selected in this manner to ensure that they could comprehend the questionnaire's content to obtain the best possible research results.

In section 4.3, the researcher analyses the primary data collected from 209 respondents through the distribution of questionnaires. The collected data have delivered results with reliability as well as validity. The construct reliability indicator, namely the outer loading result shown in Table 4.6, indicates that all variables' indicators are regarded as valid because all outer loading values exceeded the 0.70 rule of thumb value. Moreover, the construct reliability value of the variable is composite reliability, and Cronbach's alpha, according to Table 4.7, indicates that it exceeds the provided rule of thumb range of 0.70 to 0.90. Then, as demonstrated in Table 4.8, the variable value on the Average Variance Extract (AVE) value is regarded as valid because the values of all indicators exceed the given rule of thumb value of 0.50. In addition, the value of discriminant validity analysed by HTMT has been deemed legitimate because it has passed the 0.50 value given as a rule of thumb. The researcher then measured the inner model, consisting of R-Square, F-Square, and Q-Square, and tested the hypothesis. The values of brand satisfaction, brand trust, and brand loyalty in table 4.10 are classified as moderate because they fall within the designated range for the medium category, which is 0.50 to 0.75. Because the T-statistics and P-

values of the hypotheses satisfied the provided rule-of-thumb requirements, the results of testing the hypotheses shown in Table 4.15 demonstrate that all hypotheses were supported and positive.

Based on previous research, this research is modified research that replicates the same hypothesis from previous research. According to the first hypothesis, brand experience positively influences brand satisfaction. According to Chung & Welty Peachey, (2022) previous research, brand experience has a positive effect on brand satisfaction via the satisfaction provided by a brand through a given experience. Specifically, as described by Chahal & Dutta, (2015) the outcome of an experience produces feelings of satisfaction and contentment. Additionally, Meyer & Schwager, (2007) that aimed to give an understanding of consumer behavior, assert that satisfaction is the product of customer experience, with the level of satisfaction resulting from the subtraction of positive experiences from negative ones.

According to the second hypothesis, brand experience positively influences brand trust. According to Akoglu & Özbek, (2021) previous research, brand experience has a positive effect on brand satisfaction. As explained by Ha & Perks, (2005), A consumer's brand experience may create additional impressions and meanings, which can increase their trust in the brand. Furthermore, according to Khan & Fatma, (2017). When a customer has used a product and found it beneficial, he or she will have more confidence in the brand's ability to deliver on its promises and, therefore, will develop trust in the brand.

According to the third hypothesis, brand experience positively influences brand loyalty. According to Akoglu & Özbek, (2021) previous research, brand experience has a positive effect on brand loyalty. When a consumer has interacted with a particular brand, this strengthens the tie between the brand and the consumer, which can lead to brand loyalty. Moreover, according to Morrison & Crane, (2007) when a brand has a brand experience, it can enhance its profitability because it has an emotional relationship with its customers.

According to the fourth hypothesis, brand satisfaction positively influence brand loyalty. According to Chung & Welty Peachey, (2022) previous research, brand satisfaction has a positive effect on brand loyalty. Based on Picón et al., (2014), Customers who are satisfied with a company's goods are more willing to repurchase, which is referred to as brand loyalty. Furthermore, another prior research by Chen & Wang, (2009) in Taiwan's insurance firm industry from three major life insurance company such as Cathay, Nashan, and Shinkong Life Insurance asserts that consumers who are satisfied develop brand loyalty and may even suggest the product to others. In addition, they are also most likely to become less price sensitive.

According to the fifth hypothesis, brand trust positively influence brand loyalty. According to Akoglu & Özbek, (2021) previous research, brand trust has a positive effect on brand loyalty. When consumers trust and behave positively toward a brand, customer loyalty will result (Pertiwi et al., 2017). Furthermore, as also approved by Şahin et al., (2011) previous research in the automobile industry was conducted with 258 respondents that were obtained randomly within the consumer population who reside in the metropolitan area of a large city in Istanbul, Turkey. The results demonstrate that brand trust has a positive effect on brand loyalty, where a higher level of trust increases consumer loyalty.

According to the sixth hypothesis, brand satisfaction positively mediates brand experience and brand loyalty. According to Chung & Welty Peachey, (2022) previous research, brand satisfaction positively mediates brand experience and brand loyalty. According to Pertiwi et al., (2017) who supported this hypothesis in the imported makeup brand industry in Surabaya indicates that brand satisfaction positively mediates the relationship between brand experience and brand loyalty as it will be easier for a company to retain clients if a buyer has experienced and been satisfied with the brand. Also approved by the research that was conducted by Iglesias et al., (2011) in the cars, laptops, and sneakers industries, if a customer has a positive, appealing, and



satisfied brand experience, he or she will repurchase the product and most likely will develop brand loyalty.

According to the seventh hypothesis, brand trust positively mediates brand experience and brand loyalty. According to Akoglu & Özbek, (2021) previous research, brand trust positively mediates brand experience and brand loyalty. Based on prior research by, Huang, (2017) who support this hypothesis indicate that if a consumer feels comfortable with the brand, they are more likely to purchase the product again. In addition, Naggar & Bendary, (2017) previous research on mobile operator subscribers in acknowledged that brand trust mediates the relationship between brand experience and brand loyalty, as brand trust itself is the outcome of prior brand experience, which leads to brand loyalty.

## 5.1 Conclusion

Despite current limitations, the following contributions are made by research. In the relationship between brand experience and brand loyalty, brand satisfaction and brand trust serve as mediators. These results will facilitate a better comprehension of the customer brand loyalty process for iPhones manufactured by Apple. In addition, it appears that the research established within the framework of this Brand Resonance Model also pertains to the iPhone manufactured by Apple. Additionally, it contributes to the expansion of brand experience literature and brand loyalty literature.

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