

**The Effect Of Brand Experience Toward Brand Loyalty
Through Brand Satisfaction As A Mediating Variable
(Study On Iphone Users In Indonesia)**

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Abstract

This study aims to examine the relationship between brand experience and brand loyalty with brand satisfaction as a mediation variable. This research using i quantitative explanatory approach. The sample size was determined using the Slovin formula with a 10% margin of error; resulting in 100 respondents. Data analysis was conducted using the partial least squares. The stages of statistical analysis included tests for convergent and discriminant validity, reliability, and hypothesis testing. All statistical analyses were performed using SmartPLS 4 software. Research findings indicate that brand experience significantly and positively influences brand loyalty. Additionally, brand experience has a positive and significant effect on brand satisfaction. Brand satisfaction also positively and significantly impacts brand loyalty. Moreover, brand experience significantly affects brand loyalty when mediated by brand satisfaction.

Keywords: Brand Experience, Brand Satisfaction, Brand Loyalty, iPhone

Introduction

Indonesia is one of the largest mobile phone markets in Asia. According to data reported by Statista until May 31, 2023, the number of mobile phone users in Indonesia reached 210.77 million users or equivalent to 68.1% of the population. Although there are still many differences in the characteristics of mobile phone use in urban and rural communities. In urban communities, ownership of a mobile phone is still considered a symbol or status and its use tends to be for the internet and social media. Meanwhile, in rural communities there are still many who cannot afford to own a mobile phone due to economic factors (Statista, 2023).

According to Statista from January 2022 to April 2023. The expansion of the mobile phone market in Indonesia continues to experience massive and fluctuating developments along with the increasing purchasing power of the community, making companies dominate each other fighting for market share. From the graph, it is known that Android users still dominate the market share with a percentage of 86.81% which is supported by brands such as Oppo, Xiaomi, Realme, etc. Then only followed by iPhone by 13.06%, Samsung by 0.08%, and the remaining 0.05 percent other than the three categories.

However, what makes it interesting is that although the iPhone does not dominate the smartphone market share in Indonesia, it turns out that the iPhone dominates the used smartphone market in Indonesia (Hawari & Rustiadi, 2022). This argument is strengthened by the findings of Research and Market 2022 which explains that the iPhone dominates the used cell phone market in Indonesia. Used cellphone users feel that the iPhone is a very popular smartphone brand and is able to provide comfort for its users. Buying new iPhone products is very expensive, so most users prefer to buy used ones (Apple News, 2023).

One of the measuring tools to determine customer loyalty and satisfaction is using the Net Promoter Score (NPS) Benchmark. NPS is a metric compiled by Fred Reichheld in 2003. NPS consists of a 0–10 scale which is divided into categories 0-6 (detractors), 7-8 (passive), 9-10 (promoters). This scale was later developed by the survey agency Bain & Company, which is often used by global companies. The NPS scale covers -100 to 100 which consists of several categories. NPS scores of 0-50 fall into the good category, scores of 51-80 fall into the excellent category, and scores of 81-100 fall into the world-class category. CustomerGauge's findings comparing NPS scores from various sources show that Apple has the highest NPS score when compared to other major smartphone manufacturers. Apple scored 61, Samsung 47, Huawei 49, and Hewlett-Packard 48 (Gocheva, 2023). Apple's high NPS score is due to the company's success in providing a product that is able to meet consumer satisfaction and is able to provide a unique experience sensation for consumers, especially iPhone users (Grigore, 2022).

Two main factors that shape consumer loyalty are satisfaction factors and customer experience. Brakus et al. (2009) define consumer experience (brand experience) as the sensation that consumers feel after consumers buy and use a product or service. Indirect influence begins when consumers see logos, symbols, marketing techniques, and values attached to the product. These experiences ultimately shape the degree of consumer satisfaction. Kotler (2016) defines consumer satisfaction (brand experience) as the level of emotion felt by individuals, arising from the comparison between the consumer's initial assessment of the performance or final result of the product, with the expectations he has of the product. Thus, a good level of satisfaction will lead to emotional attachment for consumers. Kotler (2016) explains that consumer loyalty (brand loyalty) is a determination to make repeat purchases or support the promotion of certain products or services that have been taken. Brand loyalty produces stability in demand that companies can anticipate, and also creates obstacles for competing companies.

In my opinion, consumer loyalty is formed due to satisfaction and consumer experience. In order to find out how the relationship between the three variables, refers to the results of research by Pranadata et al (2017) explaining that the consumer satisfaction variable is able to mediate the relationship between consumer experience and consumer loyalty. These results are reinforced by Gultom & Hasibuan (2021) who also state that the consumer experience variable has a significant effect on consumer loyalty mediated by customer satisfaction in smartphone users. I determined that this study used 3 research variables including consumer experience, consumer satisfaction, and consumer loyalty, especially for iPhone users. In more depth, researchers want to explore in more depth what factors cause iPhone user loyalty to be very high, with the research subject being iPhone users in Indonesia.

Literature

Brand Experience

According to Huang (2017), brand experience is a consumer's internal response (including sensations, feelings, knowledge, and behavior) triggered by stimuli associated with the brand. These stimuli are part of the brand identity, such as packaging design, communication, and the surrounding environment. Brand experience has the ability to have a positive or negative impact on consumer behavior.

Brakus et al. (2009) conducted research related to brand experience by looking from the consumer's point of view and examining the experiences of these consumers, which resulted in attitudes and other aspects of consumer behavior related to products or services. The brand experience can be felt directly and indirectly by consumers. Consumers will feel the brand experience directly after they consume the products or services offered by the brand, while consumers feel the brand experience indirectly, namely when they see advertisements or other marketing strategies

carried out by the brand regarding the products or services they offer. According to Brakus et al. (2009), there are 4 dimensions of brand experience, which consist of:

1. **Sensory Dimension:** Beyond simply encompassing experiences through the senses of sight, hearing, touch, smell, and taste, this dimension can also refer to the use of increasingly sophisticated technologies such as virtual reality or augmentation that enrich consumers' sensory experiences.
2. **Affective Dimension:** This aspect not only affects the mood and emotions of consumers but can also involve a deeper analysis of consumer psychology. This can include the use of colors, patterns, and communication styles that are specifically designed to evoke certain feelings.
3. **Behavioral Dimensions:** In an increasingly digital and interconnected age, consumer behavior is not just physical but can also include online interactions and how consumers participate in brand communities. Lifestyle can also be expanded to include brand-related values and goals.
4. **Intellectual Dimension:** In addition to considering deep thinking about brand existence, this dimension can also involve a more analytical approach to data and information about the brand. Consumer education about brand values, advantages, and differences can also be part of this dimension.

Brand Satisfaction

According to Kotler and Keller (2016), customer satisfaction is a sensation of pleasure or disappointment that arises after someone compares the results obtained from a product with the expectations he has of the product. According to Caruana (2002), customer satisfaction with a brand is a response from customers to the quality of the product they actually experience and the expectations they have beforehand after they consume it. This reflects the extent to which the product meets or even exceeds customer expectations.

Meanwhile, according to Wilson and Christella (2019), customer satisfaction serves as a tool for companies to get added value from customers and also acts as a factor that allows companies to survive in a competitive market environment. According to Tjiptono (2001), customer satisfaction indicators consist of:

1. **Expectation Matching:** This measures the extent to which the company is able to meet customer expectations. Expectation congruence can be reflected in high product or service quality and satisfactory customer service.
2. **Ease of Obtaining:** This indicator relates to how easy it is for customers to get information about product types, prices, specifications, how to order, the number of counters or company branches, and other information needed by customers.
3. **Past Experience:** This indicator relates to how satisfied customers are with the company's products or services they have consumed in the past. If customers are satisfied based on their previous experiences, they are more likely to make repeat purchases or stay in touch with the company.

Meanwhile, according to Fullerton (1990), brand satisfaction is measured using three main indicators consisting of:

1. **Product Satisfaction:** This indicator measures the extent to which consumers are satisfied with the quality, performance, and features of the products they purchase. If consumers are satisfied with the products they use, this can have a positive impact on their overall brand satisfaction.
2. **Satisfaction with the Brand:** This indicator reflects consumers' level of satisfaction with the brand itself, covering aspects such as brand image, brand value, and brand reputation. Brand satisfaction is a reflection of the extent to which consumers are satisfied with their relationship with the brand.

3. **Pleasure with the Product:** This measures the level of pleasure or excitement felt by consumers when using a particular product or brand. This pleasure can arise from product characteristics that provide a positive or emotionally pleasurable experience.

Brand Loyalty

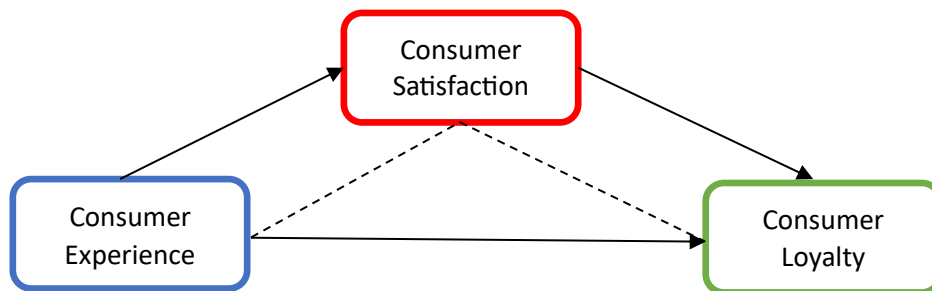
Keni (2020) argues that brand loyalty is a principle or commitment owned by a customer to repeatedly buy the same product over a long period of time. This reflects an emotional attraction to a particular brand based on customer assessments of certain aspects. Petter and Olson (2003) state that consumer loyalty refers to a deep commitment to make repeat purchases of a brand that is considered special.

The strength of a brand is its ability to form brand loyalty that lasts for a long period of time, allowing customers to perceive the brand as a quality product. Related to the concept of brand loyalty, there are various levels of loyalty. Each level indicates challenges in marketing strategies that need to be overcome, as well as resources that can be utilized (Pertiwi et al., 2017).

according to Pedersen & Nyseveen (2001), indicators that can be used to measure brand loyalty include several aspects, namely:

1. **Cognitive:** This includes consumers' beliefs regarding the quality and unique features of the brand, suggesting that the brand is more favorable than other brands.
2. **Affective:** This involves consumers' emotional attraction towards the brand that grows based on their emotional experience and satisfaction with the brand.
3. **Conative:** This relates to the commitment felt by the consumer after having a series of positive emotional experiences with the brand.
4. **Action:** This refers to the actions taken by consumers to overcome barriers that may arise while using the brand.

Conceptual Framework



Pertiwi et al. (2017) explain that consumers will have sensory memories after using a product. When the memory of the product's reliability matches their desires or preferences, it will indirectly increase attachment to the product. This argument is supported by Aditya & Tjokrosaputro (2020), who explain that the functional aspects of the product greatly affect consumer loyalty.

Azhari et al. (2015) explain that the consumer experience is formed by aspects of a product, such as functional aspects and reliability (durability). If these aspects are able to meet consumer needs (satisfy their needs), consumers will feel satisfied with the product. This is reinforced by Ekaputri et al. (2016), who explain that when consumers have positive memories of a product, they will tend to be satisfied with the brand of the product.

Widjaja (2015) explains that if consumers are satisfied with a product, they will tend to make repeat purchases and continue to use the product. This argument is strengthened by Rismanita et al. (2018), who explain that a high level of satisfaction with a product will cause its users to be loyal and tend not to choose other products.

Kusuma (2014) explains that customer satisfaction is able to mediate the relationship between consumer experience and consumer loyalty. Pranadata et al. (2017) add that a positive experience will give birth to high satisfaction, which will form consumer loyalty. This argument is strengthened by Gultom & Hasibuan (2021), who found that consumer experience has a significant effect on customer loyalty, mediated by customer satisfaction. Based on the results of these studies, the research hypothesis can be formulated as follows:

- a. Hypothesis 1: Brand experience has a positive and significant effect on brand loyalty.
- b. Hypothesis 2: Brand experience has a positive and significant effect on brand satisfaction.
- c. Hypothesis 3: Brand satisfaction has a significant effect on brand loyalty.
- d. Hypothesis 4: Brand experience has a positive and significant effect on brand loyalty mediated by customer satisfaction.

Method

This research is quantitative research with an explanatory approach. The population of this study are all iPhone users in Indonesia, totaling 9,682,568 (Start.io, 2023). The sampling technique used in this research is non probability sampling. To determine the number of research sample used the Slovin formula with a margin of error of 10 percent and the result is 100 respondents. In this study, the data analysis technique used was Partial Least Square. There are two stages of measurement model evaluation in PLS, namely the measurement model (outer model) and the structural model (inner model).

In the PLS method, there are two types of validity tests, namely convergent validity and discriminant validity. In SmartPLS software, it can be seen in the loading factor value for each indicator. The requirement to assess convergent validity is that the loading factor value must be more than 0.7 for confirmatory research and between 0.6-0.7 for exploratory research, and the average variance inflation factor (AVE) value must be greater than 0.5. Meanwhile, discriminant validity refers to the principle that measures of different constructs should not be highly correlated. The way to test discriminant validity with reflective indicators is to look at the cross-loading value. This value for each variable must be greater than 0.70. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the construct and other constructs in the model.

There are two ways to determine the reliability of a construct with reflective indicators, namely looking at the Cronbach's alpha value and composite reliability. The requirement to assess construct reliability is that the composite reliability value must be greater than 0.70. Testing the mediation effect in the analysis using PLS developed by Baron and Kenny (1998) in Ghazali (2018) with the following stages:

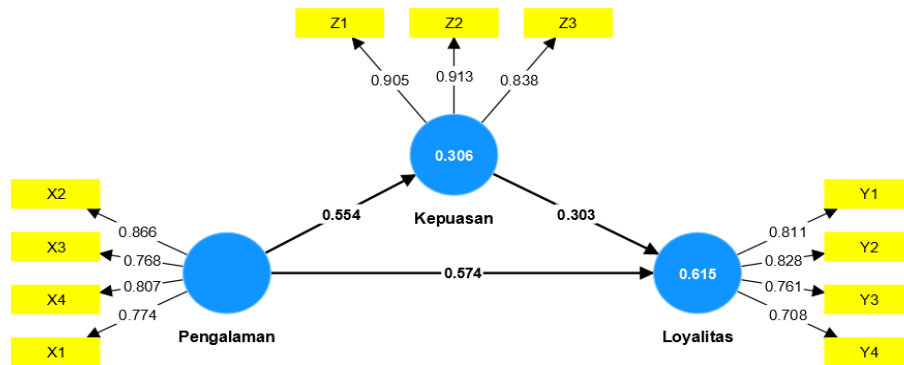
- a. The first stage, testing the effect of exogenous variables on endogenous variables and must be significant at $t\text{-statistics} > 1.96$.
- b. The second stage, testing the effect of exogenous variables on mediating variables and must be significant at $t\text{-statistics} > 1.96$.

Hair et al (2022) divide the categories of outcome mediation effects into 3, namely:

1. Complementay Mediation when the indirect effect and direct effect both show significant results and show the same correlation direction.
2. Competitive Mediation when the indirect effect and direct effect both show significant results but show the opposite direction of correlation.
3. Indirect-only Mediation when the indirect effect shows insignificant results but the direct effect results show the opposite result.

Result Validity

The purpose of the outer model results is to determine the validity and reliability of a Sugiyono model (2019). According to Setiawan (2020), the measurement model is a direct calculation of the indicator variable (manifesto) on the factor variable (latent). The results of these calculations form the dimensions of the variables which are expressed in the form of standard loading factors. To determine convergent validity, outer loading is employed, while discriminant validity is assessed using cross-loading.



The first stage in conducting this convergent validity test is measuring outer loading, where the indicator can be said to be valid if the value of outer loading more than 0,7.

Table 1. Outer Loading

Indicator	Experience	Satisfaction	Loyalty	Conclusion
X1	0,774			Valid
X2	0,866			Valid
X3	0,768			Valid
X4	0,807			Valid
Z1		0,905		Valid
Z2		0,913		Valid
Z3		0,838		Valid
Y1			0,811	Valid
Y2			0,828	Valid
Y3			0,761	Valid
Y4			0,708	Valid

The number limit of 0.7 is a standard number from Smart PLS software to state the convergent validity of a model. From the table above, it can be seen that all questionnaire items consisting of 3 variables have a value greater than or > 0.7 . Therefore, it can be stated that all items are valid. The definition of a valid item means that each statement item in the research questionnaire is considered truly capable of measuring the respondent's opinion. Furthermore, the second convergent validity testing stage refers to the Average Variance Extracted (AVE) value which is explained in the following table.

Table 2. AVE Calculation

Variables	AVE Value	Conclusion
Consumer Experience	0,785	Valid
Consumer Satisfaction	0,606	Valid
Consumer Loyalty	0,647	Valid

Referring to table 2, it can be seen that the Average Variance Extracted (AVE) value on product quality variables, brand image, and purchasing decisions gets a value > 0.5 . It can be stated that all variables are valid (Sugiyono, 2019). Therefore, it can be stated if the measurement model in this study has gone through two stages of convergent validity. To assess discriminant validity, one

can examine the results of cross-loading and compare them with the values of other constructs. If a particular construct has higher values compared to others.

Table 3. Cross Loading

Indicator	Experience	Satisfaction	Loyalty	Conclusion
X1	0,744	0,476	0,505	Valid
X2	0,866	0,392	0,587	Valid
X3	0,768	0,423	0,551	Valid
X4	0,807	0,482	0,716	Valid
Z1	0,531	0,905	0,574	Valid
Z2	0,517	0,913	0,598	Valid
Z3	0,414	0,838	0,480	Valid
Y1	0,653	0,465	0,811	Valid
Y2	0,624	0,471	0,828	Valid
Y3	0,601	0,523	0,761	Valid
Y4	0,394	0,485	0,708	Valid

It can be seen that all items of each variable have a correlation coefficient value that is greater than each construct on their left right. So it can be stated if each item is a construct in each variable.

Reliability

As explained in the before, to find out the reliability in PLS can be seen by looking at Cronbach's alpha and Composite Reliability values. Both values must be > 0.7 to be declared reliable

Table 4. Alpha and Composite Score

Variables	Cronbach's Alpha	Composite Reliability	Conclusion
Consumer Experience	0,818	0,824	Reliable
Consumer Satisfaction	0,863	0,876	Reliable
Consumer Loyalty	0,783	0,794	Reliable

From the table above, it can be seen that the Cronbach's Alpha and Composite Reliability values of all variables have a value of > 0.7 . Resulting that all variables meet the criteria and are reliable. So it can be ascertained if the questionnaire question items can be used on many respondents. After meeting the validity and reliability criteria, it can be continued at the next test stage, the structural model (inner model).

Hypothesis Testing

This hypothesis testing is carried out to determine the effect of independent variables on the dependent variable directly or indirectly by looking at the significance value between constructs, t-statistics ≥ 1.96 and p-value ≤ 0.05 which can be seen from the results of data processing with SmartPLS. The results of these calculations are described in the following table.

Table 5. Direct Effect

Hypothesis	Original Sample (O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Satisfaction -> Loyalty	0,303	0,290	0,087	3,473	0,001
Experience -> Satisfaction	0,554	0,565	0,066	8,405	0,000
Experience -> Loyalty	0,574	0,586	0,064	9,011	0,000

Referring to the calculation results above, it can be used as a guideline in making hypothesis 1-3 research decisions as stated below:

a. Hypothesis 1: Consumer Experience has a Significant Effect on Consumer Loyalty

From the results of the test of the effect of product quality on purchasing decisions, it can be seen that the path coefficient is 0.574, t-statistic is 9.011 and p-value is 0.000. Furthermore, the direct effect test is proven to meet the requirements of t-statistics ≥ 1.96 and p-value ≤ 0.05 . Therefore, decisions can be drawn which shows that product quality has a positive and

significant effect on purchasing decisions. This means that the better the consumer experience, the higher the level of consumer loyalty.

b. Hypothesis 2: Consumer Experience has a significant effect on Customer Satisfaction

From the results of the test on the influence of product quality on brand image, it is revealed that the path coefficient is 0.554, the t-statistic is 8.405, and the p-value is 0.000. Therefore, the direct influence test meets the requirements of t-statistics ≥ 1.96 and p-value ≤ 0.05 . Thus, a conclusion can be drawn that consumer experience has a positive and significant impact on consumer satisfaction. This implies that the better the consumer experience, the higher the level of consumer satisfaction.

c. Hypothesis 3: Customer satisfaction has a significant effect on customer loyalty

From the results of the test of the effect of brand image on purchasing decisions, it can be seen that the path coefficient is 0.303, t-statistic is 3.473 and p-value is 0.001. The direct effect test is proven to meet the requirements of t-statistics ≥ 1.96 and p-value ≤ 0.05 . It can be concluded that brand image has a positive and significant effect on purchasing decisions. The more famous the brand image, the higher the likelihood of consumer purchasing levels. Further mediation hypothesis testing is carried out to see whether or not there is an indirect influence between the independent variable (exogenous) on the dependent variable (endogenous) through the mediation variable. The test results are described in the following table:

Table 6. Indirect Effect

Hypothesis	Original Sample (O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Experience -> Satisfaction -> Loyalty	0,168	0,165	0,055	3,057	0,002

Referring to the calculation results above, it can be used as a guideline in making decisions on hypothesis 4 of the study as stated below:

d. Hypothesis 4: Consumer experience has a significant effect on customer loyalty mediated by customer satisfaction.

From the results of the test on the influence of product quality on purchasing decisions with brand image as a mediating variable, it is revealed that the path coefficient is 0.168, the t-statistic is 3.057, and the p-value is 0.002. Therefore, the direct influence test meets the requirements of t-statistics ≥ 1.96 and p-value ≤ 0.05 . Thus, a conclusion can be drawn indicating that consumer experience has a positive and significant impact on consumer loyalty, with consumer satisfaction as a mediating variable. It can be stated that the results of the mediating effect fall into the category of **Complementary Mediation** because there is a consistent correlation direction in both the direct and indirect effects.

Discussion

Consumer experience has a significant effect on customer loyalty

Based on the results of statistical analysis, it can be seen that consumer experience has a positive and significant effect on the loyalty of iPhone users in Indonesia. This means that the better the experience felt by consumers, the more likely it will be able to increase their loyalty to the product. A positive consumer experience has a very important impact on the level of loyalty of iPhone users. Various aspects of user experience, such as product quality, interactions with customer service, and integration between devices, collectively influence how users experience and interact with the iPhone.

The results of this study are supported by Gultom and Hasibuan (2021) who explain that experience has a significant effect on smartphone user loyalty. The results of this study are reinforced by Brakus et al (2009) who emphasized that positive brand experience affects brand loyalty. A situation where the brand experience is positive, it gives a satisfying impression to consumers which

feel interested in repeating a similar experience. As a result, this strengthens the bond of consumer loyalty to the brand. In addition, Syahputra and Kurniawati (2023) also explain that a good experience will cause consumers to be more loyal to the products used.

Consumer experience has a significant effect on customer satisfaction

The results of the statistical analysis indicate a strong relationship between consumer experience and the level of satisfaction of iPhone users in Indonesia. The data confirms that the more positive the consumer experience with the iPhone, the higher the level of user satisfaction. In this context, factors that contribute to user experience, such as product quality, interface interaction, customer support, as well as integration with the Apple ecosystem, play a role in shaping the satisfaction level of iPhone users in Indonesia. In other words, a good experience in using the iPhone is consistently associated with higher levels of satisfaction among iPhone users in Indonesia.

Consumer experience encompasses all interactions customers have with a brand or product, from direct interaction with the product or service to communication through various channels such as websites, social media, or customer service. How they feel and how the brand or product meets their expectations will greatly affect their level of satisfaction.

Aji & Hermawan (2023) support the results of this study that consistent and positive experiences play an essential role in influencing consumer perceptions of the value offered by the company. Consumer satisfaction created when company performance meets or exceeds consumer expectations is crucial in building and maintaining strong relationships between companies and customers. In addition, Ayu et al. (2023) also explained that consumer experience significantly affects customer satisfaction.

Customer satisfaction has a significant effect on customer loyalty

The results of statistical analysis show that there is a significant and positive influence between the level of customer satisfaction and the level of loyalty of iPhone users in Indonesia. The data indicates that the higher the level of consumer satisfaction with using the iPhone, the stronger the level of user loyalty to the brand. This indicates that customer satisfaction is an important factor in shaping the level of loyalty of iPhone users in Indonesia. In other words, the more satisfying the user experience with the iPhone, the more likely the user is to remain loyal and faithful to the iPhone brand in Indonesia.

The results of this study are supported by Calvin and Budiono (2023) who explain that customer satisfaction has a significant effect on customer loyalty. In addition, Haryanti and Hermawan (2021) explain that consumer loyalty is strongly influenced by consumer satisfaction with the product.

Consumer experience has a significant effect on customer loyalty with customer satisfaction as a mediating variable

The results of statistical analysis show that there is a significant relationship between consumer experience and the level of consumer loyalty, and consumer satisfaction acts as a mediating variable in this relationship. This means that the positive experience experienced by consumers with a product or service has a strong influence on their level of loyalty to the brand or product.

In addition, customer satisfaction is the intermediary that connects a good consumer experience with a high level of loyalty. In other words, the better the consumer experience of a brand or product, the higher their level of satisfaction, which in turn increases consumer loyalty to that brand or product. The results of this study are supported by Gultom and Hasibuan (2021) who explain that customer satisfaction is able to mediate the relationship between consumer experience and consumer loyalty.

Conclusion

Consumer experience has a positive and significant effect on consumer loyalty. This means that the better the consumer experience, the higher the level of consumer loyalty. Consumer experience has a positive and significant effect on customer satisfaction. This means that the better the consumer experience, the better the customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty. This means that the more satisfied consumers are, the more loyal consumers will tend to be to the product. Consumer experience has a significant effect on customer loyalty mediated by customer satisfaction. This means that good customer satisfaction is able to mediate the correlation between experience and customer loyalty.

Suggestion

This research provides a deeper understanding of consumer loyalty. Of course, if utilized effectively, market expansion efforts can be carried out more carefully. In researcher's opinion, building customer loyalty is very necessary in the midst of intense industry competition. Thus, consumers remain loyal to the products or services offered. For further research can explore more comprehensively the factors that influence consumer loyalty. In addition, further research can use more relevant variables to test their correlation with the consumer loyalty variable.

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