



Creating Brand Loyalty for Smartphone Products Based on Brand Image, Brand Trust, and Brand Experience

Moehammad Nasir¹, Sri Murwanti², Muzakar Isa³,

^{1,2,3}Lecturer, Department of Management Universitas Muhammadiyah Surakarta.

Dan Angga Eko Setiyawan⁴

⁴Student, Department of Management, Universitas Muhammadiyah Surakarta.

ABSTRACT:

This study aims to determine the effect of brand image, brand trust, and brand experience variables on brand loyalty on prominent smartphone brands in Soloraya. The research population was Apple smartphone consumers in Solo, Indonesia. The sampling technique was non-probability sampling by employing the purposive sampling method. The data source used primary data collected directly from Apple smartphone consumers. The research sample was 150 respondents. The analytical instruments used included the outer model consisting of convergent validity, discriminant validity, composite reliability, Cronbach's alpha, and multicollinearity testing. Meanwhile, the inner model consisted of coefficient determination, the goodness of fit, effect size test (f^2), normed fit index, and hypothesis testing. The results showed that the variable brand image, the brand trust has a significant positive effect on brand loyalty; brand trust and brand experience have a significant positive effect on brand loyalty. All independent variables have an effect on creating brand loyalty for Apple smartphone products.

Keywords: Brand Image, Brand Trust, Brand Experience, Brand Loyalty

Citation: Moehammad Nasir, Sri Murwanti, Muzakar Isa, Dan Angga Eko Setiyawan, *Creating Brand Loyalty for Smartphone Products Based on Brand Image, Brand Trust, and Brand Experience*, International Journal of Current Business and Social Sciences. 8 (1), 28-41, (2022).

1. Introduction

Communication technology is developed not only for communication purposes but also for self-actualization. The increasing need has driven the need for smartphones or gadgets that can replace

computer functions ranging from communication, push email, online shopping, browsing, and even status updates on social media. This phenomenon does not only cause changes in the interests of communication acceleration but also affects the lifestyle of various social levels. This tendency causes the need for smartphones to increase and even become a necessity of life. There were 338.2 million smartphone users in 2020 (We Are Social: Detik.com, 2020).

Smartphone products have an extraordinary growth in the world, including in Indonesia. These products dominate the market share in Indonesia and are introduced by several large companies with brands such as Apple, Samsung Android, Lenovo, and several other brands. The existence of increasingly competitive smartphone competition requires companies such as Apple, Samsung Android, Lenovo, and several other brands to continue to build a positive image of the brand to attract consumers.

According to Keller (2013: 73), branding is the process of creating a mental structure that supports consumers in organizing their knowledge regarding their products and services to explain their decision-making and become the basis for the consumer's assessment process of the company. Meanwhile, according to Kotler & Keller (2012: 110), a brand is a term, sign, symbol, or design, or a combination of these, which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Furthermore, Aaker (2009: 10) explained that brands can be represented by convincing and memorable visual symbols and have meanings that contain metaphors, with characters that symbolize functional, emotional, and consumer expressions.

One smartphone with a prominent and much-in-demand brand is Apple. This brand is one of the smartphone brands for the upper-middle class with the highest sales compared to other brands. Apple is a company that is extremely successful in creating a strong image for its customers. A strong and positive image has a significant impact on the financial perspective of a product brand, which can create brand loyalty in the long term (Kapferer, J. N (2008: 3). iPhone is one of the first smartphone products made by Apple in 2007. iPhone attempts to break into the market with a different concept. It can be viewed from the aspect of price and product quality. The iPhone is considered to have a distinctive brand image, namely using a different operating system. iPhone users can recognize and operate iPhone products easily. The iPhone is designed for ease of mobility and distinctive physical form. Currently, there are so numerous fans of iPhone products created by Apple. A report from market research firm Counterpoint also stated that the number of iPhone sales in the third quarter of 2020 was 41.7 million units (Kompas.com, 2020).

The iPhone smartphone proves that a trusted brand can increase its sales compared to other product brands. Interest shapes the perceptions of the brand image of a product in decision-making. According to Schiffman and Kanuk (2010: 98), brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. Therefore, consumer attitudes and actions towards a brand's image are some of the essential elements that encourage consumers to purchase a product. The better the brand image attached to the product, the more interested consumers will be in purchasing. Consumers think a product with a trusted brand will provide a sense of security when using it. Brand image is identified as the primary determinant influencing brand loyalty (Keller, 2013: 73).

Today, the company's marketing activities must focus on efforts to build consumer trust in product brands (brand trust). Therefore since the beginning, brands must provide trust value in consumers for the long term. It is because consumer trust has a significant impact on brand loyalty. Morgan and Hunt (1994) described the *trust* where business life should be based on boundaries of shared concerns that are mutually beneficial, which fundamentally should be grounded on the cooperation

involving mutual trust between themselves by involving supplier networks, people service, customers, and investors. Brand Trust will be a consumer purchasing decision for the products if consumers believe it will provide excellent feedback for the company that owns the brand. Brand trust must be built on the specific values that consumers expect and want related to product attributes and performance. Companies will initiate creative ways by forming collaborative relationships with consumers to survive in this situation (Lau and Lee, 2000).

The process of consuming the product directly forms a brand **experience**, or in other words, the consumer's experience of a brand is stored in memory and becomes a consumer learning process within a period that can create brand loyalty. Consumers can decide to switch or not to switch from a brand due to the experience felt. The more positive the consumer's experience with the brand, where they feel satisfied, the more they tend to have strong brand loyalty (Koufaris, 2002; Kim, 2005; Flavian & Guinaliu, 2006).

Brand loyalty reflects consumer loyalty to a particular brand. In reality, brand loyalty is a condition in which consumers have a positive attitude towards the brand, are committed to the brand, and have a tendency to continue their purchases in the future. Brand loyalty contains two elements, attitude and behavior, when defined randomly. The purchasing behavior response shows that the decision-maker chooses one brand from several alternative brands from time to time. From the point of view of marketing strategy, brand loyalty is a fundamental concept. The company needs the existence of consumers who are loyal to the brand to survive. Efforts to retain loyal customers are often an effective strategy rather than attracting new customers (Durianto et al. 2001: 127). Brand loyalty is a behavior in which cognitive processes strongly influence the development and maintenance of the behavior. Brand loyalty is the result of extensive cognitive and decision-making activities. A consumer can compare and seriously evaluate various brands, then conclude that the brand is perfect and followed by repeated purchasing actions (Peter and Olson, 2010: 129).

Measurement of brand loyalty consists of measuring consumer attitudes and behavior towards a brand. The measurement of consumer attitudes towards a brand involves all consumers' feelings about products and brands and their tendency to purchase them. Measurement of behavior depends on the consumers' behavioral response to a stimulus aiming at promoting certain products and brands. Therefore, this measurement will involve three components of attitude, namely the cognitive, affective, and conative components, and added with an action component (Schiffman and Kanuk, 2007: 247). Brand loyalty is something that cannot be predicted in producing a purchasing behavior response but can be expressed over time by the decision-making process to purchase products repeatedly toward one product brand as expected by the brand owner. Therefore, it is very stimulating to research the efforts of creating brand loyalty based on brand image, trust, and experience.

2. Literature Review

Loyalty is the choice made by consumers to purchase a particular brand over other brands in a similar product category (Giddens, 2011: 54). According to Schiffman and Kanuk (2004:98), brand loyalty is a strong commitment to subscribe or purchase a brand consistently in the future. Arnould, Price, and Zinkan (2018) explained that brand loyalty is a consumer's commitment to consistently repurchase certain brands in the future, regardless of the situation and marketing, so that other brands have the potential to make consumers switch brands. Brand loyalty is one of five brand equity variables (brand

strength) that include: brand awareness, perceived quality, brand association, and other brand assets. Brand loyalty is a primary factor in building a brand (Aaker, 1996: 11).

According to Sutisna (2001: 35), the behavioral approach emphasizes that loyalty is formed by behavior, and therefore repeat purchase behavior is loyalty, while the cognitive approach views brand loyalty as a function of psychological processes (decision-making). According to Ong *et al.* (2018), brand loyalty is a vital element in brand equity, considered one of the essential measures for the success of a business marketing strategy. Brand loyalty is a measure of customer attachment to a brand (Aaker, 2009). Semadi & Ariyanti (2018) studied the influence of brand experience, brand image, and brand trust on brand loyalty of ABC-cash. The results showed that brand experience, brand image, and brand trust have a significant effect on brand loyalty of ABC-cash products in India.

Chuan *et al.* (2019) examined the impact of brand experience on loyalty. The results indicated that brand experience has a significant effect on brand loyalty on branded mobile products in China. Marliawati & Cahyaningdyah (2020) investigated the impact of the brand of experience and brand image on brand loyalty: Mediators brand of trust. The results denoted that brand image, brand trust, and brand experience have a significant effect on brand loyalty in the Lea brand men's pants. Next is a study by Kwon *et al.* (2020) regarding antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. The results indicated that brand trust significantly affects brand loyalty on branded shoe products in America and Korea.

- a) Effect of Brand Image with Brand Loyalty. According to Mabkhot *et al.* (2017), if a brand can meet consumer expectations and provide quality assurance on every opportunity of its user while this brand is produced by a company that has a good brand image, thus, consumers will have confidence, and this trust becomes the basis for creating brand loyalty. Previous research by Semadi and Ariyanti (2018) showed that brand image significantly affected brand loyalty for ABC-cash products.

H1: Brand Image has a significant effect on brand loyalty

- b) The Effect of Brand Trust on Brand Loyalty. According to Lau and Lee (1999), brand trust is the antecedent of brand loyalty and brand characteristics, while company characteristics and brand-consumer characteristics are the building blocks of brand trust. Furthermore, according to Jahangir *et al.* (2015), brand trust is the primary variable in the development of a lasting desire to maintain a long-term relationship. Research by Kwon *et al.* (2020) showed that brand trust significantly affects brand loyalty on branded shoe products in America and Korea. Further studies by Ristanti *et al.* (2019) regarding brand image, Brand Trust, brand awareness, and product quality on brand loyalty of Sari Roti resulted in brand trust has a significant effect on Sari Roti's brand loyalty.

H2: Brand Trust has a significant effect on Brand Loyalty

- c) Influence Brand Experience and Brand Loyalty. According to Ferrinadewi (2014), when consumers gain a pleasant or positive experience with a brand, it will create a positive mood, so that the brand has an emotional charge that will be respected by consumers, where people will care, believe, and be loyal to the brand. The results of the study of Kustiyah and Wartini (2016) elucidated that brand experience has a significant effect on brand trust, which finally has a

significant impact on brand loyalty. Research by Marliawati and Cahyaningsih (2020) confirmed that brand experience has a significant effect on brand loyalty, so the hypothesis that can be proposed in this study is as follows:

H3: Brand Experience has a significant effect on Brand Loyalty.

3. Research methods

This research was included in the survey research type with a quantitative approach. The population used in this study were all iPhone smartphone consumers in Soloraya. The sampling technique used was non-probability sampling with the purposive sampling method. The number of samples in the study was 150 respondents (Ferdinand, 2014: 48). This type of research data was primary data obtained by distributing questionnaires to respondents to get direct data, using a Likert scale format using five variants (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree). The analytical instrument used was a quantitative analysis using statistical calculation techniques. Partial Least Square (PLS) with a calculation process assisted by the SmartPLS 3.0 application program was utilized to analyze the data and test the hypothesis in this study. This study used an evaluation of the outer model, which consists of validity tests (convergent validity and discriminant validity), reliability tests (composite reliability and Cronbach's alpha), and multicollinearity tests. Then, evaluating the inner model consisting of Coefficient Determination (R²), Feasibility Test (Goodness of Fit), Normed Fit Index (NFI), and Hypothesis Testing (t-test and Direct Effect) was conducted.

4. Results and Discussion

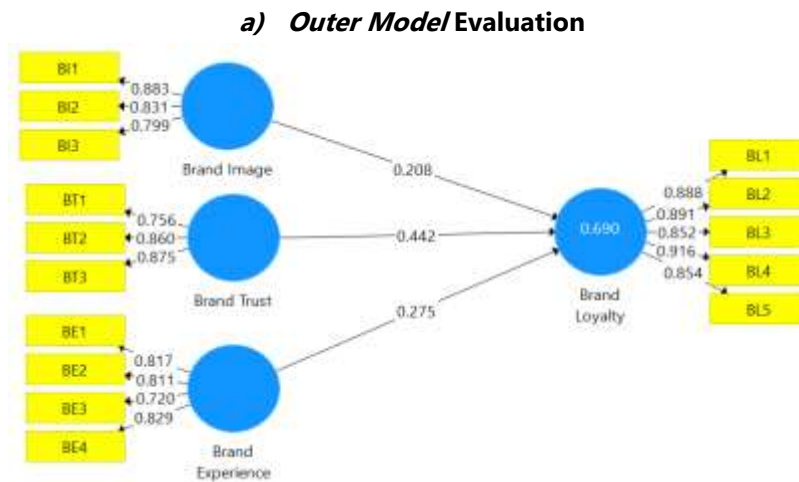


Figure 2. Outer Model

The above model is an outer model analysis model where the value in each indicator and variable indicates the outer model test.

b) Validity Analysis

1) Convergent Validity

Table 1. Loading Factor Analysis

Indicator	Brand Experience	Brand Image	Brand Loyalty	Brand Trust
BE1	0,817			
BE2	0,811			
BE3	0,720			
BE4	0,829			
BI1		0,883		
BI2		0,831		
BI3		0,799		
BL1			0,888	
BL2			0,891	
BL3			0,852	
BL4			0,916	
BL5			0,854	
BT1				0,756
BT2				0,860
BT3				0,875

Source: Primary Processed Data, 2021

The results of the convergent validity analysis with the loading factor as the measurement showed that each variable consisting of four indicators of brand experience, three indicators of brand image, five indicators of brand loyalty, and three indicators of brand trust. Each loading factor value resulted in more than 0.7 in the role of thumb. It met the requirements so that each indicator on each variable is valid.

2) Discriminant Validity

For discriminant validity analysis with AVE, each variable in this study had an AVE value greater than 0.5. Hence, it can be explained that the validity test with AVE met the requirements or passed the validity test. In testing discriminant validity, this study used not only the AVE value but also utilized other methods seen from the cross-loading value.

Table 3. Cross Loading Analysis

Indicator	Brand Experience	Brand Image	Brand Loyalty	Brand Trust
BE1	0,817	0,612	0,646	0,552
BE2	0,811	0,591	0,550	0,571
BE3	0,720	0,497	0,531	0,563
BE4	0,829	0,577	0,626	0,609
BI1	0,639	0,883	0,602	0,580
BI2	0,561	0,831	0,603	0,482
BI3	0,606	0,799	0,521	0,550
BL1	0,602	0,566	0,888	0,723
BL2	0,634	0,575	0,891	0,700
BL3	0,674	0,592	0,852	0,628
BL4	0,702	0,669	0,916	0,680
BL5	0,656	0,625	0,854	0,672
BT1	0,653	0,581	0,560	0,756
BT2	0,553	0,512	0,677	0,860
BT3	0,606	0,517	0,684	0,875

Source: Primary Processed Data, 2021

The results of the cross-loading value above indicated that the value for each variable consisted of four indicators of brand experience, three indicators of brand image, five indicators of brand loyalty, and three indicators of brand trust resulting in a cross-loading value of more than 0.7 in the role of the thumb. It met the requirements so that each indicator on each variable is valid. The comparison in brand image testing had a value greater than the other four variables. In brand experience testing, the value was greater than the other four variables. In brand loyalty testing, the value was greater than the other four variables. In the brand trust test, the value was greater than the other four variables.

c) Reliability Analysis

1) Composite Reliability

The first test reliability analysis with composite reliability resulted in the value of each variable, namely brand experience, brand image, brand loyalty, and brand trust, which was greater than 0.7. Hence, this study is confirmatory and considered reliable.

Table 4. Composite Reliability Analysis

Variable	Composite Reliability
Brand Experience	0,873
Brand Image	0,876
Brand Loyalty	0,945
Brand Trust	0,870

Source: Primary Processed Data, 2021

2) Cronbach's alpha

This test is done to determine the level of consistency of measurement results if repeated measurements are made of the same symptoms and measuring instruments. The Cronbach's alpha analysis results denoted that the value of each variable brand experience, brand image, brand loyalty, and brand trust was greater than 0.7. Therefore, the study is confirmatory and declared reliable.

Table 5 Cronbach's Alpha Analysis

Variable	Cronbach's Alpha
Brand Experience	0,806
Brand Image	0,788
Brand Loyalty	0,927
Brand Trust	0,776

Source: Primary Processed Data, 2021

d) Multicollinearity Test

This test is to investigate whether each independent variable has a correlation between the independent variables or not. The criteria that apply in the multicollinearity test is if the VIF value < 5.

Table 6. Results of Multicollinearity Analysis (VIF)

	Brand Experience	Brand Image	Brand Loyalty	Brand Trust
Brand Experience			2,703	
Brand Image			2,203	
Brand Loyalty				
Brand Trust			2,220	

Source: Primary Analysis Data, 2021

The Collinearity Statistics (VIF) to investigate the multicollinearity test resulted in the inner value of the brand experience variable on brand loyalty by 2.703 and brand image of brand loyalty by 2.203. Then, the value of the brand trust variable on brand loyalty was 2.220. The test results of each variable showed the calculated value of $VIF < 5$. Thus, it indicated that it does not interrupt the multicollinearity assumption test.

e) Structural Model Analysis (Inner Model)

The inner model is a structural model to predict causality between latent variables.

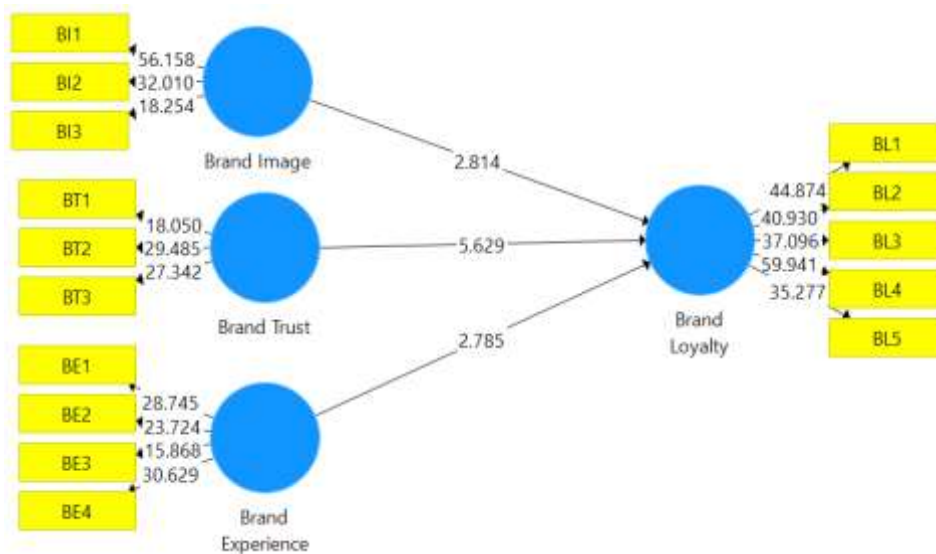


Figure 3. Inner Model

The model above is a conceptual framework model conducted by analysis of the inner model. The value generated in the inner model with the outer model value was different because there were several stages in testing the inner model. The results are as follows:

1) Coefficient Determination (R^2)

The determination coefficient (R^2) showed the extent of the relationship between the dependent variable and the independent variable or the extent to which the contribution of the independent variable affects the dependent variable.

Table 7. Analysis of R Square

Model	R Square	R Square Adjusted
Brand Loyalty	0,690	0,684

Source: Primary Processed Data, 2021

The analysis results in this study were the r square value of 0.690 (69%). It means that the contribution generated by the variable model of brand experience, brand image, and brand trust in explaining the factors that cause brand loyalty was 69%, or there was a residual 31% of other independent variables that have not been disclosed in this research. Thus, the model has a strong contribution.

2) Model Feasibility Test Analysis (*Goodness of Fit*)

The Q² predictive relevance technique can represent the synthesis of cross-validation and fitting functions with predictions from observed variables and estimates of construct parameters.

Table 8. Analysis of Q Square

Model	Value
Q ² (=1-SSE/SSO)	0,495

Source: Primary Processed Data, 2021

The above analysis results showed that the value of Q square was 0.495 (49.5%). It means that the level of diversity of this research model was 49.5%. Therefore, it is confirmed that goodness of fit or model built is good.

3) Effect size analysis (F²)

The effect size was completed to determine the change in the value of R² on the endogenous construct.

Table 9. Analysis of F Square

Variable	Brand Loyalty
Brand Experience	0,090
Brand Image	0,064
Brand Trust	0,283

Source: Primary Processed Data, 2021

The results obtained in Table 9 above show that:

- a) The brand experience variable resulted in an F square value of 0.09. It means that the brand experience variable produced a weak model because it was located between 0.02 - 0.14, with a weak category being a predictor latent variable on brand loyalty.
- b) The brand image variable resulted in an F square value of 0.064. It means that the brand image variable produced a weak model because it is located between 0.02 - 0.14, with a weak category being a predictor latent variable on brand loyalty.
- c) The brand trust variable resulted in an F square value of 0.283. It means that the brand trust variable produced a sufficient model because it was located between 0.15 – 0.34, with a fair category being a predictor latent variable on brand loyalty.

4) Normed Fit Index Test

Based on the results of the analysis in the model fit indicators, it indicated that the NFI value was > 0.1 or higher. Thus, the model is considered as much better.

Table 10. NFI Analysis Results

	Saturated Model	Estimated Model
SRMR	0,069	0,069
d_ULS	0,578	0,578
d_G	0,410	0,410
Chi-Square	339,756	339,756
NFI	0,800	0,800

Source: Primary Analysis Data, 2021

The results of the calculation of the Normed Fit Index (NFI) test denoted the NFI value was > 0.1. Then, the model is categorized as good.

5) Hypothesis Analysis

Obtaining the hypothesis testing results in this study can be done by observing the results of t statistics and p-value. This hypothesis can be considered to be accepted if the p-value is <0.05. Each variable had a direct influence on this study because it contained an independent variable, the dependent variable. The results of processing the direct influence hypothesis can be seen in the path coefficient table in the SmartPLS bootstrapping.

a) Live Effect Test

Table 11. Path Coefficient

Model	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Experience -> Brand Loyalty	0,275	2,785	0,006
Brand Image -> Brand Loyalty	0,208	2,814	0,005
Brand Trust -> Brand Loyalty	0,442	5,629	0,000

Source: Primary Processed Data, 2021

The path coefficient test will show how strong the influence of the independent variable is on the dependent variable. Based on the inner model scheme shown in the figure and the path coefficient table, it can explain the biggest to the smallest effect. From the information above, the biggest influence of Brand Trust on Brand Loyalty was 5,629. Then, the second biggest influence was the influence of the Brand Image variable on Brand Loyalty, with a value of 2,814. The smallest effect was the influence of the Brand Experience variable on Brand Loyalty, with a value of 2,785. Based on the description results, it can be concluded that the overall model in this variable has a positive path coefficient value. It can be seen because the greater the value of t-statistics on the path coefficient, the stronger the influence of the independent variable and the dependent variable.

P-value can be used to see the significant effect between the independent and the dependent variables (Brand loyalty) in table 11. According to Ghozali and Latan (2014), t table with a 5% level of sig. using smart PLS analysis tools is 1.96.

- 1) Brand Experience. The results obtained in testing the t-count value were 2.785 and sig. of 0.006 at the level of sig. 5%. Thus, the result of t count was $>$ t table 1.96 or P-value $0.006 < 0.05$. Then, H1 is accepted. It can be considered that brand experience has a significant effect on brand loyalty.
- 2) Brand Images. The results obtained in testing the value of t count were 2.814 and sig. of 0.005 at the level of sig. 5%. Thus, the result of t count was $>$ t table 1.96 or p-value $0.005 < 0.05$. Then, H1 is accepted. It can be explained that brand image has a significant effect on brand loyalty.
- 3) Brand Trust. The results obtained in testing the calculated t value were 5.629 and sig. of 0.000 at the level of sig. 5%. Hence, the result of t arithmetic was $>$ t table 1.96 or p-value $0.000 < 0.05$. Then, H1 is accepted. It can be stated that brand trust has a significant effect on brand loyalty.

5. Discussion

1) Brand Image has a positive and significant effect on Brand Loyalty.

Studies that have been conducted with several stages on the brand image indicated a positive relationship by observing the regression coefficient of 0.208 and a significant effect by viewing the sig value of 0.005. It means that brand image has a positive and significant effect on brand loyalty. It implies that the stronger the brand image built by the company will significantly strengthen consumer brand loyalty.

A strong brand image is critical for customers because brand image distinguishes brands from their competitors. It can be concluded that Soloraya consumers had a clear picture of the iPhone Smartphone brand, and they were loyal to the smartphone brand on the iPhone. The most plausible reason for the high level of significant brand image relationship was that Soloraya consumers were more familiar with and understood the smartphone product in terms of sophistication, quality, and higher durability of the smartphone brand. According to Mabkhot *et al.* (2017), if a brand can meet consumer expectations and provide quality assurance on every occasion of its users while this brand is produced by a company that has a good brand image, thus, consumers will have confidence, and this trust shows in forming brand loyalty.

The results of this study support the research conducted by Semadi and Ariyanti (2018) that brand image has a positive and significant effect on brand loyalty. It means that the better the formed brand image can provide an excellent perception and maintain relationships with consumers.

2) Brand Trust has a positive and significant effect on Brand Loyalty.

Studies that have been completed with several stages on brand trust denoted a positive relationship by viewing the regression coefficient of 0.442 and a significant effect by observing the sig value of 0.000. It means that research on brand trust has a positive and significant effect on brand loyalty. It can be illustrated that the stronger the brand trust built by the company will create strong brand loyalty to consumers significantly.

Chaudhuri and Holbrook (2001) defined brand trust as consumers who rely on the brand's ability to perform its functions consistently. Furthermore, Ika *et al.* (2011) expressed it as a brand's ability to be trusted or relied upon and is obtained from consumer confidence that the product can fulfill the promised value.

Meanwhile, trust refers to the ability to accept an attribute related to an object or person (Mahmoudzadeh *et al.*, 2013). It has been seen as a fundamental and essential component or a key concept governing a relationship (Sorayaei and Marjan, 2013).

According to Morgan and Hunt (1994), trust plays a prerequisite for creating and maintaining long-term relationships between companies and customers. Reichheld and Schefer (2000) stated that trust is the entrance to grab customer loyalty. It means that loyalty can be predicted with trust.

Based on the definition described above, it can be concluded that brand trust is the leading and important issue in building relationships between companies and consumers. With brand trust, it is expected that consumers will continue to make repeat purchases. Brand trust has been proven as an antecedent factor of brand loyalty. The results of this study support the research by Chuan et al. (2019), which stated that brand trust has a positive and significant effect on brand loyalty. Furthermore, this study also supports research by Lau and Lee (1999); Chinomona (2016); Menidjel et al. (2017); Semadi & Ariyanti (2018), and Liu et al. (2019).

3) Brand Experience has a positive and significant effect on Brand Loyalty.

Conducted study with several stages on brand experience showed a positive relationship by viewing the regression coefficient of 0.275 and a significant effect by looking at the sig value of 0.006. It means that research on brand experience has a positive and significant effect on brand loyalty. It can be illustrated that the stronger the brand experience built by the company in the consumer's perspective, the stronger the brand loyalty felt by consumers significantly.

Brand experience can be positive or negative, short-term or long-term, and can influence consumer satisfaction and brand loyalty as effectively as brand trust. The brand experience is empirically different from other brands, and the concept of customer focus includes consumer engagement, brand, and pleasure.

Larasati, Lestari, and Widagdo (2012) revealed that brand experience has a positive and significant effect on Brand Loyalty. Brand experience affects consumer satisfaction and loyalty directly or indirectly through brand personality. Wismiarsi and Purnama (2015) argued that experience will potentially affect long-term customer memory, which in turn affects customer behavior, thereby significantly affecting brand loyalty. According to Ferrinadewi (2014), when consumers obtain a pleasant or positive experience with a brand, it will create a positive mood. Thus, the brand has an emotional charge that will be respected by consumers, where people will care, believe and be loyal to the brand.

The results of this study are in line with research conducted by Marliawati and Cahyaningsih (2020) that brand experience has a positive and significant effect on brand loyalty. The better the consumer experience will provide good learning to consumers on brand performance.

6. Conclusion

This study concluded that Brand Image, Brand Trust, and Brand Experience have a positive and significant effect on Brand Loyalty in the use of the iPhone Smartphone. It is hereby suggested that the iPhone company should prioritize consumer feelings in using the brand to prioritize existing customers and attract new customers. Therefore, customers will continue to purchase products offered by the iPhone company and promote them to other parties. iPhone company is also expected to emphasize the aspects that can build consumer confidence in their brands because when consumers believe in the brand, it will have an impact on consumer loyalty to the brand. Moreover, the iPhone company continues to build a good image to consumers so that the iPhone is believed as a valuable product and has good durability. Hence, consumer loyalty to the iPhone brand is sustained. Further researchers are expected to be able to add other variables in measuring brand loyalty in

addition to brand experience, brand trust, and brand image, such as products, promotions, prices, and others.

REFERENCES

- 1) Bastian, D. A. (2014). Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) ADES PT. Ades Alfindo Putra Setia. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–9.
- 2) Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120(November), 398–406.
- 3) Chaudhuri, A., and Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2).
- 4) Chinomona, R. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1), 124–139.
- 5) Dianna, D. N. (2020). Dasar-Dasar Penelitian Akademik : Analisis Data Kualitatif dan Kuantitatif. *Jurnal Akuntansi*, March, 1–10.
- 6) Eka Saputri, M., & Ratna Pranata, T. (2014). Pengaruh Brand Image Terhadap Kesetiaan Pengguna Smartphone Iphone. *Jurnal Sositologi*, 13(3),
- 7) Farhan, f. (2017). Pengaruh Brand Image Dan Brand Experience Terhadap Brand Loyalty Pada Pengguna Kartu Brizzi Di Bri Unit Sentra Bisnis Driyorejo. *jurnal manajemen pemasaran*, 1-9.
- 8) Hussein, A. S. (2015). Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares dengan SmartPLS 3.0. *Universitas Brawijaya*, 1, 1–19.
- 9) Ika, N, and Kustini (2011). Experiential marketing, emotional branding, and brand trust and their effect on loyalty on Honda motorcycle product. *Journal of Economics, Business, and Accountancy Ventura*, Vol. 14, No. 1, April 2011:19-28.
- 10) Kompas.com. (2020, november 1). *Penjualan iPhone Jeblok Tahun Ini, Sampai Disalip Xiaomi*. Retrieved maret 26, 2021, from tekno.kompas.com: <https://tekno.kompas.com/read/2020/11/01/14050077/penjualan-iphone-jeblok-tahun-ini-sampai-disalip-xiaomi>
- 11) Kruger, L.-M. (2016). Brand loyalty: Exploring self-brand connection and brand experience. *Journal of Product & Brand Management*.
- 12) Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2020). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product and Brand Management*, August.
- 13) Larasati, S. M., Lestari, R. B., & Widagdo, H. (2011). (*Studi Kasus Pada Kfc Demang Palembang*). x, 1–13.
- 14) Lee, H.-J., and Jee, Y. (2016). The impacts of brand asset of domestic screen golf playing systems upon brand trust and brand loyalty. *International Journal of Sports Marketing and Sponsorship*, 17(4), 320–332.
- 15) Liu, M. T., Liu, Y., Mo, Z., Zhao, Z., and Zhu, Z. (2019). How CSR influences customer behavioural loyalty in the Chinese hotel industry. *Asia Pacific Journal of Marketing and Logistics*.
- 16) Mabkhot, H. A., Hasnizam, & Salleh, S. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study. *Jurnal Pengurusan*, 50, 71–82. Donny Kurniawan, T. Y. (2013). PENGARUH BUDAYA ORGANISASI, MOTIVASI KERJA DAN KOMPENSASI TERHADAP KINERJA KARYAWAN. *Jurnal Ilmu dan Riset Manajemen*, 2461-0593.

- 17) Mahmoudzadeh, S., Bakhshandeh, G., and Ilkhechi, M. (2013). Exploring the effect of brand identity on purchase intention in cell phone market in Iran. *International Journal of Management and Humanity Sciences*, 2(S), 1165-1173.
- 18) Marliawati, A., & Cahyaningdyah, D. (2020). Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust. *Management Analysis Journal*, 9(2), 140–151.
- 19) Menidjel, C., Benhabib, A. and Bilgihan, A. (2017). Examining the moderating role of personality traits in the relationship between brand trust and brand loyalty. *Journal of Product & Brand Management*, 26(6), 631-649.
- 20) Morgan, R. M., and Shelby D. H. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, Vol. 58, July: 20-38.
- 21) Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing and Management*, 27(7), 755–774.
- 22) Pichit Chuenban, Puris Sornsaruht, Paitoon Pimdee. (2021). How Brand Attitude, Brand quality, And Brand Value Affect Thai Canned Tuna Consumer Brand Loyalty. *heliyon, Journal of Marketing* 2405-8440.
- 23) Pratiwi, D. M., Saerang, D. P. ., & Tumewu, F. (2015). The Influence of Brand Image, Brand Trust and Customer Satisfaction on Brand Loyalty (Case of Samsung Smartphone). *Jurnal Berkala Ilmiah Efisiensi*, 15(5), 377–385.
- 24) Putu, I., Semadi, Y., & Ariyanti, M. (2018). the Influence of Brand Experience, Brand Image, and Brand Trust on Brand Loyalty of Abc-Cash. *Asian Journal of Management Sciences & Education*, 7(3), 12–23.
- 25) Rafiq, M. (2008). Pengaruh Kepercayaan Konsumen Pada Merek Terhadap Loyalitas. *Jurnal Manajemen Dan Keuangan*, 6(2), 39–62.
- 26) Reichheld, F. F., and Scheffer, P. (2000). E-loyalty your secret weapon on the Web. *Harvard Business Review*, 78(4), 105-113.
- 27) Ristanti, D., & Rois Arifin, M. H. (2019). Pengaruh Brand Image, Brand Trust, Brand Awareness Dan Product Quality Terhadap Brand Loyalty Sari Roti (Studi Pada Konsumen Sari Roti Mahasiswa Universitas Islam Malang). *Riset Manajemen Prodi Manajemen Fakultas Ekonomi Unisma*, 37–54.
- 28) Rodiques, Y., & Rahanatha, G. B. (2018). Peran Brand Trust Memediasi Hubungan Brand Image Dengan Brand Loyalty (Studi Pada Konsumen iPhone di Kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, 7(3), 1310.
- 29) Şahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301
- 30) Semadi, I.P., and Ariyanti, M. (2018). The influence of brand experience, brand image and brand trust on brand loyalty of ABC-CASH. *Asian Journal of Management Sciences & Education*, 7(3), 12-23.
- 31) Samuel, H., & Putra, R. S. (2018). Brand Experience , Brand Commitment , Dan Brand. *Jurnal Manajemen Pemasaran*, 12(2), 69–76.
- 32) Social, w. a. (2020, november 16). *pengguna smartphone 2020*. Retrieved maret 27, 2021, from detik.com: <https://wearesocial.com/digital-2020>
- 33) Sorayaei, A., and Hasanzadeh, M. (2013). Impact of brand personality on three major relational consequences (trust, attachment and commitment to the brand): Case study of Nestle Nutrilon company in Tehran, Iran. *Word Applied Sciences Journal*, 28(11):79-87.
- 34) Sugiyono. (2018). *Metode Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.