



Analysis of Factors Affecting Brand Loyalty to IOS Users In DKI Jakarta

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ABSTRACT

Keywords:

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The purpose of this research is to evaluate the direct and indirect effects and impacts of Brand Experience, Brand Image, Brand Satisfaction, and Brand Loyalty on the perspectives of IOS operating system users in DKI Jakarta, specifically from the Four Stage Loyalty Model. The samples for this study were drawn from a total of 124 respondents who live in DKI Jakarta and are dispersed around the district (Central Jakarta, North Jakarta, East Jakarta, West Jakarta, and South Jakarta). The data was analyzed using the PLS-SEM (Partial Least Square Structural Equation Modeling) statistical tool, which also employs the SmartPls program tool after existing samples were acquired using a questionnaire distribution approach. The findings of this study conclude that Brand Experience has a favorable influence on Brand Image and Brand Satisfaction, as well as having an impact on Brand Loyalty for IOS users in DKI Jakarta, based on data processing and observations.

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1. Introduction

Technological developments that have occurred in Indonesia and even in the world lately continue to move up from various sides, users and technology producers. The development of technology itself is increasingly prioritizing the convenience, convenience, and efficiency of technology for its users so that technology can be used anywhere, anytime, and by anyone. That is why the development of world technology has begun to move towards the "Mobile Industry", especially mobile phones.

Mobile phone users alone in 2015 in Indonesia there were 28.6% of the total population from that year, which was around 73.9 million people and continued to increase in 2018 there were around 56.2% who used mobile phones or it could be said of 170.6 million people and continues to grow every year and is even estimated to reach 89.2% of the total population in Indonesia who will use mobile phones.

Based on the side of the mobile phone manufacturers themselves, in 2020 (Conney Stephanie, 2021) that the five ranks of mobile phone manufacturers where the first rank is occupied by Apple (IOS), the second rank by Samsung (Android), the third rank by Xiaomi (Android), the fourth rank is occupied by Oppo (Android) and the fifth place is occupied by Huawei (Harmony OS). Apple had the largest user rate in Q4 2020, judging by its total market share, which saw 24% of the total market cap in Indonesia, which also had a growth of around 22.2% from the previous year where Apple earned 19.9% of the total market capitalization in Indonesia. It can be concluded that Apple, which has an operating processor in the form of IOS, is the most widely used operating system in Indonesia today.

Apple itself has a militant customer base, this can be seen from the number of sales of new units owned each year and the willingness of Apple users themselves to continue to get the latest products. This can be seen at the launch of the iPhone 12 in Indonesia at the end of 2020, where the sales figures for the iPhone 12 have a better performance than its predecessor. Referring to data from Counterpoint, total iPhone shipments in the fourth quarter experienced a jump of up to 21% compared to the same period in the previous year. This change was caused by none other than the increasing interest in the iPhone 12. The increasing demand for the iPhone

12 then created a record compared to its successor. This good performance is expected to increase further in 2021. The high demand for iPhones has caused several countries to have to implement a pre-order system when customers want to get the iPhone 12 Pro and also the iPhone 12 Pro Max. According to Apple Insider, Apple itself has increased the number of production of all types of iPhone 12 to be able to meet the number of requests for the iPhone 12 which experienced a surge in demand.

Apart from the sales side, the loyalty gained by Apple with its IOS operating processing itself can be seen through the long queue phenomenon that always occurs every time Apple launches a new product. The latest phenomenon occurred when the iPhone 12 was launched in Indonesia. Even during the Covid-19 pandemic that occurred in 2020, queues for new Apple products still occur at every Authorized Apple Store in Indonesia, especially in Jakarta. On Saturday, December 19, 2020, the official Apple Outlet in Senayan City was very different from the atmosphere of other stores in the Mall because there was a long queue in front of the Apple Outlet there. Long queues even started before the store opened, so from this phenomenon, it can be said that Apple in Indonesia, especially in Jakarta, has a relatively high level of consumer loyalty. Customer loyalty itself is also influenced by many things, both directly and indirectly. Loyalty itself will be more measurable if it is assessed from the Four Stage Loyalty Model where consumer loyalty is seen and proceeds from the Cognitive, Affective, Conative, and Action patterns.

This research and research is a replication of research that has been done previously by (Rahmat & Marso, 2020) to be able to find out whether the direct or indirect influence of several important factors in brand management can also have a major influence on consumer loyalty such as Brand Experience, Brand Image, Brand Satisfaction, and Brand Loyalty. The data used to test the model proposed in this study will be taken through a questionnaire whose respondents are residents of DKI Jakarta who use Apple brand mobile phones (IOS).

2. Method

This research was conducted to determine the impact and also the direct or indirect influence of Brand Experience, Brand Image, Brand Satisfaction, and also Brand Loyalty to the perspective of IOS operating system users located in DKI Jakarta. The research model proposed is as follows:

2.1 Relation of Brand Experience, Brand Satisfaction, and Brand Loyalty

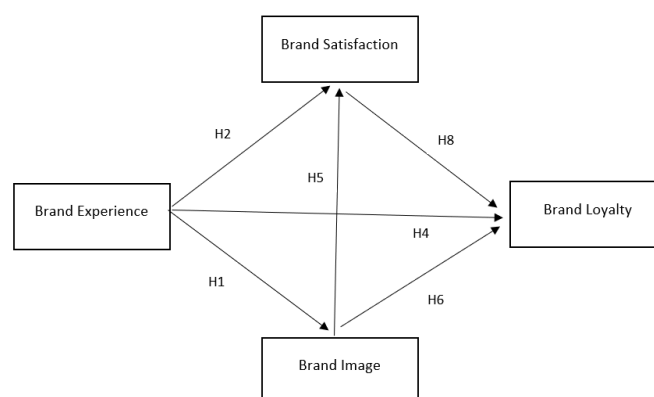


Figure 1. Research Model

Unforgettable unique experiences experienced by customers or consumers when enjoying a product or service from a particular brand that is owned or purchased where the accumulation of these experiences will create their unique impression and become a trigger for making perspectives on the brand in the minds and hearts of customers. According to (Brakus et al., 2009; Pine & Gilmore, 1998; Schmitt, 1999) customer understanding of the brand or brand is very important for the brand to be able to develop appropriate marketing strategies for the goods and services offered. Ismail (2010) also added that the management of a company's brand can also create a positive impact on the brand it owns. Experiences from customers or consumers of a brand or brand are packaged and conceptualized into sensations, feelings, cognitions, and behaviors. Over time, a good Brand Experience of a brand or brand of a particular company can affect customer satisfaction and

loyalty. Several previous studies and studies indicate that there is a positive and significant influence between Brand Experience on Brand Satisfaction (Moreira et al., 2017; Sahin et al., 2011).

H1: Brand Experience affects Brand Image

H2: Brand Experience affects Brand Satisfaction

H3: Brand Image mediates the effect of Brand Experience on Brand Satisfaction

H4: Brand Experience affects Brand Loyalty

2.2 Relation of Brand Image, Brand Satisfaction, and Brand Loyalty

Building a brand from both an operational and a competitive perspective is a challenging brand development activity. The Brand Image itself is a perception of a brand as the brand is reflected by an association or collection of experiences with a particular brand (Kotler et al., 2013). The results of previous research that have been carried out before, Brand Image has a direct effect with a positive impact on Brand Satisfaction or level of satisfaction (Dunuville & Pathmini, 2016) and Brand Loyalty or what can also be referred to as the level of customer loyalty to the brand (Durrani et al., 2015; Mehmood & Shafiq, 2015). The proposed hypothesis:

H5: Brand Image affects Brand Satisfaction

H6: Brand Image affects Brand Loyalty

H7: Brand Image influences Brand Loyalty and is mediated by Brand Satisfaction

2.3 Relation of Brand Satisfaction and Brand Loyalty

Customer satisfaction, which has been known as the feeling of pleasure or disappointment of someone or a consumer that arises when comparing perceptions or impressions of a particular product or service (Kotler, 2002) recently (Oliver, 1993). Previous research revealed that IOS user loyalty is a consequence of Brand Satisfaction (Kassim et al., 2014; Mehmood & Shafiq, 2015; Sahin et al., 2011). Based on previous research, the research hypothesis can be formulated as follows:

H8: Brand Satisfaction affects Brand Loyalty

In this research, the population studied are consumers who use smartphones with the IOS operating system domiciled in DKI Jakarta, Indonesia. The data collection technique used to obtain the sample in this study is to apply the non-probability sampling method. The type of sampling used is accidental sampling. The type of data collection used to obtain samples from this research is by distributing research questionnaires distributed in March and April 2021. The questions contained in the questionnaire used to conduct this research were adapted from previous research conducted by Rahmat and Marso in 2020. Total The respondents obtained were 124. From the 124 questionnaires obtained, there were 91 respondents, or about 73.4% which could later be used as data to start the analysis process.

In conducting this research, the survey method used to obtain the required data is by distributing questionnaires. Then, the data obtained were examined using a statistical analysis called partial least square-structural equation modeling (PLS-SEM) whose data processing will be made using the SmartPls statistical analysis program. Questionnaire items are used to measure Brand Experience, Brand Image, Brand Satisfaction, and Brand Loyalty to the point of view of users of the IOS operating system. In the research survey, the measurement scale used is a Likert scale with five levels, where five represent strongly agree and one means strongly disagree

3. Results and Discussion

3.1 Measurement Method

The construct variables used to analyze existing research models, which have been processed using the SmartPLS series 3 software, must be developed and viewed further using existing test equipment. Therefore, it is necessary to carry out several tests on existing samples. Statistical tests carried out include validity and reliability so that the data used for research are truly valid and reliable. The validity test is tested using a convergent validity test which will later prove that the existing research variables have a loading factor that is greater than 0.50 and has an AVE value of greater than 0.50. And the reliability of the composite is more than 0.70. The results of the model and measurements can be seen in **Table 1** below.

Table 1.
Evaluation Results of Measurement Models and Second-Order Reflective Factors

Constructs and Items		Outer Loading
<u>Brand Experience (AVE=0,621, CR=0,867)</u>		
BE1	The brand of smart phone that I use now to increase my desire to learn new things and solve problems	0.720
BE2	The smart phone brand that I am currently using offers products with excellent features	0.851
BE3	The brand of smart phone that I'm using now relates to a pleasant experience	0.785
BE4	The smart phone brand that I am currently using fits my lifestyle and personality	0.788
<u>Brand Image (AVE=0,722, CR=0,839)</u>		
BI1	The smart phone brand that I use now is fashionable and elegant	0.857
BI2	The smart phone brand that I am currently using is number one among various smart phone brands	0.843
<u>Brand Loyalty (AVE=0,650, CR=0,903)</u>		
BL1	The value I get from the smart phone that I use now is higher than the money I spent to get this smart phone	0.838
BL2	I am satisfied with the hardware functions of the smart phone that I am currently using	0.843
BL3	I am satisfied with the operating function or software system of the smart phone that I am currently using	0.816
BL4	For me, the decision to buy a smart phone with the brand that I am currently using is the right decision	0.750
BL5	I will still choose to use the brand of smart phone that I am currently using even though other brands have the same function	0.781
<u>Brand Satisfaction (AVE=0,729, CR=0,890)</u>		
BS1	The smart phone brand that I am currently using is my first choice among various mobile phone brands	0.848
BS2	I will recommend the brand of smart phone that I am currently using to my friends	0.873
BS3	I will tell positive things about the smart phone brand that I am currently using to my friends	0.842

Information: AVE=average variance of extracted; CR= Composite Reability

Source: Data Processing Results

After analyzing using the SmartPls program, the results of the evaluation of the measurement model and second-order reflective factors are reflected in **Table 1**. Where the Brand Experience variable is obtained with an AVE value of 0.21 with a CR of 0.867 and outer loading for BE 1 of 0.720. BE 2 is 0.851, BE 3 is 0.785 and BE4 is 0.788. While for the Brand Image variable, the AVE obtained is 0.722 with a CR of 0.839, and the outer loading value for BI1 is 0.857 and BI2 is 0.843. For the Brand Loyalty variable, the AVE value is 0.650 and the CR is 0.903, while the outer loading value of BL1 is 0.838, BL2 is 0.843, BL3 is 0.816, BL4 is 0.750 and BL5 is 0.781. For the last variable, namely Brand Satisfaction, the AVE is 0.729 and the CR is 0.890, while the outer loading value for BS1 is 0.848, BS2 is 0.873 and BS3 is 0.842.

Table 2.
Fornell Lacker correlation Table

Variable	AVE	Correlation (FornellLacker Criterion)			
		Brand Experience	Brand Image	Brand Loyalty	Brand Satisfaction
Brand Experience	0.621	0.788			
Brand Image	0.722	0.513	0.850		
Brand Loyalty	0.650	0.572	0.551	0.806	
Brand Satisfaction	0.729	0.534	0.531	0.726	0.854

Source: Data Processing Results

After observing and processing data that resulted in the evaluation of the measurement model and second-order reflective factors, the results of the Fornell Lacker Correlation measurement were then carried out, which can be seen in **Table 2** where the value obtained between Brand Experience and Brand Experience is 0.788 between Brand Image and brand. experience is 0.513 and also a Brand Image with the Brand Image is 0.850. The relationship between Brand Loyalty and Brand Experience is 0.572, Brand Loyalty and Brand Image is 0.551 and between Brand Loyalty and Brand Loyalty itself is 0.806. Finally, the correlation between Brand Satisfaction and Brand Experience is 0.534, Brand Satisfaction with the Brand Image is 0.531, Brand Satisfaction and Brand Loyalty is 0.726, and Brand Satisfaction and Brand Satisfaction is 0.854.

3.2 Structural Model

Based on the results of the evaluation on collinearity in the structural model that has been obtained for this study, which is shown in **Table 2**, it shows that the VIF value obtained between construct predictors is between 0.20 and 5.00. Because the results of the value acquisition are under the conditions suggested by experts, namely higher than 0.20 and lower than 5.00, it is not necessary to eliminate one constructor combine predictors in one construct (F. Hair Jr et al., 2014) and assess structural model to determine R2 and Q2 which is predictive ability and relevance of reflective predictive can be continued

Table 3.
Collinearity Statistics (VIF)

	Brand Experience	Brand Image	Brand Loyalty	Brand Satisfaction
Brand Experience	-	1.000	1.559	1.357
Brand Image	-	-	1.552	1.357
Brand Loyalty	-	-	-	-
Brand Satisfaction	-	-	1.601	-

Source: Data Processing Results

As seen from **Table 3** above, the collinearity statistics obtained between Brand Experience and Brand Image are 1.00, Brand Experience and Brand Loyalty are 1,559, Brand Experience and Brand Satisfaction are 1.357. Meanwhile, the relationship between Brand Image and Brand Loyalty is 1,559, and Brand Image and Brand Satisfaction are 1,357. In addition, the collinearity statistics obtained between Brand Satisfaction and Brand Loyalty are 1,601. From all the results obtained, it can be seen that the value obtained from the processed data is in the range of 0.2 - 5 so that it can be said that the processed data from this study does not tend to collinearity.

Table 4.
Standardized Path Coefficient (p-values) ($\alpha=0.05$)

Path	<i>Standard Coefficient</i>	<i>P-Values</i>	VAF
Brand Experience -> Brand Image	0,513	-	-
Brand Experience -> Brand Loyalty_	0,205	0,043	0,642
Brand Experience -> Brand Satisfaction_	0,355	0,014	0,335
Brand Image -> Brand Loyalty_	0,165	0,091	0,527
Brand Image -> Brand Satisfaction_	0,349	0,002	-
Brand Satisfaction -> Brand Loyalty_	0,528	-	-

Information: *=significant (one-tailed test, $\alpha=0,05$)

Source: Data Processing Results

The paths studied and developed in the research carried out can be seen in **Table 4** and Figure 1 below. It can be seen that the path coefficient or path coefficient has a positive number. It can be seen that the direct path from Brand Experience to Brand Image has a path coefficient of 0.513, T = 5.530, and P = 0. The path from Brand Experience to Brand Loyalty has 0.205 then T of 2.031 and P of 0.043. Furthermore, it is also seen that Brand Experience for Brand Satisfaction has 0.355, T of 2476, and P of 0.014

It can also be seen that the path from Brand Image to Brand Loyalty has 0.165, T of 1.693, and P of 0.091. Then it is also seen that the path from Brand Image to Brand Satisfaction has 0.349, T of 3.040, and then a P-value of 0.002. The last of the paths made in the model that can be seen in the picture below is the path or path of Brand Satisfaction on Brand Loyalty which has 0.528, T of 5.358, and P = 0. From **Table 5**, the results of the R2 evaluation for each of the existing endogenous listed variables can be categorized as having a high value

because it is worth more than 0.2 (F. Hair Jr et al., 2014) and also after an evaluation based on the results obtained from the calculation using SmartPLS the value of Q2 also shows that exogenous constructs have predictive relevance to endogenous constructs because they are more than 0.

Table 5.
Values of R2 and Q2 of Endogenous Variables

	R-Square	Q Square
Brand Image	0.263	0.177
Brand Loyalty	0.592	0.340
Brand Satisfaction	0.375	0.240

Source: Data Processing Results

Based on **Table 4**, the mediating role of Brand Satisfaction on Brand Image to Brand Loyalty can also be seen to have a value of 0.642 or 64.2% and the mediating role of Brand Satisfaction variables for Brand Image and Brand Experience variables which have a number of 0.335 or 33.5% and Brand Loyalty variables. as a mediating variable between the Brand Image and Brand Satisfaction variables which have a value of 0.527 or 52.7% which can be said to have a medium level mediating because it is in the range of 20% to 90%.

The purpose of the research and discussion carried out is to determine the relationship and define the correlation between variables with the following pattern: Brand Experience - Brand Image - Brand Satisfaction - Brand Loyalty. To study whether Brand Experience, Brand Image, and Brand Satisfaction have an influence or stimulation on customer loyalty, either significantly or not, which is carried out for IOS operating system users in DKI Jakarta. This research is evidence that can support research that has been carried out and developed by (Cronin et al., 2000), namely the concept where the existing cognitive components can mutually influence one another.

The relationship that occurs between Brand Experience and Brand Image in this study can be seen and formulated in **hypothesis 1**, which among others is that Brand Experience has a direct influence, has a positive influence, and has a significant influence on the Brand Image of IOS users in DKI Jakarta is true and can be proven. through research and research conducted, that Brand Experience has a positive influence seen from the positive T statistic value and the value below 0.05

The relationship that Brand Experience has with the Brand Satisfaction variable is attached to **hypothesis 2** where Brand Experience has a direct, positive effect and has a significant influence on Brand Satisfaction for IOS users in DKI Jakarta. In this study, it is proven because it is true that the relationship that is owned is positive and also significant as seen from the positive T statistic value and P-value which is below 0.05. In addition, it is also seen from the results of research and analysis tests that the relationship between Brand Experience and Brand Satisfaction is partially mediated by Brand Image.

The relationship between the Brand Experience variables influences Brand Loyalty can also be seen in **hypothesis 4** where Brand Experience has a direct positive effect and significantly affects the Brand Loyalty of IOS users in DKI Jakarta which can be proven by this study that hypothesis 4 is correct. the existence that Brand Experience has a direct positive and significant effect on Brand Loyalty. seen from the positive T statistic value and P-value which is below 0.05

The relationship between the Brand Image variable and Brand Satisfaction can be seen directly in **hypothes 5**, which is that Brand Image has a direct and positive direct influence on the Brand Satisfaction of IOS users in DKI Jakarta and can be proven to be completely incorrect because it is true that the Brand Image variable gives a positive influence on the Brand Satisfaction variable but the influence it has is not too significant because the P-value is above 0.05 so it can be concluded that it does not have a significant effect even though it has a positive influence

The relationship between Brand Image and Brand Loyalty can also be seen from **hypothesis 6**, which is the Brand Image variable has a positive and significant direct influence on the Brand Loyalty variable of smartphone users in DKI Jakarta which is proven correct because the T statistic value is positive and the P-value is positive. below 0.05. In addition, it was also found through the test results that the relationship between Brand Image and Brand Loyalty was partially mediated by Brand Satisfaction.

The relationship between Brand Satisfaction and Brand Loyalty can be seen from **hypothesis 8**, which is the Brand Satisfaction variable has a direct and positive, and significant influence on the Brand Loyalty variable of IOS users in DKI Jakarta which is proven to support and become empirical evidence from the research of (Dunuwille & Pathmini, 2016; Farhan, 2017; Fazal & Kanwal, 2017; Kassim et al., 2014; Mehmood & Shafiq, 2015; Moreira et al., 2017; Nyohardi, 2016; Pertiwi et al., 2017; Pourdehghan, 2015; Sahin et al., 2011)namely

the higher the variable level of customer satisfaction with a brand, the higher the level of loyalty of certain smartphone users and in this study the iPhone with IOS operating system from its users in DKI Jakarta.

4. Conclusion

In this study, the research model based on the findings of this study is the Brand Experience - Brand Image - Brand Satisfaction - Brand Loyalty. Theoretically, the findings from the research conducted here are grouped into the cognitive category of consumer behavior theory which also applies the Four Stage Loyalty Model (Oliver & Richard L., 1993) and the following conclusions are drawn:

1. The test results state that the Brand Image variable influences Brand Loyalty, therefore it can be concluded that the Brand Image variable influences Brand Loyalty
2. The results of this study also say that the Brand Experience variable influences Brand Loyalty obtained from the existing path coefficient analysis, therefore conclusions can be drawn and also that the Brand Experience variable simultaneously influences customer loyalty to a brand.
3. The test results say that the Brand Satisfaction variable has an influence on customer loyalty to a particular brand that can be observed and concluded through the path coefficient studied. Therefore, it can be concluded that the variable Brand Satisfaction has a simultaneous effect on Brand Loyalty.

To be able to increase customer loyalty or loyalty from consumers to the brand they have, the brand manager of the brand must be able to create a good and memorable experience or experience for the customer or user to ensure customer loyalty is maintained and can increase from time to time.

High Brand Image variables also have an influence on customer and user satisfaction and loyalty from time to time so that we can conclude that Brand Image is also an important element to building consumer loyalty. Thus, the more users of the IOS operating system in DKI Jakarta, it indirectly proves that the Apple brand can make customers comfortable using the operating system provided by Apple and will automatically increase customer loyalty from time to time as long as the three independent variables are always maintained and improved in quality regularly and continuously.

Therefore, suggestions and suggestions are recommended to the Apple brand as a manufacturer of iPhone products that have the IOS operating system to continue to be able to create unique Brand Experiences, engage Brand Images, and maintain customer satisfaction to gain loyalty or maintain customer loyalty to the company-owned product.

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