

ABSTRACT

This study aims to analyze the influence of Brand Experience on Brand Loyalty through Brand Trust and Brand Love in iPhone product users in Indonesia. Although Apple is known to have high customer loyalty globally, its market share in Indonesia is still relatively low. Therefore, a deeper understanding of the factors that shape consumer loyalty to iPhone brands in the local market is needed.

A quantitative approach was used in this study with a survey technique of 450 respondents who were active iPhone users. Data processing was carried out using the Partial Least Squares–Structural Equation Modelling (PLS-SEM) method to test the relationship between variables, namely brand experience, brand trust, brand love, and brand loyalty.

The results of the study show that brand experience has a positive and significant influence on brand trust, brand love, and brand loyalty. In addition, brand trust and brand love also have a significant effect on brand loyalty, as well as mediating the relationship between brand experience and brand loyalty.

These findings provide a theoretical contribution to the development of emotion-based brand marketing literature, as well as practical implications for Apple Indonesia. Companies are advised to develop marketing strategies that strengthen the brand experience from sensory and emotional aspects, as well as build deeper emotional connections through storytelling, exclusive loyalty programs, and product designs that suit local consumer preferences. This effort is expected to increase consumer loyalty in a sustainable manner amid increasingly competitive competition in the smartphone industry.

Keywords: Brand Experience, Brand Loyalty, Brand Trust, Brand Love