

The Effect Of Brand Experience, Trust And Satisfaction In Increasing Brand Loyalty To Apple Products

Pengaruh Brand Experience, Trust Dan Satisfaction Dalam Meningkatkan Brand Loyalty Pada Produk Apple

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ABSTRACT

This study examines the effect of brand experience, brand trust, and brand satisfaction on brand loyalty toward Apple products. Employing a quantitative approach, data were collected via online questionnaires from 115 Indonesian Apple users aged 17 and above who had used Apple products within the past year. The results indicate that positive consumer experiences including sensory, emotional, cognitive, and relational aspects alongside trust in the brand's integrity, reliability, and competence significantly enhance customer satisfaction. Furthermore, brand satisfaction was found to mediate the relationship between brand experience and brand trust with brand loyalty. Satisfied consumers are more likely to repurchase, recommend, and remain loyal despite market alternatives. These findings provide practical implications for companies to strategically manage customer experiences and build trust to strengthen loyalty.

Keywords : Brand experience, Brand loyalty, Brand satisfaction, Brand trust, Consumers.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh brand experience, brand trust, dan brand satisfaction terhadap brand loyalty pada produk Apple. Mengadopsi pendekatan kuantitatif, data dikumpulkan melalui kuesioner daring dari 115 responden pengguna Apple di Indonesia yang berusia minimal 17 tahun dan memiliki pengalaman menggunakan produk Apple dalam setahun terakhir. Analisis menunjukkan bahwa pengalaman positif konsumen meliputi aspek sensorik, emosional, kognitif, dan relasional serta kepercayaan terhadap integritas, reliabilitas, dan kompetensi merek secara signifikan meningkatkan kepuasan pelanggan. Selanjutnya, kepuasan merek terbukti menjadi mediator penting dalam hubungan antara brand experience dan brand trust dengan loyalitas merek. Konsumen yang puas cenderung melakukan pembelian ulang, merekomendasikan produk, dan tetap setia meskipun ada alternatif lain di pasar. Temuan ini memberikan implikasi praktis bagi perusahaan dalam strategi pengelolaan pengalaman konsumen dan peningkatan kepercayaan untuk memperkuat loyalitas.

Kata Kunci: Brand experience, Brand loyalty, Brand satisfaction, Brand trust, Konsumen.

1. Introduction

In today's fiercely competitive business landscape, organizations are compelled to employ diverse strategies to sustain and expand their operations. The intensifying rivalry and escalating consumer expectations demand that companies exert significant effort to retain their clientele. Cultivating customer loyalty emerges as a crucial mechanism in securing market share, as it not only fortifies a brand's position but also fosters enduring consumer relationships (Amanta et al., 2024). Achieving high levels of customer satisfaction is indispensable for firms aiming to thrive amidst the expansive global market (Riswan et al., 2022). Beyond merely attracting new patrons, businesses must prioritize long-term engagement with existing customers, with brand loyalty serving as a pivotal factor. A well-established brand can enhance profitability, lower the costs associated with acquiring new clients, and reinforce its market standing. Brands that consistently deliver positive experiences cultivate trust and satisfaction among consumers, ultimately translating into stronger brand allegiance and a sustained competitive advantage (Tahir et al., 2024).

Apple has emerged as a brand that commands remarkable loyalty despite the fierce competition in the technology sector (Natalia et al., 2021). Its products stand out not merely for their technological excellence but for delivering a consistently compelling brand experience that resonates deeply with users. Positive interactions with Apple devices often cultivate both trust and satisfaction, which in turn nurture a strong emotional bond with the brand. According to Riswan et al. (2022), consumer satisfaction plays a pivotal role in fostering loyalty. Although Apple products are priced above the average smartphone, they maintain a special appeal, particularly among younger consumers. This pattern suggests that the choice to remain with Apple is driven less by technical specifications and more by the perceptions and emotional attachment consumers develop toward the brand.

Brand experience encompasses the full spectrum of consumers' emotional and sensory engagements with a product, ranging from its design and service quality to the overall brand image. According to Lacap & Tungcab (2020), loyalty toward a brand is shaped not only by the experiences consumers have with it but also by the levels of trust and satisfaction they derive. Positive and consistent experiences foster a strong sense of trust in the brand, which subsequently enhances consumer satisfaction a reflection of expectations being met or even exceeded. When satisfaction is achieved, consumers are more inclined to maintain long-term usage of the product or service. Over time, the interplay of these three elements experience, trust, and satisfaction solidifies brand loyalty, motivating consumers not only to repurchase but also to voluntarily advocate for the brand to others (Kirana Pangestika & Khasanah et al., 2021).

In today's fiercely competitive premium smartphone market, understanding the drivers of consumer loyalty has become essential for brands like Apple. Emotional and functional impressions cultivated through brand experiences, the assurance and confidence generated by brand trust, and the fulfillment of consumer expectations reflected in brand satisfaction collectively serve as pivotal factors in shaping strong brand allegiance. This study, therefore, aims to explore the interplay of these three dimensions brand experience, brand trust, and brand satisfaction and their impact on enhancing consumer loyalty toward Apple products.

2. Literature Review

Relationship Marketing

Relationship marketing serves as a strategic approach in which businesses actively cultivate and sustain enduring connections with their customers, positioning these relationships as central to corporate longevity (Rozak et al., 2022). By prioritizing long-term engagement, companies acknowledge that consumers are among their most valuable assets. This approach extends beyond mere customer interactions, encompassing partnerships with suppliers and distributors to secure sustained preference and loyalty over time. Anwar (2017) frames relationship marketing as an ongoing process through which organizations foster bonds with both existing and prospective clients to achieve defined objectives. Empirical studies reinforce the importance of this strategy; for instance, Simbolon (2016) highlights that trust, commitment, and effective conflict resolution within relationship marketing initiatives significantly enhance customer loyalty in Indonesia's retail sector. Such evidence underscores those meticulously nurturing relationships is indispensable for attaining competitive advantage, particularly in technology-driven markets like Apple, where long-term consumer allegiance is crucial for sustained success.

The Influence of Brand Experience on Brand Satisfaction

Brand experience has emerged as a pivotal component in contemporary marketing strategies, emphasizing the holistic interaction between consumers and brands. This concept encompasses the multi-dimensional perceptions that consumers form during engagement with brand touchpoints, including sensory impressions, emotional reactions, cognitive evaluations,

and behavioral responses elicited by interactions with products, services, advertisements, or retail and digital platforms. Şahin (2011) highlights that brand perception is shaped through initial encounters, advertising narratives, and the perceived quality delivered by the brand. Meanwhile, Joško Brakus et al. (2009) conceptualize brand experience as the combined sensory, affective, cognitive, and behavioral reactions triggered by elements such as product design, packaging, and service encounters. Empirical evidence from Ong (2015), examining SMEs in Malaysia, suggests that positive brand experiences can directly enhance customer satisfaction. Drawing from these insights, the present study proposes the following research hypothesis.

H₁: Brand Experience has a positive influence on Brand Satisfaction

Brand Trust on Brand Satisfaction

Brand trust has been conceptualized as the consumer's confidence that a brand will act with integrity and reliably fulfill their expectations and needs (Chaudhuri, 2001). Similarly, Şahin (2011) describes it as the belief consumers hold that a brand consistently delivers on its promises and provides the desired value. Empirical evidence further highlights the central role of brand trust in shaping consumer behavior: Morgan and Hunt (1994) demonstrated that it serves as a cornerstone for fostering commitment, satisfaction, and loyalty toward a brand. More recently, Arthur (2022) examined the effects of trust, affection, and emotional attachment on brand loyalty, revealing that brand trust positively influences both consumer satisfaction and loyalty. Drawing from these findings, the present study formulates the following research hypothesis.

H₂: Brand Trust has a positive effect on Brand Satisfaction

The Influence of Brand Satisfaction on Brand Loyalty

Brand satisfaction reflects consumers' overall judgment of how well a brand delivers during and after their consumption experience, particularly in terms of whether the brand's performance aligns with or surpasses their initial expectations. Erciş (2012) conceptualizes satisfaction with a brand through three dimensions: *equity*, which captures consumers' contentment with the product itself; *value*, which represents satisfaction associated with the brand as a whole; and *quality*, referring to the sense of pleasure or gratification derived from using the product. Majid (2018) emphasizes that when a brand consistently performs at a level that not only fulfills but exceeds customer expectations, it tends to foster positive emotional responses that later translate into loyalty, recommendations, and favorable word-of-mouth. Building on these insights, Majid's study further demonstrates a significant positive link between brand satisfaction and brand loyalty, forming the basis for the hypothesis proposed in this research.

H₃: Brand Satisfaction has a positive effect on Brand Loyalty.

3. Method

The study adopts a quantitative orientation, relying on questionnaire-based data collection to examine how brand experience, trust, and satisfaction shape consumers' loyalty toward the Apple brand. Rather than focusing on the entire marketplace, the research concentrates on individuals in Indonesia who use Apple devices such as iPhones, iPads, or MacBooks because this user group is generally characterized by strong emotional attachment to the brand, making them suitable subjects for investigating loyalty-related behaviors. The sample consists of participants who have used at least one Apple product within the past year and meet additional criteria: they must be at least 17 years old and willing to complete the survey voluntarily. A purposive, non-probability sampling strategy was applied to ensure that only respondents aligned with these specifications were included. A total of 115 valid responses were collected, a number considered adequate for basic quantitative techniques like multiple regression and consistent with Roscoe's (1975) guideline that correlational studies typically

require between 30 and 500 participants, while also accounting for practical limitations of time and resources.

In this study, the measurement of all research constructs was carried out using a questionnaire designed with a five-point Likert scale, ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). The items were adapted from established theoretical frameworks and prior empirical work to ensure that the instrument met validity and reliability standards. The variables were operationalized through several dimensions: brand experience was examined through sensory, emotional, cognitive, and relational aspects represented by indicators such as appealing design, enjoyable interactions, sophisticated thinking, and social connection; brand trust was reflected in integrity, reliability, and competence through items assessing honesty, consistent quality, and technical capability; brand satisfaction encompassed general satisfaction, fulfillment of expectations, and comparative evaluation, illustrated by indicators measuring performance approval, expectation alignment, and superiority over competing brands; and brand loyalty was captured through intentions to repurchase, willingness to recommend, and ongoing commitment, including indicators such as repeat-purchase interest, positive advocacy, and sustained loyalty toward Apple.

4. Results and Discussion

Respondent Overview

The study surveyed 115 Apple users residing in Surakarta and revealed a consumer profile largely concentrated among young adults, as individuals aged 17–26 represented nearly four-fifths of the sample and women accounted for slightly over half of the respondents. Educationally, most participants were either high-school graduates or university students, indicating that Apple’s customer base in the city is closely tied to the student demographic. The device most frequently owned was the iPhone reported by more than four-fifths of the respondents while the MacBook appeared as the second most common product, suggesting that the iPhone plays a central role in shaping users’ overall experiences with the brand. Furthermore, the majority had been familiar with Apple products for more than a year, reflecting a relatively established level of engagement and brand attachment.

Table 1. Respondent Description

Variable		Frequency (Number of People)	Ratio %
Gender	Male	50	43,50%
	Female	65	56,50%
Age	< 17 Years	3	2,60%
	17 - 21 Years	48	41,70%
	22 - 26 Years	42	36,50%
	27 - 31 Years	17	14,80%
	> 31 Years	4	4,30%
Education	High School or below	49	42,60%
	Diploma	5	4,30%
	Bachelor's Degree	54	47%
	Master's Degree or higher	7	6,10%
Types of Apple Products Used	iPhone	99	86,10%
	MacBook	47	40,90%
	iPad	27	23,50%
	Apple Watch	16	13,90%

	AirPods	16	13,90%
Length of Use of Apple Products	< 1 Year	25	21,70%
	1 - 3 Years	38	33%
	> 3 Years	52	45,20%

Research Instrument Test Results

Validity Test

Table 2. Validity Test Results

	Component			
	Brand Experience	Brand Trust	Brand Satisfaction	Brand Loyalty
Brand Experience 1	555			
Brand Experience 2	520			
Brand Experience 3	801			
Brand Experience 4	792			
Brand Experience 5	872			
Brand Experience 6	677			
Brand Experience 7	641			
Brand Experience 8	761			
Brand Experience 9	624			
Brand Experience 10	588			
Brand Trust 1		520		
Brand Trust 2		605		
Brand Trust 3		632		
Brand Trust 4		828		
Brand Trust 5		700		
Brand Trust 6		571		
Brand Satisfaction 1			719	
Brand Satisfaction 2			655	
Brand Satisfaction 3			693	
Brand Satisfaction 4			795	
Brand Satisfaction 5			537	
Brand Satisfaction 6			716	
Brand Loyalty 1				739
Brand Loyalty 2				636
Brand Loyalty 3				724
Brand Loyalty 4				852
Brand Loyalty 5				823
Brand Loyalty 6				908
Brand Loyalty 7				722
Brand Loyalty 8				669
Brand Loyalty 9				758

The validity assessment carried out on every construct in this study Brand Experience, Brand Trust, Brand Satisfaction, and Brand Loyalty confirmed that all measurement items function appropriately as indicators of their respective variables. Each item demonstrated a

factor loading exceeding the minimum requirement of 0.50, which verifies that the instrument captures the underlying constructs with sufficient accuracy. The indicators associated with Brand Experience produced loadings ranging from 0.520 to 0.872, while those linked to Brand Trust fell between 0.520 and 0.828. Brand Satisfaction items showed coefficients from 0.537 to 0.795, and Brand Loyalty exhibited the strongest measurement performance with values spanning 0.636 to 0.908. Taken together, these outcomes affirm that the entire set of indicators satisfies the criteria for convergent validity, enabling the dataset to be reliably advanced to subsequent analyses such as reliability testing and regression modeling.

Reliability Test

Table 3. Reliability Test Results

	Variable	Cronbach's Alpha	Description
1	Brand Experience	0.768	Reliable
2	Brand Trust	0.922	Reliable
3	Brand Satisfaction	0.924	Reliable
4	Brand Loyalty	0.739	Reliable

The reliability assessment conducted on all research variables demonstrated that the measurement instruments exhibit strong internal consistency. Specifically, Brand Experience recorded a Cronbach's Alpha of 0.768, Brand Trust 0.922, Brand Satisfaction 0.924, and Brand Loyalty 0.739. Each of these values exceeds the conventional threshold of 0.70, confirming that the constructs are reliably captured by the survey items. Consequently, all questionnaire statements are considered stable and dependable indicators for measuring the intended constructs, validating the suitability of the instruments for subsequent analytical procedures.

Regression Test and Data Analysis

The Effect of Brand Experience and Brand Trust on Brand Satisfaction

Table 4. R² and ANOVA Test Results for the Regression Model

Model Summary		Value
R		0.880
R Square		0.774
ANOVA		Value
F		191.904
Sig.		0.000

Based on the statistical evaluation, the model produced an R value of 0.880 and an R Square of 0.774. These results indicate that approximately 77.4% of the variance in Brand Satisfaction is accounted for by Brand Experience and Brand Trust, while the remaining 22.6% is influenced by variables not incorporated into the current framework. The F-statistic of 191.904, accompanied by a significance level of 0.000, confirms that the overall regression model is appropriate and effectively explains the relationships among the constructs.

Table 5. t-Test Results

Coefficient	B	Std. Error	Beta	t	Sig.
(Constant)	-444	0.257		-1.728	0.087
Brand Experience	0.171	0.085	0.118	2.010	0.047
Brand Trust	0.909	0.067	0.799	13.610	0.000

The t-tests further reveal that Brand Experience exerts a positive and statistically meaningful effect on Brand Satisfaction ($t = 2.010$; $p = 0.047$). Likewise, Brand Trust demonstrates a strong and significant positive contribution to Brand Satisfaction ($t = 13.610$; $p = 0.000$). Taken together, these findings highlight that richer consumer experiences with a brand and stronger trust toward it consistently elevate consumers' satisfaction levels.

The Influence of Brand Satisfaction on Brand Loyalty

Table 6. R² and ANOVA Test Results for the Regression Model

Model Summary & ANOVA	Value
R	0.805
R Square	0.649
F	208.707
Significance (Sig.)	0.000

The analysis indicates that brand loyalty is substantially shaped by consumers' satisfaction levels. This is reflected in the R Square value of 0.649, which shows that approximately 64.9% of the variation in brand loyalty is accounted for by brand satisfaction, while the remaining 35.1% is attributable to factors outside the proposed model. The regression model itself is statistically sound, supported by an F-statistic of 208.707 and a significance level far below the 0.05 threshold.

Table 7. t-Test Results

Coefficient	B	Std.Error	Beta	t	Sig.
(Constant)	0.892	0.196		4.551	0.000
Brand Satisfaction	0.685	0.047	0.805	14.447	0.000

Further examination through the t-test confirms a strong and meaningful effect of brand satisfaction on brand loyalty. The variable exhibits a t-value of 14.447 with a significance level of 0.000, demonstrating that higher satisfaction consistently translates into stronger consumer loyalty toward the brand.

Analysis of the Mediating Role of Brand Satisfaction

Analysis of the two regression models indicates that Brand Satisfaction functions as a mediating mechanism linking Brand Experience and Brand Trust to Brand Loyalty. Empirical evidence demonstrates that both Brand Experience and Brand Trust exert significant influence on Brand Satisfaction, which in turn significantly drives Brand Loyalty. Consequently, the impact of consumers' experiential interactions and trust in a brand on their loyalty does not occur directly; rather, it operates indirectly by first enhancing their satisfaction. In essence, heightened satisfaction emerges as the critical conduit through which positive experiences and trust translate into long-term loyalty toward the brand.

5. Conclusion

The results of this study demonstrate that the interplay among brand experience, brand trust, brand satisfaction, and brand loyalty forms a coherent and significant relationship. Consumers' interactions with a brand ranging from product quality and usability to emotional resonance emerged as strong determinants of their satisfaction levels. Likewise, confidence in a brand's reliability, consistency, and integrity substantially reinforced customer satisfaction. The analysis further confirmed that satisfied consumers exhibit stronger loyalty behaviors, including repeat purchases and positive recommendations. Moreover, the findings clarify that satisfaction functions as a mediating mechanism, indicating that the influence of brand experience and brand trust on brand loyalty operates indirectly through the enhancement of consumer satisfaction.

Despite providing meaningful insights, this research is constrained by several methodological and contextual boundaries. The study focuses on a single brand, limiting the generalizability of its conclusions to other markets or industries. The reliance on online questionnaires introduces the possibility of superficial or non-experiential responses from participants. Additionally, only four core variables were examined, even though various other determinants such as brand image, perceived quality, or customer engagement may also shape

loyalty outcomes. Because the research design is cross-sectional, it captures consumer perceptions at a single moment in time and does not account for potential shifts in attitudes or behavior. Future investigations would benefit from longitudinal approaches to observe temporal changes and strengthen causal interpretations.

Based on the study's outcomes and limitations, several practical and academic recommendations can be proposed. Practitioners are encouraged to cultivate more compelling and consistent brand experiences through superior product performance, engaging communication, and high-quality service delivery, as these elements reinforce trust and satisfaction. Ensuring transparency and reliability in fulfilling brand promises is also essential for maintaining long-term consumer confidence. Companies should continuously monitor customer satisfaction levels to ensure alignment with evolving expectations, as sustained satisfaction is foundational for preserving loyalty. For future researchers, expanding the model with additional variables and employing longitudinal designs is advised to capture a more comprehensive and dynamic understanding of how satisfaction and loyalty develop over time.

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