



The Effect of Brand Experience on Brand Engagement and Brand Equity Mediated by Brand Love Apple Users

ABSTRACT

Siti Fatimah Syamsuddin*,
Hanifa Nur Fadhillah

Faculty of Business and
Economics, Universitas Islam
Indonesia, 55584, Indonesia

*Corresponding author e-mail:
233110107@uii.ac.id

The influence of brand experience on brand engagement and brand equity among Apple customers in Yogyakarta was examined in this study. In addition, the purpose of this study is to gain an understanding of how brand experience can influence brand engagement and value in a competitive market. This research uses a quantitative approach with Partial Least Square (PLS) version 4.0 analysis technique. The research sample consists of 150 people who are in Yogyakarta and use Apple products. To collect data, a questionnaire was used to measure the variables under study. The results of the analysis show that brand experience has a positive and significant effect on brand love, brand involvement, and brand wealth. In addition, there is evidence that brand love significantly regulates brand experience with two other factors, namely brand engagement and brand equity. A good brand experience can increase emotional attachment and customer value, according to the findings of this study. The study concludes that a good brand experience is critical to building customer engagement and value with the brand. To increase customer loyalty and strengthen the brand's position in the market, marketers should concentrate on creating pleasant experiences. These results are highly beneficial for a company's marketing strategy, especially for premium brands like Apple.

Keywords: Brand Experience; Brand Love; Brand Engagement; Brand Equity; Apple

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INTRODUCTION

In the modern era of globalization, technology has played an important role in changing the way people interact and live their daily lives. Giovandhi & Adlina (2023) conducted this research to understand how advances in communication technology impact social interactions and daily activities. This research focuses on how technology products, particularly smartphones, have become an important part of modern life, with a significant increase in demand during the COVID-19 pandemic (Fatmala & Setiawan, 2022).

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This research is particularly important because although Apple Inc. is one of the leading technology companies that has successfully taken advantage of opportunities in the era of globalization, its market share in Indonesia still lags behind competitors such as Samsung and Xiaomi (Clinton & Pratomo, 2023). This suggests that Apple must overcome several challenges to strengthen its position in the Indonesian market, which is characterized by consumer price sensitivity and consumer insensitivity (Sutarsih et al., 2021). How brand experience and engagement can affect brand equity and customer loyalty is the subject of this study.

According to this study, brand experience, brand engagement, and brand love are strongly linked in the formation of brand equity. This research will analyze how these variables interact with each other by collecting data from Apple customers in Yogyakarta through a quantitative survey method. The results of this study are expected to increase our understanding of consumer behavior towards Apple products and the factors that influence brand loyalty.

The choice of Yogyakarta as a research site was based on the diversity of user demographics present there. Yogyakarta exhibits diverse social and economic backgrounds that can reflect the behavior of Indonesian technology consumers. In addition, this research aims to shed light on the idiosyncrasies of the Yogyakarta market compared to other markets, as well as the specific problems Apple faces in reaching local customers.

While many previous studies have addressed brand experience and customer loyalty, there are research gaps that need to be further elucidated. Previous studies often do not consider the local or specific context of the technology industry. Therefore, this research will highlight the differences in results found in previous studies and explain how the approach used in this research makes a new contribution to the existing literature.

Finally, this research aims to summarize the gaps that exist in previous studies on brand experience and customer loyalty in the technology industry. The novelty of this study lies in its focus on the interaction between brand experience, brand engagement, and brand love in the context of the Indonesian market. Thus, the main objective of this study is to provide practical guidance for marketers in designing more effective marketing strategies to increase brand equity and consumer loyalty towards Apple products.

LITERATURE REVIEW

Brand Experience

Brand experience includes consumers' emotional, cognitive, and behavioral responses triggered by their various interactions with the brand, including design, identity, packaging, communication, and brand environment (Brakus et al., 2009). This experience includes sensory, affective, intellectual, and behavioral dimensions, which together form consumers' perceptions of the brand (Brakus et al., 2009). In the context

of Apple, positive brand experiences such as satisfaction with product design, quality, and continuous innovation have been shown to increase consumer loyalty (Iglesias et al., 2011). Brand experience is an important part of increasing customer engagement and loyalty, according to additional research (Schmitt, 2012).

Brand Love

Consumers have a strong emotional bond with a brand called brand love. Strong feelings and emotional attachment to a particular brand are called brand love. Brand love can increase customer engagement, loyalty, and repeat purchase behavior, according to additional research (Karjaluoto et al., 2016). Consumers who love a particular brand tend to be more engaged and tend to recommend the brand to others (Aprilianingsih & Putra, 2022). Love for a brand is very important because it can increase brand equity by strengthening the emotional connection between customers and the brand.

Brand Engagement

Consumers engage with brands emotionally, cognitively, and behaviorally. This is called brand engagement. Hollebeek et al. (2014) define brand engagement as the influence consumers have on their behavioral, emotional, and cognitive state when interacting with a brand. This engagement can be demonstrated in a variety of ways, such as receiving information about the brand, experiencing a bond with the brand, and acting to support or endorse the brand. To understand consumers' relationship with the brand and the brand's influence on marketing strategies, Lourenço et al. (2022) state that the measurement of brand engagement should consider broader emotional and behavioral aspects.

Brand Equity

The value that the brand name and symbol of a brand add to goods or services is called brand equity. As stated by McWilliam (1993), brand equity consists of five main elements brand awareness, brand association, perceived quality, brand loyalty, and other traits. Keller (1993) states that brand awareness and brand image form brand equity, which impacts how customers act on marketing activities. According to Boonghee et al. (2000), emotional connection and perceived quality are essential for building brand equity. High consumer loyalty at Apple is due to strong brand equity despite intense competition in the market.

Influence of Brand Experience and Brand Love

A good brand experience can generate positive emotions, such as brand love, which is a deep emotional attachment to the brand (Brakus et al., 2009). Pleasant and satisfying brand experiences, such as those generated by innovative product designs and satisfying user experiences, greatly contribute to the development of brand love (Batra

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et al., 2012). According to Safeer et al. (2020) and Singh et al. (2021) a positive brand experience can increase consumers' brand love, loyalty, and emotional attachment.

H1: Brand experience positively affects brand love for Apple products

Effect of Brand Experience and Brand Engagement

A good brand experience can increase customer interaction with the brand. Brakus et al. (2009) state that brand experience includes subjective and internal consumer responses to brands, which include sensations, feelings, cognitions, and behavioral responses. In a study conducted by Hollebeek et al. (2014), it was found that a positive brand experience has an impact on all aspects of consumer engagement, including emotional, cognitive, and behavioral. A good brand experience can encourage customers to participate in brand activities, such as attending events or participating in social media.

H2: Brand experience positively affects brand engagement on Apple products

Influence of Brand Experience and Brand Equity

According to research conducted by Iglesias et al. (2011), positive brand experiences can increase positive brand associations, emotional connections, and consumer loyalty, all of which result in higher brand equity. According to Schmitt (2012), pleasant and satisfying experiences with brands can generate positive memories and strong emotional bonds. In the case of Apple, positive customer experiences with the company's goods and services increase brand equity through higher perceived value.

H3: Brand experience positively affects brand equity on Apple products

Effect of Brand Love and Brand Engagement

Love for a brand greatly influences engagement with the brand, especially with technology products such as Apple. Albert et al., (2013) found that customers who love a brand tend to do things related to the brand, such as joining user communities or following new product developments. Bergkvist & Bech-Larsen (2010) also found that brand love can increase brand engagement.

H4: Brand love positively affects brand engagement on Apple products

The Effect of Brand Love and Brand Equity

Through increased customer loyalty and strong emotional engagement, love for the brand increases brand equity (Karjaluoto et al., 2016). According to Thomson et al. (2005), brand love can have a good or bad impact on brand equity, depending on the level of customer satisfaction and the brand's ability to meet their expectations. To maintain high brand credibility in a competitive market, Apple believes in fostering customer loyalty through brand love.

H5: Brand love positively affects brand equity on Apple products

The role of brand love in mediating the relationship between brand engagement and Apple's brand experience

Brand love serves as an important link between brand engagement and experience. Research conducted by Bergkvist & Bech-Larsen (2010) found that positive brand experiences can trigger feelings of love for the brand, which in turn increases customer engagement and interaction with the brand. Stokburger-Sauer et al. (2012) also found that brand love can link brand experience to engagement, increase customers' interaction with the brand, and strengthen their emotional bond with it.

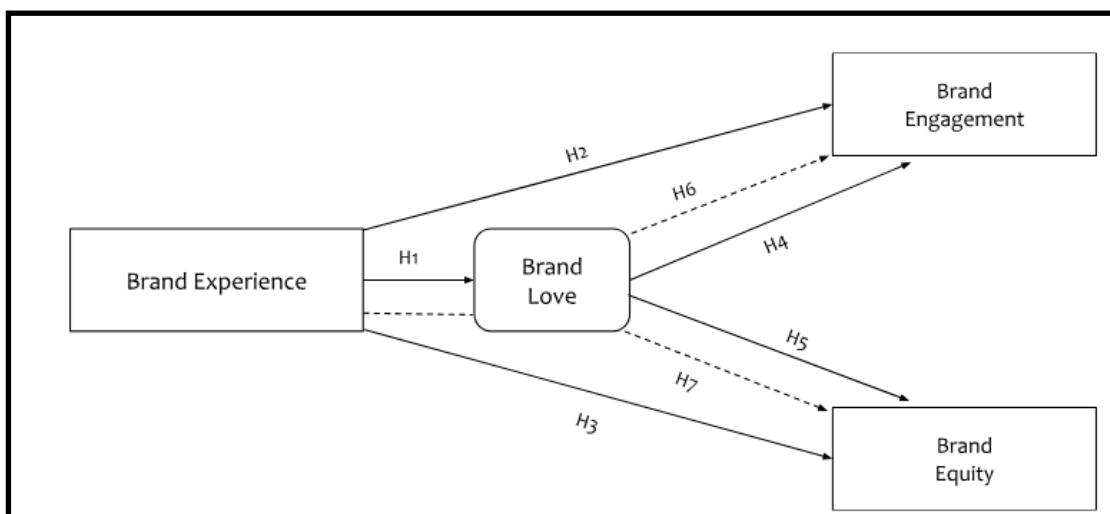
H6: Brand Love mediates the positive relationship between brand experience and brand engagement Apple

The role of brand love in mediating the relationship between brand equity and brand experience

Brand love is an important factor in regulating the relationship between consumer experience and brand equity. Albert et al. (2013) found that a pleasant brand experience can trigger brand love, which then increases customer loyalty and recommendations, increasing brand equity. Fetscherin & Heinrich (2015) also found that brand love can increase brand equity by increasing the likelihood of customers recommending the brand to others and paying a premium price for the brand's products.

H7: Brand Love mediates the positive relationship between brand experience and brand equity Apple

Hypotheses of the research



Source(s): Figure created by authors

Figure 1. Research Model

METHODOLOGY

The location of this research is in the province of Yogyakarta. Researchers chose Yogyakarta as the research location to make it easier for researchers to collect data based on the Central Statistics Agency (2021) that Yogyakarta is an urban area that has a greater need for technology and cell phones due to the high intensity of activities of around 92.45% (Sutarsih, 2021). The people of the city of Yogyakarta were chosen as the population because they have a diverse population, which includes various age groups, educational backgrounds, and socio-economic status, enabling representative data collection. In this study, a sampling technique in the form of purposive sampling was used.

Purposive sampling is a sampling technique in which the researcher deliberately selects certain individuals or groups who have characteristics or experiences that are considered important for research purposes. The purposive sampling technique requires requirements for sample selection so that the analysis of consumer involvement becomes more focused and effective (Creswell, 2018). While in this study, the sample is the Respondent's age of at least 18 years and over. The age of 18 indicates a person's maturity, namely their ability to make rational decisions (Hurlock, 2002), Respondents reside in Yogyakarta, and Respondents who use Apple brand products such as iPhones, iPads, MacBooks, Apple Watch, and AirPods show that these products are the most sought after in Indonesia in 2023 (Sakti, 2024).

According to Hair (2010), a sample size of 100-200 respondents is recommended in order to be used for interpretation estimation with SEM, because a larger sample will make it more difficult to obtain a suitable model. Determination of the minimum number according to Hair, et al., (2010), which is 5 times the number of indicators. This study has 30 indicators, so the sample size in the study is $5 \times 30 = 150$ respondents. This study will conduct a trial using the PLS application from 30 respondents regarding validity and reliability. Primary data for this study will be collected through the questionnaire distribution method using Google Forms. Respondents who are considered to meet the requirements will be given questionnaires directly through social media such as WhatsApp, Instagram, and e-mail. This study uses a closed questionnaire to limit the types of answers that can be given. Since the questionnaire contains six Likert scale answer points, respondents will determine their answers based on these six points.

Brand equity is the additional value attached to certain goods or services based on consumer perceptions or behavior and this value includes brand recognition, perceived quality, loyalty, and brand association (Sohaib et al., 2023). This variable consists of 4 indicator items. Brand engagement which is defined as an emotional, cognitive, and behavioral bond between consumers and brands and strengthens brand influence, especially in products such as mobile phones that require social media and application participation (Sohaib et al., 2023). This variable consists of 10 indicator items.

A strong emotional bond to a brand, such as Brand love, is formed by the inseparable relationship between consumers and their brand objects and is largely influenced by elements such as quality, loyalty, pleasure, and satisfaction (Sohaib et al., 2023). This variable consists of 4 indicator items. The customer's subjective reaction to a brand, which includes its sensory, emotive, intellectual, and behavioral aspects, is known as Brand experience. It strengthens customers' relationship with the brand and influences their decisions about the brand in the future by considering how customers feel, emotionally interact, think, and act towards the brand through product use (Sohaib et al., 2023). This variable includes twelve research indicators.

Pilot Test

A pilot study is a type of research conducted to assess the feasibility, timing, costs, risks, and preliminary results of a larger research project. The pilot study had two main aims. The first is to discover and solve methodological problems that may arise. The second is to ensure that the research design used can be implemented effectively and efficiently. Pilot studies also increase reliability and validity and help in determining appropriate sample sizes. According to Malhotra (2006), preliminary or pilot research can be carried out by sending research instruments, such as questionnaires, to some of the 30 research samples. To run this pilot study, a software called PLS was used.

Validity Test

The validity test is a testing model which, according to Sugiyono (2018), is used to show how accurate the relationship is between real data about objects and data collected by researchers. This validity test aims to assess the validity of data obtained after research using measuring instruments such as questionnaires. According to Ghozali Imam (2006), the PLS-SEM testing method assumes adequate convergent validity if the external load must be greater than 0.7 and the Average Variance Extract (AVE) value is at least 0.5.

The research results showed that the validity analysis of the research variables which included Brand Experience, Brand Love, Brand Engagement and Brand Equity was successful. Each variable has an indicator that is measured using Outer Loading and Average Variance Extracted (AVE). The Outer Loading value for all Brand Experience indicators, which consists of twelve items, ranges between 0.789 and 0.911, and the AVE reaches 0.726, which shows that the variable is valid and reliable.

The Brand Love variable has four indicators with high Outer Loading values, ranging from 0.848 to 0.910, and an AVE of 0.787. These results indicate that Brand Love, as an emotional variable, has a strong and valid relationship to brand equity. Meanwhile, Brand Engagement consists of 10 indicators with Outer Loading values between 0.785 to 0.902, and an AVE of 0.709, which shows that consumer involvement with the Apple brand in this research is also valid and significant.

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Finally, there are four indicators for the brand value variable, the highest external loading value is 0.943, the lowest is 0.779, and AVE is 0.766. This shows that Apple can maintain brand equity even though the competition in the market is very tight. Overall, the results of this study indicate that all variables studied are valid if the external loading criteria are more than 0.7 and AVE is more than 0.5. This shows that the findings of this study are reliable in assessing the relationship between the variables studied.

Reliability Test

Towards the reliability test results for the five variables tested: Brand Experience (X), Brand Love (Z), Brand Engagement (Y1), and Brand Equity (Y2). The test results show that all variables have a combined reliability value and Cronbach's Alpha above 0.7, which means that all indicators can be considered reliable. The combined reliability value of Brand Experience is 0.969, and Cronbach's Alpha is 0.965. This shows that the combined reliability value.

The Brand Love variable has a Composite Reliability value of 0.937 and a Cronbach's Alpha of 0.910, indicating that the indicators for measuring brand love have a high level of reliability. This indicates that the indicator can be trusted to represent the emotional relationship between consumers and the brand. Meanwhile, the Brand Engagement variable has a Composite Reliability value of 0.961 and a Cronbach's Alpha of 0.954. This value confirms that the measurement of consumer engagement with the Apple brand has very good consistency.

The Brand Equity variable recorded a Composite Reliability value of 0.929 and a Cronbach's Alpha of 0.897, indicating that all indicators used to measure brand equity have a good level of reliability. Overall, the results of this reliability test indicate that all variables in this study are worthy of further analysis. This provides certainty that the measurement instruments used have met the reliability standards required in this study.

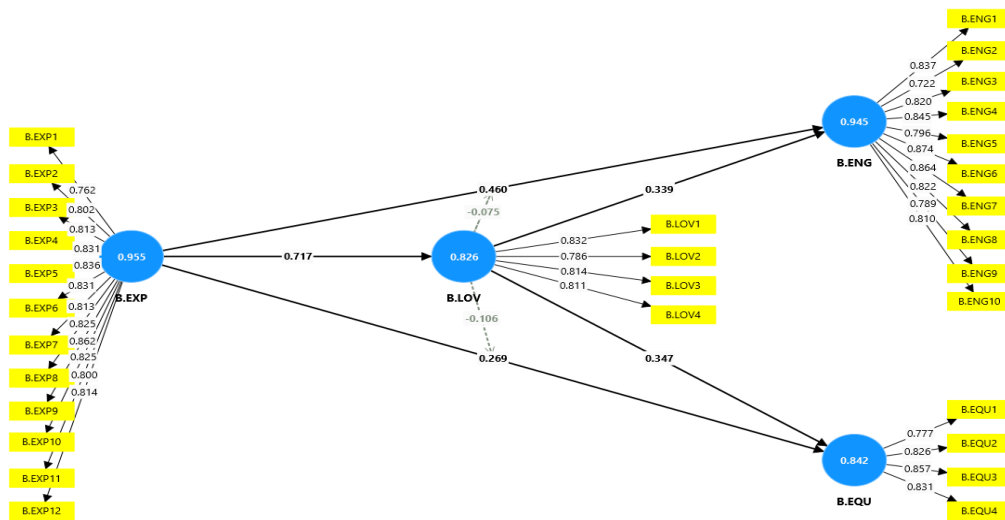
RESULTS

Responden Profile

The majority of respondents in this study were female with 91 respondents or 60.67%, while male respondents totaled 59 or 39.33%. Most of the respondents were in the age range of 18-24 years as many as 122 people or 81.33%, which is the majority of students or students who are currently studying. The majority of respondents have an undergraduate or equivalent educational background, with a total of 121 people or 80.67% of the total respondents. Most respondents in this study have an income of less than IDR 2,500,000 per month, with a total of 111 people or 74.00%. The results also show that the majority of respondents, 66 people or 35.68%, own Mac devices, and most respondents have used Apple products for 3-4 years, with a total of 82 people or 54.67%. Based on this data, respondents from Sleman occupy the largest number, namely 89 people or 59.33% of the total respondents.

Outer Model Validity Test Results

By using indicators or measurements on existing variables, this model explicitly explains the causality or relationship between latent variables, both endogenous and exogenous. Exogenous variables, also known as independent variables or determining variables, are variables whose variability is determined by assuming sources that are not included in the model. The measurement model consists of three evaluation criteria, namely convergent validity evaluation, discriminant validity evaluation, and reliability (Hair et al., 2021).



Source(s): Figure created by authors

Figure 2. Measurement Model Validity and Reliability Test

Convergent Validity

On the convergent validity of the results of the outer loading analysis for the variables studied, namely Brand Experience, Brand Love, Brand Engagement, and Brand Equity. Each item in this table has an outer loading value that reflects the validity of the indicators used to measure each variable. For the Brand Experience variable, all 12 items show an outer loading value above 0.7, with the highest value at B.EXP9 of 0.862, which indicates that these indicators are valid and reliable in measuring brand experience.

Furthermore, for the Brand Love variable, there are 4 items that also show satisfactory outer loading values. Although item B.LOV2 has the lowest value, which is 0.786, all items are still considered valid because they are above the threshold of 0.7, indicating that the indicator can describe customer love for the brand well.

Consisting of ten items, the brand engagement variable shows good external loading values. However, item B.ENG2 has the lowest value, which is 0.722, but still meets the validity criteria, although lower than other items. The highest value for this variable is in

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B.ENG6, which is 0.874, which shows that customer engagement with the Apple brand is quite strong and can be measured well with the indicators used.

Finally, of all the indicators used to calculate the brand equity variable, all show external load values above 0.7, with the highest value at B.EQU3 of 0.857. This shows that all indicators are valid and reliable.

Table 1. Average Variance Extracted (AVE) value

Variabel	Average variance extracted (AVE)
Brand Experience	0,669
Brand Love	0,657
Brand Engagement	0,671
Brand Equity	0,678

Source(s): Table by authors

Each variable in this study has an Average Variance Extracted (AVE) value above 0.5, which indicates that these variables have met the requirements for convergent validity. (Hair et al., 2021).

Reliability Test Results

The reliability test parameters in this study are based on the Cronbach alpha and Composite Reliability (CR) values which are greater than 0.7 so that the variables can be said to be reliable (Hair et al., 2021).

Table 2. Cronbach'Alpha value

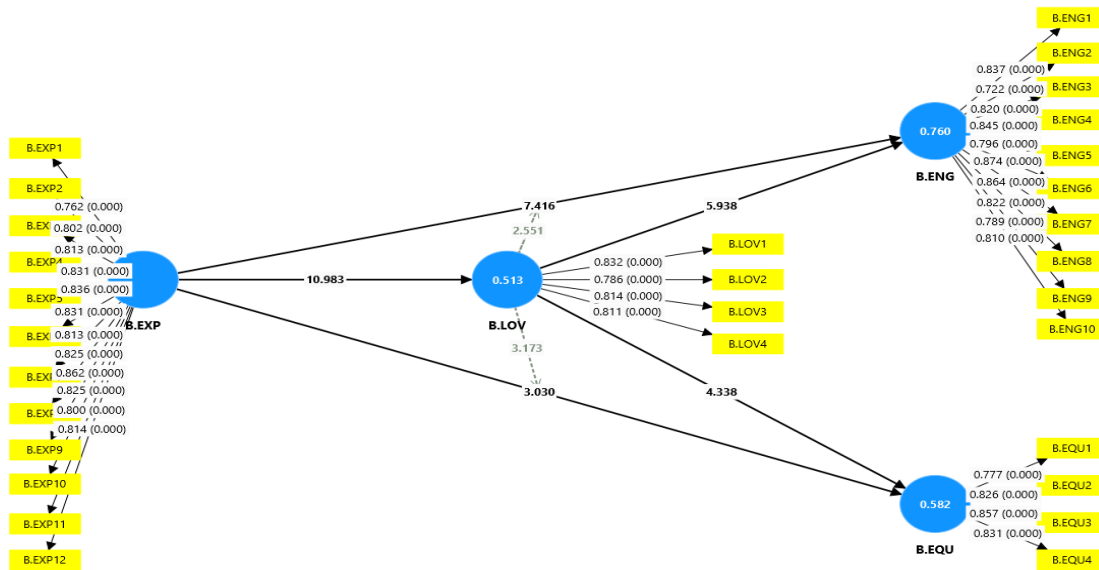
Variabel	Cronbach's alpha	Composite reliability
Brand Experience	0.955	0.960
Brand Love	0.826	0.885
Brand Engagement	0.945	0.953
Brand Equity	0.842	0.953

Source(s): Table by authors

Based on the Table 2, all variables have a Cronbach's Alpha and Composite Reliability (CR) value of more than 0.7 or meet the criteria used in this study.

Testing the Structural Model (Inner Model)

Structural model testing is carried out by testing collinearity, path coefficient test, determination coefficient test, and Q-square.



Source(s): Figure by authors

Figure 3. Bootstrapping Structural Model Test

Collinearity Test Results

Table 3. Collinearity Test Results

	B.ENG	B.EQU	B.EXP	B.LOV	B.LOV x B.EXP
B.ENG					
B.EQU					
B.EXP	2.404	2.404		1.000	
B.LOV	2.237	2.237			
B.LOV x B.EXP	1.892	1.892			

Source(s): Table by authors

No significant multicollinearity problems were found, because the variance inflation factor (VIF) value for each variable was less than five ($VIF < 5$). This finding indicates that there are no multicollinearity problems between the research variables.

Coefficient of Determination (R-Square) Test Results

Table 4. Coefficient of Determination (R-Square) Test Results

Variable	R-Square	R-Square Adjusted
Brand Engagement	0.760	0.755
Brand Equity	0.582	0.574
Brand Love	0.513	0.510

Source(s): Table by authors

The R-Square value of brand engagement with a value of 0.760 is included in the strong category ($R^2 > 0.75$), the brand equity variable with a value of 0.582 is included in the moderate category $0.50 \leq R^2 < 0.75$ while the brand love variable has an R-square value of 0.513 which is included in the moderate category because $0.50 \leq R^2 < 0.75$.

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Q-Square Test Results

Table 5. Q-Square Test Results

Variable	Q ² predict
Brand Engagement	0.700
Brand Equity	0.507
Brand Love	0.514

Source(s): Table by authors

The brand engagement variable has a q-square value of 0.700, the brand equity variable has a q-square value of 0.507, and the brand love variable has a q-square value of 0.514. From these findings, it can be concluded that the q-square values of the three variables are greater than 0. As a result, in some endogenous situations, the variables mentioned above meet the predictive relevance model.

Path Coefficient Test Results

Table 6. Research Hypothesis Testing Results

Hypothesis	β	T-statistic	P-value	Conclusion
B.EXP → B.LOV	0.717	10.983	0.000	Significant
B.EXP → B.ENG	0.460	7.416	0.000	Significant
B.EXP → B.EQU	0.269	3.030	0.002	Significant
B.LOV → B.ENG	0.339	5.938	0.000	Significant
B.LOV → B.EQU	0.347	4.338	0.000	Significant

Source(s): Table by authors

There are five hypotheses that are directly related and accepted and significant, namely the relationship between brand experience and brand love, brand experience and brand engagement, brand experience and brand equity, brand love and brand engagement and brand love and brand equity.

Table 7. Research Hypothesis Testing Results

Hypothesis	β	T-statistic	P-value	Conclusion
B.EXP → B.LOV → B.ENG	0.243	5.044	0.000	Significant
B.EXP → B.LOV → B.EQU	0.249	3.862	0.000	Significant

Source(s): Table by authors

The mediator role of brand love on brand experience and brand engagement is fully accepted (H6 is supported). The brand love variable is able to mediate the relationship between brand experience and brand equity is also significant (H7, T-statistic = 3.862 > 1.96, P-value = 0.000 < 0.05).

DISCUSSION

The Influence of Brand Experience on Brand Love

The results show that Brand Experience has a positive and significant influence on Brand Love. The positive experiences that consumers have, such as attractive product designs and satisfying innovations, contribute to the development of their love for the brand. These findings are in line with previous research, but this study emphasizes the local context in Indonesia, specifically how consumers' interactions with Apple products may differ from the global context. This research highlights that a pleasant brand experience in the Indonesian market can enhance emotional attachment more deeply compared to previous studies that did not consider local cultural factors.

The Influence of Brand Experience on Brand Engagement

This study found that Brand Experience has a positive effect on Brand Engagement. Consumers who experience positive interactions with brands tend to be more actively involved in brand activities, both through social media and recommendations. These results reinforce existing literature, but also suggest that in a technological context, brand engagement can be influenced by the digital elements that are more dominant today. Previous research may not have fully explored this aspect of digital interactions, so this study provides a new perspective on how brand experiences can drive engagement.

The Influence of Brand Experience on Brand Equity

The results showed that Brand Experience has a positive impact on Brand Equity. Consumers who have a good experience with Apple products tend to see the brand as more valuable. These findings are in line with previous studies but emphasize the importance of emotional and physical elements in the context of technology, providing new insights into how brand experience can build brand equity specifically in the Indonesian market.

The Influence of Brand Love on Brand Engagement

Brand Love is proven to have a significant effect on Brand Engagement. The greater consumers' love for the brand, the higher their level of engagement. This research shows that strong emotional bonds can encourage consumers to participate in various activities carried out by the brand. This provides additional evidence that emotional bonds are very important when it comes to technology products, in contrast to previous research that may have focused more on logical factors.

The Influence of Brand Love on Brand Equity

Research shows that when customers like a brand, they tend to view the brand as more valuable, which increases brand value. This research advances our understanding of how emotional connections can increase our perception of a brand's overall value. It also shows a difference in technology compared to other areas.

The Influence of Brand Love Mediating Brand Experience on Brand Engagement

This study found that good brand experiences not only create feelings of love but also drive greater engagement. These findings suggest that emotions play a critical role in the customer engagement process, providing new insights into how brand experiences can be used to enhance customer engagement.

The Influence of Brand Love Mediating Brand Experience on Brand Equity

The results of the study show that good brand experiences, such as pleasant interactions and high-quality products, can increase consumer love for the brand and increase brand equity. Furthermore, brand love serves as a link between consumer experience and brand equity. This study opens our eyes to how Brand Love interacts with technology, especially Apple products in Indonesia. This study shows that positive brand experiences are very important, not only the experience itself, but also how the experience forms an emotional connection with customers. Often, previous studies do not consider local or industry-specific aspects when analyzing them.

CONCLUSIONS

This study aims to increase understanding of the influence of brand experience on brand engagement and brand equity mediated by brand love for Apple products. The results of the study have been analyzed, so it can be concluded that Brand experience has a positive effect on brand love, Brand experience has a positive effect on brand engagement, Brand experience has a positive effect on brand equity, Brand love has a positive effect on brand engagement, Brand love has a positive effect on brand equity, Brand love has a positive effect on mediating brand experience on brand engagement, and Brand love has a positive effect on mediating brand experience on brand equity.

This research makes a theoretical contribution by highlighting the importance of brand experience in building brand love, which in turn affects brand engagement and brand equity. The results of this study support the theory that strong brand experiences can build deep emotional bonds between consumers and brands, as proposed in the brand relationship model. In addition, the findings provide empirical validation of the importance of emotional factors in influencing consumer engagement, reinforcing the concept that emotional elements are key components in effective brand management strategies. In addition, this study provides a basis for future research to investigate how

demographic and psychographic characteristics influence brand experience. In addition, how digital platforms influence brand equity will also be discussed.

According to the study, the marketing strategy of companies, especially Apple, should focus on creating a memorable and emotionally engaging brand experience. Companies should continue to innovate in product design, technology, and customer service to ensure that the quality and appearance of products meet or even exceed customer expectations. In addition, a strategic step to increase customer engagement is to build a strong emotional bond through interactions that are tailored to customer preferences, including exceptional after-sales service. In addition, businesses should leverage digital platforms such as e-commerce, mobile applications, and social media to create a consistent and engaging brand experience for customers. By emphasizing brand quality and exclusivity, the study provides relevant strategic directions to expand market share in regions such as Indonesia.

Limitations and Recommendations

The limitations of the study are the relatively small sample size, which is 150 respondents and only involving respondents from one region. This study also provides suggestions for companies, namely that Apple needs to continue to innovate and maintain the quality of its products in order to remain the main choice for consumers. Although Apple's market share in Indonesia has shown an increase since 2015, the company needs to continue to strive to expand its market penetration in this country. By emphasizing product innovation, quality, and exclusivity, as well as strengthening an integrated product ecosystem, Apple can attract more consumers in Indonesia and for further research, it can make comparisons with other competitor brands in order to provide deeper insights.

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