ANALYSIS OF THE INFLUENCE OF BRAND EXPERIENCE ON SMARTPHONE CUSTOMER LOYALTY IN INDONESIA

Indah Dwi Cahyani[1]
Universitas Islam Indonesia, Yogyakarta, Indonesia
21311256@students.uii.ac.id

Aldilla Nadhira Ayu Setyaning[2*]
Universitas Islam Indonesia, Yogyakarta, Indonesia
193110102@uii.ac.id

Abstract

This research analyzes the influence of brand experience, perceived quality, brand trust, and brand loyalty on smartphone consumers in Indonesia. This research was motivated by the intense competition in the Indonesian smartphone market, so it is important to understand the factors influencing consumer loyalty to brands. This research used a quantitative approach with the Structural Equation Model (SEM) method and data collection through purposive sampling. Data samples were taken from Indonesian smartphone consumers aged 20 to 34, with 280 respondents. This research has five hypotheses, and four of them are accepted. However, perceived quality does not positively and significantly affect brand loyalty.

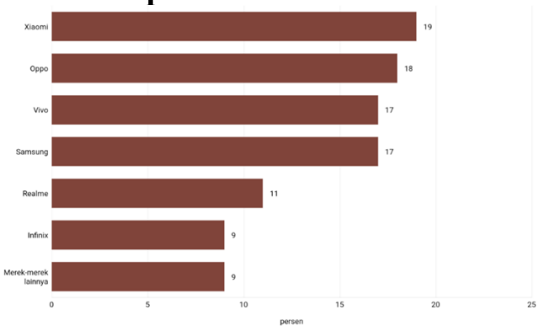
Keywords: Brand Experience, Perceived Quality, Brand Trust, Brand Loyalty

INTRODUCTION

The technology industry continues to experience developments that make it one of the most dynamic economic sectors in the world. Technology now plays an important role in supporting various aspects of modern life. This era is also known as the digital era, where the integration of digital, physical, and biological technology has significantly changed how humans live, work, and interact (Sariwardani, 2023). This progress also supports the creation of digital-based services that increasingly dominate daily life activities, such as communication, financial transactions, and searching for information via smartphone.

Smartphones are a technology that is developing rapidly every year; in this era, various information is being widely accessed, especially with the increasing increase in internet access, as is happening in Indonesia. As the country with the fourth largest population in the world, Indonesia has promising market potential for industry smartphones. The increasing demand for smartphones is driven by the penetration of digital technology, especially among the younger generation, such as Millennials and Gen Z (Onjewu et al., 2024).

Figure 1
Smartphone Sales in Indonesia



Source: (Databox, 2024)

According to Figure 1, the smartphone market in Indonesia is competitive, with global and local brands fighting to capture market share. From Xiaomi, Oppo, Vivo, Samsung, Realme, and Infinix, a number of well-known brands compete for products with different specifications and price ranges.

In the competitive landscape in the premium segment, global brands like Samsung usually lead with their flagship offerings. In contrast, companies like Xiaomi, Oppo, Vivo, and Realme can maintain market share in the lower middle market range with competitive prices and attractive features. In the last five years, market share has changed dramatically, and there has been rapid growth in Chinese brands, displacing previous leaders. Smartphones have become a much-needed tool in people's lives today by providing profitability, connectivity, and various applications and features needed in everyday life (Sun et al., 2023).

Researchers use idea development (replication) inspired by research (Akoglu & Özbek, 2022). Previous research models used four variables: brand experience, perceived quality, trust, and loyalty. Previous studies contribute to understanding the loyalty process of sports consumers.

Perceived quality, based on the benefits and performance offered by the manufacturer, is also crucial in sales excellence smartphones. In the sales context of smartphones in Indonesia, perceived quality includes customer assessments of device

performance, battery life, camera quality, design, and other supporting technologies. Perceived quality is a customer's perception of the general quality of a product about its final destination, compared to other alternatives (Cammarano et al., 2023). The most influential factor in product or service excellence is the creation of brand trust. Brand trust towards a brand is based on the belief that the brand can fulfill customer promises and expectations. Brand trust is important in creating a sustainable competitive advantage (Lappeman et al., 2023). Brand loyalty is crucial in maintaining market position and increasing smartphone sales figures in Indonesia, especially amidst increasingly fierce competition between brands. Brand loyalty is considered a key measure of the success of a company's marketing strategy (Mostafa & Kasamani, 2021).

Variable brand experience, perceived quality, brand trust, and brand loyalty are essential to be analyzed in the context of smartphone sales in Indonesia because they mutually influence consumer decisions when choosing products. This research will analyze the relationship between brand experience, brand perceived quality, brand trust, and brand loyalty in smartphone sales. Different prices, quality, and features of each product give consumers different preferences. Thus, this research aims to identify and analyze the main factors contributing to the smartphone market share in Indonesia and to evaluate the challenges and opportunities manufacturers face in meeting complex and dynamic market needs.

RESEARCH METHOD

This research used a quantitative approach based on the philosophy of positivism. The aim is to investigate a particular population or sample by collecting data using surveys or questionnaires, which are then analyzed quantitatively or statistically (Ghanad, 2023). This approach was chosen to produce strong empirical evidence and data-based conclusions and allow the generalization of findings to a broader population.

Sampling Strategy

The research population was Indonesian people aged 20 to 34, with the most significant number of smartphone users (Goodstats.id, 2022). The sample size was determined using the formula of Hair et al. (2019), involving 280 respondents, to ensure rich data and accurate parameter estimates—the formula of Hair et al. (2019), namely 5 to 10 times the number of indicators. There were 28 indicators in this study, so the results obtained were 140 to 280.

Questionnaire Structure

The questionnaire was distributed online via Google Forms to smartphone users who made at least one purchase last year. The survey consisted of questions covering four variables, and respondents were asked to respond to a series of statements. The Likert scale used in this research has five levels as measurement values, with predetermined categories.

Justification for PLS-SEM

The data analysis method used is Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) tool. PLS was chosen because it can analyze models with many variables and evaluate the relationships between variables in dynamic situations (Hair et al., 2019). It can also work with data that does not meet the assumptions of normality or homoscedasticity.

Measurement Validity and Reliability

Validity tests ensure that the instrument measures the variables to be studied, focusing on content and construct validity (Sireci & Benítez, 2023). Reliability tests evaluate the internal consistency of the instrument using Cronbach's alpha coefficient (Uma Sekaran & Roger Bougie, 2020) with a criterion value above 0.60 (Hair et al., 2019).

Structural Model Assessment and Hypothesis Testing

The structural model (inner model) was tested through collinearity tests (VIF < 5), coefficient of determination (R-square), predictive relevance (Q-square > 0), and path coefficient (path coefficient). Hypothesis testing was carried out by assessing the T-value (> 1.96) and P-value (< 0.05) (Hair et al., 2019). Descriptive analysis was also used to describe the information collected (Liu et al., 2023). Statistical analysis was used to establish relationships between variables and draw conclusions (Shang, 2023).

RESULTS AND DISCUSSION

Descriptive Analysis of Respondent Characteristics

Based on the results of a questionnaire from 280 respondents, data were obtained as shown in the following table:

Table 1
Characteristics of Respondents Based on Gender

Information	Number (N)	Percentage (%)
Female	243	86,9%
Male	37	13,1%
Total	**280**	**100%**

Source: Primary Data, 2025

Based on the results from Table 1, the majority of respondents in this study were female, with 243 females (86.9%), while 37 respondents (13.1%) were male.

Descriptive Analysis of Respondent Characteristics Based on Age

Based on the results of a questionnaire from 280 respondents, data were obtained as shown in the following table:

Table 2
Characteristics of Respondents Based on Age

Information	Number (N)	Percentage (%)
20 - 25 years	73	25,9%
26 - 30 years	95	34,1%
30 - 34 years	69	24,5%
Over 34 years	43	15,5%
Total	**280**	**100%**

Source: Primary Data, 2025

Table 2 shows that 73 respondents were aged 20-25 (25.9%), 95 respondents were aged 26-30 (34%), 69 were aged 26-30 (34%), 69 were aged over 34 (24.5%), and 43 were aged over 34 (15.5%).

Descriptive Analysis of Respondent Characteristics Based on Last Education

Based on the results of a questionnaire from 280 respondents, data were obtained as shown in the following table:

Table 3
Characteristics of Respondents Based on Last Education

Information	Number (N)	Percentage (%)
Elementary school or equivalent	-	-
Middle school or equivalent	11	3,8%
High school or equivalent	189	67,6%
Diploma/S1	76	27,2%
S2/S3	4	1,4%
Total	**280**	**100%**

Source: Primary Data, 2025

Table 3 shows that 189 respondents had a high school education or equivalent (67.6%), 76 respondents had a diploma/bachelor's degree (27.2%), 11 respondents had a junior high school or equivalent (3.8%), and 4 respondents had a master's/doctoral degree (1.4%).

Descriptive Analysis of Respondent Characteristics Based on Occupation

Based on the results of the questionnaire distributed to 280 respondents, data were obtained as follows:

Table 4
Characteristics of Respondents Based on Occupation

Information	Number (N)	Percentage (%)
Housewife	95	34,1%
Entrepreneur/Freelance	64	22,8%
Private sector employee	78	27,9%
Student/Students	33	11,7%
Civil servants/BUMN	10	3,5%
Total	**280**	**100%**

Source: Primary Data, 2025

Based on Table 4, it can be seen that 95 respondents work as housewives (34%), private employees 78 respondents (27.9%), self-employed/freelance 64 respondents (22.8%), students were 33 respondents (11.7%), and civil servants/BUMN were 10 respondents (3.5%).

Descriptive Analysis of Respondent Characteristics Based on Domicile

Based on the results of a questionnaire from 280 respondents, the following data were obtained:

Table 5
Characteristics of Respondents Based on Domicile

Information	Number (N)	Percentage (%)
DKI Jakarta	95	34,1%
Yogyakarta	46	16,6%
Riau islands	3	1%
East Java	21	7,6%

Bandung	38	13,5%
Banten	13	4,8%
Semarang	8	2,7%
Tangerang	10	3,4%
Bogor	11	3,9%
Bekasi	35	12,4%
Total	**280**	**100%**

Source: Primary Data, 2025

Based on Table 5, it can be seen that 95 respondents domiciled in DKI Jakarta (34.1%), 46 respondents in Yogyakarta (16.6%), 38 respondents in Bandung (13.5%), 35 respondents in Bekasi (12.4%), 21 respondents in East Java (7.6%), 13 respondents in Banten (4.8%), 11 respondents in Bogor (3.9%), 10 respondents in Tangerang. (3.4%), Semarang had 8 respondents (2.7%), and Riau Islands had 3 respondents (1%).

Descriptive Analysis of Respondent Characteristics Based on Average Monthly Income

Based on the results of distributing questionnaires to 280 respondents, data were obtained as shown in the following table:

Table 6
Characteristics of Respondents Based on Monthly Income

Information	Number (N)	Percentage (%)
< IDR 1,000,000	38	13,4%
IDR 1,000,000 - IDR 2,000,000	49	17,6%
IDR 3,000,000 - IDR 5,000,000	114	40,7%
IDR 6,000,000 - IDR 10,000,000	67	23,8%
> IDR 10,000,000	9	3,1%
No income yet	4	1,4%
Total	**280**	**100%**

Source: Primary Data, 2025

Table 6 shows respondents with an income of IDR 3,000,000 - IDR 5,000,000 as many as 114 respondents (40.7%), IDR 6,000,000 - IDR 10,000,000 as many as 67 respondents (23.8%), IDR 1,000,000 - IDR 2,000,000 as many as 49 respondents (17.6%), < IDR 1,000,000 as many as 38 respondents (13.4%), > IDR 10,000,000 as many as 9 respondents (3.1%), and respondents who did not have income were 4 respondents (1.4%).

Descriptive Analysis of Research Variables

Descriptive analysis of variables can be carried out by calculating the average value of the variable based on the minimum and maximum value references. Thus, the assessment interval can be determined according to predetermined criteria.

Table 7
Respondent Characteristics

Interval	Category
1,00 until 1,80	Very Low
1,81 until 2,60	Low
2,61 until 3,40	Average
3,41 until 4,20	High

4,21 until 5,00	Very high

Source: Primary Data, 2025

Descriptive Analysis of Brand Experience Research Variables

The following are the results of the brand experience variable:

Table 8
Descriptive Analysis of Brand Experience Research Variables

Code	Item	Mean	Criteria
BE1	This brand makes a strong impression on my senses through visual design, sound or other sensations	4,44	Very high
BE2	This brand attracts my attention through things I can see, hear, feel, or touch (sensory)	4,37	Very high
BE3	This brand does not attract my attention through any sense such as sight	1,93	Low
BE4	This brand evokes certain feelings or emotions in me	3,70	High
BE5	I don't have any strong emotions towards this brand	2,40	Low
BE6	This brand makes me feel emotionally connected	3,74	High
BE7	I use it often smartphone this is for a specific activity or actively utilizing its features	4,51	Very high
BE8	This brand provides a real experience when I use it	4,49	Very high
BE9	This brand does not encourage users to take immediate action	2,43	Low
BE10	This brand makes me think about innovation, features, or uniqueness of its products	4,35	Very high
BE11	This brand doesn't push me to think about new or interesting things	2,11	Low
BE12	This brand makes me curious and want to solve problems	4,05	High
	Average	**3,18**	**Currently**

Source: Primary Data, 2025

Based on Table 8, the average respondent scored 3.18 (medium). The highest value is shown in item code BE7: "I use it often smartphone this is for a specific activity or actively utilize its features" with an average of 4.51 (high). However, the lowest value is item code BE3: "This brand does not attract my attention through any sense such as sight," with an average of 1.93 (low). The analysis results show that respondents generally gave a medium-level assessment of the variables studied, with the highest value related to feature utilization.

A smartphone is active for certain activities. On the other hand, the lowest value indicates that the brand can less attract respondents' attention from sensory aspects, such as sight.

Descriptive Analysis of Research Variables Perceived Quality

The following are the results of the perceived quality variable:

Table 9
Descriptive Analysis of Research Variables Perceived Quality

Code	Item	Mean	Criteria
PQ1	This brand is reliable	4,48	Very high
PQ2	This brand has good quality	4,57	Very high
PQ3	This brand is quality	4,52	Very high
PQ4	This brand is long-lasting	4,51	Very high
PQ5	This brand is perfect for my purposes	4,45	Very high
PQ6	This brand is better than the other smartphone brands	4,18	High
	Average	**4,45**	**Very high**

Source: Primary Data, 2025

Based on Table 9, the average respondent gave a score of 4.45 (very high). The highest value is shown in item code PQ2: “This brand has good quality” with an average of 4.57 (very high). However, the lowest value is in item code PQ6: “This brand is better than the other smartphone brand” with an average of 4.18 (high). The results of the analysis show that on average, respondents gave a very good assessment of the overall brand quality. Although the majority of items received very high ratings, there was one item with a lower rating but still in the high category.

Descriptive Analysis of Brand Trust Research Variables

The following are the results of the brand trust variable:

Table 10
Descriptive Analysis of Brand Trust Research Variables

Code	Item	Mean	Criteria
BT1	I trust this brand	4,45	Very high
BT2	I rely on this brand	4,32	Very high
BT3	This is an honest brand	4,27	Very high
BT4	I feel safe when purchasing this brand because I know it will not disappoint	4,44	Very high

	Average	**4,37**	**Very high**

Source: Primary Data, 2025

Based on Table 10, the average respondent scored 4.37 (very high). The highest value is shown in item code BT1: "I trust this brand," with an average of 4.45 (very high). However, the lowest score was in the BT3 item code: "This is an honest brand," with an average of 4.27 (very high). The analysis results show that overall trust in the brand received a good rating, with consumer trust receiving the most positive response. However, aspects related to perceived brand honesty receive a slightly lower rating than other indicators.

Descriptive Analysis of Brand Loyalty Research Variables

The following are the results of the brand loyalty variable:

Table 11
Descriptive Analysis of Brand Loyalty Research Variables

Code	Item	Mean	Criteria
BL1	I feel better when using this brand	4,23	Very high
BL2	This brand is more impressive than other brands	4,13	High
BL3	When I go shopping, this brand is the only brand I will buy	3,95	High
BL4	Apart from this brand, no other brand caught my attention	3,56	High
BL5	If this brand is not available in the store, I will not buy or look for another brand in another store	3,50	High
BL6	I will continue to use this brand of products in the future	4,00	High
	Average	**3,89**	**High**

Source: Primary Data, 2025

Based on Table 11, the average respondent scored 3.89 (high). The highest value is shown in item code BL1: 'I feel better when using this brand," with an average of 4.23 (very high). However, the lowest value is in item code BL5: "If this brand is not available in the store, I will not buy or look for another brand in another store," with an average of 3.50 (high). Respondents overall gave a positive assessment of the variables analyzed. Items about feeling better when using a brand get the highest value, while items about loyalty to not switching brands have the lowest value.

Outer Model Evaluation or Measurement Model

Validity Test

This research tested validity using the Convergent Validity Test and Discriminant Validity Test. The convergent validity test is carried out to evaluate whether the research results can be declared convergently valid. Two main aspects must be considered in the convergent validity test: outer loading and average variance extracted (AVE). Based on the opinion of Hair et al. (2019), research is considered valid if the value Average Variance

Extracted (AVE) reaches a minimum of 0.50. The result of outer loading is shown in Table 12 below.

Based on test results using the software SmartPLS, obtained the following results:

Table 12
Outer Loading

	BE	BL	BT	PQ	Information
BE10	0,770				Valid
BE12	0,778				Valid
BE2	0,755				Valid
BE4	0,759				Valid
BE6	0,718				Valid
BL1		0,763			Valid
BL2		0,883			Valid
BL3		0,899			Valid
BL4		0,819			Valid
BL5		0,734			Valid
BL6		0,874			Valid
BT1			0,859		Valid
BT2			0,894		Valid
BT3			0,882		Valid
BT4			0,877		Valid
PQ1				0,877	Valid
PQ2				0,896	Valid
PQ3				0,876	Valid
PQ4				0,813	Valid
PQ5				0,828	Valid
PQ6				0,737	Valid

Source: Primary Data, 2025

It can be concluded from the information in Table 12 that all indicators have met the criteria (>0.50). Based on this, it can be interpreted that all indicators have value loading factors, the good ones. Based on this, proceed to the next test:

Table 13
Average Variance Extracted

	Average Variance Extracted (AVE)
BE	0,572
BL	0,691
BT	0,771
PQ	0,705

Source: Primary Data, 2025

In Table 13 above, it is known that the average variance extracted (AVE) value for all variables is greater than 0.5. The discriminant validity test is carried out by analyzing the

value of each variable item. A variable is declared discriminately valid if its value exceeds the criteria (>0.50). The following is a discussion of the results of discriminant validity.

Discriminant Validity Test

Table 14
Discriminant Validity Results
Fornell-Larcker Criterion

	BE	BL	BT	PQ	Information
BE	0,756				Valid
BL	0,609	0,831			Valid
BT	0,620	0,784	0,878		Valid
PQ	0,644	0,719	0,834	0,840	Valid

Source: Primary Data, 2025

The table of discriminant validity results shows that the results of each majority variable item have a greater value than the variables below. For example, the value of Brand Experience (0.756) is greater than Brand Loyalty (0,609). Item Brand Trust (0.878), which is greater than the value Perceived Quality (0.834). These results can be seen that this research variable has discriminant validity with good results.

Table 15
Discriminant Validity Results
Heterotrait – monotrait

	BE	BL	BT	PQ
BE				
BL	**0,688**			
BT	**0,714**	0,853		
PQ	**0,734**	**0,774**	**0,917**	

Source: Primary Data, 2025

Based on Table 16, the HTMT test results for all variables in the study show the HTMT value is below 0.90, in accordance with the criteria set by Hair et al. (2019). Thus, the HTMT values for all variables are declared valid. However, there is an exception for the variable coded BT, which has a value of 0.917. Because this value is above the limit of 0.90, the BT variable is declared invalid in this HTMT test, indicating a potential discrimination problem between variables.

Reliability Test

In this study, convergent and discriminant validity tests are conducted, and reliability tests need to be conducted. These reliability tests can be measured using Cronbach's s alpha and composite reliability.

A variable is considered reliable with a Cronbach's alpha and composite reliability value of 0.6 or more. According to Hair et al. (2019), value composite reliability (CR) must reach a minimum of 0.6 to declare the variable reliable. Therefore, a measuring instrument is considered reliable if the value of Cronbach's alpha and composite reliability (CR) meets these criteria. In Table 16, all variables show reliable Cronbach's alpha values because each has met the specified criteria. For example, the variable Brand Experience has a value of

0.870, while Brand Loyalty reached 0.930. More complete information can be seen in Table 16 below.

Table 16
Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Information
BE	0,814	0,819	0,870	0,572	Reliable
BL	0,910	0,918	0,930	0,691	Reliable
BT	0,901	0,902	0,931	0,771	Reliable
PQ	0,915	0,915	0,935	0,705	Reliable

Source: Primary Data, 2025

Structural Model Test (Inner Model)

This research also involves testing structural models, or what is known as inner models, to analyze the relationship between variables. The structural model test was carried out by evaluating the Value Square (R^2) on the dependent variable. Meanwhile, the independent variables were tested through path coefficient analysis (path coefficient).

Collinearity Test

The collinearity test is one of the methods used to test structural models by analyzing the relationship between latent variables. In the PLS-SEM approach, collinearity can be identified through a tolerance value of 0.20 or lower and a VIF value above 5. If this value exceeds the threshold, this indicates a potential collinearity problem. If the level of collinearity is too high or the VIF value reaches 5 or more, it is necessary to consider deleting one of the relevant indicators (Hair et al., 2019). The following are more detailed results, which can be seen in Table 17:

Table 17
Collinearity Test
Inner VIF Values

	BE	BL	BT	PQ
BE		1,776	1,000	1,000
BL				
BT		3,412		
PQ		3,589		

Source: Primary Data, 2025

Coefficient of Determination (R-Square)

R-squared is one of the most frequently used measures to evaluate and measure the extent to which exogenous variables can explain endogenous variables. This coefficient represents a measure of the model's predictive ability, which is calculated as the square of the correlation between the actual and predicted values of a particular endogenous construct. This coefficient reflects the combined effect of exogenous latent variables on endogenous latent variables. In Table 18, the R^2 results for each variable measured are presented.

Table 18
R-Square Results

	R Square	R Square Adjusted
BL	0,645	0,641

BT	0,384	0,382
PQ	0,414	0,412

Source: Primary Data, 2025

Table 18 shows that brand loyalty is described by the antecedent variable of 64.1%, brand trust by 38.2%, and perceived quality by 41.2%.

Predictive Relevance (Q-Square)

Q-Square indicates how accurate the structural model is in predicting data outside the sample, which is not used in model estimation (Hair et al., 2019). In the structural model, the value Q-Square must be greater than zero ($Q^2>0$) to reflect the predictive relevance of a particular endogenous latent variable. This indicates that the path model has predictive relevance for certain dependent constructs (Hair et al., 2019). Results Q-Square in this research can be seen in Table 19 below.

Table 19
Q-Square Results

	SSO	SSE	Q^2 (=1-SSE/SSO)
BE	1450,000	1450,000	
BL	1740,000	998,836	0,426
BT	1160,000	820,987	0,292
PQ	1740,000	1238,357	0,288

Source: Primary Data, 2025

Table 19 shows that the variable Brand Loyalty has a Q-Square value of 0.426, Brand Trust of 0.292, and Perceived Quality of 0.288. Brand Experience has a value of 0 because BE is an independent variable.

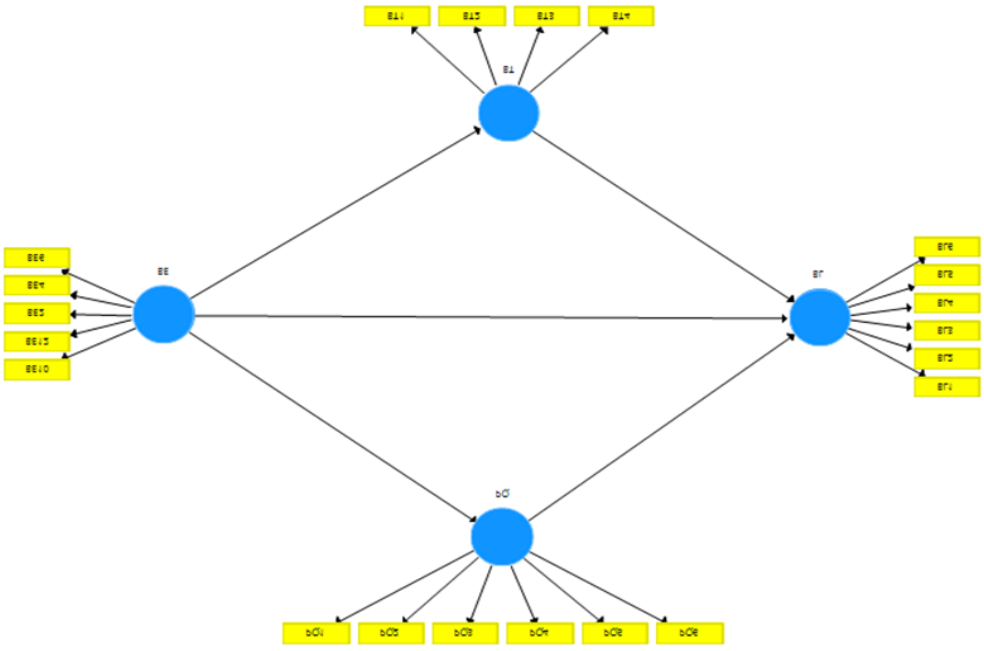


Figure 2
Q-Square Blindfolding Results

Source: Primary Data, 2025

Path Coefficient (Hypothesis Testing)

Using bootstrapping techniques, path coefficients are used to test hypothesis results with calculations carried out via the SmartPLS application. Based on the bootstrapping results shown in Table 20, all hypotheses are supported except for H4, which is not supported. This is in accordance with the principle explained by Hair et al. (2019), where the T-value statistics must be more than 1.96, and the P-value must be less than 0.05. Therefore, all hypotheses are accepted except H4. A more detailed explanation of the path coefficient test results is presented in Table 20.

Table 20
Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	conclusion
BE → BL	0,609	0,610	0,037	16,444	0,000	H1 Accepted
BE → PQ	0,644	0,644	0,036	18,067	0,000	H2 Accepted
BE → BT	0,620	0,624	0,038	16,516	0,000	H3 Accepted
PQ → BL	0,142	0,143	0,075	1,900	0,058	H4 Rejected
BT → BL	0,559	0,560	0,078	7,191	0,000	H5 Accepted

Source: Primary Data, 2025

Therefore, the following is Bootstrapping in the path coefficient results:

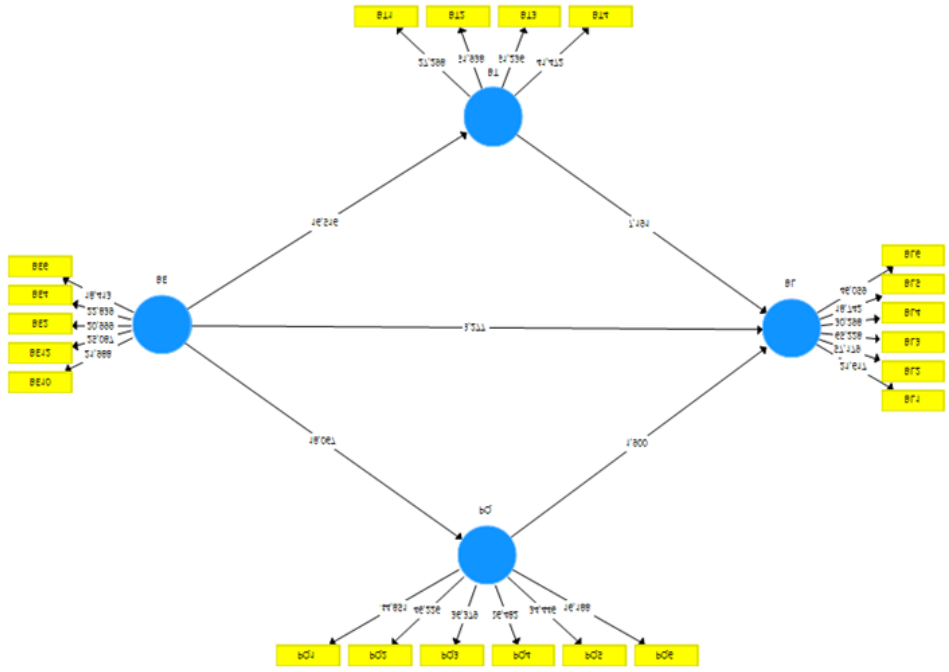


Figure 3 Q-Square Blindfolding Results
Source: Primary Data, 2025

Brand Experience Influences Brand Loyalty

Based on the hypothesis testing table, the relationship between brand experience and brand loyalty in smartphone users in Indonesia is proven by the positive influence of 16,444. These results align with previous research (Lacap & Tungcab, 2020). Experience with a brand plays a crucial role in creating brand loyalty, especially among users of smartphones in Indonesia. When a smartphone can provide a satisfying experience in this aspect, consumers tend to be more attached and loyal to the brand, even though there are many other choices on the market (Rahmadhany & Amalia, 2023).

This finding aligns with previous researchers (Chandra & Tan, 2023). Furthermore, consistent and positive interactions with a brand increase satisfaction and strengthen the emotional bond between consumers and the brand. Therefore, an optimal brand experience not only encourages repeat purchases but also builds solid trust, resulting in loyalty that supports brand growth and competitiveness in the smartphone market in Indonesia. Thus, based on this analysis, there is a positive influence between brand experience and brand loyalty, **accepted.**

Brand Experience Influences Perceived Quality

Based on the hypothesis testing table, the relationship between brand experience and the perceived quality of the smartphone of the user in Indonesia is proven by the positive influence of 18,067. These results are in line with previous research (Eslami, 2020). Consumer interactions with brands' smartphones, whether through direct use, shopping experiences, or digital communications, influence their perceptions. An example can be seen in consumers in Indonesia who bought a smartphone with quality and smooth use without interruption. This experience makes them feel that the brand can provide an excellent experience compared to similar products. Conversely, negative experiences, such as

problems with the system or difficulties in repair services, can distort consumer judgment, even if the product is of good quality (Jeon & Yoo, 2021).

This finding is in accordance with previous researchers (Bae & Jeon, 2022). In Indonesia, smartphone consumers often consider competitive prices and additional benefits in the purchase package. For example, in Indonesia, many consumers buy at affordable prices but get additional benefits such as free adapters or additional accessories that provide more value without additional costs. This positive experience makes consumers feel they are getting more value for the price. This will ultimately strengthen their perception of the brand based on a quality brand experience. Thus, based on this analysis, a positive influence exists between brand experience and perceived quality, **accepted.**

Brand Experience Influences Brand Trust

Based on the hypothesis testing table, the positive influence of 16,516 proves the relationship between brand experience and brand trust in smartphone users in Indonesia. These results are in line with previous research (M. A. Khan et al., 2020). A satisfying brand experience can build solid consumer trust, ultimately increasing product loyalty. In Indonesia, consumers often judge smartphones based on comfort factors and design. When consumers feel that a brand can meet their needs reliably and professionally, their level of trust in the brand will increase.

This finding is in accordance with previous researchers (Pratiwi et al., 2021). In the consumer context of e-commerce, this relationship becomes crucial, considering smartphones not only function as a communication tool but also as a means for online transactions that demand security and reliability. The positive experience gained from fast and smooth device performance can strengthen their trust in the brand, which ultimately encourages consumers to remain loyal and continue purchasing products from the same brand in the future (Ramadhina & Mangruwa, 2023). Thus, based on this analysis, a positive influence exists between brand experience and brand trust, **accepted.**

Perceived Quality Influences Brand Loyalty

Based on the hypothesis testing table, the relationship between perceived quality and brand loyalty among smartphone users in Indonesia has proven to be unsupportable. This can be seen from the T-value < 1.96, 1.900, and the P-value > 0.05, 0.058. These results are in line with previous research (Chan et al., 2022). In this research, the influence of perceived quality on brand loyalty among users of smartphones in Indonesia does not show strong significance. This happens because product quality has become a basic expectation for consumers, so almost all brands can meet the expected standards (Pasaribu et al., 2022).

Apart from that, consumers tend to prioritize other factors such as price, innovation, and additional features that provide more value than pure product quality. According to Violin et al. (2022), external elements such as social influence, marketing strategy, and after-sales service play a more significant role in building consumer trust and loyalty, so perceived quality alone is not enough to influence brand loyalty significantly. Thus, based on this analysis, the influence between perceived quality and brand loyalty was **rejected** in this research.

Brand Trust Influences Brand Loyalty

Based on the hypothesis testing table, the positive influence of 7,191 proves the relationship between brand trust and brand loyalty among smartphone users in Indonesia. These results are in line with previous research (Na et al., 2023). For digital content creators,

smartphones are the primary tool for creating, editing, and distributing visual materials. They emphasize perceived qualities such as camera sharpness, display clarity, and processor speed, which are important factors in determining satisfaction and trust in a brand.

This finding was strengthened by previous researchers (Hill & Yoeung, 2024). Loyal consumers support customer retention and actively spread a positive brand image through recommendations to others. Companies can increase their competitive advantage by maintaining and strengthening consumer trust, especially in competitive markets (Nilowardono et al., 2020). Thus, based on this analysis, there is a positive influence between brand trust and brand loyalty, **accepted.**

CONCLUSION

This study indicates that brand experience positively influences smartphone customer loyalty in Indonesia. Good brand experience increases brand loyalty, perceived quality, and brand trust. However, perceived quality does not significantly affect loyalty without brand experience and trust. Trust in brands is a significant factor in maintaining customer loyalty. The managerial implications of this study include the importance of the government in improving digital literacy and infrastructure, companies focusing on product and service innovation, and education that needs to adapt to the development of the technology industry. This study is limited to brand experience, perceived quality, brand trust, and brand loyalty in Indonesia with a limited sample. Therefore, future research should expand the variables and samples and use more diverse data collection methods. In addition, future research can explore the differences in the influence of brand experience between market segments and specific elements that influence purchasing decisions.

REFERENCES

Akoglu, H. E., & Özbek, O. (2022a). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics, 34*(10), 2130–2148. https://doi.org/10.1108/APJML-05-2021-0333

Akoglu, H. E., & Özbek, O. (2022b). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics, 34*(10), 2130–2148. https://doi.org/10.1108/APJML-05-2021-0333

Alzoubi, H., Alshurideh, M., Kurdi, B. Al, Akour, I., & Aziz, R. (2022). Does BLE technology contribute towards improving marketing strategies, customers' satisfaction and loyalty? The role of open innovation. *International Journal of Data and Network Science*, *6*(2), 449–460. https://doi.org/10.5267/j.ijdns.2021.12.009

Amoroso, S., Pattuglia, S., & Khan, I. (2021). Do Millennials share similar perceptions of brand experience? A clusterization based on brand experience and other brand-related constructs: the case of Netflix. *Journal of Marketing Analytics, 9*(1), 33–43. https://doi.org/10.1057/s41270-021-00103-0

Bae, J. H., & Jeon, H. M. (2022). Exploring the Relationships among Brand Experience, Perceived Product Quality, Hedonic Value, Utilitarian Value, and Brand Loyalty in

Unmanned Coffee Shops during the COVID-19 Pandemic. *Sustainability (Switzerland), 14*(18). https://doi.org/10.3390/su141811713

Cammarano, A., Varriale, V., Michelino, F., & Caputo, M. (2023). Employing online big data and patent statistics to examine the relationship between end product's perceived quality and components' technological features. *Technology in Society, 73*. https://doi.org/10.1016/j.techsoc.2023.102231

Celyn, J., & Hasan, G. (2023). Pengaruh Brand Experience, Perceived Value, Brand Personality, Brand Image, Product Quality Dan Service Quality Terhadap Brand Loyalty dengan Brand Trust Sebagai Variabel Mediasi pada Pengguna Brand Handphone di Kota Batam. SEIKO : *Journal of Management & Business, 6*(1), 168–177. https://doi.org/10.37531/sejaman.v6i1.3830

Chan, V. H. Y., Chiu, D. K. W., & Ho, K. K. W. (2022). Mediating effects on the relationship between perceived service quality and public library app loyalty during the COVID-19 era. *Journal of Retailing and Consumer Services, 67*. https://doi.org/10.1016/j.jretconser.2022.102960

Chandra, J., & Tan, H. P. (2023). *The Effect Of Brand Experience On Brand Loyalty With The Mediation Of Brand Trust And Brand Satisfaction Of The Iphone Apple Brand In Jabodetabek.*

Eslami, S. (2020). *The effect of brand experience on brand equity and brand loyalty through the mediating role of brand awareness, brand image and perceived quality.*

Ghanad, A. (2023). *An Overview of Quantitative Research Methods*. https://doi.org/10.47191/ijmra/v6-i8-52

Goodstats.id. (2022). *Mengulik Perkembangan Penggunaan Smartphone di Indonesia*. https://goodstats.id/article/mengulik-perkembangan-penggunaan-smart.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. www.cengage.com/highered

Hill, S., & Yoeung, S. (2024). Connecting Perceived Brand Quality to Loyalty: The Satisfaction Acts as Mediator of Smartphone Brand. *Open Journal of Business and Management, 12*(06), 4036–4054. https://doi.org/10.4236/ojbm.2024.126202

Hossain, M. S., Hossain, M. A., Al Masud, A., Islam, K. M. Z., Mostafa, M. G., & Hossain, M. T. (2023). The integrated power of gastronomic experience quality and accommodation experience to build tourists' satisfaction, revisit intention, and word-of-mouth intention. *Journal of Quality Assurance in Hospitality and Tourism*. https://doi.org/10.1080/1528008X.2023.2173710

Jeon, H. M., & Yoo, S. R. (2021a). The relationship between brand experience and consumer-based brand equity in grocerants. *Service Business, 15*(2), 369–389. https://doi.org/10.1007/s11628-021-00439-8

Jeon, H. M., & Yoo, S. R. (2021b). The relationship between brand experience and consumer-based brand equity in grocerants. *Service Business, 15*(2), 369–389. https://doi.org/10.1007/s11628-021-00439-8

Kar, A. K. (2021). What Affects Usage Satisfaction in Mobile Payments? Modelling User Generated Content to Develop the "Digital Service Usage Satisfaction Model." *Information Systems Frontiers, 23*(5), 1341–1361. https://doi.org/10.1007/s10796-020-10045-0

Khan, F., Mehmood, A., & Talat, A. (2022). The Impact of Social Media Marketing,

Perceived Quality and Brand Awareness on Consumer's Brand Loyalty in Pakistan. *Pakistan Journal of Psychological Research, 37*(4), 533–550. https://doi.org/10.33824/PJPR.2022.37.4.32

Khan, M. A., Panditharathna, R., & Bamber, D. (2020). Online Store Brand Experience Impacting On Online Brand Trust And Online Repurchase Intention: The Moderating Role Of Online Brand Attachment. *European Journal of Management and Marketing Studies*, *5*. https://doi.org/10.5281/zenodo.3668792

Kimura, M. (2022). Customer segment transition through the customer loyalty program. Asia Pacific *Journal of Marketing and Logistics, 34*(3), 611–626. https://doi.org/10.1108/APJML-09-2020-0630

Lacap, J. P. G., & Tungcab, A. P. (2020). The influence of brand experience on brand loyalty among mobile phone users in pampanga, philippines: A mediation analysis. *Asia-Pacific Social Science Review*, *20*(3), 17–31. https://doi.org/10.59588/2350-8329.1313

Lappeman, J., Marlie, S., Johnson, T., & Poggenpoel, S. (2023). Trust and digital privacy: willingness to disclose personal information to banking chatbot services. *Journal of Financial Services Marketing, 28*(2), 337–357. https://doi.org/10.1057/s41264-022-00154-z

Liu, H. C., Liu, R., Gu, X., & Yang, M. (2023). From total quality management to Quality 4.0: A systematic literature review and future research agenda. In *Frontiers of Engineering Management* (Vol. 10, Issue 2, pp. 191–205). Higher Education Press Limited Company. https://doi.org/10.1007/s42524-022-0243-z

Mostafa, R. B., & Kasamani, T. (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics, 33*(4), 1033–1051. https://doi.org/10.1108/APJML-11-2019-0669

Nilowardono, S., Susanti, C. E., & Rahayu, M. (2020). *Effects of Perceived Quality and Social Media Marketing on Brand Loyalty through Brand Trust and Brand Love. 22*, 20–29. https://doi.org/10.9790/487X-2208062029

Onjewu, A. K. E., Godwin, E. S., Azizsafaei, F., & Appiah, D. (2024). The influence of technology use on learning skills among generation Z: A gender and cross-country analysis. *Industry and Higher Education*. https://doi.org/10.1177/09504222241263227

Pasaribu, F., Sari, W. P., Ni Bulan, T. R., & Astuty, W. (2022). The effect of e-commerce service quality on customer satisfaction, trust and loyalty. *International Journal of Data and Network Science, 6*(4), 1077–1084. https://doi.org/10.5267/j.ijdns.2022.8.001

Pratiwi, R. S., Salim, U., & Sunaryo, S. (2021). The Effect Of Brand Experience And Perceived Value On Brand Loyalty Mediated By Brand Trust. *Jurnal Aplikasi Manajemen, 19*(2), 310–318. https://doi.org/10.21776/ub.jam.2021.019.02.07

Rajavi, K., Lehmann, D. R., Keller, K. L., & Golmohammadi, A. (2023). Ad expenditures and perceived quality: a replication and extension. *Marketing Letters, 34*(1), 161–169. https://doi.org/10.1007/s11002-022-09646-3

Ramadhina, N. A., & Mangruwa, R. D. (2023). *Do Brand Experience And Electronic Word Of Mouth Leverage The Skincare Brand Trust? An Ivestigation From Indonesia*. http://ejournal.seaninstitute.or.id/index.php/Ekonomi

Rizqi Padma Negara, M., & Aripin, Z. (2023). *Manage Insurance Customer Satisfaction with Premiums and Perceived Quality Assessments* (Vol. 1, Issue 1). www.jesocin.com1

Sariwardani, A. (2023). CENTRAL PUBLISHER. *Central Publisher*, *1*. http://centralpublisher.co.id

Sastina, T., Giantari, I., & Setiawan, P. (2023). Creating Relationship Bonds: An Exploration of Brand Resonance Research. *Journal of Entrepreneurial and Business Diversity*.

Shang, Z. (2023). Use of Delphi in health sciences research: A narrative review. *Medicine (United States)*, *102*(7), E32829. https://doi.org/10.1097/MD.0000000000032829

Sireci, S., & Benítez, I. (2023). Evidence for Test Validation: A Guide for Practitioners. *Psicothema*, *35*(3), 217–226. https://doi.org/10.7334/psicothema2022.477

Siti Nur Rahmadhany, & Lia Amalia. (2023). The Effect of Brand Image and Brand Experience on Brand Satisfaction and Brand Loyalty of Wardah Cosmetics. Formosa *Journal of Sustainable Research*, *2*(9), 2203–2218. https://doi.org/10.55927/fjsr.v2i9.5655

Sun, S., Wang, X., & Wang, D. (2023). Smartphone usage patterns and social capital among university students: The moderating effect of sociability. *Children and Youth Services Review*, *155*, 107276. https://doi.org/10.1016/j.childyouth.2023.107276

Sunara, T. A., & Wardhana, A. (2024). The Influence of Brand Experience on Brand Loyalty Mediated by Perceived Quality and Brand Trust in the Mills Brand. *Article in Dinasti International Journal of Digital Business Management*. https://doi.org/10.38035/dijdbm.v5i5

Tahir, Z. (2021). Effectiveness of offline and online rewards in restoring satisfaction and trust. *Spanish Journal of Marketing - ESIC*, *25*(3), 409–424. https://doi.org/10.1108/SJME-07-2021-0143

Tran, T., Taylor, D. G., & Wen, C. (2023). Value co-creation through branded apps: enhancing perceived quality and brand loyalty. *Journal of Research in Interactive Marketing*, *17*(4), 562–580. https://doi.org/10.1108/JRIM-04-2022-0128

Tran, V. D., & Nguyen, N. T. T. (2022). Investigating the relationship between brand experience, brand authenticity, brand equity, and customer satisfaction: Evidence from Vietnam. *Cogent Business and Management*, *9*(1). https://doi.org/10.1080/23311975.2022.2084968

Uma Sekaran & Roger Bougie. (2020). *An easy way to help students learn, collaborate, and grow*. www.wileypluslearningspace.com

Violin, V., Hasan, S., & Sufri, M. (2022). Analysis of the Influence of Marketing Technology Concepts, Service Quality, and Low-Cost Carrier on Customers and Customer Loyalty on Lion Air Airlines in Indonesia. *Journal of Management Science (JMAS)*, *5*(3), 64–73. www.exsys.iocspublisher.org/index.php/JMAS

Yang, T., Dang, Y., & Wu, J. (2023). Dynamic perceived quality analysis using social media data at macro- and micro-levels. *Industrial Management and Data Systems*, *123*(5), 1465–1495. https://doi.org/10.1108/IMDS-08-2022-0478

Yang, Y., Zhong, L., Li, S., & Yu, A. (2023). Research on the Perceived Quality of Virtual Reality Headsets in Human–Computer Interaction. *Sensors*, *23*(15). https://doi.org/10.3390/s23156824