The Effect of Brand Experience and Brand Love on Brand Loyalty of iPhone Products in Malang City

Reni Rupianti[1*] , Nur Adilla[2]
[1, 2] Digital Business, National Institute of Technology Malang, Malang, Indonesia.
*Email:
renir@lecturer.itn.ac.id

Abstract. This study aims to examine the effect of brand experience and brand love on brand loyalty for iPhone products in Malang City. In the highly competitive technology industry, the influence of brand experience and brand love on brand loyalty is an important factor in retaining consumers. This research uses a quantitative approach with a sample of 136 Gen Z consumers who use iPhone products in Malang City. Data were collected through questionnaires which were processed using multiple linear regression analysis and processed through SPSS. The results showed that both brand experience and brand love have a significant effect on brand loyalty, with brand experience having a greater influence than brand love. This research provides an important contribution for marketers in designing strategies to increase customer loyalty to iPhone products, especially among Gen Z in Malang City.

Keywords: Brand Experience, Brand Love, Brand Loyalty, iPhone, Malang City

Introduction

Brand loyalty is one of the crucial elements that influence the sustainability and success of a brand in the face of increasingly fierce market competition. (Khowjoy et al., 2023).. Consumer loyalty to a brand indicates a level of satisfaction and attachment that goes beyond product repurchase, but also includes deep feelings of trust and preference for the brand. In the technology industry, where product changes and innovations occur at a rapid pace, brand loyalty is crucial. (Pascucci et al., 2023; Ramachandran & Balasubramanian, 2020).Brand loyalty not only helps in maintaining market share, but can also reduce marketing costs and increase promotional effectiveness through recommendations from satisfied consumers. (Tahir et al., 2024). So it is important to understand the indicators that influence brand loyalty in order to formulate marketing strategies that are not only effective but also sustainable in the long run. This will help companies make the right decisions regarding business development, because strong brand loyalty can create a solid foundation for market growth and expansion, while reducing dependence on high marketing costs. (Nawaz et al., 2020).

Brand loyalty is not just formed; it is influenced by various factors, one of which is brand experience and brand love. (Khalid et al., 2024; Mostafa & Kasamani, 2021).. Brand experience refers to all interactions experienced by consumers with the brand, which includes their experiences when using products, interacting with customer service, brand advertisements that intend to strengthen emotional connections and encourage consumer loyalty. Meanwhile, brand love focuses on the feeling of love for a brand, which makes them very attached and loyal. (Leite et al., 2024).

The iPhone is one of Apple's premium products that has managed to build a loyal consumer base in various circles, including in Malang City. However, with the presence of various other smartphone brands that offer more sophisticated technology at more affordable prices, many consumers have begun to switch. Until the second quarter of 2024, Apple remained below its competitor, Samsung, with a market share of 16% and a Top Brand Index (TBI) of 26%. (Putri & Wahyudi, 2024). However, despite this, the iPhone remains the top choice for many users, especially among Gen Z as the dominating population in Malang City. They tend to choose smartphones that prioritize the design, innovative features, and social status presented by Apple products.

This phenomenon is interesting to study, because iPhone brand loyalty in Malang City can be influenced by user experience and love for the brand. Both factors play a key role in maintaining brand loyalty among consumers, especially among Gen Z who increasingly dominate the smartphone market.

Methods

This type of research is quantitative with a survey design. Due to the unknown number of populations, sampling was taken using non-probability sampling techniques with a minimum sample size of 100. (Hair et al., 2006).The sample of this study consisted of 136 consumers who use iPhone products in Malang City. Sampling is done randomly with the respondent's criteria, namely being 12 - 27 years old, having used an iPhone for at least one year and at least 2x purchases of iPhone products. The data collected will be analyzed by multiple linear regression with the help of SPSS software to test the effect of brand experience and brand love as independent variables on brand loyalty as the dependent variable.

Result and Discussion

Respondent Data

Category	Description	Number of Respondents
Age	12-20 years	40
	21-25 years old	70
	26-27 years old	26
Gender	Female	60
	Male	76
Jobs	Student	90
	Workers (employees etc.)	46
iPhone Type	iPhone XR	50
	iPhone 11	45
	iPhone 12 & 13	40
	Other models (iPhone SE, 7, 8, etc)	1
Length of Use	1-2 years	50
	3-4 years	56
	More than 4 years	30

Source: Primary Data, 2024

Based on the questionnaires that have been distributed, the majority of samples in this study are 21-25 years old with a background as a student and a tendency to use the iPhone XR series, iPhone 11 -iPhone 13 with a period of 1-4 years.

Validity Test

Correlations

		BE1	BE2	BE3	BE4	BE5	BE
BE1	Pearson Correlation	1	.672**	.599**	.353**	.456**	.821**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	136	136	136	136	136	136
BE2	Pearson Correlation	.672**	1	.571**	.318**	.383**	.780**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	136	136	136	136	136	136
BE3	Pearson Correlation	.599**	.571**	1	.332**	.387**	.764**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	136	136	136	136	136	136
BE4	Pearson Correlation	.353**	.318**	.332**	1	.664**	.689**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	136	136	136	136	136	136
BE5	Pearson Correlation	.456**	.383**	.387**	.664**	1	.750**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	136	136	136	136	136	136
BE	Pearson Correlation	.821**	.780**	.764**	.689**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	136	136	136	136	136	136

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results above, it is known that the $_{rcount}$ value for the BE question shows all the $_{rcount}$ values > r_{tabel} (0.168). The results of the calculation of r_{tabel} obtained a value of 0.168 which is obtained from the value of r_{tabel} for N-2 = 136-2 = 134 at a significance level of 5%. So all of the questions above can be said to be valid.

BL Variable Validity Test

Correlations									
		BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL
BL1	Pearson Correlation	1	.727**	.659**	.520**	.140	.063	.193*	.715**
	Sig. (2-tailed)		.000	.000	.000	.103	.467	.024	.000
	N	136	136	136	136	136	136	136	136
BL2	Pearson Correlation	.727**	1	.723**	.610**	.167	.079	.098	.738**
	Sig. (2-tailed)	.000		.000	.000	.053	.361	.258	.000
	N	136	136	136	136	136	136	136	136
BL3	Pearson Correlation	.659**	.723**	1	.671**	.169*	.098	.119	.745**
	Sig. (2-tailed)	.000	.000		.000	.049	.258	.166	.000
	N	136	136	136	136	136	136	136	136
BL4	Pearson Correlation	.520**	.610**	.671**	1	.165	.055	.161	.685**
	Sig. (2-tailed)	.000	.000	.000		.055	.526	.061	.000
	N	136	136	136	136	136	136	136	136
BL5	Pearson Correlation	.140	.167	.169*	.165	1	.713**	.688**	.634**
	Sig. (2-tailed)	.103	.053	.049	.055		.000	.000	.000
	N	136	136	136	136	136	136	136	136
BL6	Pearson Correlation	.063	.079	.098	.055	.713**	1	.691**	.562**
	Sig. (2-tailed)	.467	.361	.258	.526	.000		.000	.000
	N	136	136	136	136	136	136	136	136
BL7	Pearson Correlation	.193*	.098	.119	.161	.688**	.691**	1	.612**
	Sig. (2-tailed)	.024	.258	.166	.061	.000	.000		.000
	N	136	136	136	136	136	136	136	136
BL	Pearson Correlation	.715**	.738**	.745**	.685**	.634**	.562**	.612**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	136	136	136	136	136	136	136	136
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Based on the results above, it is known that the $_{rcount}$ value for BL questions shows all $_{rcount}$ values > r_{tabel} (0.168). The results of the calculation of r_{tabel} obtained a value of 0.168 which is obtained from the value of r_{tabel} for N-2 = 136-2 = 134 at the 5% significance level. So all of the questions above can be said to be valid.

BLO Variable Validity Test

Correlations							
		BLO1	BLO2	BLO3	BLO4	BLO5	BLO
BLO1	Pearson Correlation	1	.227**	.263**	.250**	.149	.479**
	Sig. (2-tailed)		.008	.002	.003	.084	.000
	N	136	136	136	136	136	136
BLO2	Pearson Correlation	.227**	1	.763**	.737**	.547**	.856**

	Sig. (2-tailed)	.008		.000	.000	.000	.000
	N	136	136	136	136	136	136
BLO3	Pearson Correlation	.263**	.763**	1	.717**	.544**	.860**
	Sig. (2-tailed)	.002	.000		.000	.000	.000
	N	136	136	136	136	136	136
BLO4	Pearson Correlation	.250**	.737**	.717**	1	.699**	.889**
	Sig. (2-tailed)	.003	.000	.000		.000	.000
	N	136	136	136	136	136	136
BLO5	Pearson Correlation	.149	.547**	.544**	.699**	1	.761**
	Sig. (2-tailed)	.084	.000	.000	.000		.000
	N	136	136	136	136	136	136
BLO	Pearson Correlation	.479**	.856**	.860**	.889**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	136	136	136	136	136	136
**. Correlation is significant at the 0.01 level (2-tailed).							

Based on the results above, it is known that the rcount value for BLO questions shows all rcount values > r_{tabel} (0.168). The results of the calculation of r_{tabel} obtained a value of 0.168 which is obtained from the value of r_{tabel} for N-2 = 136-2 = 134 at a significance level of 5%. So all of the questions above can be said to be valid.

Reliability Test

No.	Variables	Cronbach's Alpha	Description
1.	BE	0,819	Reliable
2.	BL	0,797	Reliable
3.	BLO	0,832	Reliable

Based on the table above, it can be seen that the reliability test obtained the value of all variables greater than 0.60 which according to the criteria can be said to be reliable.

Classical Assumption Test
a. Normality Test

	Understandarized Residual
Test Statistic	.043
Asymp. Sig. (2-tailed)	.200c,d

Source: Primary Data Processing, 2024

From the results of the classical assumption test using the One Sample Kolmogorov-Smirnov (K-S) test, it is found that the significance value is 0.200 which is more than alpha (0.05) these results indicate that the residuals are normally distributed.

b. Multicollinearity Test

	Collinearity Statistics	
(Constant)	Tolerance	VIF
BE	.716	1.397
BL	.716	1.397

Source: Primary Data Processing, 2024

The tolerance value generated in this test is > 0.10 and VIF < 10, so this research model is declared to pass the multicolonierity test.

c. Heteroscedasticity Test

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	.440	1.008		.436	.663
	BE	.025	.046	.054	.536	.593
	BL	.039	.039	.101	.991	.323
a. Dependent Variable: Abs_RES						

Source: Primary Data Processing, 2024

The Glacier test conducted obtained the results that all variables have a significance value of more than 0.05 and are free from heteroscedasticity problems.

Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.453	1.671		1.468	.144
	BE	.400	.077	.390	5.198	.000
	BL	.336	.065	.388	5.175	.000
a. Dependent Variable: BLO						

Source: Primary Data Processing, 2024

The equation based on the analysis above is Y = 2.453 + 0.400X1 + 0.336X2 + e

a. The constant value is 2.453, this shows that if the BE, BL and work environment variables are considered constant (0), then the BLO is 2.453.
b. The regression coefficient of the BE variable (X^1) is 0.400. This means that every 1% increase in BE will increase BLO by 0.400.
c. The regression coefficient of the BL variable (X^2) is 0.336. This means that every 1% increase in BL will increase BLO by 0.336.

Hypothesis Testing

Partial T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.453	1.671		1.468	.144
	BE	.400	.077	.390	5.198	.000
	BL	.336	.065	.388	5.175	.000
a. Dependent Variable: BLO						

Source: Primary Data Processing, 2024

Partial test results show that brand experience has a significant effect on brand loyalty and the same is true for brand love. This is because the value of tcount> table (1.9779).

F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	779.582	2	389.791	57.623	.000[b]
	Residuals	899.683	133	6.765		
	Total	1679.265	135			
a. Dependent Variable: BLO						
b. Predictors: (Constant), BL, BE						

Source: Primary Data Processing, 2024

The test results show that Brand Experience and Brand Love simultaneously affect Brand Loyalty. This is because the Fcount is greater than the Ftable of 3.06.

Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.681[a]	.464	.456	2.60087
a. Predictors: (Constant), BL, BE				
b. Dependent Variable: BLO				

Source: Primary Data Processing, 2024

Based on the results of the coefficient of determination above, the amount of R Square is 0.46.4. The results of this statistical calculation mean that the ability of the independent variables (BE and BL) to explain changes in the dependent variable (BLO) is 46.4%, the remaining 53.6% is explained by other variables outside the regression model analyzed.

Discussion

The results of this study support the theory that brand experience and brand love play an important role in building brand loyalty. (Firdausiah et al., 2024; Khan et al., 2020).. The positive experiences that consumers have through iPhone products, as well as strong emotional feelings towards the Apple brand, are shown to contribute greatly to their decision to remain loyal to this brand. In this context, brand love proved to be more influential as consumers were more likely to stay loyal to the brand. .consumers who feel "in love" with the iPhone brand will be more compelled to continue using the product despite other alternatives (Singh et al., 2022). (Singh et al., 2022).

This research also confirms the importance of a well-rounded brand experience, which involves not only the functional aspects of the product, but also the emotional and social factors associated with using an item. (Shahid et al., 2022). Therefore, Apple's marketing strategy in Malang City should not only focus on product quality, but also on creating a more immersive experience for consumers.

Based on the research results, it is proven that brand experience has a positive and significant influence on brand loyalty of Gen Z iPhone users in Malang City. This shows that consumer experience in using Apple products is mainly related to product quality, functionality, and ease of use which can contribute greatly to shaping consumer decisions to remain loyal. Malang City, as a city with a high and rapidly growing young population, is a very important market for Apple. The majority of consumers are students and college students who are more likely to choose an iPhone not only because of the quality, but also because of the experience provided by the brand. From the elegant design, intuitive operating system, to the integrated Apple ecosystem, users feel that they are getting more value than just a functional device. This overwhelmingly positive user experience creates a deeper attachment to the Apple brand.

The results of this study also show that brand love has a significant effect on brand loyalty for iPhone users in Malang City. Consumers who feel they love the iPhone brand tend to be more loyal even though there are many other alternatives on the market with more affordable prices and similar features. This brand love refers to strong emotional feelings, which arise when consumers associate the brand with their self-identity and the values that the product represents. (S. Zhang et al., 2020; Y. Zhang & Zhang, 2022).. Among Gen Z in Malang City, brand love is often associated with prestige and social status. iPhone is not just a technological device, but also a symbol of lifestyle and success. Users who feel an emotional connection with Apple tend to not only choose Apple products for their functionality, but because they feel connected to the brand's classy and innovative image. This is further reinforced by the presence of a community of iPhone users who share experiences and support each other, creating a sense of exclusivity and collective identity.

Based on the two findings above, there are several strategic implications that Apple needs to consider in maintaining brand loyalty in Malang City:

a. Deep Brand Experience: Apple should continue to focus on improving user experience, not just in terms of product quality, but also in creating deep emotional and social value. Delivering unique shopping experiences, providing more personalized after-sales service, and strengthening the Apple user community can deepen consumers' emotional attachment to the brand.
b. Building Brand Love: Apple needs to strengthen marketing campaigns that build brand love by emphasizing values that align with the identity of young users. Feel-good campaigns, product-inspired user stories, and collaborations with local influencers can strengthen the love for the iPhone brand among Gen Z.

c. Social Media Usage and Community: With the high usage of social media among Gen Z, Apple can utilize this platform to build a more social and emotional experience, strengthening the bond between iPhone users and the brand through experience sharing and interaction between users.

Conclusion

This study provides strong evidence that both brand experience and brand love have a significant effect on iPhone brand loyalty in Malang City. The positive experience felt by users, along with the emotional connection formed, plays a key role in consumers' decision to remain loyal to this brand despite the existence of many alternative options. Therefore, to maintain its position in the market, Apple should continue to focus on creating immersive brand experiences and building stronger emotional connections with consumers, especially among the younger generation who are the main market for iPhone in Malang City.

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