

The Influence of Brand Experience and Brand Attitude on Repurchase Intention with Brand Equity as a Mediating Variable on Iphone Users in Aceh

Muhammad Zidan Al Hafidh, Muhammad Adam, Mukhlis*

Management Department, Universitas Syiah Kuala, Indonesia

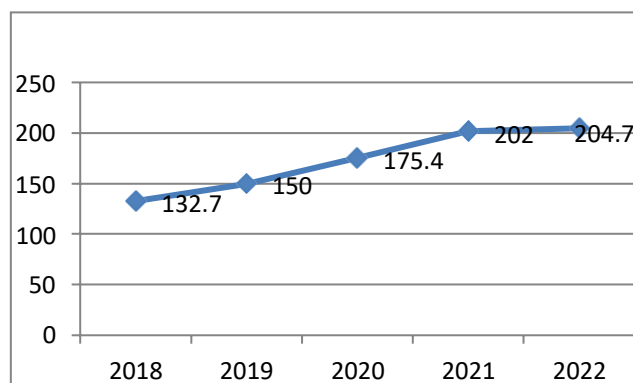
Abstract

This study aims to examine the Brand Experience (B-Experience) and Brand Attitude (B-Attitude) effect on Repurchase Intention (Repurchase-Int) with Brand Equity (B-Equity) as a mediating variable. The population was all users of Apple iPhone products in Banda Aceh City. Determination of the number of samples for Structural Equation Modeling (SEM) analysis using the formula 10 times the number of indicator variables totaling 22 indicators used which amounted to 220 samples. The results showed B-Experience and B-Attitude have a direct effect on B-Equity; B-Experience, B-Attitude, and B-Equity have a direct effect on Repurchase-Int; and B-Equity partially mediates the effect of B-Experience and B-Attitude on Repurchase-Int. These findings all explain that the model tested in this research is accepted, meaning that everything is following research expectations and becomes the premise for future research that wants to develop a theory related to the variables in the model.

Keywords: Brand Experience, Brand Attitude, Brand Equity, Repurchase Intention

1. Introduction

The advancements in mobile phone technology have transformed them from mere communication devices to essential tools for daily activities such as work, checking emails, and more. This reliance on smartphones has significantly increased the demand for them. In 2016, the number of smartphone users in Indonesia reached 132.7 million, surpassing 50% of the country's population. This growing demand has led to intense competition among manufacturers to innovate and improve smartphone products. Additionally, in 2017, a report from an internet market research company in Indonesia revealed that 90% of Indonesian internet users accessed the internet through their smartphones (tribunnews.com). According to *eMarketer* research, the number of smartphone users worldwide increased from 1.57 billion in 2014 to an estimated 2.87 billion in 2020. Indonesia is ranked 6th out of 50 countries for having one of the highest numbers of smartphone users.



Source: GoodStats (2022)

Figure 1. Smartphone Usage in 2018-2022 (million).

Based on the graph above, the development of internet & *smartphone* users has increased significantly from 2018 to peak in 2022, almost all Indonesians use smartphones. Today, there are many options for smartphones on the market. Apple is one of the brands experiencing increasing sales. On June 29, 2007, Apple made a groundbreaking decision to enter the mobile phone competition by introducing the iPhone. It is a smartphone that runs on Apple's iOS operating system. Apple products are well-known worldwide, including in Indonesia. The range of Apple products makes it easier for consumers to choose according to their needs, and this also encourages them to purchase other Apple products to complement their existing devices. Apple smartphones are positioned in the upper middle market segment and are popular due to their quality and ability to meet consumer needs. While Apple smartphones initially used the iPhone OS, they have since transitioned to the iOS mobile operating system. However, Apple experienced a decrease in sales in the first quarter of 2020.

Table 1. Smartphone Market Share in Indonesia

Brand	2018	2019	2020	2021	2022
Samsung	12%	18%	20%	19%	18%
Apple	53%	37%	20%	19%	18%
Huawei	9%	13%	15%	14%	15%
Xiaomi	7%	9%	12%	15%	16%
Oppo	5%	7%	9%	10%	9%

Source: Suara.com (2023)

In Table 1.1, we can see the smartphone sales data for Indonesia from 2018 to 2022. The data shows a decline in Apple's market share, dropping from 53% in 2018 to 37% in 2019, and further declining to 18% from 2020 to 2022. This decline is an interesting phenomenon to study, as it contradicts the overall increase in smartphone sales in the industry. One possible reason for the decline in iPhone sales could be consumer dissatisfaction with the product, leading to a lack of repurchase intention (Repurchase-Int). Repurchase-Int refers to a customer's willingness to buy a product again. Kotler and Keller (2016) revealed that Repurchase-Int is closely linked to a customer's motivation to use or buy a specific product. Each customer's motivation for purchase varies, and it is based on their satisfaction with the product and its relevant attributes. Based on the results of the pre-survey, it is evident that respondents generally have a positive interest in repurchasing with an average value of 3.83, which is higher than 3.41. However, there are still some indicators showing low average values, particularly that respondents do not repurchase iPhone products once they have used them. This suggests that Repurchase-Int has not reached the expected level.

Brand equity (B-Equity) is a crucial factor influencing Repurchase-Int in product marketing. Marketers can gain a competitive advantage and differentiate their products from competitors through a successful brand. Building B-Equity is an integral part of establishing a brand. Repurchase-Int reflects consumers' desire and action to repurchase a product due to the satisfaction they receive from it. The emergence of Repurchase-Int in consumers is influenced by B-Equity factors. Saribu (2019) found that B-Equity affects Repurchase-Int. Based on the results of the pre-survey, it is known that B-Equity is perceived by respondents to be good with an average value of 3.74 > 3.41. However, there are still indicators that have a low average value, namely, respondents think that the iPhone is not a product used by millennial young people and that the quality of iPhone products has ordinary quality.

The next factor that influences Repurchase-Int is brand experience (B-Experience). A good consumer experience and felt by consumers is a multisensory stimulated experience. According to several researchers, Pertiwi (2017), Ekaputri (2016) and Ayu et al (2014) found that B-Experience affects Repurchase-Ints. Based on the pre-survey, it is known that the B-Experience is perceived by respondents to be good with an average value of 4.09 > 3.41. However, there are still indicators that have a low average value, namely, respondents consider the iPhone to be less attractive as a whole (sight, feeling, touching, hearing).

The next factor to consider is brand attitude (B-Attitude). According to Kotler & Keller (2016: 141), B-Attitude represents the most abstract of brand associations. B-Attitude encompasses the actions and behaviors of consumers related to a brand, incorporating the attributes and benefits of the brand in

question. Product attributes that offer distinct advantages over similar products can increase consumer intentions. This has been evidenced in the research findings of Kim & Kim (2016), which indicate that B-Attitude significantly influences repurchase decisions. Therefore, this study posits that B-Attitude has a substantial impact on Repurchase-Int. Based on the pre-survey results, the B-Attitude is perceived by respondents to be good with an average value of 3.94 > 3.41. However, there are still indicators that have a low average value, namely, respondents do not fully like everything about iPhone products and respondents think that iPhone products are not the best products at this time.

2. Literature Review

2.1. Repurchase intention (Repurchase-Int)

(Megantara 2016) stated Repurchase-Int is the intention of a customer to buy a product that has been purchased in the past. Repurchase-Int is the action of consumers to want to buy or not buy a product (Kotler, 2015: 81). Repurchase-Int is closely related to the motives he has for using or buying certain products. This purchase motive is different for each customer. Kotler and Keller (2016: 141) concluded that Repurchase-Int is measured through the following indicators:

1. Transactional intention
The intention to repurchase a product that has been consumed
2. Referential intention
An intention that describes a person who tends to recommend a product that he has purchased to others.
3. Preferential intention
Intention describes the behavior of a person who always has the first choice in the product he has consumed.
4. Explorative intention
Intention describes the behavior of a person who will seek information from a product that he intends to support product trust from the product he has subscribed to.

2.2. Brand Equity (B-Equity)

According to Brakus et al. (2009) and Aaker (2014: 8), B-Equity refers to the collection of brand assets and liabilities associated with a brand, its name, and its symbol. These elements either increase or decrease the value that a product or service provides to the company or its customers. Shimp (2012: 33) further explains that B-Equity is the value of a brand that leads to strong brand awareness and positive and possibly unique brand associations. These associations are what consumers remember about certain brands. According to Aaker (2014: 4) indicators of B-Equity can be grouped into five indicators, namely:

1. Brand awareness, which shows the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category.
2. Brand association, which reflects a brand's image of a certain impression concerning habits, lifestyle, benefits, product attributes, geography, price, competitors, celebrities, and others.
3. Perceived quality, namely, reflects customer perceptions of the overall quality of a product or service concerning the expected intention.
4. Brand loyalty reflects the level of consumer attachment to a product brand.
5. Other proprietary brand assets.

2.3 Brand Experience (B-Experience)

B-Experience, as described by Brakus et al. (2009), refers to the subjective internal response of consumers, including sensations, feelings, cognition, and behavioral reactions, that are triggered by brand-related stimuli such as packaging, communication, and the environment. *This experience* influences consumer memories and behavior, impacting consumer knowledge and potentially affecting satisfaction and loyalty. It encompasses all product, shopping, service, and usage experiences, and is shaped by consumer interactions with brands. Additionally, consumers play a role in creating B-Experiences by sharing brand information, promotions, and events with others (Mathew & Thomas, 2018; Tim et al., 2002). Brakus et al., (2009) explained there are four indicators of B-Experience, namely:

- a. Sensory experience
Sensory experience is the sensory effects provided by a particular brand based on what it looks, sounds, touches, tastes, and smells.
- b. Affective experience
Affective experience describes the feelings and emotional bonds between customers and brands that are generated from a brand.
- c. Behavioral experience
Behavioral experiences include physical experiences, lifestyle, and brand-based interactions.
- d. Intellectual experience
Intellectual experience includes the brand's ability to promote similar or different thoughts with consumers.

2.4. Brand Attitude (B-Attitude)

B-Attitude refers to consumers' beliefs about the attributes and benefits of a product or service, as well as their evaluative assessment of whether the product is good or bad. Faircloth et al. (2015) describe B-Attitude as the attitude/behavior of communication and brand interaction with consumers that influence the brand image. Kotler and Keller (2016: 82) define B-Attitude as consumers' overall evaluation of brands, or brand image, in terms of quality and satisfaction. Sumiati (2016: 21) suggests that B-Attitude encompasses how strongly they feel about brands. Park and Ki (2021) stated attitudes towards brands can be measured through the following indicators, namely:

1. Like or dislike the product
Attitude is related to feelings of liking or disliking a product. When someone likes a certain product, he will buy it, otherwise, if he doesn't like it, he will buy another product.
2. Satisfaction with service
Satisfaction is an impression of performance and expectations, if it is below expectations then consumers will not be satisfied, and if it meets expectations then consumers will feel satisfied.
3. Opinion
Opinions will influence consumer attitudes toward an object. Certain opinions can cause consumers to behave in ways that seem inconsistent with their attitudes.
4. Trust in a brand
Trust in a brand is defined as the customer's willingness to rely on a brand with the risks faced because of the expectation that the brand will cause positive things.
5. Consumer evaluation of the brand
Evaluation is one of the activities in the consumer decision-making process, playing an important role in predicting consumer purchasing behavior.

3. Method

The study focused on iPhone users in Banda Aceh. The sample, which is a small representation of the entire research population, was selected using *non-probability sampling*, specifically *purposive sampling*. This method involves choosing subjects based on specific characteristics that are believed to be closely related to known population traits. In this study, the number of samples was determined using the formula of 10 times the number of indicators, which totaled 22 indicators, resulting in a sample size of 220 (Ferdinand, 2013: 36). The data collected for analysis purposes includes primary data. Researchers used Structural Equation Modeling (SEM) to test the model for the direct effect test, and the Sobel test for the indirect effect test. The hypotheses to be tested are as follows.

- H1 : B-Experience Affects B-Equity
- H2 : B-Attitude Affects B-Equity
- H3 : B-Experience Affects Repurchase-Int
- H4 : B-Attitude Affects Repurchase-Int
- H5 : B-Equity Affects Repurchase-Int
- H6 : B-Experience Affects Repurchase-Int Through B-Equity
- H7 : B-Attitude Affects Repurchase-Int Through B-Equity

4. Result and Discussion

4.1 Result

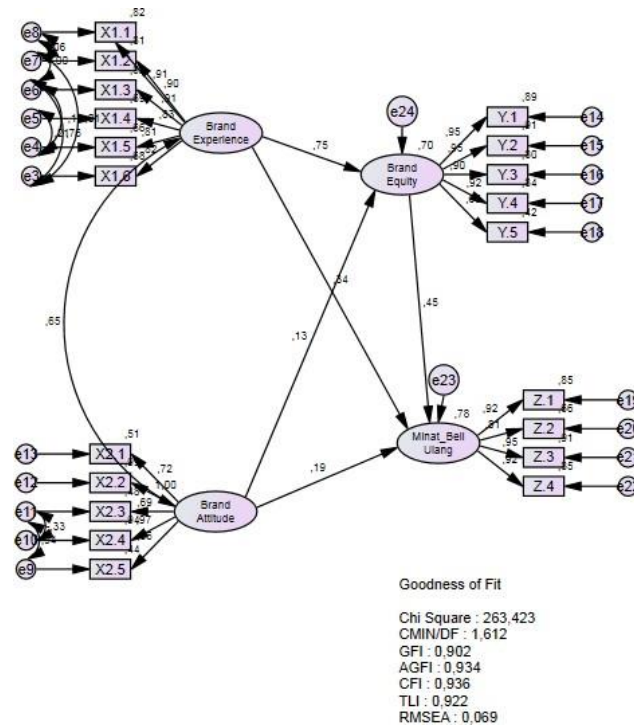


Figure 1. SEM Testing Result

4.2. Hypothesis Testing

The hypothesis was tested based on the *Critical Ratio* (CR) value as in Table 2 below.

Table 2
Standardized Regression

Influence	Estimate	S.E	C.R	P	R-Square
B-Equity <- B-Experience	,747	,092	10,996	**	0,704
B-Equity <- B-Attitude	,132	,054	2,332	,020	
Repurchase-Int <- B-Experience	,336	,112	4,282	**	
Repurchase-Int <- B-Attitude	,189	,079	3,729	**	0,784
Repurchase-Int <- B-Equity	,446	,078	6,039	**	

Source: Primary Data Processed, (2024)

4.2.1. B-Experience on B-Equity (H1)

The B-Experience impact test on B-Equity provides CR 10.996 with p 0.000, explaining that B-Experience affects increasing B-Equity. The magnitude is 0.747 or 74.7%, describing that a better B-Experience can make a better B-Equity.

4.2.2 B-Attitude on B-Equity (H2)

The B-Attitude impact test on B-Equity provides CR 2.332 with p 0.020, meaning B-Attitude affects increasing B-Equity. The magnitude is 0.132 or 13.2%, explaining that a higher level of B-Attitude will further increase B-Equity.

4.2.3 B-Experience on Repurchase-Int (H3)

The B-Experience impact test on Repurchase-Int provides CR 4.282 with p 0.000, meaning B-Experience affects Repurchase-Int. The magnitude is 0.336 or 33.6%, revealing the higher the level of B-Experience will increase Repurchase-Int.

4.2.4 B-Attitude on Repurchase-Int (H4)

The B-Attitude impact test on Repurchase-Int provides CR 3.729 with p 0.000, meaning B-Attitude influences Repurchase-Int. The magnitude is 0.189, explaining the better the B-Attitude, the higher the Repurchase-Int.

4.2.5 B-Equity on Repurchase-Int (H5)

The B-Equity impact test on Repurchase-Int provides CR 6.039 with p 0.000, meaning that B-Equity affects Repurchase-Int. The magnitude is 0.446 or 44.6%, indicating that the higher the B-Equity will have a direct influence on Repurchase-Int.

4.2.6 B-Experience on Repurchase-Int through B-Equity (H6)

According to the Sobel test, the result is 4.675 with a p-value of 0.000. This indicates that B-Equity serves as a mediating variable between B-Experience and Repurchase-Int. Therefore, because B-Equity acts as a mediating variable, B-Experience significantly influences Repurchase-Int. Thus, the role of B-Equity in mediating the B-Experience on Repurchase-Int is *considered partially* mediating. Partial mediation suggests that the B-Experience affects Repurchase-Int either directly or through B-Equity.

Table 3: Sobel Test for B-Experience As a mediator in H6

Input:		Test statistic:	Std. Error:	p-value:
a	0.747	Sobel test: 4.67504201	0.07126396	0.00000294
b	0.446	Aroian test: 4.651519	0.07162434	0.0000033
s _a	0.092	Goodman test: 4.69892555	0.07090174	0.00000262
s _b	0.078	Reset all	Calculate	

4.2.7 B-Attitude on Repurchase-Int through B-Equity (H7)

Based on the Sobel test, the result is 2.247 with a p-value of 0.024. This indicates that B-Equity serves as a mediator on B-Attitude influence on Repurchase-Int. Since B-Equity acts as a mediating variable and B-Attitude significantly impacts Repurchase-Int, the role of B-Equity in mediating the B-Attitude on Repurchase-Int is *considered partial*. Partial mediation implies that the B-Attitude affects Repurchase-Int either directly or through B-Equity.

Table 4: Sobel Test for B-Attitude As mediator in H7

Input:		Test statistic:	Std. Error:	p-value:
a	0.132	Sobel test: 2.24766695	0.02619249	0.02459743
b	0.446	Aroian test: 2.21915675	0.026529	0.02647606
s _a	0.054	Goodman test: 2.27730499	0.02585161	0.02276802
s _b	0.078	Reset all	Calculate	

5. Conclusion

The findings revealed that

- 1) B-Experience affects B-Equity.
- 2) B-Attitude affects B-Equity.
- 3) B-Experience affects Repurchase-Int.
- 4) B-Attitude affects Repurchase-Int
- 5) B-Equity affects Repurchase-Int
- 6) B-Equity mediates the B-Experience on Repurchase-Int (partially)
- 7) B-Equity mediates the B-Attitude on Repurchase-Int (partially)

These findings all explain that the model tested in this research is accepted, meaning that everything is following research expectations and becomes the premise for future research that wants to develop a theory related to the variables in the model. Limitations exist in the variables in the model and the subject of this research. These findings are useful academically for strengthening theory, and practically for business actors related to iPhone products, to consider variables related to this research to further strengthen them.

References

1. Aaker, D. (2014). *Building Strong Brands*. (A. Baderi, Trans.) Jakarta: Bumi Aksara
2. Aghekyan-Simonian, M., Forsythe, S., Suk Kwon, W., & Chattaraman, V. (2012). The role of product brand experience and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, 19(3), 325-331.
3. Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, MD-11-2016-0785.
4. Bahri, K & Wijayanti, S. (2021). The Effect of Brand Experience and Brand Attitude on Brand Equity of Oriflame Brand Cosmetics for Employees of Sma Negeri 2 Muara Badak. *I-Con Media*, 4(2), 1-21
5. Bimantari, C. (2019). The Influence of Brand Awareness, Perceived Quality, and Brand Attitude on the Purchase Intention of Oreo Biscuits in Surabaya. *Journal of Business and Banking*, 8(2), 195-212.
6. Brangsinga, G & Sukawati, T. (2019). The Effect of Perceived Quality and Brand Experience on Brand Loyalty and Brand Equity. *E-Journal of Management*, 8(4), 2125-2151.
7. Cham, T. H., Lim, Y. M., Aik, N. C., & Tay, A. G. M.
8. (2016). Antecedents of hospital Brand Experience and the relationships with medical tourists' behavioral intention. *International Journal of Pharmaceutical and Healthcare Marketing*, 10(4), 412-431.
9. Cynthiadewi, P. R., & Hatammimi, J. (2014). The Influence of Electronic Word of Mouth Toward Brand Experience and Purchase Intention of 13 th Shoes.
10. Faircloth, J., Capella, L., & Alford, B. (2015). The Effect of Brand Attitude and Brand Experience on Brand Equity. *Journal of Marketing Theory and Practice*. 9(3), 61-75
11. Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and its impact on purchase intention and brand experience in Iran. *Journal of Advances in Management Research*, JAMR-05-2017-0062.
12. Fastidiadti, K. (2013). The influence of Brand Experience on Repurchase intention. *Journal of management and business*, 1(1), 1-12.
13. Ferdinand, A. (2013). *Management Research Methods*. Semarang. Diponegoro University Publishing Agency.
14. Hair, J. F. et al. (2016) *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 2nd edn. New York: SAGE Publications, Inc.
15. Haryono, S. (2017). *SEM Methods for Management Research with AMOS LISREL PLS*. Luxima Metro Media
16. Huda, K & Suryoko, S. (2018). The Effect of Brand Equity on Repurchase intention Through Brand Preference at Starbucks Coffee in Semarang City. *Journal of Management and Business*, 1(2), 1-21.

18. Jacob, M & Barlianto, M. (2022). The Determinant Factors that Influence Repurchase Intention of Samsung Smartphones in Jabodetabek. *Enrichment: Journal of Management*. 12(4)
19. Kamal, K and Wuisan, D. (2021). The Moderating Effect of Country of Origin and Product Type on the Relationship Between Brand Equity and Repurchase Intention in the Iphone Brand. *Journal of Marketing*, 1(1), 13-23.
20. Kim, D & Kim, M. (2016). "Influence of Brand Awareness and Brand Attitude on Purchase". *Journal of Marketing Thought*. 3(1),16-26
21. Kotler, A. (2015). *Marketing an Introducing Prentice Hall twelfth edition*. England: Pearson Education, Inc.
22. Kotler, and Keller, K. (2016). *Marketing Management 12th edition Volume 1 & 2*. Jakarta: PT Index.
23. Krisnawati, N. W. and Warmika, I. G. K. (2020). The Role of Brand Experience Mediates the Effect of E- Wom on Consumer Intention to Use Ovo Mobile Payment. *E-Journal of Management*, 9(1), pp. 79- 98
24. Lee, J. (2020). The Influence of Experience in Well-being branding on Brand Attitude and Repurchase Intent. *Journal of Wellbeing Management and Applied Psychology* 3(1), pp.33-38
25. Madjid, I., Ma'ruf, J., Ibrahim, M., & Havizatun, M. (2018). Factors Affecting Online Shopping Attitudes and the Role of Trust as Mediating. *International Journal of Management and Economics Invention*. 4(9), 1929-1935.
26. Malhotra, N. (2006). *Marketing Research An Applied Orientation*. Prestice Hall, United State of America.
27. Mnqanqeni, L & Shava, H. (2023). The effect of brand experience and attachment on customer repurchase intentions: Evidence from South Africa. *Journal of Contemporary Management*. 20(2)
28. Nugroho, A and Burhani, I. (2019). Analysis of the Effect of Brand Equity on Purchase Intention on Private Label Products Case Study: Private Label Carrefour. *Journal of Economics and Accounting Research*, 4(1), 889-920.
29. Nurfatih, D and Utami, S. (2017). The Effect of Perceived Service Quality on Repurchase Intention Mediated by Trust in Salespeople at Lyradyba Retail Stores in Banda Aceh City. *Scientific Journal of Management Economics Students*. 2(1), 67-84.
30. Orlando, D. (2015). Analysis of the Effect of Brand Experience and Brand Awareness on Motorcycle Purchase Intention. *Journal of Petra Marketing Management*, 3(1), 1-9.
31. Park, W & Ki, S. (2021). The Structural Relationship among Brand Dependence, Brand Attitude, Brand Satisfaction and Repurchase Intention of Online
32. Golf Product Consumers. *International Journal of Advanced Smart Convergence* Vol.10 No.4 38-44
33. Praja, A & Haryono, T. (2022). The Effect Of Brand Experience And Product Quality On Repurchase intention Mediated By Consumer Satisfaction Study At Uniqlo In Solo. *International Journal of Economics, Business and Accounting Research (IJEBAAR)*. 6(2), 1229-1232
34. Pratiwi, U and Chan, S. (2019). The Effect of Online Customer Review and Shopping Experience on Repurchase intention Mediated by Trust (CaseStudy on Online Marketplace). *Scientific Journal of Management Economics Students*, 6 (4), 750-
35. 765.
36. Reza, M and Samiei, N. (2012). The Effect of Electronic Word of Mouth on Brand Experience and Purchase Intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*. Vol. 30 Iss: 4.
37. Sari, N and Santika, W. (2017). The Effect of Brand Experience, Brand Association, and Brand Awareness on Repurchase intention in Asus Brand Smartphone Products. *E-Journal of Unud Management*, 6 (8), 4099-4126.
38. Saribu, H. (2019). The Effect of Brand Equity on Purchase Intention. *Journal of Mantik Penusa*, 3(11), 21-26.
39. Sekaran & Bougie, (2016). *Research Methods for Business: A Skill Building Approach Seventh Edition*. United States of America: Wiley
40. Setiadi, N. J. (2013). *Consumer Behavior*. Revised Edition.
41. Jakarta: Kencana Prenada Media Group
42. Shimp, T. (2012). *Advertising, Promotion, and other aspects of Integrated Marketing Communications*. Cengage Learning. All Rights Reserved

43. Sugiyono. (2017). *Business Research Methods*. Bandung: Alfabeta.
44. Sumiati. (2016). *Brand in Implication*. Malang: UB Press Suryana, Y., (2015). *Research methods*. Bandung, CV
45. Pustaka Setia.
46. Susanto, W & Kussudyarsana. (2023). The Role of Brand Trust, Brand Image, Brand Equity on Repurchase Intention. *Scientific Journal of Unity Management*.12(1)
47. Thamrin, A and Francis T. (2016). *Marketing Management*.
48. Depok: PT Raja Grafindo Persada
49. Tjiptono, F. (2016). *Service, Quality & satisfaction*.
50. Yogyakarta. Andi
51. Wijaya, V., Sutanto, Y., and Siaputra, H. (2020). The Effect of Green Brand Experience on Repurchase intention with Green Brand Satisfaction and Green Brand Trust as Mediators at Starbucks Coffee Surabaya. *Journal of Management and Business*, 2(1), 25-39.
52. Yunus, M., Chan, S., and Halim, N. (2021). The Effect Of Product Quality, Image Congruity, And Contextual Experience On Customer Perceived Value And Its Impact On Purchase Intention Of Packaged Coffee Customers: Testing Differences In The Coffee Shops, Supermarkets, And Souvenir Outlets. *International Journal of Business Management and Economic Review*. 4(3), 162-173.