Journal of Economics, Entrepreneurship, Management Business and Accounting, 2026, 4(6),1099-1119.
https://doi.org/10.61255/jeemba.v4i6.2000

Brand Love as a Pathway from Brand Experience to Brand Engagement and Brand Equity among iPhone Users

Sidiq Adi Prayoga* and Indah Fatmawati

Master of Management, Faculty of Economics and Business, University of Muhammadiyah Yogyakarta, Yogyakarta, 55183, Indonesia

ABSTRACT

Purpose – This study examines the relationships among brand experience, brand love, brand engagement, and brand equity among iPhone users.
Design/methodology/approach – A quantitative survey was conducted with 230 respondents selected through purposive sampling. Data were collected using a structured questionnaire and analyzed using structural equation modeling (SEM) with AMOS to examine the proposed relationships and the indirect effects involving brand love.
Finding/Results – Brand experience is positively and significantly associated with brand love and brand equity, but not directly with brand engagement. Brand love is positively associated with both brand engagement and brand equity, while brand engagement is also positively associated with brand equity. The indirect effect analysis shows that brand love mediates the relationships between brand experience and both brand engagement and brand equity. A significant serial indirect relationship between brand experience and brand equity through brand love and brand engagement is also identified. However, the indirect relationship through brand engagement is not statistically significant.
Originality/Value – This study contributes to the understanding of consumer–brand relationships in the premium smartphone market by examining brand experience, brand love, brand engagement, and brand equity within the S-O-R framework. It highlights the mediating role of brand love and the sequential relationship between brand love and brand engagement in explaining brand equity.

ARTICLE INFO

Keywords:
Brand Experience,
Brand Love,
Brand Engagement,
Brand Equity,
iPhone

Article Information:
Received: 02/09/2026
Revise: 03/10/2026
Accepted: 12/11/2026

ISSN:
2985-3168 (Online)
2985-3222 (Print)

*Corresponding Author at:
Master of Management, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, Jl. Brawijaya, Kasihan, Bantul 55183, Indonesia.
E-mail address: sidiq.adi.psc24@mail.umy.ac.id (Sidiq Adi Prayoga)
The work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)

1. Introduction

The advancement of digital technology has contributed to the widespread adoption of smartphones in everyday life. Smartphones are no longer used solely as communication devices but have become an essential part of consumers' daily activities, including accessing information, working, learning, conducting transactions, and interacting through various digital platforms. This phenomenon is reflected in the continued growth of smartphone users in Indonesia. According to Statista, the number of smartphone users in Indonesia was estimated to reach 214.3 million in 2025. This figure represents a substantial increase compared with 2010, when the number of smartphone users was estimated at approximately 26.09 million, reflecting an increase of around 188.21 million users over the 2010-2025 period (Statista, 2025). This continued growth highlights the increasingly important role of smartphones in the daily lives of Indonesian consumers. As smartphones become increasingly integrated into everyday communication, they have transformed how consumers interact with digital media and brands. Through various digital platforms, smartphones enable consumers to access information, share experiences, and interact with brands, making them an important medium for consumer brand communication.

The substantial number of smartphone users has also intensified competition among various smartphone brands. Consumers are presented with a wide range of products that differ in terms of specifications, price, design, features, and ecosystems offered by each brand. Under these circumstances, functional product advantages are becoming increasingly insufficient as the sole source of competitive advantage. Therefore, companies need to create greater value by providing distinctive brand experiences that can strengthen consumers' perceptions and relationships with the brand. Such experiences involve consumers' sensory, affective, intellectual, and behavioral responses to the brand, which can influence how consumers perceive and develop relationships with the brand (Sohaib et al., 2023). The strong presence of Apple further highlights the relevance of examining consumer brand relationships in the smartphone industry.

According to (Statista, 2026), Apple accounted for 16.19% of mobile page views in Indonesia as of April 2026, representing the largest share among mobile vendors. This position indicates the strong presence of Apple devices among Indonesian mobile users and makes Apple, particularly its iPhone product line, a relevant context for examining consumers' experiences and relationships with a smartphone brand. Smartphones priced above US$600 accounted for 8.3% of smartphone shipments in Indonesia in the first quarter of 2026, marking the highest share recorded for the premium segment and a 30% year on year increase (Shilpi Jain, 2026). Apple also contributed to this segment's growth, highlighting the relevance of iPhone as a premium smartphone brand for examining consumers' experiences and emotional relationships with the brand.

In a competitive smartphone market, a distinctive brand experience may contribute to the development of stronger emotional connections between consumers and the brand (Rodrigues & Brandão, 2021). Such emotional connections are reflected in brand love, which represents a deeper emotional attachment toward a brand. Previous research has shown that brand experience plays an important role in shaping brand love, indicating that favorable experiences can develop into stronger emotional relationships with a brand (Shizhen et al., 2025; Yang & Kang, 2021). Beyond its potential to foster emotional attachment, brand experience may also encourage consumers to become more actively involved with a brand. When consumers have meaningful experiences with a brand, they may be more willing to

devote their attention, emotions, and behavioral efforts to interactions with the brand. Previous research has found that brand experience positively influences brand engagement, suggesting that consumers' experiences can motivate them to develop stronger and more active involvement with a brand (Sohaib et al., 2023). Brand experience may also contribute to the development of brand equity by shaping consumers' overall evaluations and perceptions of a brand. When consumers consistently associate a brand with positive and meaningful experiences, these experiences can strengthen favorable brand associations and perceptions, ultimately increasing the value consumers attach to the brand (Zaki & Wu, 2026). Memorable and favorable brand experiences can become an important basis for developing stronger perceptions of brand equity (Amer et al., 2023).

Beyond the influence of brand experience, consumers' emotional attachment to a brand may further encourage their active involvement with the brand. Brand love can foster a stronger level of brand engagement by encouraging consumers to maintain an active and meaningful relationship with the brand (G. T. T. Nguyen, 2025). Engagement with a brand can serve as one of the initial stages in the formation of purchase intention (Sa'diah & Dyah Handayani, 2026). This suggests that consumers' active involvement with a brand represents an important stage in their relationship with the brand before leading to subsequent behavioral responses. In this context, the emotional attachment consumers develop toward a brand can encourage deeper engagement, as stronger brand love is associated with a greater willingness to interact with and maintain involvement with the brand (Nguyen et al., 2026; Shahid et al., 2025). Consumers who develop a strong emotional bond with a brand tend to show greater willingness to interact and remain involved with the brand, thereby contributing to higher levels of brand. Stronger brand love can also contribute to the development of brand equity by deepening consumers' emotional connection with the brand (Ghorbanzadeh et al., 2026). Consumers who develop a strong emotional attachment to a brand are more likely to hold favorable associations and perceptions toward the brand, which can increase the value they attach to it.

Nevertheless, previous findings regarding the direct effect of brand experience on brand engagement remain inconsistent. Brand experience has been found to encourage consumers' active involvement with brands, particularly through social interaction and participation (Paramita et al., 2021). However, contrasting evidence has been reported by Putri et al., (2023) who found that affective brand experience did not significantly influence cognitive engagement. In the present study, brand experience likewise did not have a significant direct effect on brand engagement. These inconsistent findings suggest that the extent to which brand experience translates into engagement may depend on the type of experience and form of engagement considered. Brand love may therefore serve as an emotional pathway linking brand experience to brand engagement (Sohaib et al., 2023).

The present study contributes to the existing literature by further examining the relationships among brand experience, brand love, brand engagement, and brand equity among iPhone users in Indonesia. This study examines the direct relationships of brand experience with brand engagement and brand equity, as well as the mediating role of brand love in these relationships. The findings indicate that the direct relationship between brand experience and brand engagement is not significant, whereas its indirect relationship through brand love is significant. In contrast, brand experience has significant direct and indirect relationships with brand equity. These findings provide further insight into how brand experience relates to brand engagement and brand equity, while highlighting the mediating role of brand love in

these relationships. The proposed relationships are examined using structural equation modeling (SEM) with AMOS.

2. Literature Review & Hypothesis Development

The Stimulus-Organism-Response (S-O-R) framework explains how external stimuli are related to individuals' internal psychological states and subsequent responses (Mehrabian & Russell, 1974). n the present study, brand experience is conceptualized as the stimulus (S), brand love as the organism (O), and brand engagement and brand equity as sequentially connected responses (R). This framework is appropriate for the present study, as previous research has applied the S-O-R perspective to explain relationships involving brand experience, brand love, brand engagement, and brand equity in various consumer contexts (Andika et al., 2024; Baharuddin et al., 2026). Brand experience reflects consumers' experiences arising from their interactions with a brand, while brand love represents the internal emotional attachment that develops from these experiences. Thus, brand love serves as the psychological mechanism linking brand experience to subsequent consumer responses. Within the response component, brand engagement and brand equity represent distinct but interconnected stages. Brand engagement reflects an intermediate relational response, manifested through consumers' active involvement and interactions with the brand. In contrast, brand equity represents a subsequent evaluative brand outcome, reflecting the value consumers associate with the brand. Accordingly, brand engagement is conceptualized as a relational response that precedes brand equity within the proposed conceptual framework

This sequential conceptualization is also consistent with previous research examining the relationship between consumer brand engagement and brand equity Hepola et al., (2017) explicitly examined the impact of consumer brand engagement on brand equity, providing a relevant empirical basis for considering the relationship between these constructs. Therefore, the proposed framework conceptualizes the process as progressing from brand experience to brand love, followed by brand engagement and ultimately brand equity. This arrangement also provides the theoretical basis for examining the indirect relationship between brand experience and brand equity through brand love and the sequential involvement of brand engagement. The S-O-R framework provides the overarching theoretical foundation, while the sequential positioning of brand engagement and brand equity clarifies their distinct functions within the response component. This conceptualization provides the theoretical rationale for the proposed structural relationships rather than establishing a definitive temporal or causal sequence.

Brand engagement represents consumers' active involvement in their relationship with a brand. Favorable experiences can encourage consumers to devote greater attention and become more involved in brand-related activities (Karim et al., 2025). Yasin et al., (2026) found that consumer online brand experience positively influences both passive and active social media brand engagement, indicating that favorable brand experiences can encourage consumers to engage through activities such as liking, sharing, and commenting on brand-related content. This finding indicates that experiences with a brand can encourage consumers to become more actively involved in their relationship with the brand. Therefore, stronger brand experiences are expected to lead to greater brand engagement.

H1: Brand experience has a positive and significant effect on brand engagement.

Brand experience reflects consumers' responses arising from their interactions with a brand. Meaningful and memorable experiences can generate favorable emotional responses that

develop into stronger emotional attachment. Pabla & Soch, (2023) found that brand experience significantly influences brand love among airline passengers. Similarly, Anggara et al., (2023) reported that customer experience contributes to brand love in the halal fashion industry. Na et al., (2023) also found that brand experience significantly influences brand love among smartphone users. These findings suggest that favorable experiences can become an important foundation for developing emotional attachment toward a brand.

H2: Brand experience has a positive and significant effect on brand love

Brand experience can contribute to brand equity by shaping consumers' perceptions and evaluations of a brand. Amer et al., (2023) found that brand experience contributes to brand equity in the new luxury fashion industry. Meaningful experiences generated through interactions with a brand can create favorable associations and reinforce the value consumers attach to the brand (Zaki & Wu, 2026). These findings suggest that favorable experiences can strengthen consumers' perceptions and associations toward a brand, thereby contributing to stronger brand equity.

H3: Brand experience has a positive and significant effect on brand equity.

Brand love reflects a strong emotional attachment between consumers and a brand. Such attachment can encourage consumers to devote greater attention to the brand and maintain deeper involvement in the relationship (Chou & Chen, 2025). Brand love and customer engagement are important outcomes associated with consumers' responses to ephemeral content marketing, highlighting the role of emotional connections in fostering consumer involvement with brands (K. M. Nguyen et al., 2026). Anjani & Astuti, (2022) similarly found a relationship between brand love and consumer brand engagement. These findings indicate that stronger emotional attachment can encourage greater consumer involvement with a brand.

H4: Brand love has a positive and significant effect on brand engagement.

Brand love can strengthen consumers' perceptions and associations toward a brand through emotional attachment. Sohaib et al., (2023) found that brand love contributes to brand equity in the Apple context. The importance of emotional connections, including consumers' feelings of love, in developing stronger relationships with a destination brand and enhancing destination brand equity (Shizhen et al., 2025). These findings indicate that emotional attachment can contribute to the development of stronger brand equity.

H5: Brand love has a positive and significant effect on brand equity

Brand engagement reflects consumers' active involvement with a brand and can reinforce their perceptions and associations toward it. Such involvement may contribute to the development of stronger brand equity as consumers become more familiar with and connected to the brand. Consistent with this view, the study by Karim et al., (2025) highlights the importance of consumer experiences in strengthening brand equity and supporting business success in the banking sector. Algharabat et al., (2020) also demonstrated that customer brand engagement is related to consumer-based brand equity among mobile phone service users. These findings suggest that greater involvement with a brand can reinforce consumers' perceptions and associations, contributing to stronger brand equity.

H6: Brand engagement has a positive and significant effect on brand equity

Brand experience may influence brand engagement through the development of emotional attachment. Sohaib et al., (2023) found that brand love mediates the relationship between brand experience and brand engagement. Na et al., (2023) similarly demonstrated the mediating role of brand love between brand experience and consumer outcomes among

smartphone users. These findings suggest that favorable experiences can develop into emotional attachment, which subsequently encourages stronger involvement with a brand.

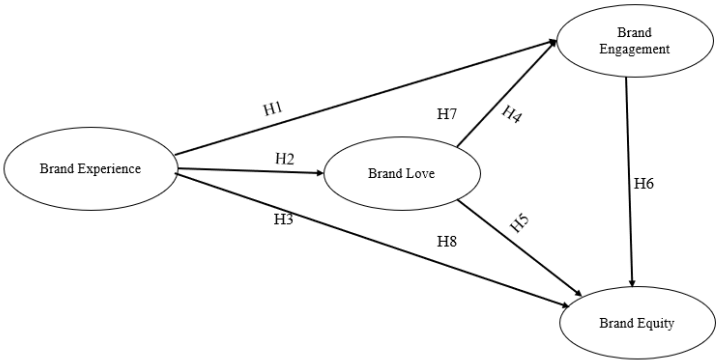
H7: Brand love mediates the effect of brand experience on brand engagement

Brand experience can influence brand equity both directly and through emotional attachment. Sohaib et al. (2023) found that brand love mediates the relationship between brand experience and brand equity. Similarly, Syamsuddin & Fadhilla, (2024) reported a mediating role of brand love in the relationship between brand experience and brand equity. These findings suggest that emotional attachment provides an additional pathway through which brand experience contributes to brand equity.

H8: Brand love mediates the effect of brand experience on brand equity

Based on the formulated hypotheses, the conceptual framework illustrating the proposed relationships among the study variables is presented in the following figure.

Figure 1. Research Framework



3. Methodology

The research procedure comprised several stages, including identification of the research problem, development of the conceptual framework and hypotheses, preparation of the measurement instruments, data collection, and data analysis. This study employed a quantitative approach to examine the relationships of brand experience with brand engagement and brand equity, as well as the mediating role of brand love among iPhone users in Indonesia. Primary data were collected from January to April 2026 through a structured online questionnaire created using Google Forms and distributed via social media platforms, including Instagram and WhatsApp. All measurement items were assessed using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Respondents were selected using a non-probability purposive sampling technique based on predetermined eligibility criteria (Sekaran & Bougie, 2019). Participants were required to: (1) be at least 17 years old; (2) have used an iPhone as their primary smartphone for at least one year; and (3) be domiciled in Indonesia. These criteria were established to ensure that respondents had succifient experience with iPhone to evaluate their brand related experiences, brand love, brand engagement, and brand equity. Following the screening process, all 230 responses met the eligibility criteria and were considered complete and valid for the final analysis. The sample size was determined with consideration of the requirements of Structural Equation Modeling (SEM). Ghozali, (2017) suggests that a sample size of 100 to 200 respondents is generally appropriate for SEM. The 230 valid responses obtained in this study therefore

exceeded this general guideline and provided an adequate sample for the analysis using AMOS.

The data were analyzed using Structural Equation Modeling (SEM) with AMOS. SEM was employed to examine the relationships among multiple latent constructs simultaneously (Hair et al., 2019). The measurement model was evaluated by examining the standardized factor loadings of each indicator, Construct Reliability (CR), and Average Variance Extracted (AVE). Factor loadings were assessed to determine the extent to which each observed indicator represented its respective latent construct, while CR and AVE were used to assess construct reliability and convergent validity (Ghozali, 2017; Hair et al., 2019). The adequacy of the measurement model was further assessed using goodness of fit indices, including CMIN/DF, GFI, TLI, CFI, RMSEA, RMR, and SRMR (Byrne, 2016; Ghozali, 2017). After an acceptable measurement model was established, the structural model was evaluated to test the hypothesized direct and indirect relationships among brand experience, brand love, brand engagement, and brand equity.

4. Result and Discussion

4.1. Profile of the Respondents

A total of 230 valid responses were included in the analysis. The respondents were profiled based on domicile, age, gender, monthly income, and occupation. In terms of domicile, 185 respondents (80.4%) were from Java, followed by 27 respondents (11.7%) from Sumatra and 12 respondents (5.2%) from Kalimantan. The remaining respondents were distributed across Bali, Nusa Tenggara, Sulawesi, and Papua, each representing less than 1% of the total sample. Regarding age, most respondents were 17-25 years old (56.1%). The gender distribution was relatively balanced, with female respondents slightly outnumbering male respondents (50.4% and 49.6%, respectively). In terms of monthly income, the largest proportion reported earning less than IDR 5 million per month (56.1%). Regarding occupation, students represented the largest group (27.8%). Overall, the sample was predominantly composed of young iPhone users, with most respondents residing in Java and reporting a monthly income below IDR 5 million.

4.2 Normality Assessment

The 230 eligible responses were assessed for univariate and multivariate normality, as well as potential outliers. The results indicated that several indicators exhibited negative skewness; however, the multivariate kurtosis was 2.200, with a critical ratio of 0.407, which falls within the commonly accepted range of ±2.58. No outliers were identified during the data screening process. Therefore, the data did not indicate a substantial violation of multivariate normality or the presence of influential outliers and were considered appropriate for maximum likelihood estimation in AMOS.

4.3 Reliability and Validity Assessment

The measurement instrument consisted of 28 items adapted from established scales in previous studies. Specifically, brand experience was measured using 10 items adapted from (Brakus et al., 2009; Hu et al., 2023; Kayakuş et al., 2024; Misra et al., 2016; Sohaib et al., 2023), brand love was measured using 6 items adapted from (Batra et al., 2012; Bergkvist & Bech-Larsen, 2010; Huang, 2017), brand engagement was measured using 5 items adapted from (Vivek et al., 2014; Xi & Hamari, 2020), while brand equity was measured using 7 items

adapted from (R. Huang & Sarigöllü, 2014; Netemeyer et al., 2004; Yoo & Donthu, 2001). This specification reflects the study's focus on the overall relationship between consumers' brand experiences and the other constructs in the proposed model, rather than on the separate effects of individual experience dimensions. Given that the measurement items were adapted from several established scales, their conceptual relevance to the intended construct was considered in the measurement design. In this study, brand experience and brand engagement were operationalized at the overall construct level to examine their relationships with the other constructs in the proposed structural model, rather than to investigate the separate effects of their underlying dimensions. Although previous literature recognizes the multidimensional conceptualization of these constructs, the present study focuses on their overall conceptual roles in explaining consumer responses to brands. The measurement items were adapted from established studies and selected based on their relevance to the respective constructs and the research context.

Prior to the main survey, a pilot test was conducted with 35 respondents who met the predetermined eligibility criteria to assess questionnaire clarity and the preliminary reliability and validity of the measurement items. The results indicated that the items met the criteria applied in the pilot assessment; therefore, no substantial modifications were made before the main data collection. The finalized questionnaire was subsequently administered to the main sample, yielding 230 valid responses. The assessment considered standardized factor loadings, Construct Reliability (CR), and Variance Extracted (VE). The results of the measurement model assessment are presented in Table 1.

Table 1. Assessment of Construct reliability and validity

Construct	**Factor Loadings**	**Result**	**Construct Reliability (CR)**	**Variance Extracted (VE)**	**Result**
Brand Experience (BE)					
BE1	0. 876	Valid			
BE2	0. 857	Valid			
BE3	0. 868	Valid			
BE4	0. 806	Valid	0.964	0.726	Reliable
BE5	0. 831	Valid			
BE6	0. 821	Valid			
BE7	0. 848	Valid			
BE8	0. 840	Valid			
BE9	0. 879	Valid			
BE10	0. 894	Valid			
Brand Love (BL)					
BL1	0. 844	Valid			
BL2	0.829	Valid			
BL3	0. 866	Valid	0.943	0.735	Reliable
BI4	0. 869	Valid			
BL5	0. 875	Valid			
BL6	0. 861	Valid			

Construct	Factor Loadings	Result	Construct Reliability (CR)	Variance Extracted (VE)	Result
Brand Engagement (BEN)					
BEN1	0.830	Valid			
BEN2	0.853	Valid	0.932	0.732	Reliable
BEN3	0.869	Valid			
BEN4	0.821	Valid			
BEN5	0.905	Valid			
Brand Equity (BEQ)					
BEQ1	0.870	Valid			
BEQ2	0.856	Valid			
BEQ3	0.831	Valid			
BEQ4	0.802	Valid	0.948	0.724	Reliable
BEQ5	0.884	Valid			
BEQ6	0.843	Valid			
BEQ7	0.871	Valid			

Source: Output AMOS24 (2026)

Standardized factor loadings were examined to assess the contribution of each indicator to its respective construct, with values of 0.50 or higher considered acceptable (Ghozali, 2017; Hair et al., 2019). Construct reliability was assessed using CR, with values of 0.70 or higher indicating satisfactory reliability, while VE values of 0.50 or higher indicated adequate convergent validity (Ghozali, 2017; Hair et al., 2019). The reliability assessment further confirms the consistency of the constructs. Brand experience records a CR value of 0.964 and a VE value of 0.726, while brand love has a CR value of 0.943 and a VE value of 0.735. Brand engagement demonstrates a CR value of 0.932 and a VE value of 0.732, whereas brand equity records a CR value of 0.948 and a VE value of 0.724. All CR values exceed the recommended threshold of 0.70, confirming satisfactory construct reliability. In addition, all VE values are above 0.50, supporting adequate convergent validity. Overall, all 28 measurement items are considered valid and all four constructs are reliable, supporting their use in the subsequent structural model analysis. In addition, the heterotrait-monotrait (HTMT) ratio was examined to assess discriminant validity among the latent constructs.

The HTMT ratio was used to assess the degree of similarity between latent constructs and to determine whether they are empirically distinct. Hair et al., (2021) proposed HTMT as an approach for assessing discriminant validity. The results are presented in Table 2.

Table 2. Assessment of HTMT

	Brand Experience	Brand Love	Brand Engagement	Brand Equity
Brand Experience				
Brand Love	0.672			
Brand Engagement	0.610	0.851		
Brand Equity	0.702	0.866	0.848	

Source: Output AMOS24 (2026)

As presented in Table 2, the HTMT value between brand experience and brand love was 0.672, between brand experience and brand engagement was 0.610, and between brand experience and brand equity was 0.702. The HTMT value between brand love and brand engagement was 0.851, while the value between brand love and brand equity was 0.866. Meanwhile, the HTMT value between brand engagement and brand equity was 0.848. Based on prior research and simulation results, an HTMT threshold of 0.90 is recommended for constructs that are conceptually similar (Henseler et al., 2015). All HTMT values were below 0.90, indicating that the constructs demonstrate discriminant validity. To further assess discriminant validity, the correlations among the latent constructs were examined using confirmatory factor analysis (CFA). The results are presented in Table 3.

Table 3. Assessment of Latent Construct Correlations

	Brand Experience	**Brand Love**	**Brand Engagement**	**Brand Equity**
Brand Experience				
Brand Love	0.669			
Brand Engagement	0.601	0.847		
Brand Equity	0.701	0.866	0.843	

Source: Output AMOS24 (2026)

As presented in Table 3, the correlations among the latent constructs ranged from 0.601 to 0.866. The highest correlation was observed between brand love and brand equity (0.866), followed by brand love and brand engagement (0.847), and brand engagement and brand equity (0.843). All correlations remained below the 0.90 threshold, indicating that the latent constructs exhibit distinguishable empirical relationships. These CFA-based correlations provide complementary evidence to the HTMT assessment presented in Table 2.

4.3. Goodness of Fit Assessment

The goodness of fit test was conducted to evaluate the extent to which the proposed measurement model was consistent with the observed data. Several fit indices were examined, including CMIN/DF, GFI, CFI, TLI, RMSEA, RMR, and SRMR based on their respective recommended criteria.

Table 4. Fit test testing model

Fit test	**Acceptance Criterion**	**Obtained Value**	**Model Assessment**
CMIN/DF	<3	2.220	Acceptable
GFI	> 0.90	0.820	Below Recommended Threshold
CFI	> 0.90	0.938	Acceptable
TLI	> 0.90	0.932	Acceptable
RMSEA	<0.08	0.073	Acceptable
RMR	<0.05	0.026	Acceptable
SRMR	<0.08	0.034	Acceptable

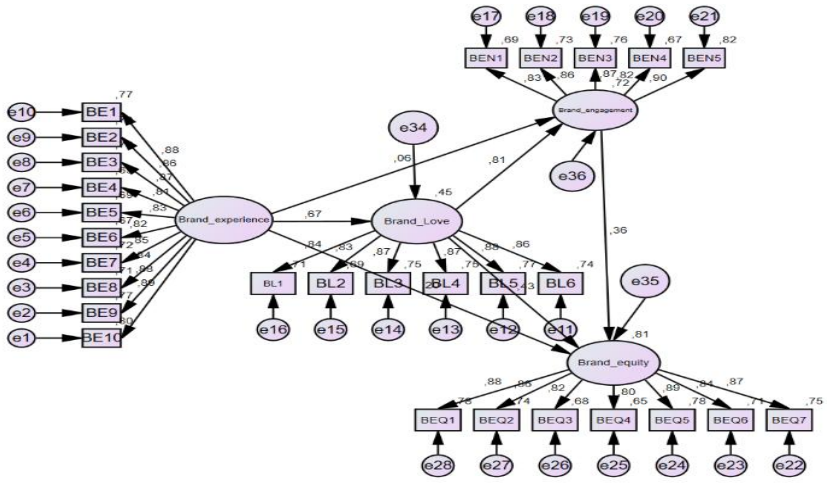
Source: Output AMOS24 (2026)

As presented in Table 4, the proposed structural model achieved a CMIN/DF value of 2.220, a CFI of 0.938, a TLI of 0.932, an RMSEA of 0.073, an RMR of 0.026, and an SRMR of 0.034, all of which met their respective recommended criteria. However, the GFI value of 0.820 was below the commonly recommended threshold of 0.90. The model yielded a chi-square (CMIN) value of 763.761 with 344 degrees of freedom (DF). Overall assessment of the model considered the results across multiple fit indices rather than relying on a single criterion.

4.4. Hypothesis Result

Hypothesis testing was conducted by examining standardized regression weights, critical ratio (C.R.), and p-values obtained from the SEM analysis. Standardized regression weights indicate the direction and strength of the relationships between constructs, while the C.R. and p-value are used to determine whether the estimated relationships are statistically significant (Byrne, 2016; Ghozali, 2017). A hypothesis was considered supported when the relationship between constructs was statistically significant, indicated by a C.R. value of ≥ 1.96 and $p < 0.05$, indicating that the observed relationship was unlikely to have occurred by chance (Ghozali, 2017). In addition, 95% confidence intervals were estimated using the bias-corrected bootstrap method based on 5,000 resamples. A confidence interval that does not include zero indicates a statistically significant effect. Positive estimates indicate a positive relationship between constructs, meaning that an increase in one construct is associated with an increase in another construct. Results of the hypothesis testing are presented in Table 5, while the structural model and estimated relationships among the constructs are illustrated in Figure 2.

Figure 2. Research Model Result



Source: Research Model Result on AMOS (2026)

Table 5. Result of Direct Hypothesis

Hypothesis	β	S.E	CR	P-Value	95% BC CI	Result
H1: Brand experience → Brand engagement	0.057	0.054	1.047	0.295	[−0,042; 0,163]	Rejected
H2: Brand experience → Brand Love	0.594	0.055	10.734	0.000	[0,475; 0,718]	Accepted
H3: Brand experience → Brand equity	0.199	0.049	4.031	0.000	[0,102; 0,302]	Accepted
H4: Brand love → Brand Engagement	0.838	0.079	10.650	0.000	[0,697; 0,992]	Accepted
H5: Brand love → Brand equity	0.489	0.059	5.097	0.000	[0,305; 0,683]	Accepted

Hypothesis	β	S.E	CR	P-Value	95% BC CI	Result
H6: Brand engagement → Brand equity	0.397	0.086	4.618	0.000	[0,231; 0,599]	Accepted

Source: Output AMOS24 (2026)

Table 5 presents the results of the direct hypothesis testing among brand experience, brand love, brand engagement, and brand equity. The results show that brand experience has no significant effect on brand engagement (β = 0.057; CR = 1.047; p = 0.295), indicating that consumers' experiences with iPhone do not directly translate into active engagement with the brand. This finding suggests that a positive experience alone does not directly encourage consumers to actively interact with or engage with the brand.

In contrast, brand experience has a positive and significant effect on brand love (β = 0.594; CR = 10.734; p < 0.001). This finding indicates that positive experiences formed through consumers' interactions with iPhone can strengthen their emotional attachment and affection toward the brand. Furthermore, brand experience also has a positive and significant effect on brand equity (β = 0.199; CR = 4.031; p < 0.001), indicating that favorable experiences with iPhone can enhance consumers' perceptions of the brand and contribute to stronger brand equity.

Furthermore, brand love has a positive and significant effect on brand engagement (β = 0.838, CR = 10.650, p < 0.001), providing strong support for H4. The relatively high coefficient indicates that emotional attachment toward iPhone is strongly associated with consumers' active engagement with the brand. Consumers who develop stronger feelings of love toward iPhone are more likely to pay attention to the brand, become involved with brand-related activities, and maintain a stronger connection with the brand.

Brand love also has a positive and significant effect on brand equity (β = 0.489, CR = 5.097, p < 0.001), supporting H5. This result indicates that stronger emotional attachment to iPhone is associated with stronger brand equity. Consumers who feel that iPhone has personal significance and generates positive emotional responses are more likely to perceive the brand as valuable and distinctive. Thus, brand equity is not only shaped by consumers' functional experiences but also by the emotional relationship they develop with the brand.

Finally, brand engagement has a positive and significant effect on brand equity (β = 0.397, CR = 4.618, p < 0.001), supporting H6. The result indicates that greater consumer involvement with iPhone is associated with stronger brand equity. Active engagement can reinforce consumers' interactions and connections with the brand, which may subsequently strengthen their overall perceptions of the brand.

Overall, five of the six proposed direct relationships are supported, while the direct relationship between brand experience and brand engagement is not significant. These findings indicate that brand experience can directly contribute to brand equity, while its relationship with brand engagement appears to operate differently, particularly through the emotional role of brand love.

Table 6. Result of Indirect Hypothesis

Hypothesis	Unstandardized Estimate	β	P-Value	95% BC CI	Result
H7: Brand experience → Brand Love → Brand engagement	0.498	0.539	0.001	[0,394; 0,614]	Accepted
H8: Brand experience → Brand Love → Brand Equity	0.290	0.287	0.001	[0,195; 0,410]	Accepted
Brand experience → Brand engagement → Brand equity	0.023	0.022	0.234	[-0,008; 0,068]	Not Accepted
Brand experience → Brand love → Brand engagement → Brand equity	0.198	0.539	0.001	[0,130; 0,300]	Accepted
Brand love → Brand engagement → Brand equity	0.333	0.291	0.001	[0,220; 0,493]	Accepted

Source: Output AMOS24 (2026)

Table 6 presents the results of the specific indirect effect analysis, examining the mediating roles of brand love and brand engagement in the relationships among the research constructs. The results indicate that brand experience has a significant indirect effect on brand engagement through brand love (unstandardized estimate = 0.498, β = 0.539, p = 0.001, 95% BC CI [0.394, 0.614]). Since the direct effect of brand experience on brand engagement is not significant (β = 0.057, p = 0.295), whereas the indirect effect is significant, the findings support H7 and are consistent with an indirect-only mediation pattern. This suggests that brand experience is associated with brand engagement through consumers' emotional attachment to the brand.

Furthermore, brand experience has a significant indirect effect on brand equity through brand love (unstandardized estimate = 0.290, β = 0.287, p = 0.001, 95% BC CI [0.195, 0.410]). The direct effect of brand experience on brand equity is also positive and significant (β = 0.199, p < 0.001). These findings support H8 and are consistent with a complementary mediation pattern, as both the direct and indirect effects are significant and positive. Thus, brand experience is associated with brand equity both directly and indirectly through brand love.

In contrast, the indirect effect of brand experience on brand equity through brand engagement alone is not statistically significant (unstandardized estimate = 0.023, β = 0.022, p = 0.234, 95% BC CI [−0.008, 0.068]). The confidence interval includes zero, indicating that this specific indirect pathway is not supported.

Importantly, the serial indirect effect of brand experience on brand equity through brand love and subsequently brand engagement is positive and statistically significant (unstandardized estimate = 0.198, β = 0.539, p = 0.001, 95% BC CI [0.130, 0.300]). This finding provides additional evidence for the sequential pathway in which brand experience is associated with brand equity through consumers' emotional attachment and subsequent engagement with the brand. Additionally, brand love has a significant indirect effect on brand equity through brand engagement (unstandardized estimate = 0.333, β = 0.291, p = 0.001, 95% BC CI [0.220, 0.493]).

5. Discussion

Consistent with the Stimulus-Organism-Response (S-O-R) framework, the findings indicate that brand experience, as a stimulus, is positively associated with brand love, which represents consumers' internal emotional state. However, its direct relationship with brand engagement as a response is not statistically significant. Nevertheless, the significant indirect effect through brand love suggests that brand experience is associated with greater consumer engagement through the development of emotional attachment to the brand. This indicates that favorable brand experiences may relate to consumer engagement indirectly through brand love rather than through a direct relationship. The insignificant result suggests that a favorable experience does not automatically translate into active brand engagement. Putri et al., (2023) similarly found that the effect of brand experience on customer engagement varied across its dimensions, with affective brand experience showing no significant effect on cognitive engagement, despite several other dimensions demonstrating significant relationships with specific forms of engagement. This indicates that the connection between experience and engagement may depend on the type of experience and form of engagement considered. In the context of iPhone, consumers may enjoy the product's performance, design, or usability without necessarily devoting greater attention to the brand, participating in brand-related activities, or developing stronger social connections with other users. This distinction suggests that positive experiences alone may not directly generate deeper consumer involvement. An additional psychological mechanism may therefore be required to transform favorable brand experiences into stronger engagement. In this study, the subsequent findings concerning brand love provide an important explanation for this relationship.

The findings provide evidence that brand experience is an important antecedent of brand love and brand equity among iPhone users, although its direct relationship with brand engagement is not statistically significant. Brand experience had a positive and significant effect on brand love, indicating that favorable experiences with iPhone can foster stronger emotional attachment toward the brand. This finding is consistent with Pabla & Soch, (2023), who found that brand experience significantly influences brand love in the airline industry, suggesting that meaningful consumer experiences can foster emotional attachment across different industry contexts. A positive brand experience can create favorable consumer perceptions and strengthen the value associated with the brand (Fatmawati & Amanati, 2023). Similarly, Anggara et al., (2023) found that customer experience positively influences brand love in the halal fashion industry. These findings indicate that emotional attachment developed through consumer experiences can emerge across different industry contexts. In the context of iPhone, experiences related to product design, performance, features, usability, and the Apple ecosystem may create meaningful interactions that gradually strengthen consumers' affection and attachment toward the brand. Thus, favorable brand experiences may become an important foundation for transforming functional interactions with iPhone into deeper emotional relationships.

Brand experience had a significant effect on brand equity among iPhone users. This finding is consistent with Amer et al., (2023) who found that brand experience contributes to brand equity in the new luxury fashion industry. In contrast, Iglesias et al., (2019) found that the direct effect of sensory brand experience on brand equity was not significant in the banking industry. These different findings suggest that the relationship between brand experience and brand equity may vary depending on the nature of the experience and the consumer-brand context. In the present study, the significant effect may be related to the frequent and

continuous interaction between iPhone users and the brand. Experiences with product design, performance, features, usability, and the Apple ecosystem are repeatedly encountered in everyday use, which can reinforce perceptions of quality, distinctiveness, and brand value.

Brand love had a positive and significant effect on both brand engagement and brand equity, indicating that emotional attachment plays an important role in strengthening consumers' relationships with iPhone. The effect on brand engagement was particularly strong, with an Estimate of 0.838, representing the strongest direct relationship in the model. This finding is consistent with Nguyen, (2025) who identified brand love as an important factor in strengthening consumer engagement. Emotional attachment toward a brand can encourage consumers to become more actively engaged, as stronger brand love may increase their willingness to interact with and remain connected to the brand (Nguyen et al., 2026; Shahid et al., 2025). Furthermore, stronger feelings of affection were associated with stronger brand equity (Ghorbanzadeh et al., 2026). For iPhone users, stronger emotional attachment may encourage greater attention to the brand, more active interaction with brand-related content and communities, and stronger perceptions of the brand's value. These findings suggest that emotional attachment can strengthen both consumer engagement and brand equity.

Greater brand engagement among iPhone users was associated with stronger brand equity. This finding is consistent with Abubakari et al., (2026) who found that customer brand engagement contributes to consumer-based brand equity through value co-creation in the hospitality sector. Anjani & Astuti, (2022) reported that brand engagement contributes to brand equity. Algharabat et al., (2020) also showed that customer brand engagement can contribute to dimensions of consumer-based brand equity, particularly brand loyalty. Active engagement through seeking information, interacting with brand-related content, and participating in brand communities may strengthen consumers' knowledge and associations with iPhone. These ongoing interactions can reinforce consumers' connection with the brand and contribute to stronger brand equity.

Brand love mediates the relationship between brand experience and brand engagement, while the direct effect of brand experience on brand engagement is not statistically significant. This finding indicates that brand experience is indirectly associated with brand engagement through brand love. The result is consistent with Sohaib et al., (2023),who found that brand love mediates the relationship between brand experience and brand engagement among Apple customers. This finding highlights the role of brand love in explaining the association between brand experience as a stimulus and brand engagement as a consumer response.

Brand love mediates the relationship between brand experience and brand equity, while the direct effect of brand experience on brand equity was also significant. This indicates that brand experience is associated with brand equity both directly and through brand love. The finding is consistent with Sohaib et al., (2023) and Syamsuddin & Fadhilla, (2024) who also found a mediating role of brand love between brand experience and brand equity among Apple customers. Na et al., (2023) further demonstrated that brand love mediates the relationship between brand experience and brand loyalty among smartphone users, highlighting the importance of emotional attachment in translating brand experiences into stronger consumer outcomes. In the present study, favorable experiences with iPhone can strengthen brand equity directly, while emotional attachment provides an additional pathway through which brand experience contributes to brand equity.

Furthermore, the findings reveal a significant sequential indirect relationship between brand experience and brand equity through brand love and brand engagement. This suggests that

consumers' favorable experiences with iPhone are associated with stronger emotional attachment, which is subsequently associated with greater brand engagement and, ultimately, higher brand equity. This finding reinforces the proposed S-O-R framework by illustrating how an internal emotional state may connect brand-related experiences with subsequent relational and evaluative responses. In contrast, the indirect relationship between brand experience and brand equity through brand engagement alone is not statistically significant. This indicates that brand engagement does not independently explain the indirect relationship between brand experience and brand equity without the involvement of brand love. Thus, the emotional attachment represented by brand love appears to be an important component of the proposed sequential relationship.

Overall, these findings highlight the interconnected relationships among brand experience, brand love, brand engagement, and brand equity within the proposed framework. They emphasize the role of brand love not only as an intermediary in the relationship between brand experience and brand engagement but also as an important mechanism linking brand experience to brand equity, both independently and through the subsequent involvement of brand engagement.

6. Conclusion

This study examined the relationships among brand experience, brand love, brand engagement, and brand equity among iPhone users in Indonesia. The findings indicate that brand experience is positively and significantly associated with brand love and brand equity, whereas its direct relationship with brand engagement is not statistically significant. This suggests that favorable brand experiences are not necessarily accompanied by higher brand engagement through a direct relationship. However, the significant indirect effect through brand love highlights the importance of emotional attachment in explaining the relationship between brand experience and brand engagement.

Brand love is positively and significantly associated with both brand engagement and brand equity, with its relationship with brand engagement representing the strongest direct relationship in the proposed model. Furthermore, brand engagement is positively and significantly associated with brand equity, suggesting that greater consumer engagement corresponds to stronger perceptions of brand value. The mediation analysis further indicates that brand experience is associated with brand equity both directly and indirectly through brand love. Importantly, a significant serial indirect effect is also identified, whereby brand experience is associated with brand equity through brand love and subsequently brand engagement. In contrast, the indirect effect through brand engagement alone is not statistically significant.

The findings demonstrate how brand experience, brand love, and brand engagement are associated with brand equity among iPhone users. Brand love plays an important role in connecting consumers' experiences with their emotional attachment to the brand, which is subsequently associated with brand engagement and brand equity. This pattern is consistent with the proposed S-O-R framework, in which consumers' internal emotional states are linked to subsequent brand-related responses. Nevertheless, given the cross-sectional nature of the data, these relationships should be understood as statistical associations rather than definitive evidence of causal effects.

7. Limitations and Recommendation

Several limitations should be considered when interpreting these findings. First, this study employed a cross-sectional design, so the results reflect respondents' perceptions at a single point in time and do not establish the temporal or causal sequence among brand experience, brand love, brand engagement, and brand equity. Second, the use of purposive online sampling limits the generalizability of the findings to the broader population of iPhone users, particularly given that most respondents were young and resided in Java. Third, the findings reflect respondents' evaluations collected through a single research instrument and should therefore be interpreted within the context of the research design. Finally, the research model focused on brand experience, brand love, brand engagement, and brand equity, while other factors that may contribute to consumer–brand relationships were not included.

Based on these findings, Apple can focus not only on maintaining favorable product experiences but also on developing strategies that strengthen consumers' emotional connections with the brand. Product design, performance, usability, ecosystem integration, and customer interactions should be consistently managed to create meaningful experiences. Furthermore, communication, user communities, personalized interactions, and consumer-oriented activities can be used to strengthen emotional attachment and encourage active engagement with the brand. These implications should be interpreted as strategic considerations based on the associations identified in this study rather than as evidence that emotional attachment necessarily causes subsequent engagement or brand equity.

Future research could incorporate additional variables, such as brand trust, brand identification, perceived quality, customer satisfaction, brand personality, and consumer involvement, to provide a broader understanding of the factors associated with brand engagement and brand equity. Longitudinal designs could also be employed to examine changes in these relationships over time. Furthermore, probability-based or quota sampling with broader and more balanced geographical coverage could improve the generalizability of the findings. Future studies could also consider different approaches to data collection to provide further insight into the relationships among the constructs. Finally, comparative studies across different smartphone brands or consumer groups could examine whether the relationships identified in this study vary across different brand and consumer contexts.

Reference

Abubakari, A.-R., Majeed, M., Awini, G., & Sakara, A. (2026). The Effect of Brand Engagement on Brand Equity: The Role of Value Co-creation in the Hospitality Sector of Emerging Markets. *Journal of African Business*, *27*(3), 499–522. https://doi.org/10.1080/15228916.2025.2486834

Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, *53*, 101767. https://doi.org/10.1016/j.jretconser.2019.01.016

Amer, S. M., Elshimy, A. A., & Abo El Ezz, M. E. S. M. (2023). The role of brand experience on brand equity: Mediating effect of authenticity in new luxury fashion brands. *Cogent Business & Management*, *10*(3). https://doi.org/10.1080/23311975.2023.2285026

Andika, A., Yusrita, Y., Nugroho, J. P., Luthfiana, D. N., & Hak, R. Z. (2024). Social Media Marketing Dynamics and Brand Loyalty: A Sequential Mediation Model in the Indonesian Packaged Drinking Water Industry. *Jurnal Siasat Bisnis*, 172–192. https://doi.org/10.20885/jsb.vol28.iss2.art3

Anggara, A. K. D., Ratnasari, R. T., & Osman, I. (2023). How store attribute affects customer experience, brand love and brand loyalty. *Journal of Islamic Marketing*, *14*(11), 2980–3006. https://doi.org/10.1108/JIMA-01-2022-0002

Anjani, D., & Astuti, R. D. (2022). The effect of brand engagement and brand love upon overall brand equity and repurchase intention: Case study on smartphone brands in Indonesian millennials. In *Contemporary Research on Management and Business* (pp. 52–55). CRC Press. https://doi.org/10.1201/9781003295952-14

Baharuddin, F. N., Mokhlis, S., & Mokhtar, N. F. (2026). Building Customer Brand Loyalty through Retail Brand Experience and Brand Love: The Case of Hijab Fashion. *Gadjah Mada International Journal of Business*, *28*(2), 165–188. https://doi.org/10.22146/gamaijb.v28i2.19457

Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, *76*(2), 1–16. https://doi.org/10.1509/jm.09.0339

Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, *17*(7), 504–518. https://doi.org/10.1057/bm.2010.6

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is It? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, *73*(3), 52–68. https://doi.org/10.1509/jmkg.73.3.052

Byrne, B. M. (2016). *Structural Equation Modeling With AMOS*. Routledge. https://doi.org/10.4324/9781315757421

Chou, C.-H., & Chen, D.-N. (2025). Effect of brand love on brand defense mediated by customer brand engagement: The moderated mediation role of regulatory focus. *Acta Psychologica*, *260*, 105515. https://doi.org/10.1016/j.actpsy.2025.105515

Fatmawati, I., & Amanati, A. K. (2023). How Does Consumer Experience with Cosmetics Products Create EWOM, Satisfaction, and Loyalty? *Jurnal Manajemen Bisnis*, *14*(1), 53–71. https://doi.org/10.18196/mb.v14i1.14525

Ghorbanzadeh, D., Jones, A., Khan, S. A., Chandra, J., Alhitmi, H. K., & Prasad, K. (2026). AI-driven marketing's mystery: forging destination love and image for brand equity. *Journal of Hospitality and Tourism Insights*, 1–17. https://doi.org/10.1108/JHTI-10-2025-1250

Ghozali, I. (2017). *Structural Equation Model: Concepts and Applications with AMOS 24 Program* (Edisi 7). Diponegoro University Publishing Agency.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (Eighth Edi). Annabel Ainscow.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hepola, J., Karjaluoto, H., & Hintikka, A. (2017). The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *Journal of Product & Brand Management*, *26*(3), 282–293. https://doi.org/10.1108/JPBM-10-2016-1348

Hu, W., Hao, T., Hu, Y., Chen, H., Zhou, Y., & Yin, W. (2023). Research on the brand image of iOS and Android smart phone operating systems based on mixed methods. *Frontiers in Psychology*, *14*. https://doi.org/10.3389/fpsyg.2023.1040180

Huang, C.-C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, *55*(5), 915–934. https://doi.org/10.1108/MD-10-2015-0465

Huang, R., & Sarigöllü, E. (2014). Assessment of Brand Equity Measures. *International Journal of Market Research*, *56*(6), 783–806. https://doi.org/10.2501/IJMR-2014-037

Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, *96*, 343–354. https://doi.org/10.1016/j.jbusres.2018.05.043

Karim, R. Al, Hoque, I. F., Islam, M. W., & Shamsun, F. (2025). Modeling brand experience and brand equity association in the banking industry: mediating role of brand identification, attachment and engagement. *Journal of Modelling in Management*, *20*(4), 1265–1283. https://doi.org/10.1108/JM2-07-2024-0231

Kayakuş, M., Yiğit Açikgöz, F., Dinca, M. N., & Kabas, O. (2024). Sustainable Brand Reputation: Evaluation of iPhone Customer Reviews with Machine Learning and Sentiment Analysis. *Sustainability*, *16*(14), 6121. https://doi.org/10.3390/su16146121

Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. The MIT Press.

Misra, S., Cheng, L., Genevie, J., & Yuan, M. (2016). The iPhone Effect. *Environment and Behavior*, *48*(2), 275–298. https://doi.org/10.1177/0013916514539755

Na, M., Rong, L., Ali, M. H., Alam, S. S., Masukujjaman, M., & Ali, K. A. M. (2023). The Mediating Role of Brand Trust and Brand Love between Brand Experience and Loyalty: A Study on Smartphones in China. *Behavioral Sciences*, *13*(6), 502. https://doi.org/10.3390/bs13060502

Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, *57*(2), 209–224. https://doi.org/10.1016/S0148-2963(01)00303-4

Nguyen, G. T. T. (2025). Bridging functionality and emotion: the role of brand image in cultivating loyalty among logistics partners through brand love and engagement in Vietnam's B2B sector. *Journal of Business & Industrial Marketing*, *40*(5), 1208–1222. https://doi.org/10.1108/JBIM-08-2024-0609

Nguyen, K. M., Nguyen, N. T., Pham, T. T. X., Tran, N. H. M., Cap, N. C. B., & Nguyen, V. K. (2026). How ephemeral content marketing fosters brand love and customer engagement. *Spanish Journal of Marketing - ESIC*, *30*(1), 2–30. https://doi.org/10.1108/SJME-04-2024-0089

Pabla, H., & Soch, H. (2023). Up in the air! Airline passenger's brand experience and its impact on brand satisfaction mediated by brand love. *Journal of Air Transport Management*, *107*, 102345. https://doi.org/10.1016/j.jairtraman.2022.102345

Paramita, W., Chan Nhu, H. B., Ngo, L. V., Minh Tran, Q. H., & Gregory, G. (2021). Brand experience and consumers' social interactive engagement with brand page: An integrated-marketing perspective. *Journal of Retailing and Consumer Services*, *62*, 102611. https://doi.org/10.1016/j.jretconser.2021.102611

Putri, S. M., Risqiani, R., Nilasari, B. M., Kurniawati, & Yaputra, H. (2023). *The Effect of Brand Experience and Customer Engagement on Brand Loyalty in the Marketplace in Indonesia* (pp. 540–549). https://doi.org/10.2991/978-94-6463-350-4_53

Rodrigues, C., & Brandão, A. (2021). Measuring the effects of retail brand experiences and brand love on word of mouth: a cross-country study of IKEA brand. *The International Review of Retail, Distribution and Consumer Research*, *31*(1), 78–105. https://doi.org/10.1080/09593969.2020.1768577

Sa'diah, A., & Dyah Handayani, S. (2026). TikTok Marketing Communication and Purchase Intention Through Brand Awareness, Brand Engagement, and Perceived Value. *INJECT (Interdisciplinary Journal of Communication)*, *11*(2), 1875–1896. https://doi.org/10.18326/inject.v11i2.6917

Sekaran, U., & Bougie, R. (2019). *Metode Penelitian untuk Bisnis : Pendekatan Pengembangan-Keahlian* (Edisi 6). Salemba Empat.

Shahid, S., Husain, R., Islam, J. U., & Hollebeek, L. D. (2025). Brand love and customer brand engagement for masstige: a cross-cultural perspective. *Journal of Product & Brand Management*, *34*(4), 545–561. https://doi.org/10.1108/JPBM-07-2024-5370

Shilpi Jain. (2026). *Indonesia Smartphone Shipments Fall 9% YoY in Q1 2026 Hurt by Costlier Components; Premium Segment Hits Peak*. Counterpoint. https://counterpointresearch.com/default.htm/insights/indonesia-smartphone-market-q1-2026?

Shizhen, L., Hussain, K., Ari Ragavan, N., & Nisar, Q. A. (2025). The role of destination brand experience, emotions and brand credibility in influencing destination brand equity. *Journal of Hospitality and Tourism Insights*, *8*(5), 1743–1763. https://doi.org/10.1108/JHTI-09-2024-1000

Sohaib, M., Mlynarski, J., & Wu, R. (2023). Building Brand Equity: The Impact of Brand Experience, Brand Love, and Brand Engagement—A Case Study of Customers' Perception of the Apple Brand in China. *Sustainability (Switzerland)*, *15*(1). https://doi.org/10.3390/su15010746

Statista. (2025). *Number of smartphone users in Indonesia from 2010 to 2050 (in millions)*. https://www.statista.com/statistics/558642/number-of-mobile-internet-user-in-indonesia/

Statista. (2026). *Share of page views from mobile devices in Indonesia in April 2026, by vendor*. https://www.statista.com/statistics/937100/indonesia-market-share-of-leading-mobile-brands/?

Syamsuddin, S. F., & Fadhilla, H. N. (2024). The Effect of Brand Experience on Brand Engagement and Brand Equity Mediated by Brand love Apple users. *MEC-J (Management and Economics Journal)*, *8*(3), 321–338. https://doi.org/10.18860/mec-j.v8i3.29527

Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A Generalized Multidimensional Scale for Measuring Customer Engagement. *Journal of Marketing Theory and Practice*, *22*(4), 401–420. https://doi.org/10.2753/MTP1069-6679220404

Xi, N., & Hamari, J. (2020). Does gamification affect brand engagement and equity? A study in online brand communities. *Journal of Business Research*, *109*, 449–460. https://doi.org/10.1016/j.jbusres.2019.11.058

Yang, K. C. C., & Kang, Y. (2021). Predicting the Relationships Between Narrative Transportation, Consumer Brand Experience, Love and Loyalty in Video Storytelling Advertising. *Journal of Creative Communications*, *16*(1), 7–26. https://doi.org/10.1177/0973258620984262

Yasin, M., Porcu, L., Liebana-Cabanillas, F., & Zarco, C. (2026). Exploring how customer online brand experience affects social media engagement behavior in the social media brand communities of Islamic banking. *Journal of Islamic Marketing*, 1–29. https://doi.org/10.1108/JIMA-01-2023-0003

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, *52*(1), 1–14. https://doi.org/10.1016/S0148-2963(99)00098-3

Zaki, Y. E., & Wu, M.-S. S. (2026). Examining the mediating role of virtual brand experience between metaverse marketing strategies and consumer-based brand equity in the fashion industry. *Journal of Business and Socio-Economic Development*, *6*(3), 233–252. https://doi.org/10.1108/JBSED-10-2025-0471