Behavioral Analysis Of "Iphone" Brand Loyalty from Brand Experience Mediated by Brand Trust in Surakarta

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ABSTRACT

The reason people have strong loyalty to smartphones "iPhone" different products is because the quality of the product and the operating system get full trust, recommend products, keep using products, encourage people to use products to make products very attractive not unconditionally. 100 respondents were taken with Purposive sampling technique. Research results: The influence of Brand Experience on Brand Trust: Behavioral Experience and Sensory Experience hypotheses are accepted, while Intellectual Experience is rejected. The influence of Brand Experience on Behavioral Loyalty: Behavioral Experience, Intellectual Experience and Sensory Experience hypothesis is rejected while Brand Trust is accepted. The effect of Brand Trust on Behavioral Loyalty is hypothesized to be accepted.

Keywords: Brand Loyalty Behavioral, Brand Trust, Brand Experience

INTRODUCTION

Surakarta, the economic structure of Surakarta City is supported by trade/retail services, tourism services (hotels, restaurants, culture, and entertainment), and education services. This economic structure can be seen from the sectoral contribution indicator of Surakarta Gross Regional Domestic Product (GRDP). The strength of the tertiary sector in the structure of GDRP cannot be separated from the resources of Surakarta City, which benefits from the aspect of location as a strategic resource of Surakarta City. In the trade, hotel and restaurant sector, Surakarta City has long been known as a trading city. Its geographical location as a transit city through which Jakarta-Surabaya traffic passes is very influential in the development of trade. The traded products are closely related to the industrial and agricultural sectors. Export-oriented trade is carried out by companies with a large scale of production. Products traded include textile products and handicrafts. Meanwhile, the development of hotel and restaurant sub-sector is a supporting factor for the development of trade and tourism sector. Many people come to Surakarta with the intention of business or just a vacation, so the function of hotels and restaurants is very supportive and expected by the visitors. (Medium Term Investment Program Plan (RPIJM) of Surakarta City, n.d.). Likewise with other regions, the royal era is a buffer zone of Surakarta city included in the Greater Solo Metropolitan Area which consists of Surakarta City as the core city and several surrounding cities such as Sukoharjo Regency, Karanganyar Regency, Boyolali Regency, Klaten Regency, Sragen Regency and Wonogiri Regency [1].

Smartphones are items owned by everyone in the world today. Its existence is very important to facilitate humans to communicate with each other, support work and even for lifestyle. Smartphones are internet-enabled phones that usually provide Personal Digital Assistant (PDA) functions, such as calendar functions, agenda books, address books, calculators, and notes [2]. The segmentation of smartphone companies consists of various groups. Based on data on purchasing decisions made by consumers from various circles, the survey results show that the number of

smartphone users is young people (aged 18-25 years) as much as 60%, this happens in various parts of the world. Not only Indonesia, but other countries feel the same way ([3].

Figure 1. iPhone and Android Differences

iPhone users are different from smartphones, iPhones use the iOS operating system, which is an exclusive operating system because this operating system is specifically designed only for use in iPhone products from Apple Inc.

The popularity of the iPhone seems to be fading along with the emergence of new products from competing brands such as Samsung and Xiaomi. Based on a report from Canalys Research, iPhone sales growth in Q2 2021 decreased compared to Q1 2021. Despite the declining sales growth, iPhone sales in Q2 2021 still increased compared to Q1 2021. Based on data from Canalys, iPhone sales increased by 1% compared to Q1 2021. [4]
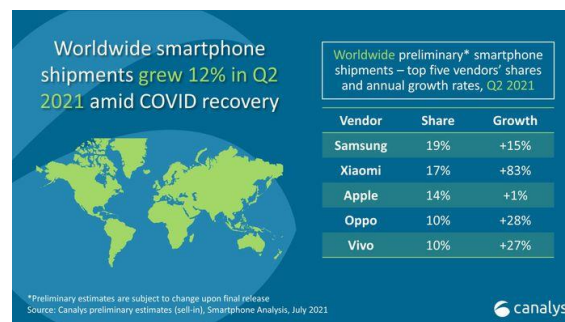

Figure 2. Infographic of Total Smartphone Shipments in Q2 2021

Consumers have greater and more diverse demands for value because consumers are faced with various choices in the form of goods or services that consumers can buy. Companies must carefully understand the consumer decision-making process, their entire experience in choosing and using products. Among the alternative processes and consumer decision making, there is consumer buying interest / purchase intention [5]. Quality measurement must be measured through the consumer's point of view on the quality of the product itself, so that it can influence consumer tastes [6]. In deciding to own a communication device product in the form of a smartphone or iPhone, consumers will consider aspects of product attributes (Burhanudin & Ertyanto, 2021), especially technology and financial capabilities that are taken into consideration [6], [8]. The experience and behavior of post-purchase products is one reason for consumers to make Repurchase Intention. Research from [9] shows that the higher the word of mouth felt by e-commerce consumers, the less significant the customer will make an online repurchase. trust has a positive and significant effect on repurchase intentions. This shows that the higher the trust felt by consumer e-commerce online stores, the more customers will repurchase online.

Reference This research comes from research [10], from the variables and suggestions given, it is suggested to examine the Brand Community variable as one of the variables that influence Behavioral Loyalty. In addition, this research comes from the results of research [11], [12] to differentiate from competitors, companies must build an attractive brand experience (Sensory Experience, Intellectual Experience and Behavioral Experience) that attracts clients to continue to buy and remain loyal to the brand. So that the problem arises How does Brand Experience affect Brand Trust? How does Brand Experience affect Behavioral Loyalty? How does Brand Trust affect Behavioral Loyalty?

LITERATURE REVIEW

2.1 Conceptual Framework

The conceptual framework connects theoretically between the independent and dependent variables. These independent and dependent variables are as follows: According to Brakus et al (2009) brand experience starts when consumers search for products, buy, receive services and consume products. According to [13], trust is built in a person-to-person relationship. Behavioural Loyalty The initial definition of loyalty focuses entirely on the behavioral dimension. Behavioural loyalty is a level of consumer loyalty that is reflected in the consumer's behavior towards a product. Behavioural loyalty can be expressed in various ways. [14] state that there are three indicators that can affect Behavioural Loyalty, namely:

1. Recommending products
2. Keep using the product.
3. Encourage people to use the product.

2.2 Brand Experience

This research adopts the four sensory, intellectual, and behavioral dimensions of [15], the definition and measurement of which are widely used in marketing literature, namely better validity, and reliability.

Brand experience indicators:

According to Brakus, there are 4 dimensions of brand experience:

1. Sensory, creating experiences through sight, sound, touch, smell, and taste.
2. Affection, approaches feelings by influencing mood, feelings, and emotions.
3. Behavioural, creating physical experiences, behavior patterns, lifestyles.
4. Intellectual, creating experiences that encourage consumers to engage in careful thinking about the existence of a brand.

2.3 Brand Trust

According to [5] trust is a person's desire to depend on something that is influenced by a number of factors such as competence, integrity, honesty and benevolence. Brand trust concerns the brand's ability to fulfill promises and maintain consistency in product and service performance, which will affect brand loyalty to these products [16], based on this definition, brand trust or brand trust shows two important components, namely brand reliability and brand intentions. Brand reliability is consumer confidence that the product is able to fulfill the value promised by the

company or is able to meet the needs and provide satisfaction for consumers. Meanwhile, brand intention is based on consumer confidence that the brand is able to prioritize consumer interests when problems in product consumption arise unexpectedly [17]. Brand experience in this case will cause a learning process that allows the development of associations, thoughts and conclusions that are more relevant to the consumer's personality. Brand experience can occur at any time when there is direct or indirect interaction with the brand. Brand trust will be obtained if the company is able to create and maintain positive emotional relationships with consumers, where these emotional relationships must be built consistently and persistently [17], [18]. According to [19], there are three components used to measure brand trust, namely:

2.1 Brand characteristics related to brand trust consist of brand perception, brand reputation and brand competence.

2.2 Company Characteristic Company characteristics are related to company reputation and company integrity.

2.3 Consumer Brand Characteristic This component consists of experience with the brand and satisfaction with the brand.

A brand is a product or service whose dimensions differentiate the brand in some way from other products or services designed to satisfy the same needs. Philip Kotler and Kevin Lne Kotler, Marketing Management, 13th Edition, Volume 1, (Jakarta: Erlangga Publishers, 2008), p. 258. 258. "According to Kotler, et al, in essence, a brand is the use of a name, logo, trade mark, or slogan to distinguish companies and individuals from each other in terms of what they offer. The consistent use of a brand, symbol, or logo makes the brand immediately recognizable to consumers so that everything related to it is remembered. A brand can contain three things, namely as follows: 1) Describes what the company sells. 2) Explaining what the company does. 3) Describes the profile of the company itself.

In the business world, trust between companies (buyer-seller) helps determine performance-related indicators such as the extent of information exchange, joint problem solving, satisfaction or the results of activities that have been carried out and the greater motivation in implementing decision results. The existence of trust will create a sense of security and reliability and reduce consumer perceptions of exchange risk [20]. According to Keller, purchasing decisions made by consumers are influenced by brand trust. So that brand trust provides an important reason for making a decision to buy a product [21]. Consumers who already have trust in certain brands tend to have high loyalty, so they will not turn to other products.

2.4 Brand Trust Indicators

According to [22], there are three factors that influence brand trust. These three factors are related between brands and consumers. The three factors are the brand itself, the company that makes the brand, and consumers. The relationship between these three factors and brand trust can be described as follows:

1. Brand characteristics (brand characteristics) consumers make an assessment before buying. Brand characteristics related to brand trust include predictability, reputation, and competence.

2. Company characterstic (company characteristics) consumer knowledge about the company behind a product brand is the initial basis for consumer understanding of a product brand. These characteristics include the reputation of a company, the desired motivation of a company, and the integrity of a company.

3. Consumer-brand characteristics

    Characteristics that include the similarity of consumers' emotional concepts with brand personality, liking for the brand, and experience with the brand. Trust is a sense that people have towards other people, where this trust is based on integrity, reliability, and reliability. Elida Elfi Barus and Nuraini, "Implementation of Islamic Business Ethics (Study on Wong Solo Medan Restaurant)", Journal of Darussalam Economic Perspectives, Vol 2, No.2, September 2016, p. 129. 129.

Brand Trust Indicators, [22]: Brand Characteristic a. Brand reputation b. Brand competence Company Characteristic: a. Company reputation b. Brand motivation c. Company integrity Consmer-Brand Characteristic (consumer-brand characteristics): a. Brand personality b. Liking for the brand c. Experience with the brand Size

Based on the description above, the variables related to this study can be formulated in a framework as follows:
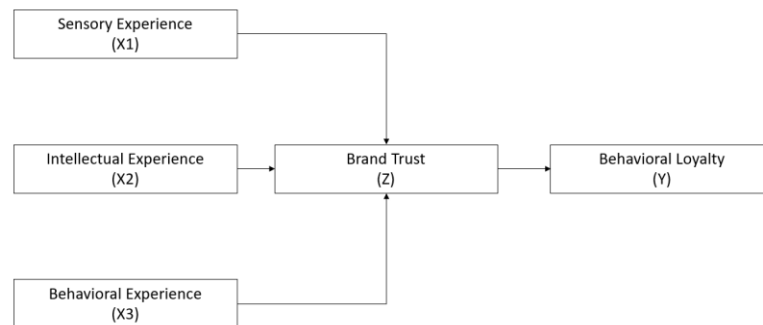

Figure 2. Conceptual Framework

Hypothesis

H1: It is suspected that there is a significant influence of Brand Experience on Brand Trust

H2: It is suspected that there is a significant effect of Brand Experience on Behavioral Loyalty

H3: It is suspected that there is a significant effect of Brand Trust on Behavioral Loyalty

RESULTS AND DISCUSSION

Results and Discussion:

Table 1. Respondent data based on age

Age	Total	%
17 < 27	52	51,8
27 < 37	26	25,9
37 < 47	8	8,2
47 < 57	8	8,2
>57	6	5,9
Total	100	100

Source: Data processed 2022

Table 2. Respondent data based on Gender

	Total	%
Female	40	40
Male	60	60

	Total	100
Total	100	100

Source: Data processed 2022

Table 3. Respondent Data Based on Occupation

	Total	%
Entrepreneur	11	10,6
Private Employee	45	44,7
CIVIL SERVANT	2	2,4
Student	42	42,4
Total	100	100

Source: Data processed 2022

Table 4. Respondent Data Based on Region of Residence

	Total	%
Solo City	47	47,1
Sukoharjo	14	14,1
Wonogiri	2	2,4
Klaten	5	4,7
Boyolali	6	5,9
Karanganyar	14	14,1
Sragen	12	11,8
Total	100	100

Source: Data processed 2022

Validity and Reliability Analysis

Validity and Reliability Analysis by using the program, SPSS is intended to test the list of question items/statements in this study.

a. Variable X1

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.837	4

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1_1	12.33	3.738	.633	.807
X1_2	12.62	3.814	.658	.794
X1_3	12.17	3.658	.729	.762
X1_4	12.32	4.159	.650	.800

Source: Data processed 2022

The r-table in this study is 2.017 so that when compared to the r-count results from the X1 variable table above, all question items in this study are acceptable because r-count> r-table

b. Variable X2

c. Reliability Statistics

Cronbach's Alpha	N of Items
.673	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2_1	8.37	1.589	.527	.523
X2_2	8.22	1.668	.476	.592
X2_3	8.21	1.663	.455	.619

Source: Data processed 2022

The r-table in this study is 2.017 so that when compared to the r-count results from the X2 variable table above, all question items in this study are acceptable because r-count> r-table

d. Variable X3

Reliability Statistics

Cronbach's Alpha	N of Items
.831	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3_1	8.08	1.771	.689	.772
X3_2	8.23	1.694	.760	.694
X3_3	8.21	2.248	.645	.817

Source: Data processed 2022

The t-table in this study is 2.017 so that when compared to the t-count results from the X3 variable table above, all question items in this study are acceptable because t-count> t-table.

e. Variable Z

Reliability Statistics

Cronbach's Alpha	N of Items
.899	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z_1	28.81	25.085	.626	.892
Z_2	28.79	25.077	.651	.890
Z_3	28.73	24.603	.677	.888
Z_4	28.45	24.290	.684	.887
Z_5	28.46	23.665	.670	.888
Z_6	28.72	23.396	.704	.885
Z_7	28.59	23.012	.738	.882
Z_8	28.63	22.235	.742	.882

Source: Data processed 2022

The r-table in this study is 0.1966 so that when compared to the r-count results from the variable Z table above, all question items in this study are acceptable because r-count> r-table.

f. Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.741	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y_1	8.61	.826	.681	.524
Y_2	8.44	.956	.451	.788
Y_3	8.47	.837	.583	.637

Source: Data processed 2022

The r-table in this study is 2.017 so that when compared to the r-count results from the Y variable table above, all question items in this study are acceptable because r-count> r-table.
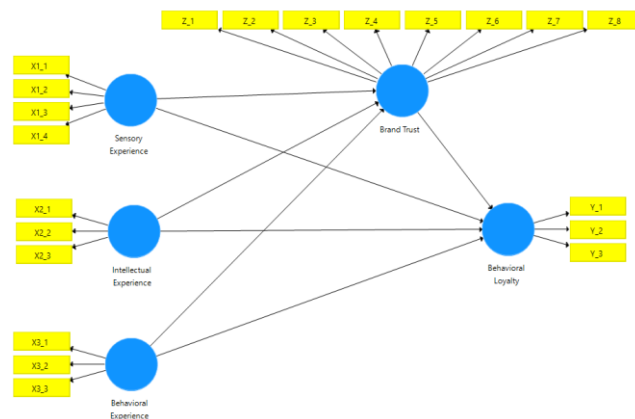

Figure 2: Framework of Thought

Measurement Model

Measurement Model Evaluation

Before conducting hypothesis testing to predict the relationship between latent variables in the structural model, first evaluate the measurement model to verify indicators and latent variables that can be tested further. This study uses a conceptual framework in which the entire measurement model is built by a reflective indicator model. Thus, the criteria used to evaluate the measurement model are using indicator reliability, composite reliability, convergent validity, and discriminant validity. Indicator reliability shows how much indicator variance can be explained by latent variables. In indicator reliability, a reflective indicator must be eliminated from the measurement model when the loading value (λ) is smaller than 0.7. The following are the results of the loading (λ) value obtained.
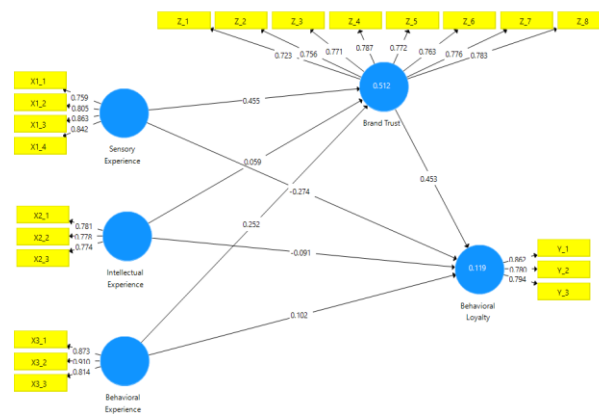
Figure 3: Measurement Model Out Put

Based on Figure 3 above, it shows that not all indicators that measure each latent variable have a loading factor value above 0.7.

The next criteria are composite reliability and convergent validity (measured by the average variance extracted (AVE) value which is presented in Table 8 below.

	AVE	Composite Reliability	Cronbach's alpha
Sensory Experience (X1)	0.669	0.890	0.837
Intellectual Experience (X2)	0.604	0.821	0.674
Behavioral Experience (X3)	0.750	0.900	0.834
Brand Trust (Z)	0.588	0.919	0.900
Behavioral Loyalty (Y)	0.660	0.853	0.744

Source: Data processed 2022

Composite reliability shows how well the construct is measured by predetermined indicators, which are said to be reliable if the value is above 0.7. Based on the composite reliability and Cronbach's alpha values presented in Table 8, it shows that all latent variables have a composite reliability value above 0.7 and Cronbach's alpha above 0.6. This means that the indicators that have been determined have been able to measure each latent variable (construct) well or in other words, based on the composite reliability value that has been obtained, it shows that the measurement model is reliable. Convergent validity is better indicated by the higher the correlation between indicators that compose a construct. In PLS studies, convergent validity is measured by AVE. The AVE value shows the average percentage of variance that can be explained by construct items. The minimum AVE value is 0.50 to indicate that the convergent validity measure is good. Based on the AVE values shown in Table 8, it shows that the five latent variables have AVE values above the minimum criteria, namely 0.5.

So it can be explained that the Sensory Experience variable can explain an average of 66.9% of the variance of the three constituent indicators. Intellectual Experience variables can explain an average of 60.4% of the variance of the three constituent indicators. The Behavioral Experience variable can explain an average of 75.0%, the Trust variable explains 58.8% and the Behavioral Loyalty variable explains 66%.

Table 9. AVE Root Value and Discriminant Validity for Each Latent Variable

	AVE	Akar AVE	Discriminant Validity
Sensory Experience (X1)	0.669	0.818	Acceptable
Intellectual Experience (X2)	0.604	0.777	Acceptable
Behavioral Experience (X3)	0.750	0.866	Acceptable
Brand Trust (Z)	0.588	0.767	Acceptable
Behavioral Loyalty (Y)	0.660	0.812	Acceptable

Source: Data processed 2022

Table 10. Discriminant Validity

Variable	Behavioral Experience	Behavioral Loyalty	Brand Trust	Intelectual Experience	Sensory Experience
Behavioral Experience	**0.866**				
Behavioral Loyalty	0.116	**0.813**			
Brand Trust	0.644	0.276	**0.767**		
Intelectual Experience	0.746	0.046	0.593	**0.777**	
Sensory Experience	0.767	0.049	0.693	0.762	**0.818**

Source: Data processed 2022

Based on the discriminant validity results in Tables 9 and 10, it is known that all variables meet the discriminant validity criteria because the root AVE value is greater than the correlation between variables.

Structural Model

The structural model or also called the inner model is a model that describes the relationship between latent variables which is evaluated using the path coefficient, R-Square and Effect size F2. The results of the path coefficient and t-statistic value obtained through the bootstrapping process.

Table 11. T-Statistic Results Loading Value of Measurement Model

Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Behavioral Experience → Behavioral Loyalty	0.102	0.083	0.184	0.552	0.581
Behavioral Experience → Brand Trust	0.252	0.254	0.125	2.005	0.045
Brand Trust → Behavioral Loyalty	0.453	0.459	0.115	3.929	0.000
Intellectual Experience → Behavioral Loyalty	-0.091	-0.103	0.185	0.489	0.625
Intellectual Experience → Brand Trust	0.059	0.058	0.115	0.511	0.610
Sensory Experience → Behavioral Loyalty	-0.274	-0.252	0.202	1.352	0.177
Sensory Experience → Brand Trust	0.455	0.460	0.115	3.967	0.000

Based on the path coefficient results contained in Table 11 which are manifest variables forming constructs are:

a. Behavioral Experience items are significant to the construct (Brand Trust);
b. Brand Trust is significant to its construct (Behavioral Loyalty);
c. Sensory Experience is significant to its construct (Brand Trust) with a t-statistic value greater than 1.99 and p-values smaller than 0.05.

Meanwhile, those that are not significant to their constructs are:

a. Behavioral Experience is not significant to its construct Behavioral Loyalty
b. Intellectual Experience is not significant to the construct Behavioral Loyalty
c. Intellectual Experience is not significant to the construct Brand Trust
d. Sensory Experience is not significant to the construct Behavioral Loyalty 4.

Structural Model Evaluation (Inner Model)

Structural model evaluation aims to predict the relationship between latent variables based on substantive theory, inner model analysis is carried out to ensure that the structural model built is robust and accurate. Inner model testing includes Coefficient of Determination (R2), Q2-Predictive Relevance, and Goodness of Fit (GoF).

R-Square (R2)

R-Square is used to measure the predictive power of the structural model. R-Squares explains the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. R-squares values of 0.67, 0.33 and 0.19 indicate strong, moderate and weak models (Chin et al., 1998 in Ghozali and Latan, 2015).

The correlation coefficient (R) value in the SPSS output can provide an idea of how strong the relationship between these variables is and to see the relationship between these variables the following table is used:

Table 12. Relationship Between Variables

Interval Koefisien	Relationship Level
0,00 – 0, 199	Very low
0,20 – 0, 399	Low
0,40 – 0, 599	Medium
0,60 – 0, 799	Strong
0,80 – 1,000	Very Strong

Source: Sugiyono (2008: 183)

Table 13. R-Square

Item	R Square	Adjusted R Square	Description
Behavioral Loyalty	0.119	0.082	Weak
Brand Trust	0.512	0.497	Moderate

From the R-Square results in Table 13 shows that the R-Square value for Behavioral Loyalty is 0.119, this value indicates that the Sensory Experience, Intellectual Experience and Behavioral Experience variables affect the Behavioral Loyalty variable by 11.9%. R-Squares for Brand Trust is 0.512, this value indicates that the variables Sensory Experience, Intellectual Experience and Behavioral Experience, affect the Brand Evangelism variable by 51.2%.

In the PLS model, the predictive ability is known from the Q-Square value. The higher the Q-Square value (close to 1), the better the model's ability to predict the relationship between variables. From Table 13, the Q-Square value can be calculated using R Square as follows:

$$\text{Model I: } Q2 = 1 - (1 - R1^2) \times (1 - R2^2) =$$
$$1 - (1 - 0.119^2) \times (1 - 0.512^2) =$$
$$1 - (1 - 0.141) \times (1 - 0.262)$$
$$1 - (0.859) \times (0.738)$$
$$1 - (0.634)$$
$$0.366$$

This Q Square calculation shows that the amount of diversity from the research data that can be explained by the structural model is 36.6%. From this result it can be seen that 63.4% is caused by other factors not included in this study.

$$\text{Goodness of Fit (GoF)}$$
$$\text{GoF} = \sqrt{\text{rata-rata AVE} \times \text{rata-rata R}^2}$$
$$= \sqrt{0.6542 \times 0.316}$$
$$= \sqrt{0.207}$$
$$= 0{,}455$$

Source: Researcher's Processed Results, 2022

Hypothesis Test

After fulfilling the outer model criteria and getting the results of the inner model indicators, we will continue with hypothesis testing through the Bootstraping menu contained in the Smartpls software. This hypothesis test uses (α) of 5% because this research is social research. The following are the results of the hypothesis test using the Bootstraping menu in the Smartpls software:

Variabel Konstruk	→	Variabel Konstruk	Arah Teori	Nilai	T-statistik	Critical Value (≥)	Results
Behavioral Experience	→	Behavioral Loyalty	(+)	0.102	0.545	1.665	Rejected
Behavioral Experience	→	Brand Trust	(+)	0.252	2.156	1.665	Accepted
Brand Trust	→	Behavioral Loyalty	(+)	0.453	4.132	1.665	Accepted
Intellectual Experience	→	Behavioral Loyalty	(-)	-0.091	0.534	1.665	Rejected
Intellectual Experience	→	Brand Trust	(+)	0.059	0.487	1.665	Rejected
Sensory Experience	→	Behavioral Loyalty	(-)	-0.274	1.442	1.665	Rejected
Sensory Experience	→	Brand Trust	(+)	0.455	3.835	1.665	Accepted

Description:

Yellow Color : Coefficient below Critical value

Green Color : The coefficient is opposite to the hypothesis.

To find out whether a hypothesis is accepted or rejected, it can be done by paying attention to the significant value between constructs, t-statistics, and p-values. In this way, the measurement estimates and standard errors are no longer calculated with statistical assumptions, but are based on empirical observations. In the bootstrap resampling method in this study, the hypothesis is accepted

if the significance value of t-values is greater than 1.665 and or the value of p-values is less than 0.05, then Ha is accepted and Ho is rejected and vice versa. The following hypotheses are proposed: Based on Table 14, the following hypotheses can be concluded:

1. Behavioral Experience has a positive influence on Behavioral Loyalty of 0.102, has a t-statistic value of 0.545 where this value is smaller than 1.665 so that the first hypothesis cannot be accepted.

2. Behavioral Experience has a positive influence on Brand Trust of 0.091, has a t-statistic value of 2.156 where this value is greater than 1.665 so that the second hypothesis can be accepted.

3. Brand Trust has a positive influence on Behavioral Loyalty of 0.453, has a t-statistic value of 4.132 where this value is greater than 1.665 so that the third hypothesis can be accepted as true.

4. Intellectual Experience has a negative effect on Behavioral Loyalty of 0.102, has a t-statistic value of 0.534 where this value is smaller than 1.665 so that the fourth hypothesis cannot be accepted.

5. Intellectual Experience has a positive effect on Brand Trust of 0.059, has a t-statistic value of 0.487 where this value is smaller than 1.665 so that the fifth hypothesis cannot be accepted.

6. Sensory Experience has a negative effect on Behavioral Loyalty of 0.274, has a t-statistic value of 1.442 where this value is smaller than 1.665 so that the Sixth hypothesis cannot be accepted.

7. Sensory Experience has a positive influence on Brand Trust of 0.455, has a t-statistic value of 3.835 where this value is greater than 1.665 so that the Seventh hypothesis can be accepted.

In this PLS hypothesis test, there are also indirect effect results. The following are the results of the indirect effect on the model:

Table 15. Indirect Effect Model

Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Behavioral Experience → Behavioral Loyalty	0.114	0.126	0.068	1.680	0.094
Intellectual Experience → Behavioral Loyalty	0.027	0.028	0.058	0.463	0.643
Sensory Experience → Behavioral Loyalty	0.206	0.211	0.070	2.930	0.004

From this indirect effect it can be concluded:

1. There is a positive indirect effect between Behavioral Experience and Behavioral Loyalty of 0.114. This effect is a weak effect because it is below 0.5. In addition, based on t-statistics, this effect is not significant.

2. There is a positive indirect effect between Intellectual Experience and Behavioral Loyalty of 0.027. This influence is a weak influence because it is below 0.5. In addition, based on t-statistics that this influence is not significant.

3. There is a positive indirect effect between Sensory Experience and Behavioral Loyalty of 0.206. This influence is a weak influence because it is below 0.5. Based on the t-statistic that this effect is significant because the t-count is greater (>) than the t-table (2.930> 1.665).

Theory Implications

1. Behavioral Experience has a positive influence on Behavioral Loyalty of 0.102, has a t-statistic value of 0.545 where this value is smaller than 1.665 so that the first hypothesis cannot be accepted.

    The results of this study are in accordance with research from [23] which states that Customer Experience has no effect on Behavior Loyalty through Emotional Experience and is not in accordance with the results of research from [24] which says that Customer Experience has a positive and significant effect on Behavioral Loyalty.

2. Behavioral Experience has a positive effect on Brand Trust of 0.091, has a t-statistic value of 2.156 where this value is greater than 1.665 so that the second hypothesis can be accepted. The results of this study are not in accordance with the results of research from [10] which states that Behavioral Experience has no significant effect on Brand Trust. This research is consistent with research from [25].

3. Brand Trust has a positive influence on Behavioral Loyalty of 0.453, has a t-statistic value of 4.132 where this value is greater than 1.665 so that the third hypothesis can be accepted.

    This study supports research from [26] and does not support research from [10], [27].

4. Intellectual Experience has a negative effect on Behavioral Loyalty of 0.102, has a t-statistic value of 0.534 where this value is smaller than 1.665 so that the fourth hypothesis cannot be accepted.

    Research does not support his research [24] and ([27]

5. Intellectual Experience has a positive effect on Brand Trust of 0.059, has a t-statistic value of 0.487 where this value is smaller than 1.665 so that the fifth hypothesis cannot be accepted.

    This study supports research from [10] and does not support his research (Communication & Experience, 2021).

6. Sensory Experience has a negative effect on Behavioral Loyalty of 0.274, has a t-statistic value of 1.442 where this value is smaller than 1.665 so that the Sixth hypothesis cannot be accepted.

    This study supports research from [24], that Sensory Experience has an insignificant effect on Behavioral Loyalty for Shopee Mobile Application products and does not support his research.

7. Sensory Experience has a positive effect on Brand Trust of 0.455, has a t-statistic value of 3.835 where this value is greater than 1.665 so that the seventh hypothesis can be accepted as true.

    This research is consistent with research from [28] and does not support research from [10]).

MANAGERIAL IMPLICATIONS

1. Behavioral Experience has a positive influence on Behavioral Loyalty of 0.102, has a t-statistic value of 0.545 where this value is smaller than 1.665 so that Behavioral Experience is maintained alone on Behavioral Loyalty for iPhone Products in Surakarta.
2. Behavioral Experience has a positive influence on Brand Trust of 0.091, has a t-statistic value of 2.156 where this value is greater than 1.665 so that Behavioral Experience to influence Brand trust can be improved by:
    (a) The validity value of question item X3_2 has a value of 0.760 so that the recommendation to the manager is how customers continue to use iPhone products.
    (b) The validity value of the X3_1 question item has a value of 0.689 so that the recommendation to the manager is that customers recommend iPhone products to potential consumers.
    (c) The validity value of the X3_1 question item has a value of 0.645 so that the recommendation to the manager is to encourage people to use iPhone products.
3. Brand Trust has a positive influence on Behavioral Loyalty of 0.453, has a t-statistic value of 4.132 where this value is greater than 1.665 so that Brand Trust can be increased in influence on Behavioral Loyalty in a way: That customers will buy products, fulfil their wishes in the future and will buy the same product because they have personal experience, liking and compatibility with the product.
4. Intellectual Experience has a negative effect on Behavioral Loyalty of 0.102, has a t-statistic value of 0.534 where this value is smaller than 1.665 so that the fourth hypothesis cannot be accepted.
5. Intellectual Experience has a positive effect on Brand Trust of 0.059, has a t-statistic value of 0.487 where this value is smaller than 1.665 so that the fifth hypothesis cannot be accepted.
6. Sensory Experience has a negative effect on Behavioral Loyalty of 0.274, has a t-statistic value of 1.442 where this value is smaller than 1.665 so that the Sixth hypothesis cannot be accepted.
7. Sensory Experience has a positive influence on Brand Trust of 0.455, has a t-statistic value of 3.835 where this value is greater than 1.665 so that the Seventh hypothesis can be accepted as true. So that it can be improved by: improving the performance of sight, sound, touch of iPhone products.

CONCLUSION

1. The effect of Brand Experience on Brand Trust, Behavioral Experience and Sensory Experience is accepted, while Intellectual Experience is rejected.
2. The effect of Brand Experience on Behavioral Loyalty, Behavioral Experience, Intellectual Experience and Sensory Experience is rejected while Brand Trust is accepted.
3. The effect of Brand Trust on Behavioral Loyalty is accepted.

SUGGESTIONS:

1. Behavioral Experience on Brand Trust. How, because experience continues, it provides a better understanding of the interaction with iPhone product differentiation is needed so that it can be manipulated to improve product functions compared to competing products.

2. That customers will buy products, fulfill their desires in the future and will buy the same product because they have personal experience, liking and compatibility with the product how: Provide opportunities for customers to communicate what happens to them in the future, both the desired product and their lifestyle and competitors.

3. Sensory Experience on Brand Trust can be improved by: iPhone managers must consider customer feedback to create differentiating products from competitors and unique experiences that can provide experiences that are always remembered so as to create customer trust.

4. This study has several limitations. First, this research may not be generalizable to all other research industry sectors, so future studies should concentrate on different industry fields. Second, the current study only examines the impact of the brand experience dimension on iPhone (smart phone) attitude loyalty, so future research should concentrate on other determinants of influence. This research is still low in the results of the Analysis (R^2) determination test, so that future researchers can research with the same variables and analysis tools.

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