

The Influence of Brand Experience through Customer Satisfaction and Brand Trust on Brand Loyalty in The Samsung Smartphone Brand

Zeplin Jiwa Husada Tarigan¹ and Kelvin Leonardo Yobeanto²

^{1,2} Petra Christian University, Siwalankerto 121-131, Surabaya 60236, East Java, Indonesia

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Abstract

This research aims to analyze the influence of brand experience on satisfaction, loyalty, and brand trust among Samsung brand smartphone users. This research involved 163 respondents, consisting of current and former smartphone users. The results of the analysis show that brand experience has a positive influence on satisfaction, brand trust, and loyalty. The higher the user's perceived brand experience, the higher the level of satisfaction, trust, and loyalty to the Samsung brand. Satisfaction has also been proven to positively impact loyalty, where high satisfaction increases user loyalty to Samsung smartphones. In addition, brand trust plays an important role in building customer loyalty, where higher trust in a brand will increase the customer's tendency to remain loyal to using the product. The managerial implications of this research highlight the importance of building user communities on social media to increase customer engagement through sharing positive experiences regarding Samsung features. In addition, effective communication with customers must continue to be strengthened to provide education and resolve various obstacles faced by users, so as to strengthen trust and loyalty to the Samsung brand.

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Corresponding Author:

Zeplin Jiwa Husada Tarigan

Petra Christian University,

Siwalankerto 121-131, Surabaya

60236, East Java, Indonesia

Email: zeplin@petra.ac.id

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INTRODUCTION

Samsung's smartphones are well-known in Indonesia. According to Vice President IM Business Samsung Electronics Indonesia, Samsung smartphones are getting stronger in Indonesia and are stated to control 50 percent of the Indonesian smartphone market share (Librianty, 2019). Samsung brand smartphones dominate the smartphone market in Indonesia, and this is supported by the Frontier Group survey, which is conducted every year in Indonesia with the theme of the Top Brand Award. The survey was conducted involving 8,500 respondents in 15 major cities in Indonesia, including Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Malang, Medan, Palembang, Pekanbaru, Samarinda, Balikpapan, Banjarmasin, Makassar, Manado and Denpasar.

The top brand index (TBI) is measured using three measurements: top of mind, last usage, and future intention. Top of mind is brand awareness (the first brand mentioned by the respondent when the product category is stated), last usage, namely the last use (the last brand used/consumed by the respondent in one repurchase cycle), and future intention, namely the intention to repurchase (the respondent's desire to use/consume again in the future). The Samsung brand smartphone has the highest top brand index, with 46.5% in 2020. This means that the Samsung brand smartphone is the brand most remembered by most respondents, the brand most recently used by respondents, and the brand that most respondents will buy in the future.

Smartphones in Indonesia in the third quarter of 2018 were Samsung, with a market control of 23.6%, followed by Xiaomi, with a market control of 22.8%, and OVO, with a market control of 20%. However, the position in the third quarter of 2019 changed, where OPPO was able to outperform Samsung with market control of 22.7% and was followed by Xiaomi at 21.6%, and in third place was Samsung at 21.2%. Likewise, the data released by Pusparisa (2019) in the third quarter (Q3) of 2019 showed that smartphones had taken over the

dominance of Samsung brand smartphones from China, namely OPPO, which controlled a market share of 26.2%, while Samsung brand smartphones only controlled 19.4%.

Samsung's brand smartphones are still below two smartphone brands from China, namely OPPO and VIVO, because they can also control a market share of 22.8% (above the market share of Samsung brand smartphones). This data also confirms that there is increasingly tight competition in the smartphone market with the presence of smartphones from China. The essence of the mass of information that can be taken from the three sources above is that Samsung's position, which was originally the market leader in the smartphone market in Indonesia, is starting to become dangerous due to the presence of smartphones from China which are apparently very popular with the public.

Samsung smartphones are starting to think about efforts to build and maintain consumer loyalty so they don't switch to competitors, especially smartphones from China. Consumer loyalty is the key to a company's success in running a business (Srivastava & Rai, 2018), so when Samsung brand smartphones are able to continue to increase consumer loyalty, Samsung brand smartphones may remain the leader of the smartphone market in Indonesia. Increasing satisfaction is an effort to build and increase loyalty (Siagian et al., 2024). Based on research by Sahin et al. (2011), it is known that three variables empirically influence loyalty: brand experience, satisfaction, and brand trust. These three variables influence consumer loyalty to a brand. Brand experience is the experience consumers get when using a brand. The more impressive the experience consumers feel when using a brand, the more consumer loyalty increases because this experience encourages consumers to repeat brand purchases. Satisfaction is consumer satisfaction when using a brand. Consumers have certain expectations before deciding to buy a product, and when the product's performance can meet consumer expectations, consumers will feel satisfied. Consumer satisfaction with a brand encourages consumers to make repeat purchases (Djukuw & Tarigan, 2024).

Trust in a brand (brand trust) also influences loyalty because high trust in a brand causes consumers to feel they have a guarantee that the brand will work according to consumer wishes. Higher product trust will influence repeat purchase decisions and means consumers will be more loyal because they continue to make repeat purchases (Nugroho et al., 2023). A study by Sahin et al. (2011) also explained that brand experience influences satisfaction and trust. One of the consumer orientations for purchasing a product is the desire to gain an impressive experience when making a purchase (Maimunah & Sardjono, 2024). Consumers hope to have a positive experience when purchasing a brand, so when consumers get this experience, they feel satisfied. A positive experience from a brand shows that the brand has the ability to please consumers. The experience felt by consumers impacts the assessment of a brand's performance, so the more positive the consumer experience causes consumers to have an assessment that the brand has good performance. Based on the results of empirical research conducted by Sahin et al. (2011), the above can be a reference for Samsung brand smartphones to increase consumer loyalty. Based on the explanation above, the research objective can be determined to obtain the magnitude of the influence of brand experience, brand trust, satisfaction, and increasing consumer loyalty to the smartphone brand, which is the market leader in Indonesia.

LITERATURE REVIEW

Brand Experience

Keller (2013) explains that brand experience is the experiences consumers gain while using a brand and touches the sensory, affective, behavioral, and intellectual dimensions of a brand. Sahin et al. (2011) explained that brand experience is the consumer's experience when using a brand. Consumer experiences when using a brand are grouped into two, namely pleasant experiences and disappointing experiences. The pleasant experience that consumers feel when using a brand and the disappointing experience when using a brand determine how positive the experience that consumers feel when using a brand.

Nadzri et al. (2016) that brand experience occurs when there is interaction between consumers and brands through the use of a brand. Brand experience is expressed as subjective responses (sensations, feelings, and thoughts) and consumer behavior resulting from stimuli related to a brand in the form of design and identity (name, logo, packaging, and communication (brochures, websites), as well as the environment (shops that sell). Calder et al. (2018) explain that brand experience is proof of a brand's ability to provide opportunities for consumers to gain meaningful experiences. Based on this opinion, it can be explained that brand experience

is the experiences obtained by consumers from using a brand. The experience provided by a brand will show how high a brand's credibility is in providing value to consumers (Taleghani et al., 2011). Brand experience is a consumer's perception on every occasion when a consumer uses a brand, and the assessment of this perception is also determined by advertising (brand promise), and consumers will evaluate the brand according to what they feel. Experience relates to something felt by consumers while using a product (Maimunah & Sardjono, 2024).

Brand Trust

As stated by Keller (2013), understanding brand trust means that the brand has never been disappointed. Brand trust is understood as a form of a brand's ability to never make consumers feel disappointed. A brand that consumers believe will be able to provide satisfaction means that consumers have trust in the brand, but when consumers still doubt the brand's ability to always provide satisfaction, it means that the level of consumer trust in the brand is low.

Brand trust is a conceptualization of the belief in the fulfillment of consumer expectations regarding the reliability of a brand and the intention (willingness) of a brand to provide the best performance for consumers and be able to solve problems faced by consumers. Shin et al. (2019) stated that brand trust is a consumer's willingness to trust or rely on a brand with the risks they face, because of the expectation that the brand will provide satisfaction. A brand that is able to provide trust to consumers causes consumers to feel satisfied with the brand's performance. Consumer trust in a brand can reduce the risk of consumers purchasing a brand. A brand is able to provide high trust to consumers, so consumers feel the risk of failure of the brand they buy is low.

Single and Gupta (2019) reveal that brand trust is a customer's desire to rely on a brand despite the risks it faces, because of the expectation that the brand will lead to positive results. Brand trust is the belief that a company, through its product brand, has the reliability and integrity to provide the best service to consumers. Trust is built because of the hope that other parties will act in accordance with consumer needs and desires. When consumers trust a brand, they are confident that their expectations will be met by the performance of the brand they buy.

Brand reliability is brand reliability which originates from consumers' confidence that the brand is able to fulfill the promises made (either through advertising or seller's promises). The reliability of a brand is a condition for creating trust in the brand because the brand's ability to fulfill the value it promises causes consumers to feel confident that they will get what they need from the brand's performance. The brand intention is the consumer's belief that the brand prioritizes consumer interests by being able to provide solutions to problems faced by consumers and continuing to provide the best to consumers.

Satisfaction

Kotler and Keller (2016) state that satisfaction is the result of a comparison between expectations and the realization received for a service. The level of customer satisfaction depends on the level of customer expectations and the evaluation results of the performance provided by the company (Siagian et al., 2024). Product performance meets expectations causing consumers to feel satisfied, when a brand does not meet expectations it causes consumers to be dissatisfied, and when brand performance exceeds consumer expectations it causes consumers to feel very satisfied (Tarigan et al., 2020).

Customer satisfaction is the key to a company's success (Djukuw & Tarigan, 2024). Mandal and Bhattacharya (2013), that customer satisfaction can be the key to a company's success because if customers are always satisfied there will be a tendency for customers to repeat purchases. The importance of customer satisfaction was also stated by Mishra (2013), namely that it is the orientation of every company, so customer satisfaction is the result of good business performance. Nazari et al. (2014) state that customer satisfaction refers to comparing customers' expectations versus what customers experience. Consumer satisfaction is the result of a comparison between consumer expectations and consumers' real experiences related to product use (Maimunah & Sardjono, 2024). Consumer experience is the result of an evaluation of brand performance as perceived by consumers.

Loyalty

Kotler and Keller (2016) state that loyalty is defined as a deep commitment within consumers to make repeat purchases of certain products or certain services in the future, even though situations and other product

marketing strategies allow customers to switch. Loyalty is assessed as a form of commitment to remain faithful in making repeat purchases in the future even though the consumer actually (Siagian et al., 2022; Nugroho et al., 2023). Srivastava and Rai (2018) explain that loyalty is the behavior of consumers who prefer to buy a particular product or brand compared to other similar products or substitute products. Loyalty is described as an attitude followed by behavior because it arises from feelings of preference (attitude) to buy a particular product (behavior) compared to similar products.

The definition of loyalty is also stated by Sundstrom and Hjelm-Lidholm (2020) as a combination of positive attitudes and behavior towards a particular product or brand. Attitudes lead to acceptance of a product, and purchases made by consumers demonstrate behavior. Loyalty is shown from repeat purchases made by consumers within a certain period, where this period is relative (Tarigan et al., 2024). For example, loyalty for daily consumption products has a different time span measurement compared to purchases of other products such as vehicles, meaning that repeat purchases for daily necessities products are assessed from a daily range but for repeat purchases of vehicle products over a longer time span.

Relationships Between Research Concepts

Brand Experience and Satisfaction

One of the consumer orientations for purchasing a brand is based on the desire to have a memorable experience when making a purchase. Consumers hope to have a positive experience when purchasing a brand, so when consumers get this experience, they feel satisfied. Research conducted by Sahin et al. (2011); Baser et al. (2015); and Rehman et al. (2014) shows empirical evidence that brand experience has a positive influence on satisfaction, so the higher the experience obtained by consumers causes consumers to feel satisfied. Based on the pattern of relationships between variables above, the hypothesis proposed is as follows:

H₁: Brand experience has a positive influence on satisfaction.

Brand Experience and Brand Trust

A positive experience from a brand shows that the brand has the ability to please consumers. The experience felt by consumers has an impact on the assessment of a brand's performance, so the more positive the consumer experience causes consumers to have an assessment that the brand has good performance. Research conducted by Sahin et al. (2011), Baser et al. (2015), and Rehman et al. (2014) shows that brand experience has a positive influence on brand trust, so the higher the experience gained by consumers, the stronger consumer trust in the brand. Based on the pattern of relationships between variables above, the hypothesis proposed is as follows:

H₂: Brand experience has a positive influence on brand trust.

Brand Experience and Loyalty

The positive experience that consumers get while using a product encourages consumers to repeat it because by refraining from purchasing a brand, consumers can also repeat the positive experience they feel (Tarigan et al., 2024). Research conducted by Sahin et al. (2011), Baser et al. (2015), and Rehman et al. (2014) also shows that brand experience has a positive influence on loyalty, so the higher the positive experience obtained by consumers causes consumers to be more loyal to the brand. Based on the pattern of relationships between variables above, the hypothesis proposed is as follows:

H₃: Brand experience has a positive influence on loyalty.

Satisfaction on Loyalty

Consumers have hopes of getting satisfaction when deciding to buy a product (Siagian et al., 2022). When consumers always feel satisfied with the purchases they make, it encourages consumers to stick with a brand and not want to switch to another brand. Research conducted by Sahin et al. (2011), Baser et al. (2015), and Rehman et al. (2014) also shows that satisfaction has a positive influence on loyalty. Hence, the higher satisfaction felt by consumers causes them to be loyal to the brand because they will be able to get satisfaction. Based on the pattern of relationships between variables above, the hypothesis proposed is as follows:

H₄: Satisfaction has a positive influence on loyalty.

Brand Trust Towards Loyalty

Trust in a brand shows that the brand never disappoints consumers. High brand trust prevents consumers from feeling anxious when purchasing a product and can reduce the risk of product failure when the product is purchased. For this reason, the level of trust in a brand influences consumer loyalty. Research conducted by Sahin et al. (2011), Baser et al. (2015), and Rehman et al. (2014) also shows that brand trust has a positive influence on loyalty, so higher consumer trust in a brand causes consumers not to switch to other brands. It will continue to maintain the use of the brand. Based on the pattern of relationships between variables above, the hypothesis proposed is as follows:

H₅: Brand trust has a positive influence on loyalty.

Based on the explanation above, a research conceptual framework can be established in Figure 1.

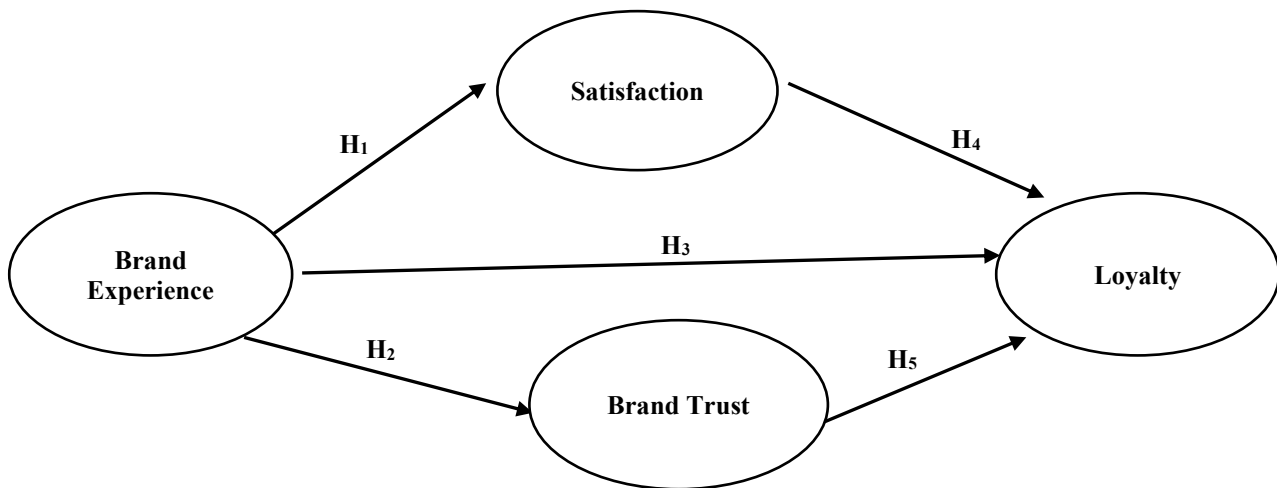


Figure 1. Research Conceptual Framework

RESEARCH METHOD

The research design is causal research, according to Sekaran and Bougie (2016), Causal studies test whether or not one variable causes another variable to change. Causal research explains the identification of the influence of changes in one variable on changes in other variables. This research aims to explain the influence of brand experience on satisfaction, brand trust, and consumer loyalty. The population of this research is all Samsung brand smartphone consumers. The exact population number is not known because there is no publication of the number of Samsung brand smartphone holders. This research variable includes independent variables and dependent variables. The variable positioned as an independent variable is: brand experience. Meanwhile, the dependent variables are satisfaction, brand trust, and loyalty.

Brand experience is a consumer's experiences obtained while using a brand and touches the sensory, affective, behavioral, and intellectual dimensions of a brand. Measuring the brand experience with the items of the brand's physical appearance is convincing, the brand's physical appearance is attractive, the brand's physical appearance is elegant, the brand touches consumers' feelings, the brand is able to create positive emotions in consumers, consumers feel happy with the brand, consumers feel more enthusiastic about carrying out positive activities when using a brand, the brand is able to provide real experiences to consumers, the brand encourages consumers to always be creative when using the brand, consumers feel encouraged to think creatively, the brand provides positive inspiration to consumers and the brand can provide problem-solving for consumers.

Brand trust is a conceptualization of the belief in the fulfillment of consumer expectations regarding the reliability of a brand and the intention (willingness) of a brand to provide the best performance for consumers and be able to solve problems faced by consumers. Measuring brand trust with items: Consumers believe in the quality of the brand, the brand is able to meet consumer expectations, the quality of the brand is always consistent, the brand is able to fulfill the promises given in its advertisements, the product brand convinces consumers, consumers have high trust in the brand, the brand always provides a guarantee for consumer purchases, the brand sincerely wants to serve consumers, the brand seems honest, the brand seems to prioritize

consumer interests, the brand always conducts customer satisfaction surveys to make improvements and the brand pays attention to customer complaints to make improvements.

Satisfaction is the result of a comparison between consumer expectations and consumers' actual experiences related to the use of a brand. Measuring satisfaction with items: Consumers are never disappointed when using a brand, consumers feel overall satisfied with the brand and the company selling the brand, consumers respond positively to the existence of the brand, consumers feel that the sacrifice to get the brand is lower than the benefits or profits obtained from the brand, consumers feel that the product brand is able to meet consumers' important needs and consumers feel that the brand is always able to meet consumers' ever-changing needs.

Loyalty is the result of comparing consumer expectations and consumers' actual experiences related to using a brand. Measuring loyalty with items measures consumers' liking for repeat purchases, willingness to recommend a product to other consumers, making repeat purchases in the future, and consumers not trying to try competing products even though there is an opportunity to do so.

The questionnaire design in this research includes an opening, namely conveying respect to the respondent and expressing the aims and objectives of the research. Part of the respondents' demographic identity, research variable questions, and closing, namely the respondents' expression of gratitude for their willingness to participate in the research. Distribution of questionnaires using Google Forms. This research variable was measured using a Likert scale. Data analysis used partial least squares (PLS) by testing the inner model, namely the structural model that connects latent variables. The measurement model is a measurement model with the Outer Model, which is a measurement model that connects indicators with latent variables.

ANALYSIS AND DISCUSSION

The number of research respondents was 163 respondents, and a description of the research respondents was explained in terms of usage status *smartphone* Samsung brand, gender, age, education, and occupation. Based on the status of using Samsung brand smartphones, it is known that 10 respondents (6.1%) stated that they had used Samsung brand smartphones but did not currently use them and 153 (93.9%) respondents stated that they were currently using Samsung brand smartphones. The distribution of respondents is based on gender, and it is known that there are more male respondents than female. The percentage of male respondents was 50.9%, while the percentage of female respondents was 49.1%. Based on this data, it can be explained that although the percentages between male and female respondents are different, judging from the size of the percentages, they are relatively the same.

Frequency distribution of respondents based on age. Respondents between the ages of 18-23 years had the largest percentage, namely 75.5%, the second largest percentage were respondents between the ages of 24-29 years, namely 14.1%, the third largest percentage were respondents between the ages of 30-35 years is 5.5%. Based on distribution comparisons, it is known that respondents who tend to be younger are more likely to use Samsung-brand smartphones.

Educational background: Most research respondents had a high school educational background, 54%, and the second largest percentage had a bachelor's educational background, 39.9%. Respondents with D3 and Master's education were relatively small with percentages of 4.3% and 1.8% respectively. Respondents' occupational background: The majority of research respondents were students, with a percentage reaching 63.8%, while the second largest percentage was private workers, with a percentage reaching 15.3%. The third largest number of respondents were self-employed, namely 12.3% of all research respondents. Based on work background, students dominate the respondents in this study, meaning that Samsung brand smartphones are in great demand by students and this is due to the various features of Samsung brand smartphones.

The outer model analysis describes the relationship between variables and indicators, while the inner model is a model that explains the relationship between research variables as hypothesized in the research.

The variables brand experience, satisfaction, brand trust, and loyalty have an outer loading value with the lowest value at 0.680 and the highest at 0.868 so being above 0.500 means that the indicator item is able to explain the variable. Analysis of the coefficient of determination explains the influence of the inner model, namely the influence between research variables. The coefficient of determination for the brand trust variable

is 0.590 and the variable that influences brand trust is brand experience, so it can be explained that brand experience influences satisfaction with an influence of 59%. The coefficient of determination for the satisfaction variable is 0.527, and the variable that influences satisfaction is brand experience, so it can be explained that brand experience influences satisfaction by 52.7%. The coefficient of determination for the loyalty variable is 0.574. The variables that influence loyalty are brand experience, satisfaction, and brand trust, so it can be explained that these three variables influence loyalty by 57.4%.

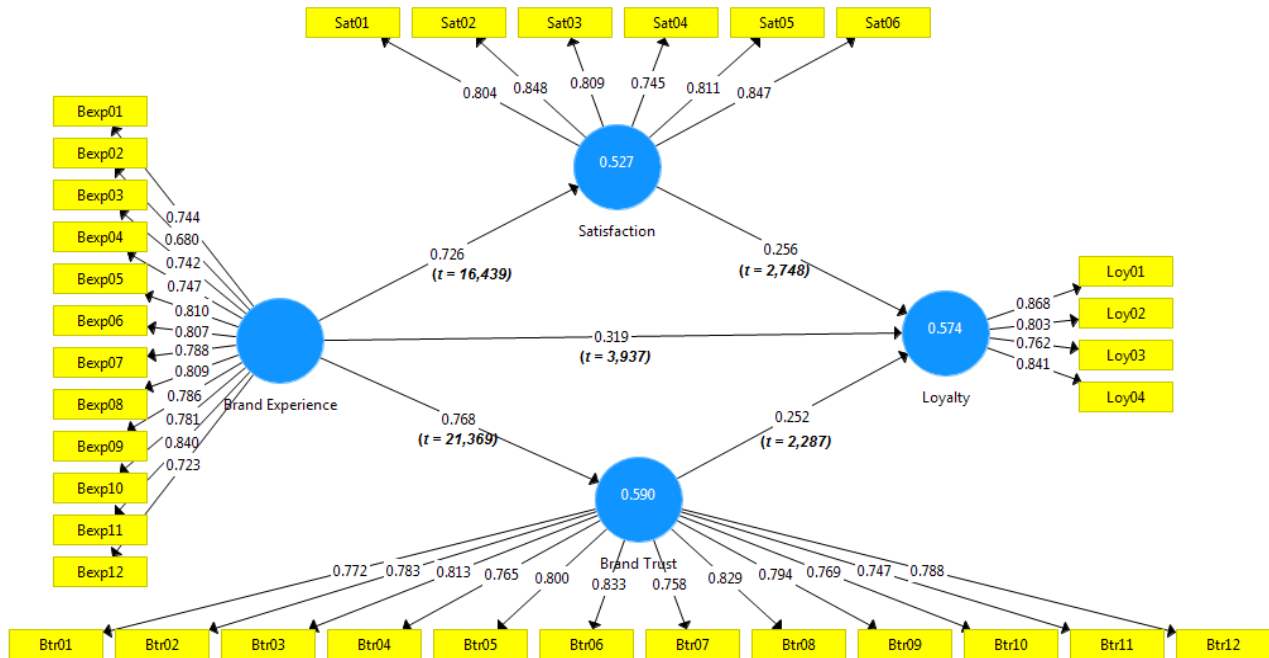


Figure 2. Results of Research using PLS

Based on the R-square value, the Q2 value is 0.917 and if the Q2 value is above zero (0), it can be stated that the research model has good predictive relevance. According to the research model, this research hypothesis explains the significance of the influence. The test uses the t-test obtained from the PLS bootstrapping value.

Table 2. Hypothesis with t-test and p-value

Hypothesis		statistics		p-value	
		value	Criteria	Value	Criteria
H ₁	Brand experience → Satisfaction	16,439	>1,96	0,000	<0,05
H ₂	Brand experience → Brand trust	21,369	>1,96	0,000	<0,05
H ₃	Brand experience → Loyalty	3,937	>1,96	0,000	<0,05
H ₄	Satisfaction → Loyalty	2,748	>1,96	0,006	<0,05
H ₅	Brand trust → Loyalty	2,287	>1,96	0,023	<0,05

Based on the data in Figure 2 and Table 1, the results of research hypothesis testing show that it is statistically proven that brand experience significantly influences satisfaction. This significant influence is shown by the fulfillment of the test results, both seen from the t-value (higher than 1.96) and p-value (less than 0.05). The loading factor value in the inner model equation of brand experience on satisfaction is positive, namely 0.726, meaning that the higher the brand experience on a Samsung brand smartphone causes higher satisfaction and the lower the brand experience on a Samsung brand smartphone also causes lower satisfaction. The results of testing the second research hypothesis show that it is statistically proven that brand experience significantly influences brand trust. This significant influence is shown by the fulfillment of the test results, both seen from the t-value (higher than 1.96) and p-value (less than 0.05). The loading factor value in the inner model equation from brand experience to brand trust is positive, namely 0.768, meaning that the higher brand experience on Samsung brand smartphones causes higher trust in Samsung brand smartphones and the lower brand experience on Samsung brand smartphones also causes lower trust in Samsung brand smartphones. The results of testing the third research hypothesis show that it is statistically proven that brand experience significantly influences loyalty. This significant influence is shown by the fulfillment of the test results, both seen from the t-value (higher than 1.96) and p-value (less than 0.05). The loading factor value in the inner model equation of brand experience on loyalty is positive, namely 0.319, meaning that the higher brand experience on Samsung

brand smartphones causes higher loyalty to Samsung brand smartphones and the lower brand experience on Samsung brand smartphones also causes a decrease in loyalty to Samsung brand smartphones. The results of testing the fourth research hypothesis show that it is statistically proven that satisfaction has a significant influence on loyalty. This significant influence is shown by the fulfillment of the test results, both seen from the t-value (higher than 1.96) and p-value (less than 0.05). The loading factor value in the inner model equation of satisfaction on loyalty is positive, namely 0.256, meaning that the higher the satisfaction with the Samsung brand smartphone, the higher the loyalty to the Samsung brand smartphone, and the lower the satisfaction with the Samsung brand smartphone also causes the loyalty to the Samsung brand smartphone to decrease. The results of testing the fifth research hypothesis show that it is statistically proven that brand trust significantly influences loyalty. This significant influence is shown by the fulfillment of the test results, both seen from the t-value (higher than 1.96) and p-value (less than 0.05). The loading factor value in the inner model equation of brand trust on loyalty is positive, namely 0.252, meaning that the higher trust in Samsung brand smartphones causes higher loyalty to Samsung brand smartphones, and the lower trust in Samsung brand smartphones also causes the decrease in loyalty to Samsung brand smartphones.

CONCLUSION

Based on the results of the analysis and discussion in the research, it was found that brand experience positively affects satisfaction. The higher the brand experience on a Samsung brand smartphone, the higher the satisfaction, and the lower the brand experience on a Samsung brand smartphone, the lower the satisfaction. Brand experience has a positive effect on loyalty, the higher the brand experience on Samsung brand smartphones causes higher loyalty and the lower the brand experience on Samsung brand smartphones also causes loyalty to Samsung brand smartphones to decrease. Brand experience has a positive effect on brand trust. The higher brand experience on Samsung brand smartphones causes higher trust, and the lower brand experience on Samsung brand smartphones also causes trust in Samsung brand smartphones to decrease. Satisfaction has a positive effect on loyalty, the higher satisfaction with Samsung brand smartphones causes higher loyalty and the lower satisfaction with Samsung brand smartphones also causes loyalty to Samsung brand smartphones to decrease. Brand trust has a positive effect on loyalty, the higher the trust in Samsung brand smartphones, the higher the loyalty, and the lower the trust in Samsung brand smartphones, which also causes loyalty to Samsung brand smartphones to decrease. Support for creating positive emotions needs to be provided, and one way of doing this can be by building a Samsung brand smartphone community, especially on social media. The themes in this community are various experiences from using Samsung brand smartphone features so that they can create positive emotions, especially feelings of joy towards Samsung brand smartphones. Communication with customers needs to continue to be improved. This communication is to provide knowledge and use of Samsung brand smartphone features as well as to resolve various problems faced by customers related to purchasing or using Samsung brand smartphones. This builds customer confidence that buying and using a Samsung smartphone is profitable.

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