

BAB V

PENUTUP

Pada bab ini akan dijelaskan mengenai kesimpulan dari penelitian ini, implikasi manajerial, keterbatasan penelitian, maupun saran yang dapat dilakukan untuk penelitian selanjutnya. Sehingga melalui penelitian ini diharapkan mampu bermanfaat bagi para pembaca, baik dari kalangan akademisi maupun dari kalangan profesional di masa yang akan datang.

5.1. Kesimpulan

Berdasarkan kedua pertanyaan *filter* yang dapat menentukan responden yang memenuhi syarat dalam penelitian ini serta kelima pertanyaan profil demografi yang digunakan untuk mengetahui latar belakang responden, maka dapat didapati kesimpulan:

1. Secara keseluruhan responden yang berpartisipasi dan berdomisili di Indonesia berjumlah 175 responden.
2. Secara keseluruhan responden yang telah menggunakan laptop MacBook dalam kurun 6 bulan terakhir atau lebih berjumlah 164 responden, sehingga jumlah responden tersebut yang memenuhi kedua kriteria yang disyaratkan dan mengikuti penelitian ini.
3. Berdasarkan profil jenis kelamin responden didapati responden wanita sedikit lebih banyak dibandingkan responden pria, dengan jumlah wanita berjumlah 84 responden atau setara dengan 51,22% dari total keseluruhan responden.
4. Berdasarkan profil usia responden didapati bahwa usia 20 – 34 tahun adalah responden mayoritas dalam penelitian ini, dengan sebanyak 147 responden atau setara dengan 89,63% dari total keseluruhan responden.
5. Berdasarkan profil pendidikan terakhir responden didapati bahwa responden dengan pendidikan S1 secara keseluruhan mendominasi

penelitian ini, dengan total 100 responden atau setara dengan 60,98% dari total keseluruhan responden.

6. Berdasarkan profil responden pendapatan yang diperoleh setiap bulan, didapati bahwa responden dengan pendapatan $Rp \leq 2.000.000$ memiliki persentase terbesar dalam penelitian ini, yaitu sebesar 31,71% atau setara dengan 52 responden.

Selain itu berdasarkan hasil pengujian hipotesis yang dilakukan menggunakan uji regresi sederhana, uji regresi berganda, dan pengujian mediasi didapati hasil sebagai berikut:

1. Pengalaman merek tidak berpengaruh terhadap loyalitas merek pada laptop MacBook.
2. Pengalaman merek berpengaruh terhadap *brand passion* pada laptop MacBook
3. *Brand passion* berpengaruh terhadap loyalitas merek pada laptop MacBook
4. *Brand passion* dapat memediasi pengaruh antara pengalaman merek terhadap loyalitas merek pada laptop MacBook
5. Pengalaman merek berpengaruh terhadap *self-brand connection* pada laptop MacBook
6. *Self-brand connection* tidak berpengaruh terhadap loyalitas merek pada laptop MacBook
7. *Self-brand connection* tidak dapat memediasi pengaruh antara pengalaman merek terhadap loyalitas merek pada laptop MacBook
8. Pengalaman merek berpengaruh terhadap *brand affection* pada laptop MacBook
9. *Brand affection* berpengaruh terhadap loyalitas merek pada laptop MacBook
10. *Brand affection* dapat memediasi pengaruh antara pengalaman merek terhadap loyalitas merek pada laptop MacBook

5.2. Implikasi Manajerial

Berdasarkan hasil pengujian hipotesis dan pembahasan yang telah dilakukan, maka terdapat implikasi manajerial yang dapat diberikan sebagai berikut:

1. Pada pengujian regresi sederhana melihat adanya pengaruh antara pengalaman merek dan *brand passion*. Dengan terus bertambahnya pangsa pasar laptop di Indonesia membuat peta persaingan yang semakin ketat. Hal ini membuat laptop MacBook harus terus memberikan keunikan serta kemudahan yang ditawarkan pada produk untuk menciptakan pengalaman yang membekas dalam benak pengguna. Melalui desain laptop yang tipis dan berbahan premium serta didukung dengan MacOS yang praktis dan mudah digunakan dapat membuat pengguna merasa *passionate* dan antusias dengan laptop MacBook. Maka Apple dapat terus melakukan pembaharuan secara berkala pada MacOS dengan berbagai fitur tambahan yang baru dan belum dimiliki oleh laptop-laptop lainnya. Sehingga dengan pelayanan tersebut diharapkan mampu meningkatkan kepercayaan terhadap laptop MacBook melalui inovasi dan kemudahan yang ditawarkan dibandingkan laptop lainnya.
2. Pada pengujian regresi sederhana juga didapati bila pengalaman merek dapat berpengaruh terhadap *self-brand connection*. Maka salah satu langkah yang dapat dilakukan adalah dengan memberikan opsi bagi para pengguna laptop MacBook untuk menawarkan produk maupun layanan yang lebih dipersonalisasi sesuai dengan kebiasaan dan tingkah laku pengguna. Hal ini dapat dilakukan seperti salah satunya dengan menghadirkan warna-warna unik di luar warna yang biasa dijual pada laptop MacBook, memberikan fitur reminder yang tersinkronisasi dengan iPhone, dan lain sebagainya. Dengan daya tarik dan layanan dipersonalisasi

diharapkan mampu memberikan koneksi yang lebih mendalam dengan laptop MacBook.

3. Pada pengujian regresi sederhana didapati hasil bahwa pengalaman merek dapat berpengaruh terhadap *brand affection*. Dapat dikatakan kasih sayang dan kebahagiaan dapat muncul dari kemudahan yang dirasakan pengguna selama menggunakan laptop MacBook. Maka salah satu langkah yang dapat dilakukan adalah dengan melakukan perbaikan secara konsisten yang mampu membuat pengguna dapat semakin merasa mudah dan nyaman ketika menggunakan produk, seperti dengan memberikan peningkatan pada fitur tertentu, pengisian daya yang dapat lebih cepat, dan lain sebagainya.
4. Pada pengujian regresi berganda didapati bahwa variabel *brand passion* dan *brand affection* dapat berpengaruh terhadap loyalitas merek. Bila melihat nilai t hitungannya, terlihat bahwa *brand passion* memiliki pengaruh yang lebih besar dibandingkan *brand affection* dalam mempengaruhi loyalitas merek. Maka dapat dikatakan juga pengguna laptop MacBook dapat menjadi lebih loyal apabila memiliki rasa *passionate* yang tinggi. Salah satu cara agar pengguna dapat merasakan antusiasme dan kedekatan dengan laptop MacBook seperti dengan mengadakan produk khusus (*limited edition*) dengan berkolaborasi dengan tokoh yang cukup populer dan menjadi idola bagi sebagian besar pengguna MacBook. Dengan hal tersebut maka diharapkan mampu meningkatkan gairah pengguna untuk melakukan pembelian berulang.
5. Pada pengujian mediasi, didapati hasil penelitian bahwa variabel *brand passion* dan *brand affection* dapat memediasi pengaruh antara pengalaman merek dan loyalitas merek dengan jenis mediasi *indirect only*. Maka dapat dikatakan bahwa pengguna laptop MacBook tidak bisa langsung ingin melakukan pembelian berulang hanya karena pengalaman yang berkesan selama menggunakan

produk saja, melainkan diperlukan adanya rasa *passionate*, kecintaan, dan kenyamanan yang tinggi pada laptop MacBook supaya mereka ingin melakukan pembelian berulang. Maka cara yang dapat dilakukan selain dengan menghadirkan laptop MacBook yang berkualitas dan berdaya saing tinggi, namun diperlukan juga strategi pemasaran yang menarik yang menonjolkan kelebihan yang dimiliki laptop MacBook dibandingkan laptop lainnya. Melalui upaya tersebut diharapkan pengguna tidak hanya berhenti dalam melakukan pembelian berulang saja, namun dengan kualitas dan didukung dengan komunikasi yang efektif, para pengguna dapat merekomendasikan kepada orang di sekitar mereka untuk membeli laptop MacBook karena rasa kecintaan dan kebahagiaan yang telah dirasakannya selama menggunakan produk.

5.3. Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, maka terdapat beberapa keterbatasan yang ditemukan dalam penelitian ini, diantaranya:

1. Melalui hasil pengujian regresi linear berganda mengenai pengaruh antara pengalaman merek, *brand passion*, *self-brand connection*, dan *brand affection* terhadap loyalitas merek didapati bahwa nilai adjusted R square yang masih tergolong rendah, yaitu hanya sebesar 0,330 saja atau setara dengan 33%. Hal tersebut memiliki arti bahwa masih terdapat 67% faktor lain yang dapat mempengaruhi loyalitas merek yang tidak diteliti dalam penelitian ini.
2. Pada penelitian ini objek yang diteliti adalah dari seluruh laptop dan jenis MacBook yang pernah dibuat oleh Apple. Sehingga dalam penelitian ini dapat dimungkinkan tercampurnya pengguna laptop MacBook Pro dan MacBook Air dari berbagai generasi.
3. Pada pertanyaan demografi yang diajukan dalam kuesioner tidak menanyakan pekerjaan dari responden. Hal tersebut dapat membuat kesulitan dalam memahami profil responden dengan lebih detail.

5.4. Saran Penelitian Selanjutnya

Berdasarkan keterbatasan penelitian yang telah disampaikan sebelumnya, maka terdapat beberapa saran yang dapat dilakukan bagi para peneliti yang ingin mengembangkan penelitian ini, diantaranya:

1. Sebaiknya pada penelitian berikutnya dapat ditambahkan variabel lainnya untuk memperdalam mengenai faktor-faktor yang dapat mempengaruhi loyalitas merek pada laptop MacBook, seperti faktor harga, kualitas produk, dan lain sebagainya.
2. Sebaiknya pada penelitian berikutnya dapat diteliti secara spesifik mengenai objek yang diteliti, seperti dapat berfokus pada salah satu jenis MacBook saja (MacBook Air atau MacBook Pro) ataupun dapat dilakukan uji beda yang dapat melihat secara spesifik perbedaan hasil penelitian antara pengguna MacBook Air dengan MacBook Pro untuk mendapatkan hasil yang lebih detail dan spesifik.
3. Sebaiknya pada penelitian berikutnya pada kuesioner bagian pertanyaan profil responden dapat ditambahkan pertanyaan mengenai latar belakang pekerjaan responden untuk mendapatkan data yang lebih lengkap dan dapat memudahkan dalam melakukan analisis responden.

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Lampiran I Surat Pengantar Kuesioner

SURAT PENGANTAR KUESIONER

Hal: Permohonan Pengisian Kuesioner Penelitian
Yth. Saudara/i
Di tempat

Dengan hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Michael Junius Hinanto
NPM : 190325113
Program Studi : Manajemen
Fakultas : Bisnis dan Ekonomika
Universitas : Atma Jaya Yogyakarta

Pada saat ini saya sedang melakukan penelitian untuk keperluan skripsi saya dengan topik “Pengaruh Pengalaman Merek terhadap Loyalitas Merek pada Laptop MacBook: Efek Mediasi dari *Brand Passion*, *Self-brand Connection*, dan *Brand Affection*”. Dengan ini saya memohon kesediaan Saudara/i untuk mengisi kuesioner terlampir. Seluruh informasi yang dibagikan akan dirahasiakan dan tidak untuk disebarluaskan.

<https://bit.ly/KuesionerMacJun>

Dukungan Saudara/i untuk berpartisipasi dalam kuesioner ini dengan jujur dan objektif sangat berarti bagi penelitian yang sedang saya jalani. Atas kesediaannya, saya ucapkan terima kasih.

Yogyakarta, 5 April 2023
Hormat saya,



Michael Junius Hinanto



Lampiran II Kuesioner

Pertanyaan *Filter*

1. Apakah Saudara/i berdomisili di Indonesia?
 - Ya
 - Tidak
2. Apakah Saudara/i pernah menggunakan laptop MacBook selama 6 bulan atau lebih?
 - Ya
 - Tidak

Pertanyaan Demografi

1. Jenis Kelamin
 - Pria
 - Wanita
2. Usia
 - Di bawah 20 tahun
 - 20 – 34 tahun
 - 35 – 44 tahun
 - 45 – 54 tahun
 - Di atas 55 tahun
3. Tingkat Pendidikan Terakhir
 - Jenjang Sekolah (SD – SMA)
 - S1
 - S2
 - S3
4. Pendapatan Per Bulan (Rp)
 - $\leq 2.000.000$
 - 2.000.001 – 6.000.000
 - 6.000.001 – 10.000.000
 - $> 10.000.000$

Indikator Pengalaman Merek

Indikator	Pertanyaan	Skala				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
PM1	Laptop MacBook memberikan kesan yang kuat pada indra penglihatan saya dan indra saya lainnya					
PM2	Saya melihat Laptop MacBook menarik bagi pancaindra saya (secara sensorik)					
PM3	Laptop MacBook tidak menarik bagi pancaindra saya (tidak menarik secara sensorik)					
PM4	Laptop MacBook membangkitkan perasaan dan sentimen saya					
PM5	Saya tidak memiliki emosi yang kuat pada Laptop MacBook*					
PM6	Merek laptop MacBook adalah merek yang emosional					
PM7	Saya merasa terlibat secara fisik dan perilaku ketika saya menggunakan laptop MacBook					
PM8	Laptop MacBook menciptakan pengalaman jasmani (pengalaman fisik) bagi saya					
PM9	Pengalaman menggunakan laptop MacBook tidak mendorong saya untuk melakukan tindakan tertentu*					
PM10	Ketika saya bertemu laptop MacBook ini membuat saya banyak memikirkan tentangnya					
PM11	Laptop MacBook tidak membuat saya banyak memikirkan tentangnya*					
PM12	Laptop MacBook ini menstimulasi rasa penasaran saya dan dapat membantu saya memecahkan masalah yang saya hadapi					

Indikator *Brand Passion*

Indikator	Pertanyaan	Skala				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
BP1	Saya memiliki antusiasme yang tinggi pada laptop MacBook					
BP2	Saya memiliki kepercayaan yang sungguh-sungguh dengan laptop MacBook					
BP3	Saya memiliki kedekatan yang sungguh-sungguh dengan laptop MacBook					
BP4	Laptop MacBook sangat membekas dalam benak saya					
BP5	Laptop MacBook membuat saya memiliki kebahagiaan					

Indikator *Self-brand Connection*

Indikator	Pertanyaan	Skala				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
SBC1	Laptop MacBook merepresentasikan apa yang saya percayai					
SBC2	Laptop MacBook merepresentasikan apa yang ada dalam diri saya					
SBC3	Saya merasakan kepemilikan yang tinggi pada laptop MacBook					

Indikator *Brand Affection*

Indikator	Pertanyaan	Skala				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
BA1	Saya merasa sangat positif ketika menggunakan laptop MacBook ini					
BA2	Menggunakan laptop MacBook membuat saya Bahagia					
BA3	Menggunakan laptop MacBook membuat saya merasa nyaman					
BA4	Saya bangga menggunakan laptop MacBook					

Indikator *Loyalitas Merek*

Indikator	Pertanyaan	Skala				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
BL1	Saya lebih memilih membeli laptop MacBook daripada laptop lain					
BL2	Saya berniat untuk terus membeli laptop MacBook					
BL3	Secara keseluruhan, laptop MacBook adalah pilihan pertama saya					
BL4	Saya akan merekomendasikan laptop MacBook ini kepada orang lain					



Lampiran III Formulir Google Form



Pengaruh Pengalaman Merek terhadap Loyalitas Merek pada Laptop MacBook: Efek Mediasi dari *Brand Passion*, *Self-brand Connection*, dan *Brand Affection*

Responden yang terhormat,

Perkenalkan saya Michael Junius Hinanto, mahasiswa dari Program Studi Manajemen, NPM 190325113, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Pada saat ini saya sedang melakukan penelitian untuk keperluan skripsi saya dengan topik "Pengaruh Pengalaman Merek terhadap Loyalitas Merek pada Laptop MacBook: Efek Mediasi dari *Brand Passion*, *Self-brand Connection*, dan *Brand Affection*". Berkaitan dengan hal tersebut, saya memohon kesediaan Saudara/i untuk mengisi kuesioner di bawah ini. Seluruh informasi yang dibagikan akan dirahasiakan dan tidak untuk disebarluaskan.

Adapun kriteria yang dapat mengisi kuesioner ini adalah responden di Indonesia yang pernah

Adapun kriteria yang dapat mengisi kuesioner ini adalah responden di Indonesia yang pernah menggunakan laptop MacBook (baik pengguna MacBook Air maupun MacBook Pro) selama 6 bulan atau lebih. Dalam pengisian kuesioner ini akan memerlukan waktu setidaknya selama 2 menit. Bagi Saudara/i yang berminat dapat mencantumkan nomor Gopay, yang nantinya pada akhir penelitian ini akan diundi untuk memperoleh hadiah kepada 30 responden yang beruntung.

Dukung Saudara/i untuk berpartisipasi dalam kuesioner ini dengan jujur dan objektif sangat berarti bagi penelitian yang sedang saya jalani. Atas kesediaannya, saya ucapkan terima kasih.

Bila terdapat pertanyaan mengenai kuesioner ini dapat menghubungi kontak berikut:

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* Indicates required question

Apakah Saudara/i berdomisili di Indonesia? *

- Ya
- Tidak

Next

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Pengaruh Pengalaman Merek terhadap Loyalitas Merek pada Laptop MacBook: Efek Mediasi dari *Brand Passion*, *Self-brand Connection*, dan *Brand Affection*

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* Indicates required question

Apakah Saudara/i pernah menggunakan laptop MacBook selama 6 bulan atau lebih? *

- Ya
- Tidak

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Next

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Pengaruh Pengalaman Merek terhadap Loyalitas Merek pada Laptop MacBook: Efek Mediasi dari *Brand Passion*, *Self-brand Connection*, dan *Brand Affection*

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* Indicates required question

Profil Responden

Jenis Kelamin *

- Pria
- Wanita

Usia *

Usia *

- Di bawah 20 tahun
- 20 - 34 tahun
- 35 - 44 tahun
- 45 - 54 tahun
- Di atas 55 tahun

Pendidikan Terakhir *

- Jenjang Sekolah (SD - SMA)
- S1
- S2
- S3

Pendapatan Per Bulan (Rp) *

- ≤ 2.000.000
- 2.000.001 - 6.000.000
- 6.000.001 - 10.000.000
- > 10.000.000



Pengaruh Pengalaman Merek terhadap Loyalitas Merek pada Laptop MacBook: Efek Mediasi dari *Brand Passion*, *Self-brand Connection*, dan *Brand Affection*

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Pengisian Kuesioner

Saudara/i dapat menjawab setiap pernyataan yang diajukan dengan 5 pilihan jawaban sebagai berikut:

- 1: Sangat Tidak Setuju**
- 2: Tidak Setuju**
- 3: Netral**
- 4: Setuju**
- 5: Sangat Setuju**

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Indikator Pengalaman Merek

Laptop MacBook memberikan kesan yang kuat pada indra penglihatan saya dan indra saya lainnya *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya melihat laptop MacBook menarik bagi pancaindra saya (secara sensorik) *

Sangat Tidak Setuju

1

2

3

4

5



Laptop MacBook membangkitkan perasaan *
dan emosi saya

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Merek laptop MacBook adalah merek yang *
emosional

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



Saya merasa terlibat secara fisik dan perilaku ketika menggunakan Laptop MacBook *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Laptop MacBook menciptakan pengalaman * jasmani (pengalaman fisik) bagi saya

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Pengalaman menggunakan laptop MacBook **tidak** mendorong saya untuk melakukan tindakan tertentu*

*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Ketika saya bertemu laptop MacBook membuat saya banyak memikirkan tentangnya

*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



Laptop MacBook **tidak** membuat saya banyak memikirkan tentangnya*

*

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Laptop MacBook menstimulasi rasa penasaran saya dan dapat membantu saya memecahkan masalah yang saya hadapi

*

Sangat Tidak Setuju

1

2

3

4

5



Sangat Setuju

Indikator *Brand Passion*

Saya memiliki antusiasme yang tinggi pada *
laptop MacBook

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya memiliki kepercayaan yang sungguh- *
sungguh dengan laptop MacBook

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya memiliki kedekatan yang sungguh-sungguh dengan laptop MacBook *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Laptop MacBook sangat membekas dalam benak saya *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

3

4

5

Sangat Setuju

Laptop MacBook membuat saya memiliki *
kebahagiaan

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

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Indikator *Self-brand Connection*

Laptop MacBook merepresentasikan apa yang saya percayai *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Laptop MacBook merepresentasikan apa yang ada dalam diri saya *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



3

4

5

Sangat Setuju

Saya merasakan kepemilikan yang tinggi *
pada laptop MacBook

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

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Indikator *Brand Affection*

Saya merasa sangat positif ketika menggunakan laptop MacBook ini *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Menggunakan laptop MacBook membuat saya bahagia *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



Menggunakan laptop MacBook membuat saya merasa nyaman *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya bangga menggunakan laptop MacBook *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



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Indikator Loyalitas Merek

Saya lebih memilih membeli laptop
MacBook daripada laptop lain *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya berniat untuk terus membeli laptop
MacBook *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

3

4

5

Sangat Setuju

Saya akan merekomendasikan laptop
MacBook kepada orang lain *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

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Pengaruh Pengalaman Merek terhadap Loyalitas Merek pada Laptop MacBook: Efek Mediasi dari *Brand Passion*, *Self-brand Connection*, dan *Brand Affection*

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Pengundian Hadiah

Silahkan menuliskan nomor telepon yang telah terdaftar pada aplikasi Gojek. Pada masa akhir pengumpulan data kuesioner ini, pemenang yang terpilih akan diinformasikan melalui notifikasi penambahan saldo Gopay Saudara/i

Your answer

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Lampiran IV Indikator Jurnal Utama

Variabel	Indikator Pertanyaan
<i>Brand experience</i>	<ol style="list-style-type: none"> 1. <i>This brand makes a strong impression on my visual sense or other senses</i> 2. <i>I find this brand interesting in a sensory way</i> 3. <i>This brand does not appeal to my senses</i> 4. <i>This brand induces feelings and sentiments</i> 5. <i>I do not have strong emotions for this brand</i> 6. <i>This brand is an emotional brand</i> 7. <i>I engage in physical actions and behaviors when I use this brand</i> 8. <i>This brand results in bodily experiences</i> 9. <i>This brand is not action oriented</i> 10. <i>I engage in a lot of thinking when I encounter this brand</i> 11. <i>This brand does not make me think</i> 12. <i>This brand stimulates my curiosity and problem-solving</i>
<i>Brand Passion</i>	<ol style="list-style-type: none"> 1. <i>I am passionate about this brand</i> 2. <i>I have real trust in this brand</i> 3. <i>I feel really close to this brand</i> 4. <i>This brand is really appealing to me</i> 5. <i>This brand makes me feel great delight</i>
<i>Self-brand connection</i>	<ol style="list-style-type: none"> 1. <i>This brand embodies what I believe in</i> 2. <i>This brand is an important indication of who I am</i> 3. <i>I feel a strong sense of belonging to this brand</i>
<i>Brand affection</i>	<ol style="list-style-type: none"> 1. <i>I feel very positive when I use this brand</i> 2. <i>Using this brand makes me happy</i> 3. <i>I feel good when I use this brand</i> 4. <i>I am proud to use this brand</i>
<i>Brand loyalty</i>	<ol style="list-style-type: none"> 1. <i>I prefer to purchase this brand to other brands</i> 2. <i>I intend to continue buying this brand</i> 3. <i>Overall, this brand will be my first choice</i> 4. <i>I will recommend this brand to other people</i>

Sumber: Mostafa & Kasamani (2020)

Lampiran V Hasil Pengisian Responden



Timestamp	Apakah Saudara/i berdomisili di Indonesia?	Apakah Saudara/i pernah menggunakan laptop MacBook selama 6 bulan atau lebih?	Jenis Kelamin	Usia	Pendidikan Terakhir	Pendapatan Per Bulan (Rp)
4/6/2023 8:57:24	Ya	Ya	Wanita	35 - 44 tahun	S2	6.000.001 - 10.000.000
4/9/2023 18:58:23	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/9/2023 18:59:08	Ya	Ya	Wanita	20 - 34 tahun	S2	6.000.001 - 10.000.000
4/9/2023 19:08:05	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/9/2023 19:39:57	Ya	Ya	Wanita	Di bawah 20 tahun	S1	2.000.001 - 6.000.000
4/9/2023 19:41:08	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	6.000.001 - 10.000.000
4/9/2023 19:48:18	Ya	Ya	Pria	20 - 34 tahun	S2	6.000.001 - 10.000.000
4/9/2023 19:48:59	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/9/2023 19:59:01	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/9/2023 20:04:17	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/9/2023 20:09:38	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/9/2023 20:10:28	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/9/2023 20:15:38	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/9/2023 20:28:36	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/9/2023 20:28:59	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/9/2023 20:38:58	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/9/2023 20:40:35	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/9/2023 20:45:10	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/9/2023 21:25:28	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/9/2023 21:26:08	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/9/2023 21:32:57	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/9/2023 21:37:58	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/9/2023 21:41:16	Ya	Ya	Pria	20 - 34 tahun	S2	> 10.000.000

4/9/2023 21:53:59	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/9/2023 22:01:09	Ya	Ya	Wanita	20 - 34 tahun	S2	6.000.001 - 10.000.000
4/9/2023 22:05:37	Ya	Ya	Wanita	20 - 34 tahun	S2	> 10.000.000
4/9/2023 22:13:07	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/9/2023 22:15:41	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/9/2023 22:41:01	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/9/2023 22:56:25	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/9/2023 23:09:20	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/10/2023 0:29:15	Ya	Ya	Wanita	20 - 34 tahun	S2	> 10.000.000
4/10/2023 5:03:16	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/10/2023 7:27:15	Ya	Ya	Wanita	20 - 34 tahun	S1	> 10.000.000
4/10/2023 7:57:51	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/10/2023 8:36:24	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/10/2023 8:58:13	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/10/2023 19:15:58	Ya	Ya	Wanita	20 - 34 tahun	S1	> 10.000.000
4/10/2023 19:56:21	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/11/2023 12:02:41	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/15/2023 18:51:42	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/16/2023 18:49:34	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/16/2023 19:12:14	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/16/2023 21:15:45	Ya	Ya	Pria	20 - 34 tahun	S2	6.000.001 - 10.000.000
4/16/2023 21:24:21	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/16/2023 21:27:57	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/16/2023 21:46:15	Ya	Ya	Wanita	35 - 44 tahun	S1	≤ 2.000.000
4/16/2023 21:56:16	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/16/2023 21:57:40	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/16/2023 22:24:37	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000

4/16/2023 22:59:47	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/16/2023 23:22:56	Ya	Ya	Pria	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/17/2023 0:00:20	Ya	Ya	Pria	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/17/2023 0:40:49	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/17/2023 4:45:47	Ya	Ya	Pria	45 - 54 tahun	S1	> 10.000.000
4/17/2023 5:00:45	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/17/2023 6:39:17	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/17/2023 8:06:53	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/17/2023 8:57:33	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/17/2023 12:35:04	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/17/2023 14:47:32	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/17/2023 14:57:26	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/17/2023 15:19:33	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/17/2023 16:53:09	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/17/2023 17:06:23	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/17/2023 17:07:07	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/17/2023 19:26:49	Ya	Ya	Pria	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/17/2023 20:20:14	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/17/2023 20:23:38	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/17/2023 20:32:28	Ya	Ya	Pria	35 - 44 tahun	S2	> 10.000.000
4/17/2023 22:35:44	Ya	Ya	Pria	35 - 44 tahun	S2	6.000.001 - 10.000.000
4/18/2023 4:14:48	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	> 10.000.000
4/18/2023 5:57:58	Ya	Ya	Pria	35 - 44 tahun	S2	> 10.000.000
4/18/2023 13:50:26	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/18/2023 13:51:13	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/18/2023 13:52:48	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	6.000.001 - 10.000.000
4/18/2023 15:07:59	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000

4/18/2023 15:08:12	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/18/2023 15:37:19	Ya	Ya	Wanita	20 - 34 tahun	S1	> 10.000.000
4/18/2023 15:52:28	Ya	Ya	Pria	20 - 34 tahun	S2	> 10.000.000
4/18/2023 16:26:48	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 16:31:03	Ya	Ya	Wanita	Di bawah 20 tahun	S1	≤ 2.000.000
4/18/2023 16:32:02	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 16:32:16	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 16:36:39	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/18/2023 16:58:14	Ya	Ya	Wanita	Di bawah 20 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 17:02:14	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/18/2023 17:04:31	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/18/2023 17:07:45	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 17:09:17	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/18/2023 17:36:27	Ya	Ya	Pria	Di bawah 20 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 18:03:09	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/18/2023 18:20:09	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 18:28:27	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/18/2023 19:27:03	Ya	Ya	Pria	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/18/2023 19:36:59	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/18/2023 20:28:06	Ya	Ya	Wanita	20 - 34 tahun	S1	> 10.000.000
4/18/2023 20:38:16	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/18/2023 20:40:50	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/18/2023 20:58:06	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/18/2023 21:01:32	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/18/2023 21:12:36	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 21:21:29	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/18/2023 21:23:52	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000

4/18/2023 21:27:42	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/18/2023 21:37:38	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/18/2023 21:38:02	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 21:40:25	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/18/2023 22:12:36	Ya	Ya	Pria	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/18/2023 23:36:05	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	> 10.000.000
4/19/2023 0:44:51	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/19/2023 2:36:59	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/19/2023 5:49:55	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/19/2023 6:41:15	Ya	Ya	Pria	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/19/2023 8:24:18	Ya	Ya	Pria	Di bawah 20 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/19/2023 10:42:56	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/19/2023 14:14:58	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/19/2023 16:00:51	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/19/2023 17:14:41	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/19/2023 18:05:33	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/19/2023 18:18:47	Ya	Ya	Pria	35 - 44 tahun	S2	> 10.000.000
4/19/2023 23:35:34	Ya	Ya	Wanita	20 - 34 tahun	S2	2.000.001 - 6.000.000
4/19/2023 23:36:03	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/19/2023 23:46:39	Ya	Ya	Pria	45 - 54 tahun	S2	> 10.000.000
4/20/2023 5:02:12	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/20/2023 7:23:02	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/20/2023 7:25:40	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/20/2023 7:44:15	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/20/2023 8:04:43	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/20/2023 8:27:53	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/20/2023 8:27:56	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000

4/20/2023 8:50:15	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/20/2023 8:53:07	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/20/2023 8:55:36	Ya	Ya	Pria	Di bawah 20 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/20/2023 9:02:08	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/20/2023 9:17:53	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/20/2023 9:25:04	Ya	Ya	Pria	Di bawah 20 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/20/2023 9:31:43	Ya	Ya	Pria	35 - 44 tahun	S1	> 10.000.000
4/20/2023 9:33:46	Ya	Ya	Pria	35 - 44 tahun	S3	6.000.001 - 10.000.000
4/20/2023 10:15:17	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/20/2023 10:20:07	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/20/2023 10:32:56	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/20/2023 10:36:58	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/20/2023 11:27:32	Ya	Ya	Pria	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/20/2023 12:25:25	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/20/2023 12:27:30	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/20/2023 12:28:20	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/20/2023 12:50:38	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/20/2023 13:59:52	Ya	Ya	Pria	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/20/2023 15:11:23	Ya	Ya	Wanita	20 - 34 tahun	S1	2.000.001 - 6.000.000
4/20/2023 15:55:39	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/20/2023 16:01:15	Ya	Ya	Pria	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/20/2023 16:07:46	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/20/2023 16:18:01	Ya	Ya	Pria	20 - 34 tahun	S2	2.000.001 - 6.000.000
4/20/2023 16:51:53	Ya	Ya	Wanita	20 - 34 tahun	S1	6.000.001 - 10.000.000
4/20/2023 17:30:42	Ya	Ya	Pria	20 - 34 tahun	S1	≤ 2.000.000
4/20/2023 18:40:45	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/20/2023 20:52:45	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000

4/20/2023 20:58:30	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000
4/20/2023 21:28:56	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/20/2023 21:35:42	Ya	Ya	Wanita	20 - 34 tahun	S1	≤ 2.000.000
4/21/2023 21:49:32	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	2.000.001 - 6.000.000
4/22/2023 12:45:39	Ya	Ya	Wanita	20 - 34 tahun	Jenjang Sekolah (SD - SMA)	≤ 2.000.000
4/24/2023 22:51:27	Ya	Ya	Pria	20 - 34 tahun	S1	> 10.000.000



PM 1	PM 2	PM 4	PM 6	PM 7	PM 8	PM 9	PM 10	PM 11	PM 12	BP 1	BP 2	BP 3	BP 4	BP 5	SBC 1	SBC 2	SBC 3	BA 1	BA 2	BA 3	BA 4	BL 1	BL 2	BL 4
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Uji Validitas dan Reliabilitas Variabel Pengalaman Merek

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.821	10

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PM1	34.3720	32.333	.373	.380	.802
PM2	34.2561	32.265	.384	.403	.802
PM4	34.9024	28.359	.615	.557	.777
PM6	34.8293	29.296	.561	.556	.783
PM7	34.8720	27.560	.637	.491	.773
PM8	34.8537	29.255	.526	.421	.786
PM10	35.1341	27.503	.588	.411	.778
PM12	34.8049	28.379	.617	.481	.776
PM9_R	35.1646	29.218	.379	.397	.806
PM11_R	35.2866	29.249	.311	.425	.820

Uji Validitas dan Reliabilitas Variabel *Brand Passion*

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.834	5

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BP1	16.3110	7.982	.566	.389	.817
BP2	16.1159	7.894	.618	.423	.805
BP3	16.5244	7.294	.644	.416	.796
BP4	16.4939	6.914	.705	.540	.778
BP5	16.4329	6.910	.642	.501	.798

Uji Validitas dan Reliabilitas Variabel *Self-brand Connection*

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.794	3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SBC1	8.1280	2.738	.618	.398	.740
SBC2	8.3293	2.259	.697	.487	.654
SBC3	8.0061	2.718	.603	.374	.755

Uji Validitas dan Reliabilitas Variabel *Brand Affection*

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.793	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BA1	12.7500	3.710	.643	.426	.715
BA2	12.7622	3.238	.654	.445	.716
BA3	12.4939	4.571	.512	.272	.781
BA4	12.6098	3.994	.619	.384	.730

Uji Validitas dan Reliabilitas Variabel Loyalitas Merek

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.837	3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BL1	8.4329	2.382	.721	.563	.756
BL2	8.4207	2.159	.772	.612	.703
BL4	8.3780	2.715	.619	.392	.851

Uji Regresi Linear Sederhana I

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	PengalamanMerek ^b	.	Enter
a. Dependent Variable: BrandPassion			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.525	.45939
a. Predictors: (Constant), PengalamanMerek				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.165	1	38.165	180.842	.000 ^b
	Residual	34.189	162	.211		
	Total	72.354	163			
a. Dependent Variable: BrandPassion						
b. Predictors: (Constant), PengalamanMerek						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.948	.237		4.005	.000
	PengalamanMerek	.813	.060	.726	13.448	.000
a. Dependent Variable: BrandPassion						

Uji Regresi Linear Sederhana II

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	PengalamanMerek ^b	.	Enter
a. Dependent Variable: SelfBrandConnection			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.399	.395	.59369
a. Predictors: (Constant), PengalamanMerek				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.922	1	37.922	107.589	.000 ^b
	Residual	57.100	162	.352		
	Total	95.022	163			
a. Dependent Variable: SelfBrandConnection						
b. Predictors: (Constant), PengalamanMerek						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.941	.306		3.077	.002
	PengalamanMerek	.810	.078	.632	10.373	.000
a. Dependent Variable: SelfBrandConnection						

Uji Regresi Linear Sederhana III

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	PengalamanMerek ^b	.	Enter
a. Dependent Variable: BrandAffection			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.387	.383	.49835
a. Predictors: (Constant), PengalamanMerek				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.411	1	25.411	102.315	.000 ^b
	Residual	40.234	162	.248		
	Total	65.644	163			
a. Dependent Variable: BrandAffection						
b. Predictors: (Constant), PengalamanMerek						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.651	.257		6.430	.000
	PengalamanMerek	.663	.066	.622	10.115	.000
a. Dependent Variable: BrandAffection						

Uji Regresi Linear Berganda

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	BrandAffection, PengalamanMerek, SelfBrandConnection, BrandPassion ^b	.	Enter
a. Dependent Variable: LoyalitasMerek			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.346	.330	.61232
a. Predictors: (Constant), BrandAffection, PengalamanMerek, SelfBrandConnection, BrandPassion				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.585	4	7.896	21.061	.000 ^b
	Residual	59.615	159	.375		
	Total	91.200	163			
a. Dependent Variable: LoyalitasMerek						
b. Predictors: (Constant), BrandAffection, PengalamanMerek, SelfBrandConnection, BrandPassion						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.455	.354		4.105	.000
	PengalamanMerek	-.125	.119	-.100	-1.057	.292
	BrandPassion	.621	.145	.553	4.278	.000
	SelfBrandConnection	-.131	.111	-.134	-1.182	.239
	BrandAffection	.291	.129	.247	2.252	.026
a. Dependent Variable: LoyalitasMerek						



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Brand experience and brand loyalty: is it a matter of emotions?

Brand
experience and
brand loyalty

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Abstract

Purpose – Based on the stimulus–organism–response (SOR) model, the aim of this study is to explore the impact of brand experience (BE) on brand loyalty, with the mediation effect of emotional brand attachment (EBA) dimensions, specifically brand passion, self-brand connection and brand affection.

Design/methodology/approach – The study utilized a sample of 278 smartphone users in Lebanon. A questionnaire was used for data collection and a mediation analysis was employed to test the hypothesized relationships.

Findings – The findings revealed that experiential brands promote long-lasting brand loyalty through building brand passion, self-brand connection and brand affection.

Practical implications – To achieve a long-standing brand–consumer relationship, marketing managers should enhance and augment experiential marketing practices as this triggers deep emotional links and builds strong emotional ties with customers.

Originality/value – In contrast to previous studies on BE and loyalty, this research contributes to the literature by deepening the impact of emotions from the EBA perspective, specifically brand passion, brand affection and self-brand connection and posits the latter as mediators to the link between the BE and brand loyalty in the smartphone industry.

Keywords Brand experience, Self-brand connection, Brand passion, Brand affection, Brand loyalty

Paper type Research paper

Introduction

Nowadays, consumers are more fascinated by gathering memories rather than objects. According to eMarketer (2020), 65% of consumers are influenced by positive experiences throughout their purchase journey. Thus, numerous brands are fashioned to generate memorable experiences to customers, such as Apple's brand (Huang, 2017). For example, as the customer steps inside the Apple store, he/she will directly encounter an outstanding customer service (Tailored Marketing, 2018). However, Apple's experience is not limited to the store itself, every phase in the buyer's journey is consistent with the brand aesthetics. Even while unboxing a new Apple product, customers are excited while unwrapping the white clean lid to present the new phone that is fitting perfectly in the package. Therefore, when the customers buy Apple, they are buying a total experience (Tailored Marketing, 2018).

Brands traditionally give a minimal focus on administering the brand–customer touchpoints and emotional attributes (Iglesias *et al.*, 2011). However, differentiating brands from rivals depends largely on their ability to develop experiential customer touchpoints, such as being visually warm, fun, appealing to different senses and inspiring (Brakus *et al.*, 2009; Iglesias *et al.*, 2011). Furthermore, consumers are no longer seeking only tangible and functional values while purchasing a product but also intangible and symbolic tenets such as a distinctive experience. This distinctive experience arises from the brand's environment, communication, identity, servicescape, elements, etc. (Ong *et al.*, 2018; Brakus, *et al.*, 2009).

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Hence, marketing scholars have recognized that customers approach brands that furnish memorable and unique experiences (Hwang *et al.*, 2019). Hereafter, the brand experience construct in this realm has received a great interest in the marketing literature.

The evolution of customer–brand association has been a focal point in brand literature, where a brand functions as a mechanism in driving the consumer and company both in a long-standing customer–brand association (Fourier, 1998). According to Sahin *et al.* (2011), a prime stimulant to this association is brand experience (BE) and the major return is brand loyalty. However, positive BEs encourage favorable customers' reactions toward a brand (Koay *et al.*, 2020), and they allow censorious touchpoints to activate consumers' attractions to a brand (Brakus *et al.*, 2009). Thus, the increasing importance of BE necessitates the consideration of its emotional consequences. Moreover, despite the impressive number of research on BE and its influential role in the brand–customer relationship (e.g. Brakus *et al.*, 2009; Sahin *et al.*, 2011; Ong *et al.*, 2018), its impact on emotional brand attachment (EBA) is still under-researched. In addition, the role of BE is not fully understood incorporation with EBA in shaping brand loyalty. Where, EBA notion draws on attachment theory from the psychology realm, which argues that the emotional attachment strength toward any object decides the type of association with that object in addition to the level of integration and commitment to that object (Park *et al.*, 2010).

According to appraisal theory (Roseman, 1991), emotions are evolved and derived from customers' appraisals of events that activate different sentiments in them, in which any stimulus (such as brand experience) can be a cause of appraisal that might derive customers' emotional responses (Bagozzi *et al.*, 1999). In this aspect, EBA has emerged in the marketing realm as a recent construct that captures deeply different forms of emotions between the customer and the brand (Brown and Alnawas, 2016; Thomson *et al.*, 2005). Furthermore, according to Thomson *et al.*'s (2005) seminal study, there are three critical dimensions that capture the aspects of EBA: self-brand connection, brand passion and brand affection and each of these dimensions mark an essential influence to the outcome variables, brand loyalty in this case.

Nevertheless, although prior research (e.g. Cardinale *et al.*, 2016; Francisco-Maffezzoli *et al.*, 2014) has promoted the understanding of emotions as a key role in experiential brands, still much is lacking. Specifically, these studies neither have inspected deeper and specific sorts of emotions nor inspected the EBA elements in the intermediate process that converted BE into a long-lasting relationship. Hence, to address the aforementioned gap, the current study explores for the first time the relationship between BE and EBA, namely: brand affection, self-brand connection and brand passion and the extent to which those deep customer emotions mediate the BE and loyalty association.

A better understanding of the relationship between BE, EBA and brand loyalty will equip both practitioners and academics with a substantial approach on how to grasp customers and reinforce their loyalty toward the brand in competitive environments by shedding light on new antecedents to brand loyalty. Furthermore, this will increase the scope of branding research, particularly by identifying the differential impact of experiential brands on specific types of emotions (e.g. brand passion, EBA affection and self-brand connection). Moreover, understanding the mediating role of EBA extends the role of BE in marketing research and depicts that BE generates an irresistible yearning for the brand, which in turn promotes emotions that tend to evolve over time.

In this particular aspect, the literature also has encouraged the authors to study the role of emotional elements to further elucidate the BE and brand loyalty relationship (e.g. Huang, 2017; Iglesias *et al.*, 2011). Finally, the current paper draws on the stimulus–organism–response model (SOR) to inspect the aforementioned relationship. Following SOR, BE is hypothesized as stimuli that guide EBA (organism) pictured by brand affection, brand passion and self-brand connection, which in turn determines brand loyalty (response).

The current research study is organized as follows: first, the theoretical background on the SOR model is presented. Then, the literature review and hypotheses development are displayed, followed by the implemented methodology. Afterward, the results are presented and discussed. Finally, the limitations and recommendations for future research studies are introduced.

Theoretical background

The stimulus–organism–response (SOR) model

Mehrabian and Russell (1974) originally initiated the “S-O-R model,” which was reformed lately by Jacoby (2002). Furthermore, Donovan and Rositer (1982) suggested that there are definite aspects of the environment that incite the consumer’s cognitive and emotional conditions, which in turn drives certain behavioral outcomes and this can be represented by the “S-O-R model”. Previous scholars (e.g. Islam and Rahman, 2017; Mollen and Wilson, 2010; Olney *et al.*, 1991) extended this model to different fields including consumer behavior, advertising and website experience, etc. Accordingly, the current research study applies the “S-O-R model” within the consumer behavior field, however, in a different context, specifically in brand experience and loyalty context.

The “S-O-R model” reflects three strands: stimulus, organism and response. “Stimulus” as a first strand represents “the influence that arouses the individual” (Eroglu *et al.*, 2001, p. 179). In consumers’ behavior context, the stimuli are “external to the individual” that affect his/her internal states and the marketing mix variables with alternate environmental factors, for example, social, ambient and design components, both constitute the stimuli (Bagozzi, 1986). According to Baker *et al.* (1994), social factors are linked to other individuals existing in the outlet or store such as salespeople. In addition, the ambient factors are related to the nonvisual components of the environment in the outlet, such as noisiness, music and smell, etc. On the other hand, the design components are visual in nature, such as design, cleanliness and tidiness, etc. This study considers BE to be the stimuli. BE, which varies in strength and intensity, is inclusively viewed as incorporating the sensory, intellectual, affective and behavioral elements, in which altogether shape the total degree level of BE (Kang *et al.*, 2017).

The second strand of the “S-O-R model” is the organismic variable. The “organism” is illustrated as being “the internal processes and structures intervening between stimuli external to the person and the final actions, reactions, or responses emitted” (Bagozzi, 1986, p. 46). Moreover, “organism” represents the affective and cognitive state of the individual. The affective condition mirrors the feelings communicated by the consumer following the environmental stimuli (Islam and Rahman, 2017) and the cognitive condition is “everything that goes in the consumers’ minds concerning the acquisition, processing, retention, and retrieval of information” (Eroglu *et al.*, 2001, p. 181). In addition, Brown and Alnawas’s (2016) study introduced EBA as an organismic variable into the “S-O-R model.” Thus far, in the current study, the three elements of EBA (self-brand connection, brand affection and brand passion) are considered (Thomson *et al.*, 2005). Hence, it is proposed that EBA as an “organism” will be affected by the accumulative BE of a favorite brand.

The final component of the “S-O-R model” is the “response,” where it is the outcome in the form of consumers’ behavior (Donovan and Rositer, 1982). Several scholars have acknowledged the importance of building loyalty toward the brand (Choi *et al.*, 2017). Thus, this research examines brand loyalty as a response to EBA.

Literature review and research hypotheses

Brand experience

The brand experiential realm is still in its infancy (Shahzad *et al.*, 2018). Lee and Kang (2012) described the experience as the consumers’ insights that are shaped while interacting with the whole brand. Moreover, BE seizes actual responses from consumers, specifically when

shopping products, exploring product information and assessing products after utilization (Kang *et al.*, 2017).

The bulk of prior research on experiential marketing has concentrated on particular BE facets, such as utilitarian aspects linked with service (Wong, 2013) and product experiences (Kang *et al.*, 2017). However, Das *et al.* (2019) posited that consumers are also persuaded by numerous visual stimuli, for example, logos, designs, shapes, colors and other aspects that compose brand identification. Moreover, previous scholars argued that customizing the service delivered by frontstage employees is critical for the consumer to be satisfied (Bettencourt and Gwinner, 1996). Thus, BE is a multifacet construct and should be evaluated in a holistic manner (Kang *et al.*, 2017). For instance, smartphones have been proposed to have both hedonic and utilitarian attributes. Hedonic attributes such as the color, design and softness of the phone. However, the utilitarian involves characteristics such as battery life, software and sound system (Yu and Yuan, 2019). Prior studies in the smartphone industry have also shown that hedonic value triggers brand experience more than the utilitarian value because of the intimate relationship between the consumers and their mobiles, where they access their mobiles frequently every day, even before sleeping (Yu and Yuan, 2019).

Brakus *et al.* (2009) framed BE into four dimensions of consumers' response: sensory, affective, behavioral and intellectual. The "sensory" dimension defines the visual and brand aspects that are perceived through the consumer's sensory body part (Hwang and Hyun, 2012). This brand's aesthetic facet can augment sensorial experiences since it arouses consumer's senses involving touch, vision, hearing and smell (Brakus *et al.*, 2009). Moreover, several marketers suggest that sensorial experiences are modeled via aesthetic designs (for example, materials, color and style) and themes (for example, visual signs and slogans) which are underlined in the content of the brand (Hultén, 2011).

The "affective" dimension of experience encompasses all sorts of consumer's subjective experience allied with definite emotions and sentiments (Hwang and Hyun, 2012). Individuals may perceive a brand either in a positive manner (for example, delight, desire and devotion) or in a negative manner (for example, distress, fear and disgust) (Kang *et al.*, 2017). Iglesias *et al.* (2011) stressed the importance of recognizing the stimuli that prompt customer's positive feelings in experiential marketing since the brand's effectiveness plays a key contributor in individuals' decision-making process, particularly when they seek desirable and sensible purchasing experiences.

In addition, the "behavioral" component is denoted by specific forms of behavioral reactions toward a brand provoked by particular brand stimuli (Wang, 2014). Consumers are motivated to engage in bodily experiences and physical actions that attempt to generate remarkable visible experiences with the brand (Wang, 2014; Kang *et al.*, 2017). For instance, individuals who experience a specific brand may continue using the products of this brand if they enjoy its physical benefits; consequently, these experienced consumers will be more likely to purchase package products than other consumers (Tsaor *et al.*, 2007). Furthermore, Brakus *et al.* (2009) stated that the notion "behavioral" describes the variations in consumers' actions formed upon positive BE, noting that behavioral experiences last long in consumers' thoughts and are perceived as an essential marketing practice.

Finally, "intellectual" experiences are referred to as events that trigger consumers' thoughts and induce their curiosity (Schmitt, 1999). Consumers noticeably recall brands with intellectual appeals and remember memories related to the brand after receiving a similar clue in a different position (Brakus *et al.*, 2009; Hwang and Hyun, 2012). Since intellectual experience is associated with the individual's thoughts toward a brand, intellectual appeals should attempt to persuade and influence favorable and pleasing memories (Kang *et al.*, 2017).

Brand experience, which is the summation of all customers' gathered experiences with a brand, was also examined in the online realm (e.g. e-shopping), where customers command a consistent experience over all the brands' channels (Yu *et al.*, 2020). Furthermore, BE plays an

important marketing role in influencing the consumers' behavior in the social network context (Yu *et al.*, 2020). In addition, Das *et al.*'s (2019) study revealed the importance of BE in influencing brand passion and commitment in the fashion industry. Therefore, the increasing prominence of BE necessitates the examination of its consequences. However, although BE allows censorious touchpoints for multisensory activations in which it attracts consumers toward a brand, thus far, its association with EBA is still under-researched (Huang, 2017).

Brand experience and brand loyalty

Loyalty, as described by Oliver (1997, p. 392), is "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior." Loyal consumers are essential to obtain a strong market share for a business firm, and brand loyalty is considered as a key measure for a company's marketing strategy's success (Aaker, 1996).

To promote customer loyalty, firms often center their focus on benefits and value savings, for example, discounts, coupons, redeemable points and superior treatments for memberships through loyalty initiatives (Ong *et al.*, 2018). However, loyalty initiatives do not often lead to business success (Ong *et al.*, 2018) and the short-term paybacks of loyalty initiatives might exert a liability for business firms (Shugan, 2005). Dowling and Uncles (1997) supported that customer loyalty that is founded through loyalty initiatives is not sustainable since consumers are more concerned with the money saving in such programs. Consequently, customers will be more likely to diverge rapidly to another substitute to benefit from a better value offered by rivals.

Brand experience is the outcome of stimulations that trigger customers' enthusiasm and enjoyment; thus, customers will be encouraged to repeat those experiences frequently over time (Ong *et al.*, 2018). Furthermore, "brand experience should affect not only past-directed satisfaction judgments but also future-directed consumer loyalty" (Brakus *et al.*, 2009). Therefore, consumers would be more probable to purchase products from this brand again, suggest it to others and less probable to purchase from competitors (Yu *et al.*, 2020; Oliver, 1997).

Moreover, Kang *et al.* (2017) claimed that brand experience is a key factor that plays a key role in achieving and maintaining success for businesses and in building a long-term bond with consumers. In addition, prior studies showed a significant positive association between BE and loyalty (Ong *et al.*, 2018; Sahin *et al.*, 2011). Finally, the significance of BE stems from its impact on brand loyalty (Brakus *et al.*, 2009; Ramaseshan and Stein, 2014; Huang, 2017; Choi *et al.*, 2017). Therefore, the following hypothesis is proposed:

H1. BE has a positive impact on brand loyalty.

Emotional brand attachment

Bowlby's (1979) pioneering study described emotional attachment as a specific, emotion-laden tie connecting a determined object with a person, generally a custodian. Attachment arises and flourishes when two entities approach to share emotions (Zhou *et al.*, 2012). Moreover, marketing scholars proposed the emotional attachment construct into research in branding (Shouten and McAlexander, 1995).

Emotional attachment in branding research is described as the closeness level of a customer's self to a certain brand, and it is concerned with the strength of the affective and cognitive perceptions portrayed in customers' mindsets (Lim *et al.*, 2020; Park *et al.*, 2010). Furthermore, brand attachment encompasses the affective element of the brand and represents emotional conditions, for example, passion and warm feelings (Belaid and Behi, 2011).

Individuals seek to personify an ideal brand, thus constructing a close connection with it (Brown and Alnawas, 2016). Additionally, consumers do not necessarily feel emotionally attached to all brands; however, Thomson *et al.* (2005) stated that consumers form high emotional long-lasting associations with a selective number of brands and individuals engage in an emotional relationship with distinctive brands for their self-uniqueness. In psychology, attachment theory suggests that the interactivity with an object will considerably affect a person's attachment to that object (Bowlby, 1979). Furthermore, Sahin *et al.* (2011) claimed that consumers form emotional ties with a firm as their experience with it increases.

Previous scholars noted that BE is different from other concepts, specifically brand attachment, brand personality and brand involvement (Brakus *et al.*, 2009; Park *et al.*, 2010). Furthermore, brand attachment is an emotional construct, in contrast to the BE that is described as cognitions and sensations (Brakus *et al.*, 2009). Consequently, this empirical study is among the few studies that investigated the impact of BE on EBA.

Thomson *et al.* (2005) illustrated that attachment is purely emotional in nature and introduced three fundamental elements that described the properties of EBA, which are the following: brand passion, self-brand connection and brand affection. Each element is distinctive and unique and significantly contributes in a different manner toward brand attachment (Brown and Alnawas, 2016). Brakus *et al.* (2009) supported Thomson's three emotional elements and mentioned that connection, affection and passion are the dimensions that make up EBA. In specific, Brakus *et al.* (2009, p. 53) stated that "brand attachment refers to a strong emotional bond (i.e. "hot affect") between a consumer and a brand, as evidenced by its three dimensions—affection, passion, and connection." In addition, previous scholars also incorporated Thomson's EBA dimensions and reinforced his work (e.g. Park and MacInnis, 2006; Brown and Alnawas, 2016).

Brand passion, self-brand connection and brand affection as mediators

Brand passion is "a strong emotional connection to a brand that people value, find important, desire to own and/or use, incorporate into their identity, and invest resources in over a period of time" (Swimberghe *et al.*, 2014, p. 2659). Passion "reflects intense and aroused positive feelings towards a brand" (Thomson *et al.*, 2005, p. 80). For instance, an individual's tenderness of longing and yearning to utilize a brand, wanting and craving for it (Brown and Alnawas, 2016).

Thomson *et al.* (2005) stated that customers whose attachment is described as high in passion are more likely to purchase a brand's products/services impulsively. In support, previous scholars argued that intellectual BEs attempt to reinforce brand consumers by tempting to the symbolic aspect of consumers' self, consenting consumers to develop desirable self-expression, thus stimulating their passion toward the brand (Schmitt, 2013). Therefore, experiential brands induced by brand stimuli can guide distinctive aspects of the self, such as passion, hence satisfying various consumer needs (Das *et al.*, 2019). Furthermore, Das *et al.* (2019) showed that BE is an essential stimulant for evolving brand passion, which successively can promote affirmative behavioral tendencies. Moreover, an individual's passion for a brand offers an inner motivation that permits consumers to reserve their affiliation with the firm in harmonization with diverse sides of their lifestyle (Thomson *et al.*, 2005). In addition, brand passion induces secure sentiments, which offers meaning to the association and encourages consumers to form a tight bond with the brand for a longer time (Das *et al.*, 2019). Hence, a customer, who is passionate about the brand is more likely to enter in an emotional relationship with the latter and will go on missing the brand when it is unattainable (Albert *et al.*, 2013).

Francisco-Maffezzoli *et al.* (2014) showed that love/passion as an element of brand relationship quality mediates the relationship between brand experience and loyalty. However, Wang *et al.* (2019) claimed that brand love and passion are two distinct concepts, where passion

is an antecedent to brand love. Finally, previous literature designated that there is a lack of integrating brand passion into the paradigm of consumer–brand association, and limited insights exist in this realm (Albert *et al.*, 2013). Therefore, the hypothesis below emerges

H2. Brand passion mediates the relationship between BE and brand loyalty.

Self-brand connection is described as “the extent by which individuals have incorporated brands into their self-concept” (Escalas and Bettman, 2005, p. 379). According to Park *et al.* (2010), self-brand connection is denoted by customers’ feelings of being allied with a specific brand and the degree to which a customer links the brand into the self-concept. Customers’ behaviors and their brand-self connections have taken a vigorous area in the marketing realm. For example, several studies showed that self-brand connections affect public and private customer behavior (Randhawa *et al.*, 2015; Sicilia *et al.*, 2016), encompassing consumers’ post-purchase behavior (He *et al.*, 2015) and consumers’ positive word of mouth (Ye *et al.*, 2015).

Consumers’ self-brand connections are anticipated to form long-lasting favorable attitudes and loyalty toward a brand (Escalas and Bettman, 2003). Moreover, customers build self-connections with brands as a consequence of encountered experiences. In specific, memorable, exceptional and impressive experiences have been discovered to stimulate customer–brand identification and consequently influence customers’ brand loyalty (Westhuizen, 2018). Furthermore, individuals do not solely purchase and consume services and products to fulfill their needs, however, they also acquire brands for experiential drives that are interrelated with attachments and associations to their self (Schmitt *et al.*, 2015). Additionally, previous research showed that self-connection mediates BE–loyalty association in the brand relationship quality context (Francisco-Maffezzoli *et al.*, 2014). In contrast to previous studies, self-brand connection in the EBA context is anticipated to mediate the relationship between BE–loyalty. Hence, the hypothesis below emerges

H3. Self-brand connection mediates the relationship between BE and brand loyalty.

Thomson *et al.* (2005) indicated that affection stands for the pleasant, comforting and warm feelings that customers have toward a brand and it shows the capability of a brand to provoke customers’ positive responses when purchasing it. In addition, an affectionate brand is characterized by Park *et al.* (2010, p. 3) as “loved, friendly, and peaceful.”

Several scholars claimed that customers are likely to evolve solid affectionate bonds with brand activities and products (Yim *et al.*, 2008; Chaudhuri and Holbrook, 2001). Individuals can build affective attachments and associations with brands that satisfy their experiential, emotional and functional desires through product attributes (Park *et al.*, 2010). Furthermore, Yim *et al.* (2008) indicated that customer–firm affection reflects an enduring bond, repeatedly shaped through multiple satisfactory brand interactions and experiences.

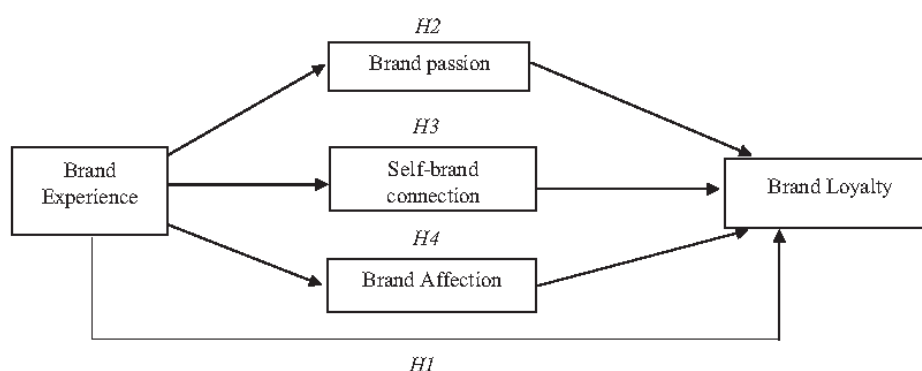
Moreover, individuals who sense affection to a certain brand are more likely to participate in a long-term relationship (Choi and Kim, 2020; Yim *et al.*, 2008). Previous studies recognized that affectionate bonds with brands are significantly linked to customers’ loyalty (Brown and Alnawas, 2016; Fournier, 1998).

Thomson *et al.* (2005) revealed that EBA is an important antecedent to brand loyalty and each of the EBA components contributes differently to outcome variables (Brown and Alnawas, 2016; Thomson *et al.*, 2005; Park *et al.*, 2010). In addition, BE is an essential driver for EBA development, and over a period, emotional bonds might become an outcome from BEs but not only one emotional outcome is triggered by experiences (Brakus *et al.*, 2009). Thus, in addition to brand passion and self-brand connection, it is hypothesized that

H4. Brand affection mediates the relationship between BE and brand loyalty.

Based on the above-mentioned literature review and the proposed hypotheses, a conceptual model has been developed for our study (see Figure 1).

Figure 1.
The conceptual model



The research methodology

The sample and data collection

For the purpose of this paper, the targeted population was Lebanese smartphone users. The screening condition for the respondents to be incorporated was that they must have been using their favorite brand for at least one year (Castaño and Perez, 2014; Junaid *et al.*, 2019).

Consistent with branding research (Duman *et al.*, 2018), online and offline questionnaire forms were used in the data collection process. To overcome potential survey problems, a pretest was conducted among a sample of 15 respondents to inspect if all items were properly understood. The pretested paper survey was then posted online using Google Forms. To further test the online user friendliness of the questionnaire, the online survey was also sent to a pretest group consisting of ten participants. Based on the pretest, no need for adjustments was raised.

The questionnaire began with an introduction representing the aim of the research and ensuring the anonymity and confidentiality of the responses. Afterward, the participants were requested to specify their favorite smartphone brand and how long they have been using this brand since they had to have used their favorite smartphone brand for at least one year in order to participate in this study (Junaid *et al.*, 2019). This was followed by a request to profess their level of agreement concerning the measured items.

The data collection period lasted for two weeks. Participants were invited online and offline to take part in the research study. Respondents who answered the online form of the questionnaire had received the survey link through social media sites (such as, Facebook, Twitter, LinkedIn and Instagram) and their online responses were accumulated in Google Forms. On the other hand, participants who answered the paper copy were approached in a shopping center and a university. The respondents in the shopping center filled the paper survey on the spot, while we employed the drop-and-collect approach to the university's participants by gathering the surveys five days later after handing them. A total of 190 online and 109 paper questionnaires were collected. Furthermore, 21 surveys were excluded. As a result, 278 filled questionnaires were eventually available for the further analysis. The final sample size was equivalent to that of prior research studying similar concepts (e.g. Das *et al.*, 2019; Huang, 2017).

The sample has the following demographic profile: gender (female: 59%, male: 41%); the majority (67.3%) of the respondents were aged between 20 and 34. Most of the respondents (49.3%) were at an undergraduate education level. The majority of the respondents (61.5%) had an annual income equal to or less than \$7200. Moreover, Apple brand was mostly favored among the respondents (54%), followed by Samsung (23.4%), Huawei (18.3%), Sony (2.2%), LG (0.7%), Nokia (0.7%), Motorola (0.4%) and Lenovo (0.4%) (see Table 1).

Measures

The concepts in this research were measured using pre-developed scales adapted from previous marketing studies. The participants marked their responses on a seven-point Likert scale (1 = “disagree strongly” and 7 = “agree strongly”).

Following Brakus *et al.* (2009), 12 items were utilized to assess the BE. Brand passion was measured using five items initiated by Thomson *et al.* (2005). Concerning self-brand connection, Lin *et al.* (2017) suggested that three items were adopted. In addition, brand loyalty was measured using Chen (2013) scale that consisted of four items. Finally, four items developed by Hollebeek *et al.* (2014) were utilized to measure brand affection (see Table 2).

Results and the analysis

Reliability and validity

Cronbach’s alpha was adopted to test scale’s internal consistency reliability. Cronbach’s alpha reliability coefficients were acceptable for all constructs, ranging from 0.71 to 0.96 (Nunnely, 1978). Further, discriminant and convergent validity were tested to assess scale’s construct validity. In addition, Kaiser–Meyer–Olkin measure (KMO) was assessed and the result was above the acceptable limit of 0.7, thus verifying that the sample is adequate for analysis. Moreover, Bartlett’s test of sphericity also met the suggested criterion ($p < 0.001$). The factor loadings of all scale items on the assigned measures displayed values above 0.6 (Chin *et al.*, 1997). The average variance extracted (AVE) values varied from 0.57 to 0.91 for every proposed measure, thus exceeding the benchmark of 0.5 as proposed by Fornell and Larcker (1981). Finally, based on the findings, all hypothesized measures disclosed sufficient convergent validity. Table 2 displays the attributes to each construct and the items’ wording.

Item	Frequency	Percentage (%)
<i>Age</i>		
Under 20 years	59	21.2
20–34 years	187	67.3
35–44 years	13	4.7
45–54 years	5	1.8
55 and above	14	5.0
Total	278	100.0
<i>Gender</i>		
Female	164	59.0
Male	114	41.0
Total	278	100.0
<i>Education level</i>		
High school	42	15.1
Undergraduate	137	49.3
Postgraduate	99	35.6
Total	278	100.0
<i>Income per year</i>		
\$0–7200\$	171	61.5
\$7201–9599\$	31	11.2
\$9600–11999\$	13	4.7
\$12000–19999\$	25	9.0
\$20000–35999\$	24	8.6
\$36000 and above	14	5.0
Total	278	100.0

Table 1.
Demographic
characteristics of the
sample

Constructs and scale items	Item mean (S.D)	Factor loading	Cronbach's alpha	AVE
<i>Brand experience</i>			0.71	0.57
This brand makes a strong impression on my visual sense or other senses	5.39 (1.50)	0.81		
I find this brand interesting in a sensory way	5.47 (1.43)	0.83		
This brand does not appeal to my senses	5.32 (1.43)	0.66		
This brand induces feelings and sentiments ^(d)	4.24 (1.60)	–		
I do not have strong emotions for this brand ^(d)	5.00 (1.65)	–		
This brand is an emotional brand ^(d)	4.16 (1.69)	–		
I engage in physical actions and behaviors when I use this brand	4.07 (1.70)	0.76		
This brand results in bodily experiences	3.88 (1.64)	0.72		
This brand is not action oriented	4.69 (1.62)	0.77		
I engage in a lot of thinking when I encounter this brand	4.03 (1.76)	0.79		
This brand does not make me think	4.41 (1.95)	0.82		
This brand stimulates my curiosity and problem-solving	4.67 (1.71)	0.60		
<i>Brand passion</i>			0.94	0.82
I am passionate about this brand	5.15 (1.65)	0.86		
I have real trust in this brand	5.63 (1.62)	0.90		
I feel really close to this brand	5.28 (1.68)	0.94		
This brand is really appealing to me	5.34 (1.57)	0.91		
This brand makes me feel great delight	5.15 (1.61)	0.91		
<i>Self-brand connection</i>			0.91	0.84
This brand embodies what I believe in	4.70 (1.66)	0.91		
This brand is an important indication of who I am	4.42 (1.85)	0.94		
I feel a strong sense of belonging to this brand	4.88 (1.79)	0.91		
<i>Brand affection</i>			0.96	0.91
I feel very positive when I use this brand	5.52 (1.58)	0.93		
Using this brand makes me happy	5.41 (1.53)	0.97		
I feel good when I use this brand	5.39 (1.57)	0.97		
I am proud to use this brand	5.45 (1.69)	0.94		
<i>Brand loyalty</i>			0.94	0.85
I prefer to purchase this brand to other brands	5.51 (1.77)	0.88		
I intend to continue buying this brand	5.67 (1.67)	0.95		
Overall, this brand will be my first choice	5.67 (1.75)	0.94		
I will recommend this brand to other people	5.77 (1.53)	0.93		

Table 2. Constructs, scale items and descriptive statistics

Note(s): The sign ^(d) means item eliminated based on scale purification

To reassure the discriminant validity of the constructs, the square root results of the AVE values were contrasted along with the corresponding correlation of each factor. The square roots of AVE as displayed in Table 3 exceed the correlation values corresponding to every construct, thus ensuring discriminant validity (Chin *et al.*, 1997).

Hypotheses testing

To inspect the research-proposed hypotheses, SPSS 22 software was utilized. Additionally, Baron and Kenny's (1986) approach was employed involving a four-step method. The first step in the process entailed testing the BE and brand loyalty relationship (model 1) and a positive relationship was revealed ($\beta = 0.45, p < 0.05$), thus supporting H1. Moreover, model 2 displayed a significant association between BE and passion ($\beta = 0.53, p < 0.001$). In addition, the brand passion and brand loyalty association was also significant (model 3, $\beta = 0.87$,

Table 3.
Discriminant validity

	Brand experience	Brand passion	Self-brand connection	Brand affection	Brand loyalty
Brand experience	<i>0.75</i>				
Brand passion	0.63**	<i>0.90</i>			
Self-brand connection	0.60**	0.79**	<i>0.91</i>		
Brand affection	0.61**	0.80**	0.78**	<i>0.95</i>	
Brand loyalty	0.49**	0.74**	0.66**	0.77**	<i>0.92</i>

Note(s): ** Correlation is significant at the 0.01 level (two-tailed) on the diagonal appear the square roots of AVE in italic

$p < 0.001$); however, when brand passion (the mediator) was included in the model, BE was no longer significant as shown in model 4 ($\beta = 0.02, p > 0.05$) and the adjusted R square increased from 0.28 (model 1) to 0.71 in model 4, thus achieving a full mediation and supporting H2.

Moreover, model 5 displayed a significant association between BE and self-brand connection ($\beta = 0.42, p < 0.01$). In addition, the relationship between self-brand connection and brand loyalty ($\beta = 0.90, p < 0.001$) was significant as displayed in model 6. Nevertheless, when self-brand connection (the mediator) was inserted as a mediator between BE and brand loyalty, BE was still significant as displayed in model 7 ($\beta = 0.11, p < 0.05$); hence, self-brand connection partially mediates the BE and brand loyalty association, thus supporting H3.

Further, the results revealed that the BE and brand affection relationship is significant (model 8, $\beta = 0.52, p < 0.001$) and brand affection is significantly related with brand loyalty (model 9, $\beta = 0.88, p < 0.001$); however, the outcomes revealed that introducing brand affection (mediator) to the BE and brand loyalty relationship induced an insignificant relationship as shown in model 10 ($\beta = 0.01, p > 0.05$), confirming a full mediation and the adjusted R square increased from 0.28 (model 1) to 0.75 in model 10, thus supporting H4 (see Figure 2). Tables 4 and 5 display the mediation results and the summary of hypotheses, respectively.

Discussion

Previous research on BE and loyalty association claimed for the importance to consider mediation variables (Iglesias *et al.*, 2011). However, prior researchers have largely ignored the role of EBA (Huang, 2017). Thus, this research taps into deeper emotional insights and intends to inspect the role of the EBA dimensions (brand passion, self-brand connection and brand affection) as mediators to the BE and brand loyalty relationship by employing the “SOR” model.

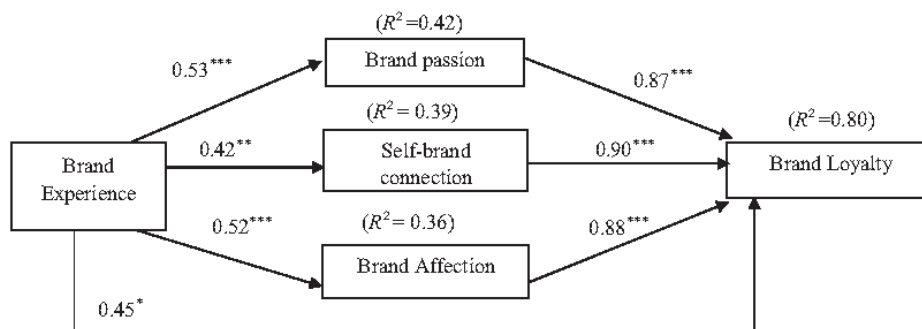


Figure 2.
Results of model testing

Table 4.
Results of the
mediation test

	BL M1	BP M2	BL M3	BL M4	SBC M5	BL M6	BL M7	BA M8	BL M9	BL M10
<i>Independent variable</i>										
Brand experience	0.45* (0.04)	0.53*** (0.03)		0.02 (0.04)	0.42** (0.03)		0.11* (0.04)	0.52*** (0.39)		0.01 (0.03)
<i>Mediating variable(s)</i>										
Brand Passion			0.87*** (0.03)	0.89*** (0.04)		0.90*** (0.05)				
Self-brand connection					0.40	0.51	0.52	0.39	0.88*** (0.03)	0.89*** (0.04)
Brand affection					0.39	0.51	0.52	0.36	0.75	0.75
<i>R square</i>	0.28	0.42	0.71	0.71						
<i>Adjusted R square</i>	0.28	0.42	0.71	0.71						

Note(s): BL: brand loyalty; BP: brand passion; SBC: self-brand connection; BA: brand affection
figures in parentheses are standard errors
* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 5.
Summary of hypotheses

Hypotheses	Model	<i>P</i>	β	Results	Comments
H1	M1	*	0.45	Supported	
H2	M2	***	0.53	Supported	Full mediation
	M3	***	0.87		
	M4	ns	0.02		
H3	M5	**	0.42	Supported	Partial mediation
	M6	***	0.90		
	M7	*	0.11		
H4	M8	***	0.52	Supported	Full mediation
	M9	***	0.88		
	M10	ns	0.01		

Note(s): * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; ns = not significant

The data analysis revealed novel findings. First, the three dimensions of EBA have a diverse impact on brand loyalty in the smartphone setting. Among the three dimensions, self-brand connection captured the highest prominent impact ($\beta = 0.90$; $p < 0.001$) on brand loyalty, followed by brand affection ($\beta = 0.88$; $p < 0.001$) and then passion ($\beta = 0.87$; $p < 0.001$). Moreover, the effect of BE on brand affection, brand passion and self-brand connection was found to be dissimilar. Specifically, BE has the utmost major impact on brand passion ($\beta = 0.53$; $p < 0.001$), followed by brand affection ($\beta = 0.52$; $p < 0.001$) and then self-brand connection ($\beta = 0.42$; $p < 0.001$).

Second, the study's outcomes indicated that BE has a positive direct impact on brand loyalty, thus supporting H1. This is consistent with previous research studies such as Ong *et al.*'s (2018) study that was conducted on Western consumers in the hospitality industry and Sahin *et al.*'s (2011) study carried out on the automotive industry in Turkey. Hence, this conveys that delivering a distinctive experience at all customer-brand touchpoints is essential for building strong brand loyalty.

Third, the results supported H2 and revealed that brand passion fully mediates the BE and loyalty association. This conveys that the brand-related stimuli stir consumers' senses, nourish their thoughts and touch their hearts. Thus, BE is an essential antecedent of brand passion which shows an alluring desire, aspiration and fascination that stands over time, consequently promoting brand loyalty. This is consistent with previous scholars, in which Sahin *et al.* (2011) argued that experiential brands may derive emotional bonds and consumers generate irresistible strong ties with the brand (Albert *et al.*, 2013) and assure consumers to establish a tight bond with the brand for a long time (Das *et al.*, 2019).

Fourth, the results indicated that self-brand connection partially mediates the BE-loyalty association. According to Schmitt *et al.* (2015), customers are not forced to be involved in connecting themselves with the brand (smartphone brand in our context), but they do so without obstruction and freely and as a result, a brand takes a vigorous place in their identity. However, BE enables customers to endorse their self-identity and enrich themselves while associating with the brand. For instance, a customer with a resilient self-connection with a smartphone brand will regard himself/herself as thinking differently, relating his/her self-concept and behavior to brand's slogan (e.g. Samsung), feeling like innovators and relating his/her status to the smartphone brand (e.g. Samsung) as an innovative leader. Thus, the customer approves this smartphone brand (e.g. Samsung) as a way to reveal, generate and communicate these properties of the self via smartphone brand consumption (Schmitt *et al.*, 2015).

Fifth, the results supported H4, which proposed that brand affection fully mediates the BE and loyalty association. Thus, this finding offers an essential insight in which consumers build affective attachments when experiencing numerous brand-related stimuli, for example, background design features, colors, lightings, brand characters, packaging, etc.

(Brakus *et al.*, 2009) and this, in turn, drives brand loyalty. In support, Thomson *et al.* (2005) showed that consumers who sense affection to a certain brand are more likely to engage in a long-term relationship. Therefore, BE causes customers to preserve affection toward a brand, hence building solid brand loyalty.

Theoretical implications

This study marks several theoretical contributions to the marketing literature. First, prior researchers studied the relationship between BE and brand loyalty; however, they ignored the role of EBA as a mediator to this relationship. Thus, this study extends the work of previous studies by examining how BE influences specific and deeper emotions that smartphone users develop toward their favorite brand and how these substantial emotions influence consumers' brand loyalty. Therefore, this study contributes to the literature by proposing and testing for the first time the link between BE and brand loyalty through the dimensions of EBA (brand passion, brand affection and self-brand connection) from an empirical and theoretical standpoint and shows that brand stimuli promote brand loyalty by triggering specific consumers' sentiments. Furthermore, the effect of EBA dimensions on brand loyalty has received minimal attention from scholars; however, this study revealed that each of the EBA dimensions is unique and contributes distinctly to brand loyalty in the smartphone settings. Second, this study marks another vital contribution to the branding literature and adds to the body of knowledge on the customer-brand relationship and BE-loyalty association by highlighting the key role of emotions in branding through identifying brand passion, brand affection and self-brand connection as main mediators to BE-loyalty relationship. Finally, the results also supported that brand stimuli trigger deep emotional attachments, thus validating appraisal theory in the branding context.

Practical implications

The current study offers key insights for marketing managers seeking to nourish the brand and aiming to construct long-term loyalty among smartphone users. First, the results indicated that experiential brands are vital to the creation of customers' brand loyalty; thus, brand managers in the smartphone industry are advised to present and design holistic BEs in order to preserve a strong bond with customers. This could be done by communicating externally the brand using visual, verbal and auditory cues, in addition to designing brand platforms that work together in order to deliver a unique theme that portrays the brand's personality, history and stories. Second, companies should take into account that when customers search for and purchase brands, they will encounter not only the utilitarian aspects of the brand product but they will also be subjected to diverse brand stimuli, for instance: brand-related shapes, brand characters, background colors and design, slogans, salespeople, events, etc. Thus, experiential branding must be rooted in the brand's deoxyribonucleic acid (DNA), and it should be considered as a priority since it represents a key contributor to the customers' purchasing process. Third, this study also showed that BE plays a pivotal role in promoting customers' deep emotions; thus, this will assist brand managers in understanding how experiential brands prompt emotional attachments and strong ties with customers and advise firms to establish emotional links with consumers through various ways such as building marketing programs that trigger customers' passion, affection and increase customers' self-brand connection. Designing experiences that consistently match the target audience's needs and values since this will develop a strong attachment between the customer and brand. In addition, marketing managers should take advantage of new technology tools such as the virtual and augmented reality that will also assist brands in strengthening customers' experiences and win the experience race over competitors. Furthermore, brands should also leverage social media platforms in order to generate unique shareable experiences. Thus, these approaches are important for developing

customers' positive feelings toward brands. Fourth, marketing managers should communicate internally the designed experience in order to have a shared vision between the staff and provide training to employees on how to choose the right ambient conditions (e.g. music and scent) and outlets' design (e.g. signs and lightning). Furthermore, training should be delivered also for the frontline staff members to enhance their customer service skills and empower them to make timely decisions while solving customers' needs and issues. Therefore, this will result in providing a memorable BE at every touchpoint with the customer. Finally, brand managers need to have a clear and detailed understanding of their brand experiential capabilities and work on the most influential points that can arouse customers' feelings and induce long-lasting brand loyalty.

Limitations and further research

Numerous limitations should be concerned with the interpretations of the research outcomes. First, the generalization of the results is limited since the proposed framework was inspected using a sample from a single country, Lebanon. Thus, future research studies could be extended and enhanced by testing the hypothesized relationships through drawing data from further countries. Second, this research has focused only on the smartphone industry. Hence, further studies could include other industries to investigate the proposed model. Finally, this study is limited to exploring the role of EBA in promoting brand loyalty and the impact of its dimensions to the BE–loyalty association. Consequently, further studies could incorporate cognitive mechanisms (such as brand trust, customers' satisfaction, etc.) alongside the emotional mechanisms to reinforce a comprehensive understanding of the role of cognitive and emotional attributes in the BE–loyalty link.

Conclusion

The purpose of this study was to inspect specific types of emotions, which are brand passion, self-brand connection and brand affection that mediate the BE–loyalty relationship in the smartphone industry. The results supported the hypothesized relationships and augmented the role of BE in triggering EBA dimensions (brand passion, self-brand connection and brand affection), which in turn will lead to long-lasting brand loyalty. In particular, the findings demonstrated that memorable experiences motivate consumers to buy again from the brand, thus enhancing their brand loyalty. In addition, experiential brands drive emotional bonds and generate irresistible ties with customers, endorse customers' self-identity and promote customers' sense of affection toward brands. Furthermore, the study's outcomes offer substantial theoretical implications, where it extends the BE–loyalty literature by examining the mediating effect of each of the EBA dimensions framed by the SOR model. The study also provides guidelines for brand managers on how to activate customers' emotional attachments with the brand by building a memorable brand experience.

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